



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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 CATV bill ready to begin journey in Congress. p52
 Pay television revived by California court ruling. p56
 TV networks wind up year with 10% rise in billings. p38

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NEWSPAPER

PETRY

color  spot

THE TV MEDIUM FOR '66

More and more people are looking at Color Television . . . enjoying it and being sold by it. Petry Colorspot lets you appeal to just the right viewers—those with the greatest potential as customers for your product. The Stations we represent are leading the way with this new kind of selling.

COLORSPOT—FOR FOUR DIMENSIONAL SELLING

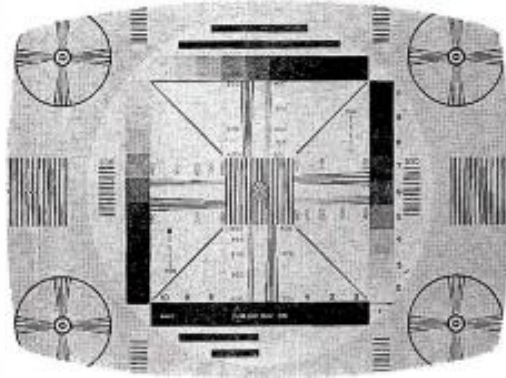


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If you want to broadcast the sharpest TV,



be sure you use the picture-perfect tape

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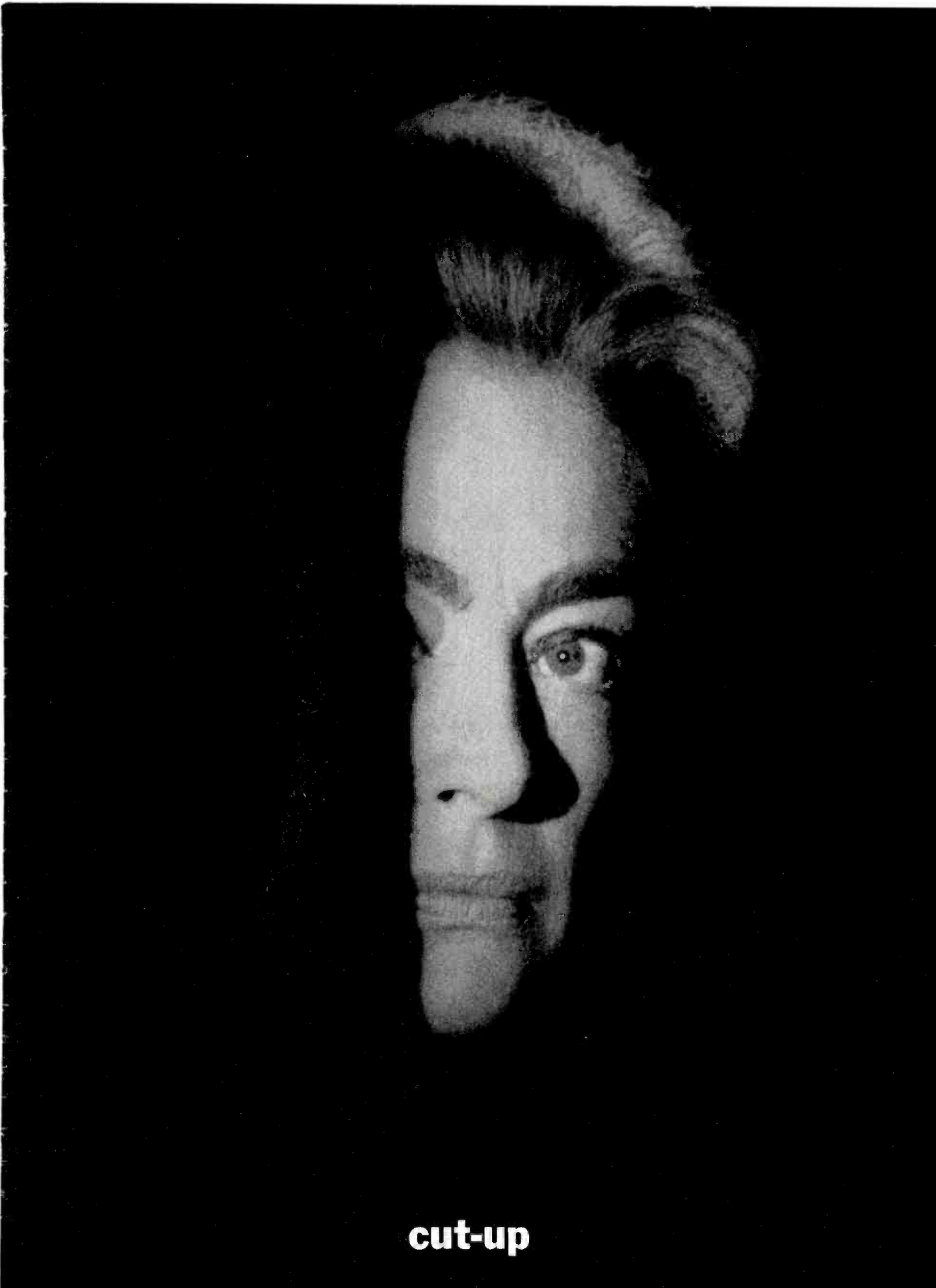
SEE US AT N.A.B.
BOOTH 319

Two important points of superiority you'll find in Memorex video tapes—both of which result in visibly better pictures—are their super-smoothness and their high-conductivity coating. These features result in absence of dropouts, picture clarity, and freedom from static build-up. You'll also get significantly reduced head-wear and a greater number of re-plays—a direct benefit from Memorex's experience in

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If you'll write Memorex Corporation at 711 Memorex Park, Santa Clara, California 95052, we will send you video tape specification data and a bibliography of technical information available from the Memorex library of reprints. Also let us know, by letter, if you'd like a free sample reel of Memorex video tape.

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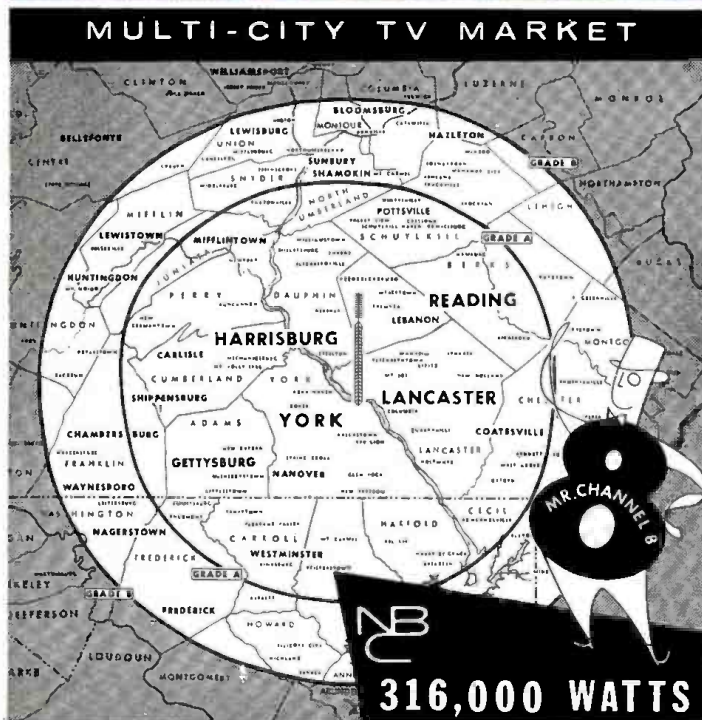


cut-up

JOAN CRAWFORD STARS AS AN AXE-MURDERER IN THE SUSPENSEFUL WILLIAM CASTLE SHOCKER "STRAIT-JACKET." ONE OF THE SIXTY GREAT POST-60's. THERE IS MORE OF WHAT YOU'RE LOOKING FOR WITH THE NEW SCREEN GEMS POST-60's. **SCREEN GEMS** 



WGAL-TV alert to tomorrow



Channel 8, color pioneer, maintains the most modern equipment for all forms of color transmission. It telecasts more color than any other station in Pennsylvania, including Philadelphia and Pittsburgh. All local programs are colorcast live, on film or via color tape recorders. And, WGAL-TV is affiliated with NBC, the full color network. Whatever your product, Channel 8 can show it, and sell it, color-fully.

WGAL-TV Channel 8-Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

Steinman Television Stations • Clair McColough, Pres.
WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

Program board

Television networks could be thrown into state of shock by inquiry that FCC will consider this week. They may be asked to explain what, including ratings, influences their decisions to cancel programs. Original proposal, initiated by Ashbrook P. Bryan, chief of FCC network study staff, and made to FCC last week by Commissioner Cox, was that networks be required to give reasons for cancellation of specific programs. Chairman Henry would have gone along. Commissioners Lee and Bartley expressed reservations. Commissioners Hyde and Loevinger opposed whole notion, with Mr. Loevinger stating FCC could be abolished for censoring if it instituted inquiry that Mr. Cox proposed. Matter went over to this week after Commissioner Wadsworth offered to redraft letter to eliminate references to individual shows.

Proposal stems from testimony given by network officials four years ago in hearings on program procurement. When asked how important ratings were in decisions to drop programs, most said ratings and other factors were involved. Since then there've been repeated reports of casualties caused by low ratings. Messrs. Bryant and Cox want to know how networks explain things now.

Strained relations

Nothing's certain yet, but there's possibility of NBC-TV affiliation changes in Kansas City, Mo., and Buffalo, N. Y., both involving Taft Broadcasting Co. stations. It's reported another station in each market has approached NBC about switching from Taft-owned WDAF-TV Kansas City (ch. 4) and WGR-TV Buffalo (ch. 2). NBC officials are considering, but expect to see Taft presentation urging retention of present lineup before reaching final decision, probably by end of month.

Stanton stays

Frank Stanton's contract as CBS Inc. president, which expired Dec. 31, 1965, is being extended to same date in 1966. CBS stockholders will be so informed in proxy statements to be mailed preparatory to annual meeting on April 20 in Los Angeles.

Last proxy statement showed Dr. Stanton's salary as \$152,885, plus additional compensation of \$185,000, and \$15,000 deferred. Board chairman William S. Paley and Dr. Stan-

ton, who will be 58 March 20, are expected to negotiate new contract which, it's presumed, will identify Dr. Stanton as chief executive officer as well as operating head.

More room

One reason for use of San Antonio as base for White House staff and news correspondents when President visits his ranch in Texas—as was done for first time last weekend—is fact that all three TV networks have own affiliates in San Antonio thus assuring each of individual studio facilities for reports from presidential newsmen. This isn't true in Austin, which has been Texas White House headquarters up to now.

San Antonio's TV's, all VHF, are KENS-TV, affiliated with CBS; KONO-TV, ABC, and WOAI-TV, NBC. Austin's lone VHF, KTBC-TV (owned by President's family but now in trusteeship), is affiliated with all three networks although it's considered primarily CBS station. Only other operating TV in Austin is UHF—KFH-TV, which carries programs from all three networks on per-program basis.

Radio's size

In terms of audience, radio will be shown to be very clearly in same ball park with television when NBC's work on cumulative radio listenership is made public this week. Findings reportedly indicate that around 110 million or approximately 90% of all adults listen to radio for half-hour or more in course of week—audience levels that are said to be very close to TV's. Study, which delves into cumulative audiences of network radio and specific radio advertising schedules as well as radio generally (BROADCASTING, Feb. 28), also shows it isn't always true that whoever sponsors a survey comes out first: In this one NBC Radio places second to CBS Radio in weekly audience.

Durable goods

As indications of (1) feature film shortage at station level and (2) durability of old movies, MCA TV is understood to have grossed more than \$2 million over past few weeks on sales from its pre-1948 Paramount library. MCA TV, which will spotlight this library in its exhibit at NAB

convention, offers stations opportunity to buy selected films from more than 700 in group.

Lure of wire

Sports Network Inc., New York, is negotiating for group of small CATV systems owned by Lykens TV Extension Inc. Fourteen-year-old group serves about 2,500 subscribers in Williamstown, Lykens and Elizabethville, all Pennsylvania.

Curb on contests

FCC Commissioner Robert E. Lee last week proposed rule prohibiting promotional excesses, but his colleagues weren't interested, at least for present. He suggested rulemaking to outlaw air contests, or promotions calculated to cause public disturbances or undue public concern. He mentioned treasure hunts that create property damage and warnings about "amoeba" invasions. Commission issued policy statement last month warning broadcasters against such activities. And although there was some support for Commissioner Lee's proposal, majority felt they should await its effect before deciding whether to issue rule-making.

Dye is casting

That Texan who's urging like-minded conservatives to buy up CBS stock and gain voice in CBS-TV programming says he's "very encouraged" by results. He's David W. Dye, of Lubbock, Tex., who formed Medias Unlimited Inc. to bring pressure on what he regards as liberal news media through acquisitions of their stock. So far, he says, he's mailed more than 30,000 copies of pamphlet, "Concerned Americans vs. CBS, a Management Control Fight."

March up the Hill

Appeal for longer broadcast-license periods will be taken to House Subcommittee on Census and Statistics which is investigating ways to reduce federal paperwork required of businesses. National Association of Broadcasters will testify at hearings March 29 or 30. NAB will argue that extension of license period from present three years to seven not only would help broadcasters but also would reduce FCC's administrative load.

KWK

IS HERE TO STAY!

As Mark Twain stated, "The reports of my death are greatly exaggerated."

KWK is very much alive and will continue to be so.

KWK will enter its 40th consecutive year of operation this month. **KWK** will *continue* to serve the greater St. Louis market with outstanding personalities, music, news, sports, and public service for many times 40 *more*.

KWK is *now* on the air... has *never left* the air... will *never leave* the air. The only change is in the ownership of the station.

KWK is here to stay!

KWK - St. Louis
RADIO THIRTEEN EIGHTY, INC.

Don Hamel, General Manager

HR National Representative

WEEK IN BRIEF

Networks open their defense of program and syndication practices with two-volume Little report. Study refutes FCC's contention that little man would benefit by limiting network program control. See . . .

IN DEFENSE OF NETWORK . . . 31

California Supreme Court says voter-passed proposition 15 is unconstitutional. STV says it has too few resources to resume operation, but sees hope for pay system in pending damage suit against theater men. See . . .

NEW BALL GAME . . . 56

CBS finishes active week. Buys Creative Playthings, new subsidiary, for \$13 million. Strongly denies New York Times' stories of TV disk recording unit. 'Times' story pushes CBS stock up. See . . .

NEW SUBSIDIARY . . . 79

FCC's proposed rule to cut network ownership of prime-time programming called 'too much remedy for the disease' by Burnett's Matthews. He says network's don't have too much power. See . . .

50-50 RULE . . . 36

Nielsen, ARB charged with 'faulty' techniques in bilingual markets. Spanish International Network says firms are shortchanging its stations in Los Angeles and San Antonio. Looks to BRC and FTC for help. See . . .

COMPLAINT ON ARB, NIELSEN . . . 72

CATV is finally in laps of legislators. Staggers introduces FCC's draft bill. House hearing could start before NAB convention. Rogers still angry; calls proposal 'smoke-screen for censorship. . . .' See . . .

CONGRESS GETS CATV BILL . . . 52

Big jump in second half of 1965 gives network television net time and program billings sharp rise of 10% for the year. Biggest gain, 21.2% is registered in daytime. October 1965 biggest month in network history. See . . .

NETWORKS UP . . . 38

NBC-TV's report of sales for '66-67 season at more than \$150 million raises spirits of affiliates' board of delegates. Board has first meeting with network's new hierarchy and praises operations. See . . .

BOARD ECSTATIC . . . 63

ABC-TV, after being on survival fringe, serves notice its now network to be reckoned with. Network officials discuss rates, affiliate relations and stepped-up news and public-affairs programs. See . . .

SPIRITS HIGH . . . 57

RKO General is in marketplace making another bid for control of H&B Communications. Asks FCC to transfer some microwave relays as first step. FCC's uncertain position on cross-ownership barred earlier move. See . . .

RKO EYES H&B . . . 80

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
Published every Monday, 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

**TV 10 - KNOXVILLE
GETTING READY* FOR...**

COLOR



Air University Library
Maxwell Air Force Base, Ala.
PROPERTY U.S. AIR FORCE

CIRCULATION UP - 53%

WBIR-TV, Knoxville, now delivers nearly 240,000 homes net weekly according to the TV Coverage Study of 1965. In less than 18 months of operating from the new 1,751-foot tower (tallest in the Southeast), Channel 10 has doubled its audience in 27 outer counties, and has increased its net weekly audience in 21 nearby counties by 25%. The overall increase is 53% in 1965 over 1960! WBIR-TV gives you the only full CBS service in eastern Tenn., southeastern Ky., and important parts of southwestern Va. and western N. C.

BUSINESS IS GOOD IN KNOXVILLE

Knoxville's economy is growing rapidly. East Tennessee, fastest growing area in the state, is expanding by leaps and bounds. Get the new Knoxville market brochure now from your Avery Knodel man.

* Photo above shows addition to our studios, which with color cameras and equipment is a half-million-dollar investment in color for the larger-than-ever WBIR-TV audience.

COLOR FACTS

- CBS Network programs in color now
- Local color films and slides, now
- Local color video tape, July 1966
- Local live color, January 1967
- Complete facilities now being prepared for color production

wbir-tv

KNOXVILLE, TENN. CHANNEL 10

Signal Coverage in the Southeast...

Offering advertisers coverage of approximately 1-million homes in six southeastern states.

**SOUTHEASTERN BROADCASTING
CORPORATION**

Greenville, South Carolina

WBIR-TV

Knoxville, Tenn.

WFBC-TV

Greenville, S. C.

WMAZ-TV

Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.

WGN gets KCTO, but FCC split on policy

FCC has approved sale of KCTO(TV) Denver to WGN Continental Broadcasting Co. for \$3.5 million and, in process, revealed numerous commission splits on question of barring multiple owners from major markets (CLOSED CIRCUIT, Feb. 28).

Vote was 5 to 1, commission announced Friday (March 4). But only Chairman E. William Henry and Commissioner Lee Loevinger voted for opinion and order, while Commissioner Kenneth A. Cox dissented.

Commissioners Robert T. Bartley and James J. Wadsworth issued separate concurring statements, while Commissioner Rosel H. Hyde concurred in action but not in opinion. Commissioner Robert E. Lee was absent.

Commission action constituted grant of first request for waiver of interim policy requiring hearing on application that would result in common ownership of more than three television stations, or more than two VHF's, in top 50 markets. Policy is in effect pending conclusion of rulemaking.

KCTO sale was affected since WGN-TV Chicago (third market) and WPIX(TV) New York (first market) are under common ownership. Denver is 45th market.

In stating "compelling affirmative showing" had been made that grant

would be in public interest, FCC noted that unaffiliated KCTO had been unable to compete with three affiliated VHF's in Denver.

Order said consideration, but "less decisional weight," was given to WGN's success as independent operator in much larger Chicago market, "its detailed efforts to ascertain needs and interests of Denver, and its commitment and obvious ability to serve those needs."

Commissioner Bartley, however, placed great stress on WGN's showing it had determined area's programming needs and intended to serve them, and on WGN's financial backing and programming experience.

He also noted that operation of WCTO would strengthen WGN's position as syndicator of independently produced programming, "and thus add to the diversification of program sources."

Commissioner Wadsworth, who with Commissioners Hyde and Lee had voted against rulemaking and interim policy, said he would not have required WGN to make "extraordinary showing" in support of application.

Commissioner Cox conceded that WGN would improve programming of KCTO. But, he said, rulemaking and interim policy aren't designed to improve programming, "desirable though that would be. Rather," he said, "they were intended to block the further aggravation of an already serious concentration of control over" television.

standardization of daylight saving time dates throughout U. S. Most bills before committee ask that DST begin on last Sunday in April and continue until last Sunday in October. But question remains as to when bill should become effective.

Several congressmen have raised questions about giving states enough time to pass counteracting law. Some favor waiting period of year or two.

Power generators will count

Acquisition and proposed use of auxiliary power equipment will be considered by FCC as matter of "decisional-significance" in comparative AM and FM proceedings.

Commission, in announcement Friday (March 4), said factor would be considered in light of experience during northeast power blackout in November. At that time, continued operation of radio was widely credited with averting public panic.

Order on CATV is due from FCC this week

FCC will issue this week second report and order in which it asserts jurisdiction over all 1,600 community antenna television systems and applies same rules to all.

Commission adopted order by 6 to 1 vote in special meeting Friday (March 4). But final editorial changes delayed immediate issuance.

Rules, which follow lines of commission's Feb. 15 public notice (BROADCASTING, Feb. 21) will become effective 30 days after publication in *Federal Register*.

Xerox buys 'Salesman'

Xerox Corp., Rochester, N. Y., signed Friday (March 4) for full sponsorship of CBS-TV's color production of Arthur Miller's *Death of a Salesman* (May 8, 9-11 p.m. EST). Agency: Papert, Koenig & Lois, New York.

File for Jacksonville TV

Two more applications have been filed for channel 12 Jacksonville, on which WFGA-TV is now operating on temporary basis.

Florida Gateway Television Inc. is headed by former Florida Governor C. Farris Bryant. Principal in New Horizons Telecast Co. is Frank Pellegrin, veteran broadcaster. Earlier applicant is Community First Corp., which includes among stockholders Ira McK. Koger, Henry Kramer, both with holdings in Jacksonville stations, and Edmund C. Bunker, New York advertising executive.

CBS and ASCAP agree that CATV should pay

CBS and American Society of Composers, Authors and Publishers, which have spent years battling each other over music-license fees, were on record Friday (March 4) as agreeing on at least one point: that community antenna television systems have no right to carry copyrighted material without permission of copyright owner.

To CATV arguments that stations or networks have already paid adequately for performing rights, or can do so, ASCAP said: "The hard fact is that a copyright owner cannot insist

Zousmer killed in crash

Jesse Zousmer, 53, veteran newsman and ABC vice president and director of TV news, and his wife reported killed Friday (March 4), in crash of Canadian Pacific DC-8 jet at Tokyo airport. They were not listed among survivors.

Mr. Zousmer was returning from tour of ABC News and other facilities in Southeast Asia, had spent two weeks in Vietnam.

Mr. Zousmer's news career spanned 30 years, including 19 at CBS where he was associated with several shows of late Edward R. Murrow, had co-produced specials for NBC's *Show of the Week*. He became director of TV news at ABC in November 1963 and vice president in August 1964.

House DST bill due soon

House Commerce Committee expects to approve tomorrow (March 8) version of Senate-passed bill calling for

WEEK'S HEADLINERS

Walter D. Scott elected board chairman and chief executive officer of NBC and **Julian Goodman** named president



Mr. Scott



Mr. Goodman

and chief administrative officer, both effective April 1. Moves, which coincide with Robert E. Kintner's official departure as chairman March 31, had been expected since Mr. Kintner, then president, was swept out of power in December (BROADCASTING, Dec. 13, 1965, et seq). Since Jan. 1 Mr. Scott has been president and chief executive officer; Mr. Goodman, senior executive VP, operations, and chief administrative officer.

Oscar Katz, executive VP, production, Desilu Productions, since 1964, has resigned, effective March 11. Mr.



Mr. Katz

Katz cited "personal reasons" for seeking and receiving his contractual release from Desilu. Mr. Katz previously had been with CBS for 26 years in various capacities, including VP, programs, CBS-TV; VP, program adminis-

tration and director of research. He will announce future plans following six-week vacation.

Ward Dorrell resigns as executive director of All Radio Methodology Study (ARMS), research project underwritten by Radio Advertising Bureau and National Association of Broadcasters and now nearing completion. Former John Blair & Co. research VP said he had come out of retirement to accept "temporary" ARMS assignment, feels he has fulfilled his commit-

ment. He plans to travel extensively but maintain home at Bronxville, N. Y. Report on ARMS work, which tested nine techniques in search of most complete measurement of radio's total audience, will be presented at NAB convention late this month.

James M. King, formerly sales manager, KDKA-TV Pittsburgh, named managing director of Television Advertising Representatives, New York.



Mr. King

William B. Condon, eastern sales manager at TVAR, promoted to general sales manager. **Peter Yaman**, account executive, appointed to newly created post of New York sales manager. Changes fol-

low appointment of former TVAR executive VP Marvin L. Shapiro as president of AM Radio Sales (BROADCASTING, Feb. 28).

John O. Gilbert, VP and general manager, WABC-TV New York, named VP in charge of affiliate relations for



Mr. Gilbert

ABC-TV New York. He replaces **Robert L. Coe**, who retires in November, 1967, meanwhile continuing to serve as VP coordinating his activities in station relations with Mr. Gilbert. Mr. Gilbert's station experience includes

that of VP and general manager of WXYZ Detroit, and association with WKHM Jackson, Mich., and WBZ Boston. He joined WABC in 1963. Mr. Coe had been with KSD-TV St. Louis, WPIX (TV) New York and with former DuMont television network before joining ABC-TV in 1955. **Richard L. Beesemyer**, general sales manager of WABC-TV, succeeds Mr. Gilbert as general manager. Mr. Beesemyer joined ABC in 1961 as manager of Los Angeles spot sales office, and was transferred to

WABC-TV in March 1963.

Leonard Goldberg, named VP in charge of current programming for ABC-TV in Hollywood only few weeks ago



Mr. Goldberg

(BROADCASTING, Feb. 21), succeeds **Edgar J. Sherick** as VP in charge of programming for ABC-TV network. Mr. Sherick has resigned to enter independent TV production. **Douglas Cramer**, VP, program development, ABC-TV,

also is leaving network for independent field (see page 74).

Robert P. Keim, 2d VP, marketing-advertising, Chase Manhattan Bank, has resigned, effective April 1, to be-



Mr. Keim

come president of The Advertising Council, effective July 1, succeeding **Theodore S. Repplier**. Mr. Keim will use interim period to familiarize himself with new duties. Mr. Repplier, at retirement age, will continue to super-

vise Council's international activities. Mr. Keim was with Council from 1954-61, managing various public service campaigns.



Mr. Aspinwall

Everett Aspinwall, Midwest bureau manager, ABC News, appointed manager of ABC News Washington bureau. He succeeds **John Lynch** who was appointed chief of Washington bureau. Mr. Lynch, in turn,

replaced **Robert Fleming** now deputy White House news secretary (BROADCASTING, Feb. 14).

For other personnel changes of the week see FATES & FORTUNES

that telecasters should pay on the basis of revenues which they do not receive."

While ASCAP was standing up for telecasters, CBS was standing up for copyright owners. CBS said: "... If

any form of communication is left exempt from payments to the copyright holders, it would work a grave injustice on copyright holders. . ."

CBS and ASCAP positions were con-

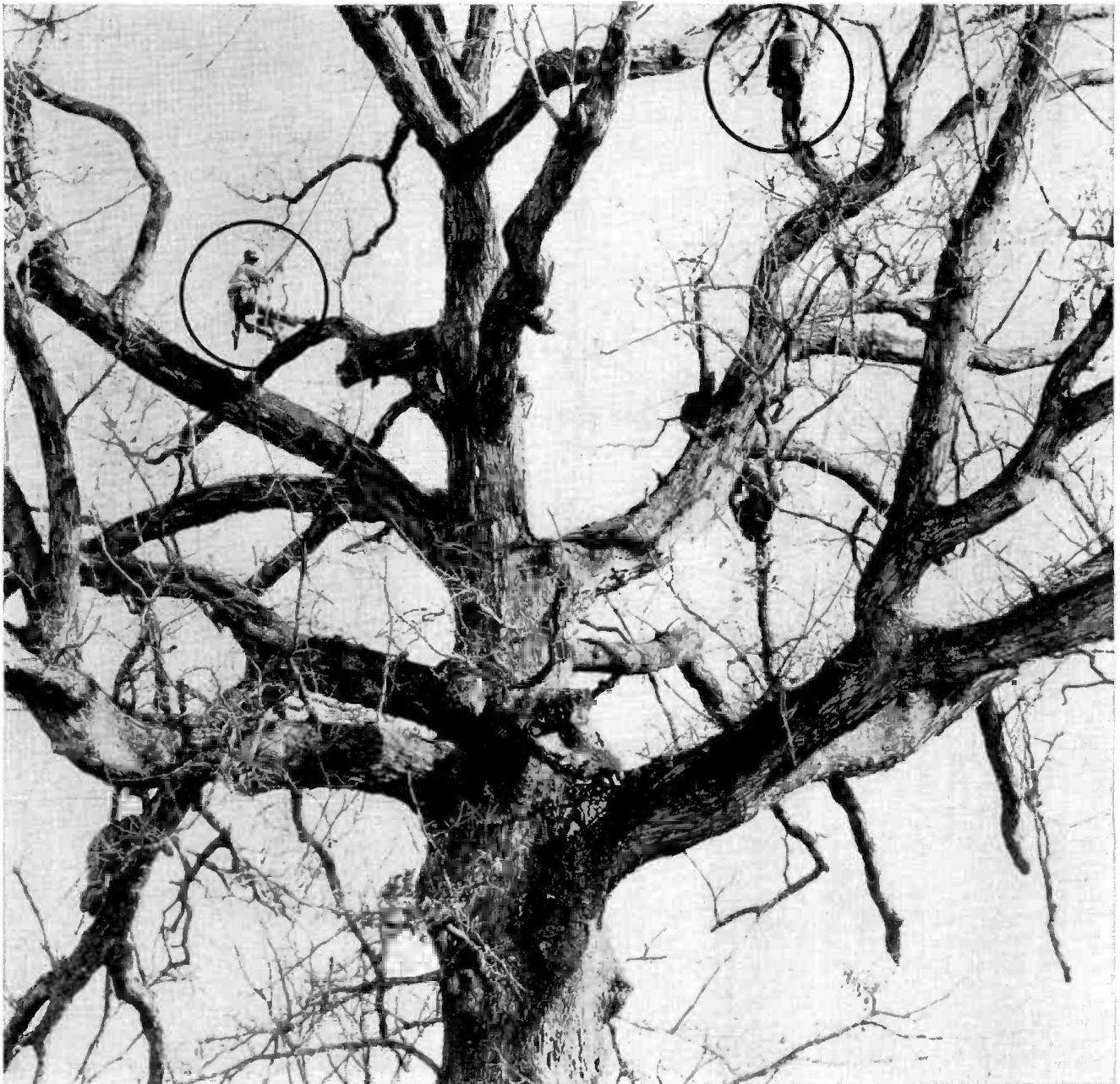
tained in separate friend-of-the-court briefs in suit in which United Artists Television charges Fortnightly Corp., West Virginia CATV operator, with copyright infringement.

**Our roots
go deep.**

When the United States became a nation, this Oak tree in Heathsville, Va. was already 176 years old. It was one of five originally planted as landmarks between two Indian settlements. Since then, countless children have climbed it, travelers have rested under its shady branches, and generations of sweethearts have carved their initials in its huge trunk.

Not long ago, Humble Oil & Refining Company purchased the land on which the Oak stood, as a site for a service station. The tree was rotting badly and near death. But after much repair and restoration work by a fine tree surgeon, it was saved.

Then the service station was specially designed to make room for the tree . . . so that this marvelous old Oak could be saved for future generations.



HUMBLE OIL & REFINING COMPANY . . . AMERICA'S LEADING ENERGY COMPANY

Do-it-yourself color!



"An Evening with . . . Ford and Hines"

That's been the story at Channel 9, Chicago, for almost ten years. And in 1965 alone it added up to a total of more than 3,100 hours of color.

We do-it-ourselves by creating a wide variety of children's programs and family features in color, by televising sports in color, by shooting news stories in color, and by seeking and programming color films and color syndication features. That's why we say . . . **WGN is color in Chicago!**

And color on WGN means color for the whole family, including the kids. So this winter, just for fun, we had a do-it-yourself coloring contest for the young children and friends of our employees.

The youngsters were invited to draw color pictures of their favorite WGN-TV program or personality—

Do-it-yourself Color!



"Bozo's Circus" by Sharon, age 6, Oak Lawn, Ill.

and a board of distinguished judges selected the winner, reproduced above.

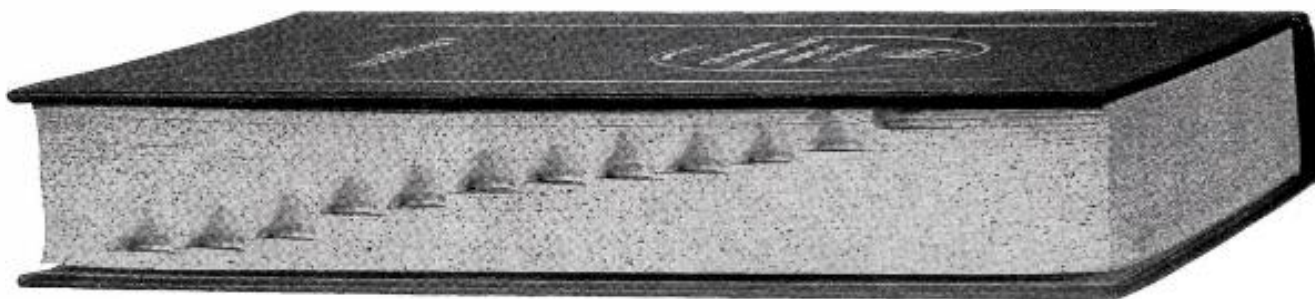
The idea was to show that color—in television or anywhere—has an excitement all its own. Early in 1965 we proudly introduced the exciting "An Evening with . . ." series in color to Chicago viewers . . . and were gratified by year's end to see it

programmed in prime time periods on WABC-TV in New York, KBTV in Denver, and KING-TV in Seattle. This color bell-ringer now joins "Barn Dance" and "Big Bands"—quality WGN color programming now available to all markets via syndication.

As time goes on, WGN will be even more colorful—proudly sharing the best with other stations in the nation and in other countries.

WGN
IS
CHICAGO

the most respected call letters in broadcasting



A WORD ABOUT A WORD

YOU WILL SOON FIND IN EVERY DICTIONARY

The word is LP-gas.

It means many things to many people.

To housewives LP-gas means modern comfort and convenience. It heats homes, cooks food, heats water, dries clothes.

To industry executives, LP-gas is a vital source of energy for running fork lift trucks, cutting metals and powering generators.

To farmers and ranchers, LP-gas provides power for tractors and trucks, and heat for crop dryers and brooders.

To civic-minded bus companies, LP-gas is not only an efficient fuel, but also helps to reduce air pollution in cities. Clean burning and odorless, LP-gas

leaves no noxious fumes to contaminate the air. Over 1600 buses in Chicago use LP-gas.

If you, as a broadcaster, want to know more about LP-gas and how it can help solve your city's air pollution problem, write us for a complete "LP-gas Press Portfolio."

What exactly *is* LP-gas? It is *liquefied petroleum gas*, a gas compressed into a liquid for easy transportation and storage. It goes by many names...propane, butane, or bottled gas...but they're all LP-gas. You'll find LP-gas wherever there is a need for heat and power.

In fact, of America's great sources of energy only LP-gas serves people in so many ways.



Saluting LP-GAS
ONE OF AMERICA'S
GREAT SOURCES OF ENERGY
FOR HEAT AND POWER

DATEBOOK

A calendar of important meetings and events in the field of communications.

■Indicates first or revised listing.

MARCH

■March 7—Eighth annual Broadcasting Day of University of Florida and Florida Association of Broadcasters. Speakers include: Marion Stephenson, vice president, NBC; Henry Geller, FCC general counsel; Robert Eunson, AP; Harold Niven, assistant to the president, National Association of Broadcasters; Paul Kauffman, executive producer of public-affairs programming, National Educational Television; Gene Wilkin, vice president, WGAN-AM-TV Portland, Me.; Jack Masla, New York station rep; Tom Wall of Dow, Lohnes & Albertson, Washington; and Peter Hackes, NBC News, Washington. University campus, Gainesville.

March 7-10—Spring conference of the Electronic Industries Association. Statler Hilton hotel, Washington.

March 8—"Five To Watch" annual banquet of the Detroit chapter of American Women in Radio and Television. Speaker will be Peter Jennings, ABC News. Recess Club, Detroit.

March 9—International Radio and Television Society's anniversary banquet. Edwin W. Ebel, vice president in charge of advertising at General Foods, will receive IRTS Gold Medal Award. Danny Thomas will serve as master of ceremonies. Waldorf-Astoria, New York.

March 10—Second annual stockholders meeting, Cox Broadcasting Corp. Atlanta.

March 10—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss the ingredients of a good commercial. Johnny Victor theater (Rockefeller Center), New York.

March 13-16—Board meeting, National Community Television Association. Madison hotel, Washington.

March 15—International Broadcasting Awards banquet and presentation of trophies to the advertisers, agencies and producers responsible for the best radio and TV commercials broadcast during 1965. Hollywood Palladium.

March 15—Deadline for entries for the Alfred P. Sloan Radio-TV Awards for Highway Safety offered to the broadcasting and advertising industries for their service in community traffic accident prevention and for their support of nationwide traffic safety programs. Send entries to Alfred P. Sloan Radio-TV Awards, 200 Ring Building, Washington 20036.

March 15—Deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

■March 15—Luncheon meeting of the Federal Communications Bar Association. Speaker will be Frederick W. Ford, president of the National Community Television Association. Willard hotel, Washington.

March 15—Annual meeting of stockholders of the Boston Herald-Traveler Corp. to elect directors and transact other business. Herald-Traveler Building, Boston.

March 16—Reception honoring 1966 international broadcaster visitors sponsored by the Educational Foundation of American Women in Radio and Television. Speaker will be John Chancellor, Voice of America International Center, Washington.

March 16-23—1966 International Television Programme Market to be held in Cannes,

France. For information contact Charles Michelson in New York at (212) PLaza 7-0695.

March 17—Region two conference of Sigma Delta Chi, professional journalistic society. University of North Carolina, Chapel Hill.

March 17-22—National convention of the National Federation of Advertising Agencies. Pebble Beach, Calif.

March 18—Spring meeting of the Indiana Broadcasters Association. Marriott hotel, Indianapolis.

March 18-19—Annual spring meeting of Arkansas Broadcasters Association. Albert Pike hotel, Little Rock.

March 20-22—11th annual spring convention of the Pacific Northwest Community TV Association. Ridpath hotel and motor inn, Spokane, Wash.

March 21-23—Annual meeting of the Canadian Association of Broadcasters. Queen Elizabeth hotel, Montreal.

March 21-25—International Convention and Exhibition of the Institute of Electrical and Electronics Engineers. New York Hilton and New York Coliseum, New York.

March 23—18th annual awards dinner of Writers Guild of America, Beverly Hills, Calif.

March 23-26—Annual meeting, Southern CATV Association. Broadwater Beach hotel, Biloxi, Miss.

March 23-26—Association of National Advertisers Inc. West Coast meeting. Del Monte Lodge, Pebble Beach, Calif.

March 25-27—Annual convention of the National Association of FM Broadcasters. Conrad Hilton hotel, Chicago.

■March 25-27—Midwest conference of the National Association of Educational Broadcasters. Pick-Congress hotel, Chicago.

March 26—Technical-committee meeting and board-of-directors dinner meeting of the Association of Maximum Service Telecasters. Sheraton-Blackstone hotel, Chicago.

March 26-27—Radio Program Conference sponsored by program consultant Bill Gavin. Sheraton-Chicago hotel, Chicago.

■March 27—Third annual meeting of Society of Broadcast Engineers. Conrad Hilton hotel, Chicago.

■March 27—Annual membership meeting and board of directors meeting of the Association of Maximum Service Telecasters. Conrad Hilton hotel, Chicago.

March 27-30—44th annual convention of National Association of Broadcasters and 20th annual NAB Broadcast Engineering Conference. Conrad Hilton, Chicago.

■March 27-30—Television Film Exhibit—1966 with 20 program distributors participating. Conrad Hilton, Chicago.

■March 29—Annual meeting of shareholders of the General Tire & Rubber Co. to elect directors and to transact other business. General Tire & Rubber Co., Akron, Ohio.

March 31—Deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

■March 31-April 2—Southern area conference of the National Association of Educational Broadcasters. Holiday Inn—Rivermont, Memphis.

March 31-April 2—Texas CATV Association annual convention. Marriott motor hotel, Dallas.

APRIL

April 1—Deadline for comments on FCC's

Please refer to preceding color spread



"An Evening With..."

- Eddy Arnold
- Jean Pierre Aumont & Marisa Pavan
- The Back Porch Majority
- Xavier Cugat & Charo
- Billy Daniels
- Phyllis Diller
- Phil Ford & Mimi Hines
- Pete Fountain
- Hildegard
- Julie London
- Arthur Lyman
- Jane Morgan
- The New Christy Minstrels
- Louis Prima with Gia Maione, Sam Butera & the Witnesses
- Johnnie Ray
- Roberta Sherwood
- Sarah Vaughan
- Earl Wrightson & Lois Hunt
- Gretchen Wyler

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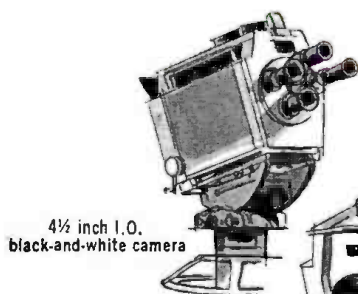


for UHF BROADCASTERS

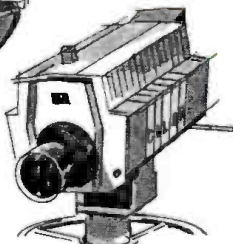


...puts a new dimension

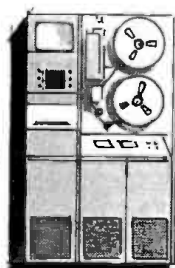
Space age electronics gave birth to what is known as the RCA "New Look." From its all-new styling to its self-adjusting transistor circuits and modular design the "New Look" adds a new dimension to equipment planning. This equipment offers *new* compactness of size, *new* reliability and stability, *new* simplicity of operation and maintenance.



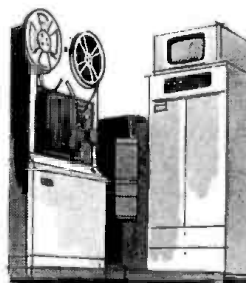
4 1/2 inch I.O.
black-and-white camera



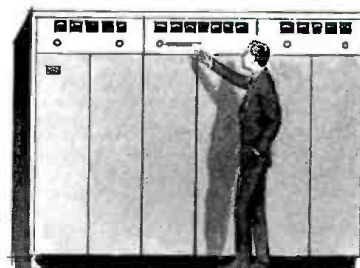
Revolutionary "black tube"
color camera



Compact TV Tape
Recorder for color



Unique "big tube"
color film system



"New Look" UHF
television transmitter



in UHF planning!

For example, the new 30 kw UHF transmitter, Type TTU-30 — with radically new klystrons of vapor-cooled type, saves space and costs, radiates as much as 1¼ million watts. It's just one of many "New Look" equipments that are years ahead in design and performance.

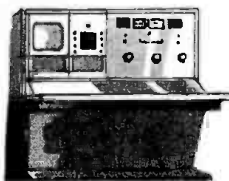
When you come to RCA for your UHF equipment, you are coming face to face with an old hand in television station engineering . . . pioneer in UHF since the very beginning. There's a complete package . . . from cameras, film and tape equipment . . . to transmitters and antennas, as shown below.



The Most Trusted Name in Television

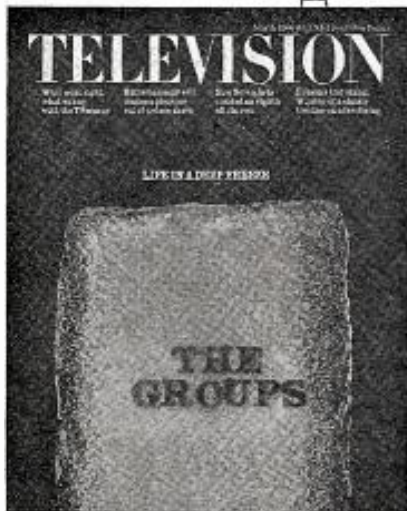


Pylon antennas



"New Look"
control equipment

We get channels you can't get anywhere else.



In the March issue. What the big freeze did to group owners. How Seven Arts has invented an eighth all its own. What went right, what went wrong with TV's 1965-66 season, and why.

Interested? Call or write Television Magazine, 444 Madison Ave., New York, PL 3-9944 for a free copy.

proposed rulemaking limiting to three, number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

April 1 — Deadline for submitting entries for the 1966 Gavel Awards for outstanding contributions to public understanding of the American legal and judicial systems, sponsored by the American Bar Association. Send entries to American Bar Association, committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

April 1-2—Region three conference of Sigma Delta Chi, professional journalistic society. Birmingham, Ala.

April 1-3—Third annual Hollywood Festival of World Television. Speakers include: Ashbrook P. Bryant of FCC; Elliott Averill, executive vice president of Bank of New York; James Haggerty of ABC; Charles Boren, executive vice president of Association of Motion Picture & Television Producers; Jack Dales, executive secretary of Screen Actors Guild; James Webb, president of International Writers Guild; Joe Roizen, Ampex International; Robert Lewis Shayon, *Saturday Review* and University of Pennsylvania, and William Dozier, executive producer of *Batman*. Canyon Club Inn, Palm Springs, Calif.

■April 3-5—National Conference on Instructional Broadcasting sponsored by the instructional division of the National Association of Educational Broadcasters. University of California, Santa Barbara.

April 14-15—1966 College Conference of the International Radio and Television Society. Hotel Roosevelt, New York.

April 14-25—44th Milan Trade Fair, including the annual spring meeting of MIFED, the International Film, TV film and Documentary market. Milan, Italy.

April 15 — Deadline for comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Jan. 31.

April 15-16—Spring meeting of West Virginia Broadcasters Association. Wilson Lodge, Wheeling.

April 15-16—Region one conference of Sig-

ma Delta Chi, professional journalistic society. Rochester, N. Y.

April 15-16—News seminar for broadcasters sponsored by the Michigan Associated Press. East Lansing.

April 15-17 — Region eight conference of Sigma Delta Chi, professional journalistic society. Fort Worth.

April 16 — 27th annual national convention of the Intercollegiate Broadcasting System. Rutgers University, New Brunswick, N. J.

■April 17-19—National Educational Television affiliates meeting. Statler Hilton hotel, New York.

April 18-19 — Annual spring meeting and election of officers of Nevada Broadcasters Association. Dunes hotel, Las Vegas.

April 18-22—National convention of Alpha Epsilon Rho, the national honorary broadcasting fraternity. Speakers include FCC Commissioner Robert E. Lee, Bill Todman of Goodson and Todman Productions, and Thomas Moore, president of ABC-TV. Sheraton Plaza hotel, Boston.

April 21-23 — Annual spring meeting of Oregon Association of Broadcasters. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Salishan Lodge, Gleneden Beach.

■April 20—Spring meeting of the Educational Television Stations division of the National Association of Educational Broadcasters. Statler-Hilton, New York.

■April 21-22—Spring meeting of the Mid-America CATV Association. Prom-Sheraton Motor Inn, Kansas City, Mo.

April 22-23 — Region four conference of Sigma Delta Chi, professional journalistic society. Toledo, Ohio.

April 22-23—Region five conference of Sigma Delta Chi, professional journalistic society. Kentucky Dam Village State Park, Gilbertsville, Ky.

April 22-30 — 6th Golden Rose of Montreux festival, the international contest for light-entertainment television programs, sponsored by the European Broadcasting Union in cooperation with the Swiss Broadcasting Corp. Montreux, Switzerland.

April 23-24 — Annual spring meeting of Louisiana Association of Broadcasters, Chateau Charles, Lake Charles.

■ indicates first or revised listing.

OPEN MIKE®

In the big time

EDITOR: I'm delighted to tears of joy as a result of your story on our "World's Fairest Radio Stations" (BROADCASTING, Feb. 21). You probably don't realize how pleased a small radio station operation such as ours can be when we find that we rated the same kind of space that you devote to CBS, NBC, etc. No magazine does a better job of staying on top of its industry than BROADCASTING.—Howie Sturtz II, president, WCCN-AM-FM Neillsville, Wis.

A Freberg by any name

EDITOR: I found your "Profile" on Freberg (BROADCASTING, Feb. 14) to be as spell-binding and fascinating a piece of literature as I've read in some time.

A couple of minor corrections: In

the biography you omitted the name "Chun," crediting me with having starred in something called *The King Chow Mein Hour*. It's OK by King, but Irving Chun, the other partner, is pretty sore about it. One other word to the wise: Steinberg's first name is Saul, not Charles, which may come as a shock to your Linotype operator, who obviously has a thing about names. Thank goodness he got mine right. Thanks and best regards.—Sam Freberg, Freberg Ltd., Hollywood. (Sam??)

Blizzard job well done

EDITOR: We are writing to express our appreciation for [broadcasters'] outstanding service in contributing to the public safety and welfare during the blizzard of Jan. 29-31. Throughout the course of the blizzard which struck

how much time between listening and reporting?

With our personal interviewing: 15 minutes to 24 hours.

Do you know what the figure is for self-administered techniques?



730 Fifth Avenue, New York, N.Y. 10019 • JUdson 6-3316

PI The Pulse, Inc.

How can a radio commercial compare with this?





It doesn't have to.
Why should radio compete with television? They have so much in common. Together they make the most natural... most powerful media mix of all. The written words ahhhhh choooh can't remind a housewife about the strength of Kleenex Tissues

as well as the actual sound of a sneeze. Housewives don't drive to their local supermarkets with an eye on the road and the other eye on a magazine or newspaper. But they do drive with their radios turned on. And they listen to Group W radio in their cars when they're seconds away from a shopping cart. They listen to Group W because they like what they hear. Perhaps it's time you asked

yourself this question: What's the last thing you want a housewife to hear when she's driving her car into a supermarket parking lot, your sales message—or your competitor's?



WESTINGHOUSE BROADCASTING COMPANY

BOSTON WBZ - NEW YORK WINS - PHILADELPHIA KYW - PITTSBURGH KOKA - FORT WAYNE WOWO - CHICAGO WIND

REPRESENTED BY AM RADIO SALES COMPANY



CHET HUNTLEY



DAVID BRINKLEY



RAY SCHERER



ROBERT MacNEIL



FRANK McGEE

The past few weeks have seen a variety of developments in the search for peace in Vietnam: President Johnson's Honolulu conferences; the Senate inquiry into U.S. policy; the plans for economic improvement in Vietnam.

As broadcasting's most responsible news organization, NBC News has covered all political and diplomatic facets of the Vietnam situation, reporting and interpreting each new development. In particular, NBC News has devoted 29 hours of live coverage to the Senate hearings—more than any other network.

At the same time, NBC News has been reporting and analyzing the *military* aspect of the Vietnam situation—and in a most comprehensive fashion. The time given to Vietnam coverage on *The Huntley-Brinkley Report* (Monday-through-Friday), *The Scherer-MacNeil Report* (Saturdays), *The Frank McGee Report* (Sundays) and *Today* (Monday-through-Friday) has averaged approximately two hours a week, most of it in color.

Of necessity, daily battle reports are fragmentary. What makes NBC News' regularly scheduled coverage unique is our policy of assembling these daily accounts into a single report at the close of a particular campaign, in order to give the viewer a meaningful perspective.

NBC News believes that such coverage-in-depth is essential to a complete understanding of the Vietnam situation. Whether the perspective is political, diplomatic or military, we will continue to make every effort to bring the entire Vietnam story to the American public.



VIETNAM

REPORTING THE BATTLE

NBC NEWS

Buying radio without ratings is harder but still possible

The controversy that swirls around the use of the existing radio rating services needs no introduction to the readers of this magazine.

There are those who damn them and those who praise them. But by and large most buyers of network and spot radio finally wind up using one or more of these rating services in making decisions.

About two-and-a-half years ago our agency reluctantly came to the conclusion that radio ratings data, then available, produced grossly inaccurate and misleading information on the audience to stations—by day parts as well as to individual programs. We felt that ratings data were not only useless but, worse, could actually be misleading if used in any way as an evaluation guide.

Sampling error alone can make radio ratings useless. An error that can be tolerated with a 20 rating becomes intolerable with a rating of 2.

What Station? ■ Among the other difficulties are a number that actually distort the ratings in our judgment. One of these is inadequate inclusion of out-of-home listening. Another is that too many radio listeners can't identify what station they were listening to on a coincidental basis and it must be even worse on recall.

Although most agencies still use ratings data to varying degrees, all elements in the industry recognize the serious lack of reliable radio-audience information. An example of this concern is the All-Radio Methodology Study sponsored by the National Association of Broadcasters and the Radio Advertising Bureau at a cost of about \$250,000. Its express purpose is to evaluate the relative ability of current techniques used by the existing radio-measurement services to produce reliable audience data. After over two years of work by this group, everybody is still awaiting its report.

It is obvious that our buyers could evaluate and buy much easier if they used ratings. Audience reach combined with cost data would produce nice simple cost per thousand relations.

FC&B's Alternative ■ Since we don't use ratings what do we do? The factors we do use include:

(1) Coverage pattern—including admittedly old Nielsen coverage measurements with newer information on power, dial position, antenna height and location.

(2) Programing—and our evaluation of such (music, news, public serv-

ice and special features) in terms of our audience objectives. One of our sources for this is a trade magazine that publishes a brief description of the programing of leading stations in major markets.

(3) Commercial policy—number of advertisements, on-air station promotion, competitive protection, commercial rotation and ratio of commercial to entertainment time.

(4) Availabilities—suitable time to reach desired audience.

(5) Other considerations—quality and "track record" of station management, adherence to the NAB code, efforts by the station to improve schedules and precise delivery of schedules ordered.

(6) Judgment and experience.

Reliability Factors ■ This is not to say that we don't recognize that there are imperfections in other media audience data including network television, spot television, magazines, newspapers, etc. However it is the feeling of our experienced (and practical) research people that samples and techniques of the services that produce these data are generally more reliable.

Of course each service we use is evaluated on its individual merits. The greater our confidence in a service the more it is used in our buying.

Thus it is our policy to use any media research service if we believe the data will help us to make more intelligent buys than we can accomplish through judgment alone.

In our opinion the data provided by the current radio-rating services do not fall in this category.

We have heard that some stations and representatives are unhappy be-

cause we do not use radio ratings. Obviously those that are unhappy are the ones that show up best in the rating services and could use this information to make an easier sale. The reverse is also obvious and we are often praised for our stand by some radio stations that don't have good audience numbers.

Our nonuse of ratings has placed an extra burden on our buyers and it likewise places an extra burden on the representative. Under this system there is an increased need for a representative to sell the qualitative values of his station and not rely merely on numbers. Since our evaluations are necessarily more qualitative and subjective we believe this provides the greatest opportunity for representatives and stations to do creative selling.

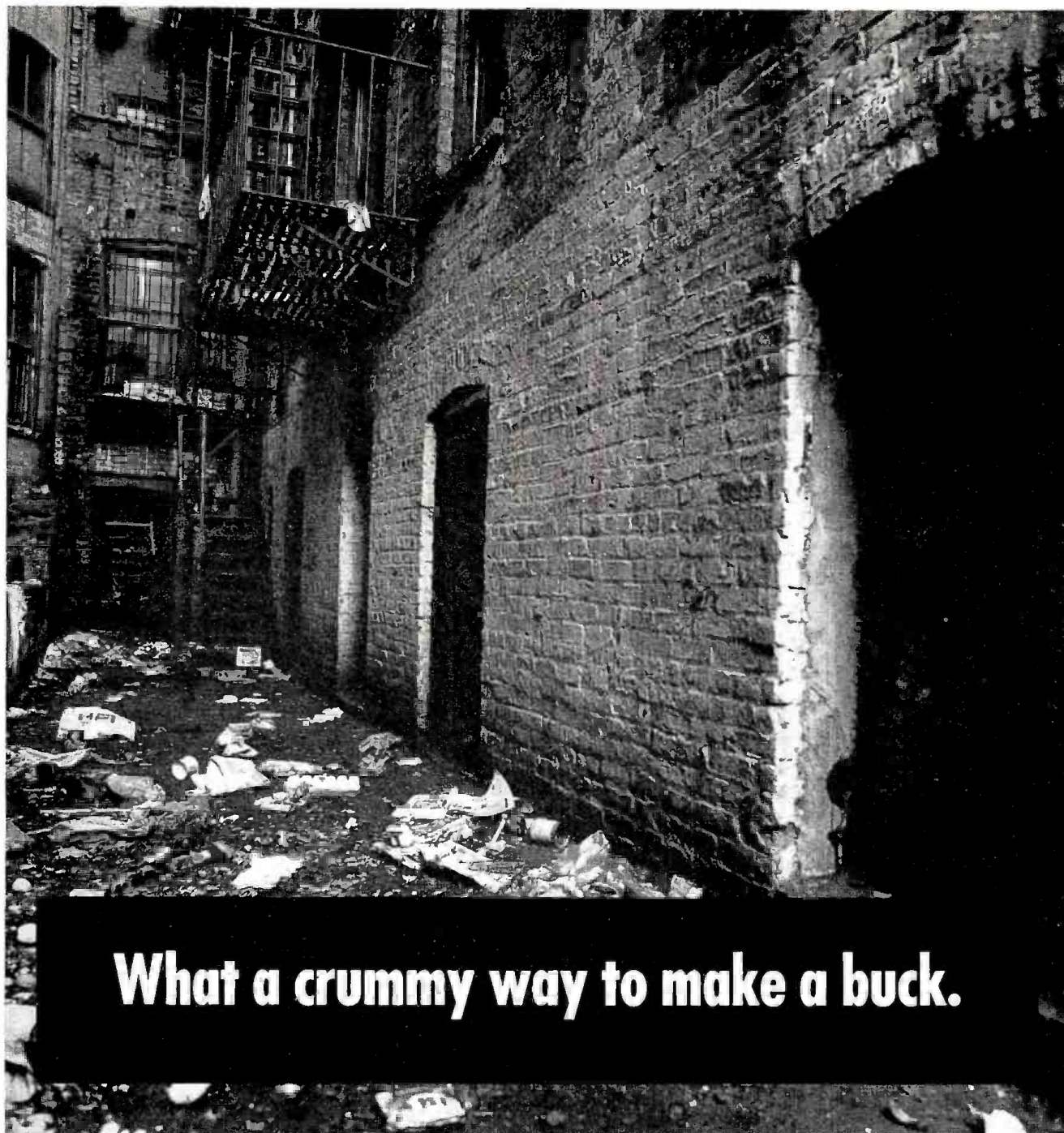
Ideas Welcome ■ Until useable ratings are available we want all those concerned with selling the radio medium to understand the reasons for our current policies and procedures. In that spirit we invite and solicit any and all creative selling presentations.

Foote, Cone & Belding is closely watching the work of the American Research Bureau and Mediastat, among others, in developing new radio rating services. We look forward to the report of the ARMS committee and its future implementation. Obviously basic audience data are fundamental to media planning and selection.

Even lacking these data we recommend and use radio when it fits our media strategy. We will welcome with open arms radio-audience data that will provide some measure of reliability to help us make better buying decisions.



Ed Stern is vice president and director of media for Foote, Cone & Belding, Chicago. He joined the agency in 1948 as senior media buyer and in 1956 became manager of its media department. He was elevated to his present post in 1958. Earlier Mr. Stern was with H. W. Kastor & Sons and Kuttner & Kuttner. For the past five years he has taught advertising at Northwestern University. He also has served on the broadcast committee of American Association of Advertising Agencies.



What a crummy way to make a buck.

Thousands of bucks are being made every day by about 12 slumlords who control tenements like this—tenements housing over 50,000 New Yorkers.

It's no way to live. And wmca has been campaigning for 3 years to see that no one in New York has to live this way.

Early in February, our program "Slumlords, Inc." named New York's most powerful slumlords and revealed how they get rich.

At the same time, bills prepared by wmca were introduced

in the State Legislature and the City Council. The bills would identify slum owners and make them personally liable for repairs and tenant claims.

wmca is backing the bills with an intensive air campaign to get New Yorkers behind the legislation.

We're getting plenty of action because our listeners react to what they hear on wmca.

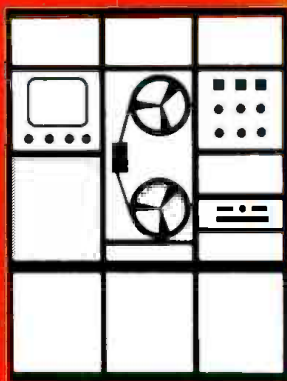
When the wmca bills are passed, maybe 50,000 human beings can begin living like human beings.

wmca turns people on.

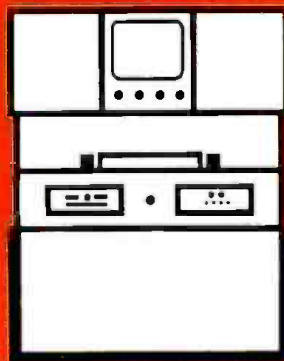
THE STRAUS BROADCASTING GROUP, 415 MADISON AVENUE, NEW YORK, N.Y. 10017 (212) MU 8-5700. WMCA—NEW YORK—570 KC. REPRESENTED BY ROBERT E. EASTMAN & CO., INC.



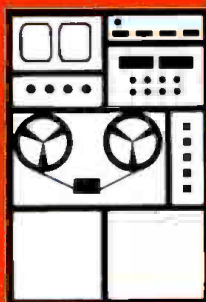
VISUAL/ALLEN...



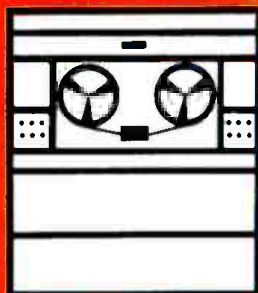
TRT/HB



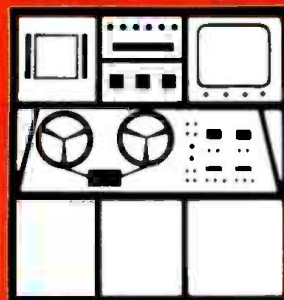
RB1000



V/A 50G



HB22



NH1000

the full line of HIGH BAND COLOR VTR for every station's VTR requirements

Whatever your need, there's a Visual/Allen VTR with finest performance for your station's conversion to High Band Color!

TRT/HB High Band your TRT machines... and eliminate those racks, with the solid-state Allen "Sync-Lock" Servo and All-Band RF system.

HB22 Allen High Band color conversion of TR22s with three options — signal system plus servo plus video processing and time base correction.

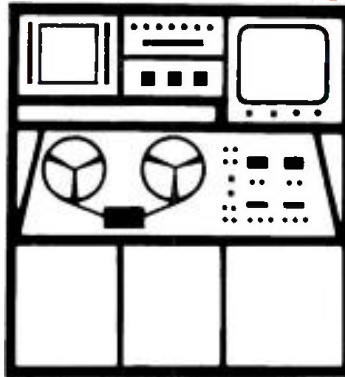
V/A50G
A completely new High Band VTR economy package with the same high-performance Allen VTR electronic systems used in the best Master Video Tape Recorder.

RB1000 Complete rebuilding at the Allen factory transforms old VR1000s into Allenized VTRs with performance second to none.

NH1000 Allen factory-rebuilt VR1000 Tape Transport in a new housing. Provides most of the deluxe features of the Master Video Tape Recorder at a savings.

... brings you the best!

THE CONTINENTAL



V/A100G

MASTER COLOR VIDEO TAPE RECORDER

... where only the finest will do

And for those who demand the very best, we offer the superb new V/A100G Master Color Video Tape Recorder — *The Continental!* This all-new recorder from Visual/Allen incorporates all the features operators have sought: All Band operation at the flip of a switch . . . routinely providing the best in High Band Color Performance . . . with *long head life*.

And remember . . . all Allen VTR Systems are available for most existing VTRs as single units . . . or as full field conversion kits to Allenize for full High Band Color.



VISUAL ELECTRONICS CORPORATION
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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

COME TO THE CONTINENTAL!

See Visual/Allen High Band Color VTR — and other New Concepts from Visual — in the Continental Room, Conrad Hilton, Chicago, March 27-30 during the 48th Annual NAB Convention.

EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \text{MOBILE ALABAMA}}$$

*PICK A SURVEY --- ANY SURVEY



Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



In defense of network programs

Little report presents exhaustive documentation to prove networks aren't the programing giants charged by FCC and that syndicators are doing well without proposed 50-50 rule

The FCC's proposal to limit network ownership of, and profits from, the programming they carry ran into its heaviest barrage of criticism to date last week; a barrage aimed not only at the conclusions of the proposal but at the assumptions and facts on which it is based.

The criticism was contained in an exhaustive economic analysis of network program procurement and production practices prepared by the Cambridge, Mass.-based Arthur D. Little research organization, under contract to ABC, CBS and NBC.

The commission, concerned about what it says is a growing "triopoly" of network control over the programs the American public sees, says the principal purpose of the proposed rule is to promote diversity of sources of network programing.

But the Little report suggests that the proposal would not cure the ills the commission sees in the system—if, indeed, they exist. Rather the report sees the proposal, if adopted, as merely making the networking system less efficient and less suited to the needs of all concerned, and costing the networks millions of dollars annually.

Nothing Sinister ■ The Little report sees no sinister network plot behind the decline in the amount of advertiser-supplied programing, as does the commission's notice. Networks are found to be something less than giants in the syndication field. And where the commission's notice appears to picture packagers as financial 98-pound weaklings bullied by the networks, the Little report shows them more in the guise of competitive wildcats, fiercely fighting for a piece of the action and generally doing pretty well.

Many of the arguments have been made before. But never have they been supported with the mass of detail the Little organization has compiled in its two-volume, 250-page report. The second volume consists of 165 pages of tabular material drawn from a variety of sources, including confidential files

of the commission and the networks themselves.

The report was filed ahead of the April 15 deadline for comments on the proposed rule to enable advertisers, packagers and broadcasters to study it before submitting their views. The material in the report is certain to loom large in the commission deliberations and industry debate over the proposal.

The commission's proposed rule would prohibit networks from owning or controlling more than 50% of their prime-time nonnews programing. It would also prohibit them from acquiring subsidiary rights and interests (includ-

ing those in syndication and merchandising) in independently produced programs, bar them from domestic syndication and permit them to syndicate abroad only those shows they produce.

Would Cost Networks ■ The economic impact of the rule would be felt by the networks. The Little report notes that in 1964 the networks earned a total of some \$23.5 million from syndication activities (foreign and domestic), and \$8 million from subsidiary revenues. The networks' total broadcast revenues that year, however, were \$712.5 million.

The commission's notice of rulemak-

Why fewer advertisers supply their own shows

Rising program-production costs, as well as a new pattern of advertising in which sponsors seek to reach a variety of audiences through different programs, are pictured in the Arthur D. Little report as principal reasons for the decline in ad-

vertising-supplied programing on network television.

The table below from the report shows the number and percentage of television advertisers that could have afforded the costs of one-hour and half-hour series in 1964.

Advertising Budgets for Network Television
1964

Dollars spent	Number of advertisers	Percentage of advertisers	Percentage of advertisers
Could supply an hour or half-hour series			
\$40,000,000 & over	1	0.3%	} 8.0%
20,000,000-39,999,999	13	3.7	
10,600,000-19,999,999	14	4.0	
Could supply a half-hour but not an hour series			
\$ 9,000,000-10,599,999	1	0.3%	} 4.8%
7,000,000- 8,999,999	6	1.8	
5,800,000- 6,999,999	9	2.7	
Could supply neither hour nor half-hour series			
\$ 4,000,000- 5,799,999	27	7.7%	} 87.2%
2,000,000- 3,999,999	40	11.5	
under 1,999,999	236	68.0	
Total	347	100.0%	100.0%

ing expresses concern about the fact that advertiser-supplied programming accounts for only some 7% of prime-time programming, whereas in 1957 the figure was 36%. Programs that are owned by the networks or are licensed to them by producers account for some 93% of prime-time viewing.

In the commission's view, this development appears to be the result of conscious network effort to crowd out advertiser-supplied programs. The rule would counteract this development by forcing networks to make 50% of their prime time available to advertisers for programs the commission believes they would be ready to supply.

But the Little report, citing the growth in multiple-sponsored programs, suggests advertisers like the system as is.

The report says that advertisers prefer to let networks take the risk of program development and provide the programs in which they can buy spots. This permits major advertisers to buy time in a variety of programs, each aimed at different audiences.

It also enables smaller advertisers to get network exposure that, because of soaring pilot-production and program costs, would otherwise be denied them. The report says that 92% of the 347 advertisers on network television in 1964 could not have afforded an hour series (\$10.6 million) and that 87% couldn't have borne the expense of a half-hour series (\$5.8 million, see table).

Thus, the report said, if networks are prohibited from providing the programming for participation buys, then some other group would have to take over that function. Advertisers themselves, the report said, have not indicated an interest in taking on the role, which "would be a difficult one for them to fill comfortably." And it questions whether such a "middleman" would be in the public interest.

The Little report also expresses the view that the proposed rule would leave networks' influence over programming virtually untouched. It suggests that, to minimize the risk of rejection by the

networks, which would retain ultimate control over their schedules, advertisers and producers would consult with network officials before producing shows for the nonnetwork half of the schedule.

Would Mean an Increase ■ The report also predicts that the rule would actually increase network control over programming, at least to the extent of encouraging them to fill the 50% of prime time to which they would be entitled with their own productions. They now produce 8-12% of prime-time programming.

And the rule couldn't be expected to open up network schedules to more pilots free of network interest to a greater degree than in the recent past. The reason: "About half of the new series in network schedules in recent years have been developed without such network interest or other development."

Furthermore, the Little report sees the proposal as loading the dice in favor of strong networks, to the detriment of weaker, or emerging, ones. Advertisers with strong shows will offer them first to the strongest network, the report said, noting ABC's difficulties in the days before it began producing more of its own programming.

The commission's proposal is based in part on the belief that networks force producers to grant them subsidiary rights, and that the subsidiary rights they do hold in programs induce networks to pick them rather than some others for airing.

Wrong on both counts, says the Little report. Network ownership of subsidiary rights has remained fairly constant in recent years. However, the top year was the last one tabulated, when the networks owned distribution rights, domestic and foreign, and merchandising rights, in 34%-36% of their prime-time entertainment programming.

The report shows that between 1960 and 1964 the networks consistently chose more shows in which they did not have syndication rights than shows in which they did. In addition, in each of the years, they had a reserve of shows in which they had acquired rights and which they could have scheduled. And in some cases the networks scheduled series in which they had no profit-sharing interest in preference to shows in which they did.

The Little report notes that subsidiary rights and interests owned by the networks in 1964 totalled \$8,015,000, while direct program costs were \$263,693,000, and observes: such rights and interests "contribute very little to recovering program costs."

In suggesting networks could be swayed in their selection of programs by their ownership of subsidiary rights and interests in them, the commission noted that proceeds from such sources account for "less than 1% of the com-

How the Little company report was prepared

Professor Jesse W. Markham of Princeton University, a consultant to the Arthur D. Little company, was treading familiar territory in serving as chief architect of the report on the FCC's proposed rule to limit network ownership of programming.

Professor Markham, although on the Princeton faculty at the time, served as associate chief economist on the commission's network study staff during the preparation of the so-called Barrow report on network activities, in 1957.

The report, prepared under the supervision of Dean Roscoe L. Barrow of the University of Cincinnati Law School, led to the outlawing of option time, "must-buy" practices and network representation of non-owned stations in national-spot sales.

Professor Markham, who is currently visiting professor in economics at Harvard Business School, initiated the Little company's study of the network-programming proposal and was responsible for its preparation from May 15, 1965, to Sept. 15, 1965, when he returned to teaching. But he read the final text and "is in agreement with the conclusions" drawn from the data.

Retained in March ■ The Little

company was retained by counsel for each of the networks shortly after the commission issued its notice of rulemaking, on March 22, 1965 (BROADCASTING, March 29, 1965).

The company's staff examined a variety of information, including the data underlying the commission's notice of rulemaking, financial and other information from the networks, the commission's survey of television stations, a Broadcast Information Bureau study of syndicated programs, and the American Research Bureau's "Syndicated Program Analysis, 1965."

The staff also conducted a number of interviews in the television industry, "primarily for the purpose of developing a thorough understanding" of how the networking system operates, according to the report. No effort was made to get "subjective opinions" on the issues involved.

They interviewed personnel from some 20 program packagers and program distributors as well as representatives of 16 advertisers or advertising agencies and of 20 television stations, individually or through group owners. Station representatives and trade-press personnel were also interviewed.

Are packagers at a disadvantage? Little report says no

The FCC's assumption that program packagers must virtually go hat in hand to networks when they want to present programs isn't confirmed in the Arthur D. Little economic analysis filed with the FCC.

The commission's view was expressed in its proposal to limit network ownership of programming, and thus put independent producers on a more equitable footing for dealing with the networks. The Little report offered a detailed analysis of the implications of the rule (see page 31).

In discussing packagers, it said evidence suggests they are not at a serious disadvantage. It notes that "expectations of profitability are sufficiently prevalent" to attract into

packaging 60 to 70 firms each year, including 17 to 23 new ones.

Business Good ■ Indeed, packagers' revenues from programming have gone up faster than networks'. The report notes that network revenue from program payments, profit-share income and distribution fees went from \$25.5 million in 1960 to \$36 million, in 1964. Packagers' income increased from \$217 million to \$281.2 million in the same period. However, packagers' profits were not available to the Little company.

Furthermore, the report notes that packagers frequently sell to different networks in the same season and occasionally move a show from one network to another.

The report notes that 20 packagers accounted for 71.9% of the money paid to all packagers in 1964. The report says that of 79 possible changes in rank between 1960 and 1964, 68 actually occurred. Only one producer that was in the top five stayed through 1964—Revue.

Movie studios are playing increasingly strong positions in terms of bargaining with networks and advertisers, according to the report. It noted that eight motion picture companies accounted for 37% of the price paid for programs supplied by packagers between 1960 and 1964. And after 1960, the report noted, "a growing percentage of programming has consisted of feature films."

bined [network] revenues from the sale of time, talent and program material."

Big Differences ■ But the Little report notes that the range of network revenues for network-produced and packager-licensed programs "varied enormously." The median range of revenue was \$90,000 to \$99,000 per program for 134 half-hour program units. But 65 units fell below the median and returned an average of \$66,000; while 48 returned more than the median, averaging \$117,000 each.

"It seems unreasonable to suppose that, with subsidiary revenues counting for less than 1% of total revenue and with such wide variations in revenue among different programs," the Little report says, "a network would give less weight to its prediction of program success than to its possession of subsidiary rights."

The report also questions whether limiting network acquisition of subsidiary rights and interests would benefit packagers.

Furthermore, it says, packagers appear to be doing well, financially. New ones are continually entering the field, and as a group their revenues from programming are going up faster than the networks' (see above). Their main problem appears to be each other, for competition is intense, with packagers moving in and being moved out of top rankings every year.

The report challenges another assumption made in the commission's notice—that stations would be more likely to take syndication offerings from the networks with which they are affiliated than from other syndicators. This was offered in partial justification for proposing to eliminate networks from that activity.

The Little report notes that in November 1964, CBS affiliates bought 5% of their syndicated material (exclusive of feature film) from CBS Films and says that amount was as high a percentage as any affiliates bought from their respective networks in that month.

Not Dominant ■ In that connection, the Little report suggests that networks do not occupy the "dominant" position in domestic and foreign syndication markets that the commission notice assigns them. They accounted for 12% of the total syndication market in 1964, a drop from a high of 25% in 1958.

The networks' relative percentage would have been even lower if it had not been for foreign sales. Network do-

mestic sales in 1964 totalled \$7.7 million, or 7%, of the total sales of \$116 million. But networks sold \$15.8 million in the foreign market, 20% of the \$80 million total.

The report also takes issue with the commission notice's reference to "virtual extinction of the first-run prime-time syndication market," with the implication "that network activity in syndication is responsible." The notice said the number of mass-appeal, U.S.-produced series annually released declined from 29 in 1956 to one in 1964.

But the Little report counts "at least 13 first-run syndicated series released in 1964 and broadcast in prime time."

This includes two foreign-produced series. The report acknowledges that there was a decline in some categories, like adventure, drama and western, but says there was an increase in music, variety, documentaries and special interest programs. There was also an increase between 1961 and 1964 in number of half-hour units of programs.

The report, in addition, cites a number of factors for the decline in first-run sales—one prominent one being the increase of feature-film availabilities. The report notes that 959 movie titles were released to TV in 1964 and returned an estimated \$76 million.

Thus, the report suggests that the major result of removing the networks from syndication would be to "increase concentration" in both the domestic and foreign markets in the hands of the "already large established syndicators." It noted that five of the six syndicators that had greater sales than any of the networks are movie producers and distributors and already play an important role in the entertainment industry.

'Daddy, what's an SOB?'

A cuss word crept into news footage filmed in Fayette, Miss., and was shown—and heard—on NBC-TV's *Huntley-Brinkley Report* on Feb. 28. The footage depicted a merchant irked by racial troubles in the area who was heard saying: "No son of a bitch is going to tell me how to run my business."

Several affiliated stations brought the incident to the attention of NBC in New York, expressing surprise and dissatisfaction that the remark was included in a news report. NBC spokesmen, acknowledging both the slip in editing and the receipt of station correspondence, said it was difficult to monitor every comment made before the cameras during coverage of fast-breaking news events.

Another view on 50-50 rule

Independent producer

Don McGuire bitter about
network program controls

Hot on the heels of the Little report on network control of television programming (see page 31), a congressional subcommittee heard a diametrically opposite viewpoint from an independent producer.

Don McGuire, Hollywood TV and motion-picture producer, painted a picture of "massive network controls" for the Subcommittee on Regulatory and Enforcement Agencies of the House Small Business Committee last Tuesday (March 1). The networks, he said, "have control of anything seen on television today."

Mr. McGuire, by his count, has written, directed and produced some 200 TV programs and motion pictures, including *Hennesey* starring Jackie Cooper (CBS-TV 1959-62), and *Mona McCluskey* starring Juliet Prowse (NBC-TV 1965).

He claimed that the networks' motto on programs is: "If we don't own them, we don't show them." Mr. McGuire credited James T. Aubrey, former CBS-TV president, with making that statement, although he admitted he could be mistaken about the author's identity.

"There is no such thing," he said, "as an independent producer." In the past, "many companies" were involved in independent production. "But," he added, "I was the last."

How It Started ■ The quiz-show scandals of the late 50's were credited by Mr. McGuire with being the turning point in the control the networks exercised on programming. "Then they really started to crack down," he said. "The actual picture for the independent producers seemed to change in 1960."

The change mentioned referred to the charge made by Representative John D. Dingell (D-Mich.), subcommittee chairman, that network ownership of programs increased from "67% in 1957 to 93% in 1964."

Mr. McGuire said the networks don't run anything "that they don't own part of, and in most cases it's 51% or more."

Before 1960, he claimed, there were six or seven independent producers. Today, he said, "there are none."

The 50-50 Rule ■ The FCC's proposed 50-50 rule, (to limit the networks

to ownership interests in only 50% of their prime-time programming) "is a massive, conscientious, brilliant effort" in Mr. McGuire's opinion. Although it wouldn't do everything he'd like it to do, Mr. McGuire said it would "give the independent producer a chance to survive."

Representative Dingell asked if the rule's adoption would improve TV programming. Mr. McGuire said he thought it would. Today, he said there are only three choices for programming. If the 50-50 rule is adopted "you would have 60 or more different choices. . . . That many people would be shooting for the



Mr. McGuire

14 hours of programming a week" that the proposal would open to outside ownership on each of the networks.

But, he added, he doubts that the proposal will ever be approved. "Network executives are quietly telling those who formerly were in independent production that they shouldn't testify on behalf of the rule." Producers are getting the networks' point, he indicated, and since most of them now work for the networks they fear they'll lose their jobs if they buck the networks on the issue.

When asked for names, Mr. McGuire declined to answer because he said he did not want to be responsible for having some of his friends fired.

Court Fight? ■ If the 50-50 rule is adopted, he claimed, problems would

still exist. The networks still would have to give their approval to any program they would show, he noted. And they could still get ownership control by refusing to show anything "they didn't have a stake in. They'll have to be taken into court before they'll give up on this," he stated.

The syndication business has ceased to exist, he said, because of network program control. Through their overseas arms, the networks have closed off foreign markets, even though foreign stations are willing to pay "top dollar for American negatives."

The networks, he charged, "have working relationships with practically all overseas stations." When Congressman Dingell asked for details, Mr. McGuire said he had no practical knowledge of the networks' foreign relationships. He suggested that the subcommittee subpoena the network-foreign station contracts.

The Procedure ■ Mr. McGuire gave the subcommittee a description of the procedure a writer or producer would go through to get a program on a network:

A writer with an idea for a program would tell his agent who would then take it to a network official. If the official doesn't like the program, that's the end of the line. But if he does, he asks that the idea be signed over to the network along with distribution and syndication rights and 51% ownership of the program.

"When you do this, he then tells you to develop a script. Your studio foots the bill" for the script.

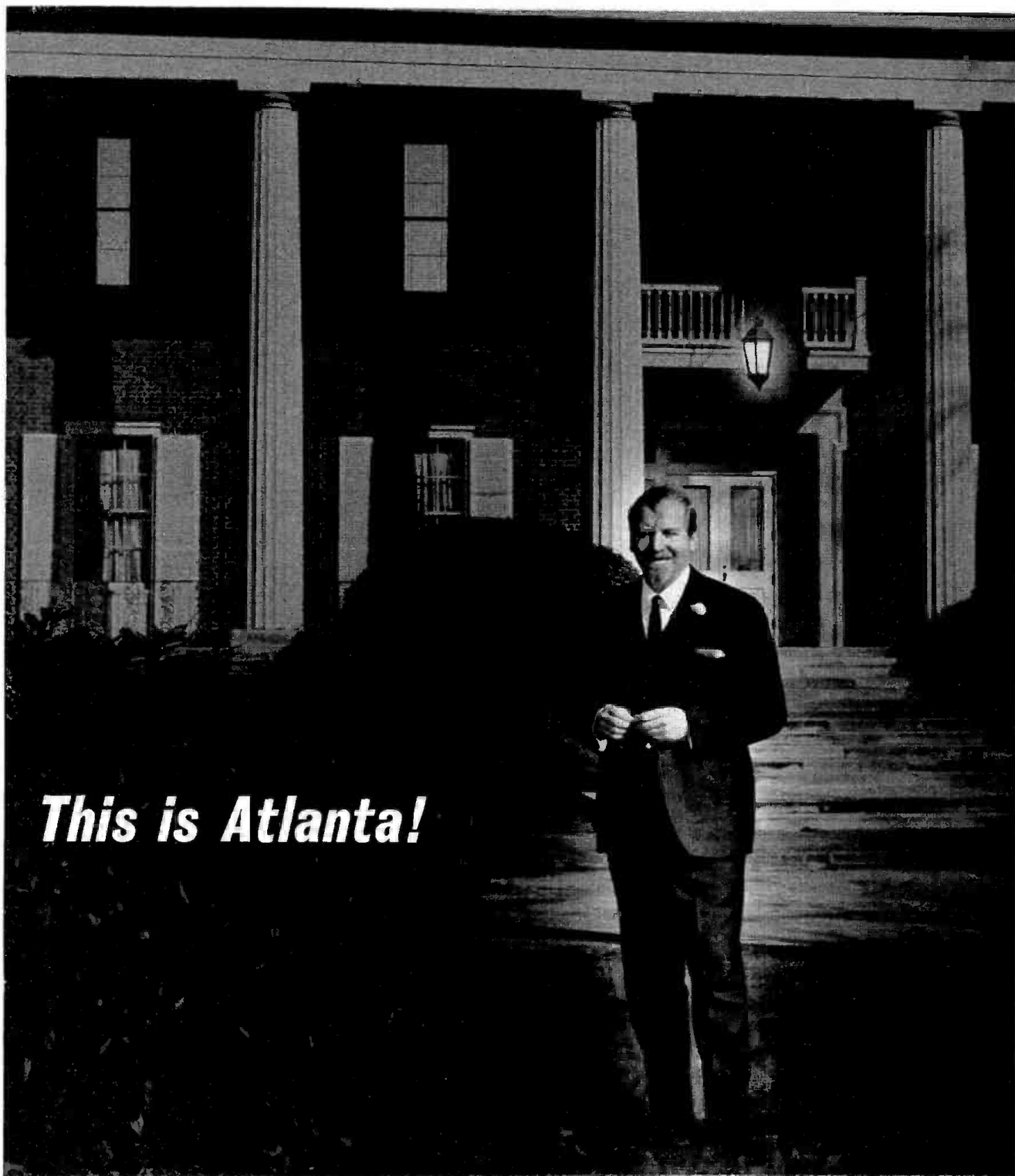
The studio, however, is a part of the network in Mr. McGuire's opinion, even though "its stockholders may not coincide with those of the network, the cash flow for the studio comes primarily from the network—so it's a part."

If the script is approved, the network may then ask for a pilot film. "Pilots are very expensive," Mr. McGuire observed, "but the studio foots the bill for them, with the network picking up the overage." For example, if a pilot budgeted at \$80,000 actually cost \$120,000 to produce, the network would pay the \$40,000 difference. "If the pilot meets the requirements of the network, then it may be scheduled. If not, it's scrapped or altered."

"The studio gets a large rental fee and if you have a name star he may get as much as 50% of the show. The producer gets very little for his work," Mr. McGuire added.

If the network accepts the show, it may require that it be filmed at a studio "where the rental is 30% of the budget, rather than let you select your own studio where the rent may be only 10%."

A producer who refuses to sign over the rights to his program is out of



This is Atlanta!

TONIGHT AND EVERY NIGHT! Skitch Henderson, musical director of NBC's "Tonight" show, recently brought his talents to Atlanta as guest conductor of the city's symphony orchestra. He needed no introduction to the thousands of Atlantans who watch the "Tonight" show on WSB-TV. Your best introduction to the nation's number one growth market in television homes* is on WSB-TV, too.

*Broadcasting, January 3, 1966.

WSB-TV

Channel 2 Atlanta

NBC affiliate. Represented by Petry



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WTOG AM-FM, Miami; KTVU, San Francisco-Oakland; WHIC-TV, Pittsburgh.

luck, he claimed. "The network won't even look at an independent show."

To prove this contention, Mr. McGuire cited his experiences with *Hennesey* and *Mona McCluskey*.

On *Hennesey*, for example, CBS-TV did not have control, he said. As a result, he sold the rerun rights for 96 episodes to NBC-TV for \$1,200 an episode more than CBS-TV had offered him.

Today, he claimed, the networks get control of syndication rights before the program makes its first appearance, "or the program won't go on."

The three networks, he said, gross \$80 million to \$90 million a year through syndication. If CBS "ever puts up a 'syndication for sale' sign in Columbia Square, there'll be a mob waiting to buy."

He claimed *Mona McCluskey* was the only 1965 show produced without

Named McGee and a program starring Janet Leigh.

The *McGee* program had drawn interest from General Foods and Procter & Gamble, and had also drawn interest from Philip Morris Inc., though the cigarette company wasn't committed. GF had the 9:30-10 p.m. period on CBS-TV and allegedly asked to put *McGee* in that slot. But the network refused, because it wasn't a network-owned property, Mr. McGuire claimed. GF then refused to sponsor *Selena Mead* with Polly Bergen, which the network offered. At this point a network executive allegedly told the sponsor: "If you don't want the show, get out of the time period."

GF, instead, accepted *Hazel*, "which had been cancelled by NBC-TV and sold to CBS-TV along with all the back films," Mr. McGuire charged.

Since the *McGee* experience, Mr.

50-50 rule is too much

Burnett's Matthews accuses plan of overshooting its goal

The FCC's proposed rule limiting network ownership or control of prime evening television time "is too much remedy for the disease," according to Leonard S. Matthews, executive vice president, Leo Burnett Co., Chicago.

He indicated he feels most advertisers can find the programs or audiences they want from the variety available now, or at least the larger ones can.

Appearing as one of several industry figures on a special hour program on the subject of television presented last week by WBBM-TV Chicago, Mr. Matthews admitted he doesn't know what the right answer might be to the general problems of program control and availability. But he said he doesn't think the networks hold too much power at the present.

Participants on the program, *Television—Triumph, Treadmill or Trivia*, included Jackie Cooper, executive vice president of West Coast operations, Screen Gems Inc.; FCC Commissioner Kenneth A. Cox; Roy Danish, director, Television Information Office; Dwight Newton, TV critic, *San Francisco Examiner*, and Dr. Harry Skornia, Radio-TV department, University of Illinois.

WBBM-TV's Carter Davidson moderated the Monday 9-10 p.m. special which also explored taste in commercials, television's maturity, political broadcasting and related topics. The home audience was asked to vote its opinions about TV as part of the station's continuing "Feedback" project. The results are to be aired March 22.

No Entry ■ In the discussion of the FCC's 50-50 plan, Mr. Cooper noted that even if the rule took effect the networks still would wind up holding the two key hours of prime time each evening, namely 8-10 p.m. or "the area in which we know from all the ratings we've got the largest audience." Thus, independent producers are "not going to get in there," he said.

Commissioner Cox urged the Screen Gems' official to file comments "suggesting that perhaps some further refinement of the rule is necessary." Comments on the FCC proposals are due April 15.

Mr. Danish, after an exchange with Commissioner Cox over the point that



Panelists on the WBBM-TV program (clockwise): Messrs. Matthews (back to camera at left), Danish, Cox, Dr.

Skornia, moderator Davidson, Messrs. Cooper and Newton (back to camera at right).

network money. But the network, he added, wouldn't take the show until he agreed to give it a 25% interest.

Representative Dingell asked: "What did you get for your 25% . . . ?"

Mr. McGuire replied: "I got a handshake. . . ."

He continued: "I wasn't looking for money. I already had a sponsor who was willing to buy the program . . . R. J. Reynolds said they would buy . . . for 26 weeks. . . . All I needed was to put the program on the air."

Several times Mr. McGuire mentioned a deal offered to a sponsor that had expressed interest in a show of his. The network, he said, tried to interest the sponsor in its own show, instead.

The program the network offered "had network quality. It didn't exist. It was a name. The show hadn't even been written."

When asked for an explanation, he said United Artists had contracted with him to produce *McCluskey*, *A Man*

McGuire has entered a suit in a federal court against GF and CBS charging these actions violated the antitrust laws.

Stations, Too ■ The networks are not the only ones responsible for the plight of independent producers in Mr. McGuire's opinion. Individual TV stations also must share the blame. He charged:

"The name of the game is money. The licensee doesn't care about the public interest. He'll take any program that the network sends him. . . . About 80% of the money of network affiliates is network money."

(The FCC's financial report for 1964 shows that of over \$1 billion total revenues for 575 television stations, \$214 million, or less than 20% was from the networks [BROADCASTING, Aug. 9, 1965]).

He added: "the weakness of our laws is that the licensee isn't restricted as to the amount of network programing he can accept."



Why KABC-TV, Los Angeles bought Seven Arts'... "THE FAST 23"

Says Elton H. Rule:

Vice President and General Manager KABC-TV, Los Angeles, California

“KABC-TV has

*an audience
that is younger
and fast-moving*

And, we have found that when it comes to features, our viewers react to story lines that are hard-hitting and have continuous action that never lets up for a minute. That's why we bought Seven Arts' 'The Fast 23'.

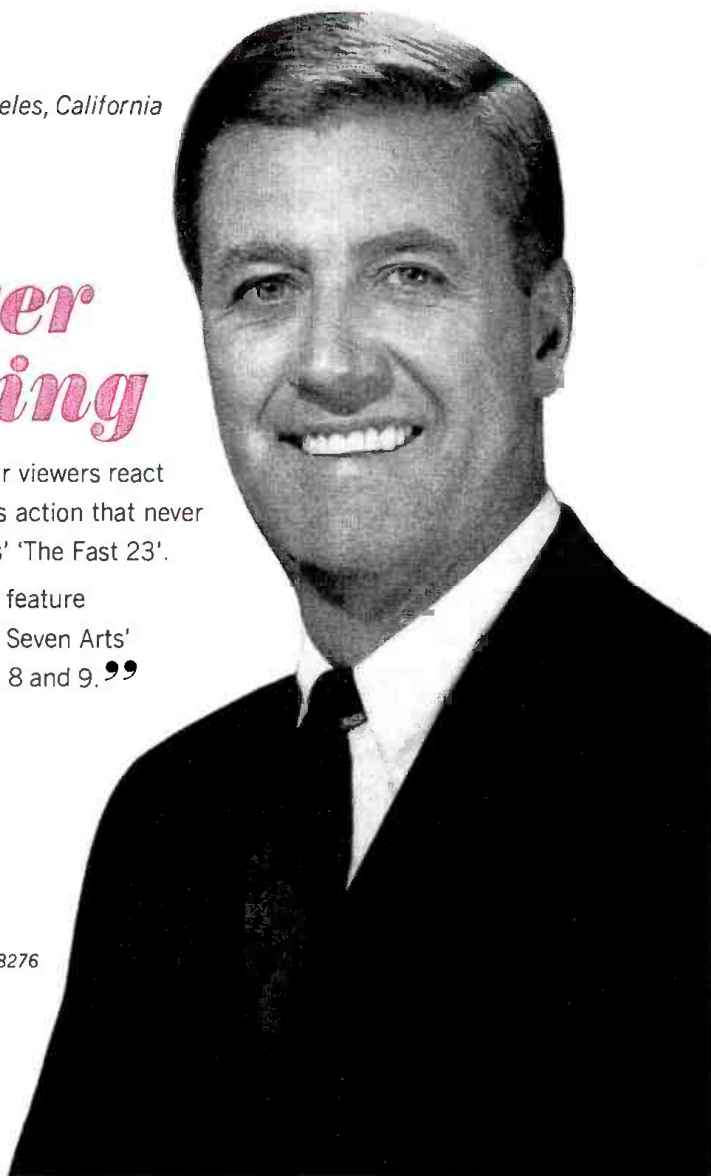
'The Fast 23' add a lot of action and excitement to our feature film library which is now highlighted by a total of 360 Seven Arts' 'Films of the 50's and 60's' including Volumes 1, 2, 7, 8 and 9.”



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105
DALLAS: 5511 Royal Crest Drive, EMerson 3-7331
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193



539A-542A-544A, Conrad Hilton Hotel
Sunday March 27-Wednesday March 30



the FCC long has declared broadcasters and not advertisers should control programing, asked Mr. Matthews if there "is any meaningful body of advertisers, under the present system, who don't find the kinds of programs in which they want to advertise?"

"By and large they do" find what they want. Mr. Matthews replied.

Commissioner Cox asked: "Don't you have a lot of advertisers to whom you might suggest that they go into print or somewhere else" because the audience delivered by TV's existing program pattern is not the desired audience?

"Well, actually, the answer is no," Mr. Matthews replied, "because within the framework of the current structure there is a wide variety of audience types and audience sizes and usually the price, through negotiation, seeks the level of the audience."

Big Advertisers ■ Mr. Matthews explained, however, that Burnett is "about the fourth or fifth largest agency in the broadcasting medium" and also represents "about 29 fairly large companies." Thus, he said, "the situation may be a little different for the smaller advertiser with an agency which has less negotiating muscle with the networks."

"I don't think there's too much power in the network picture at this point," Mr. Matthews continued, "but my own view as an advertising man is that the 50-50 rule is too much remedy for the disease. I don't know what the right answer is."

Professor Skornia noted that with the network philosophy of audience

flow from show to show demanding every program have the highest possible rating, television must reconcile itself to mass rather than quality audiences. This in turn precludes experimentation and the fine dramas of an earlier period like *Playhouse 90*, he said.

"I think today we have a lot of fond memories about great shows," Mr. Matthews said, but he added people tend to confuse outstanding single episodes with the whole series.

"If you put *Playhouse 90* on today it wouldn't draw a 15 share," Mr. Cooper said.

"We can make as fine a drama as ever has been presented anywhere if we have the money for it," Mr. Cooper said. "The whole point is," he continued, "the network is interested in pleasing all the people all the time, which is impossible. The advertiser is in a little better position. He says I only need to please a certain number of people here that will buy this product."

More Daring ■ As for television's maturity in subject matter today, Commissioner Cox felt TV and radio "have demonstrated a willingness to deal with subjects which perhaps a few years ago would have been regarded as rather daring. I think this is a healthy sign and, generally speaking, the audience will accept it."

Mr. Cooper agreed that a maturity has developed. "But I think not to any great extent that we're going to see in the next five or six years." Praising TV's good job in information and education, he noted: "We're not doing as

much of it as we could because, unfortunately, the public doesn't demand it. They don't sit still for it."

Commissioner Cox felt networks and stations could promote such shows more to win the audience. But Mr. Danish observed that the CBS-TV specials of Walter Cronkite interviewing ex-President Eisenhower just after he had left office drew a very disappointing audience despite promotion.

On the subject of giving the public what it wants versus what it ought to have, Mr. Matthews said that if he must make a choice he would pick giving the public what it wants. He said he makes this choice "on the theory that ultimately I'm going to try other ways to upgrade the wants or the desires of the public."

"I think television is doing that," he continued, "because the ugly question then, if you're going to try to give them what they ought to have, is who decides what they ought to have? And that's where we get into trouble."

Professor Skornia noted how television's attention power is so much more magnified over that of print.

"That's part of the impact they're selling. That's why television is better than radio or print," Commissioner Cox said.

Asked about the ratio of complaints to the FCC on programs and commercials, Commissioner Cox said programing draws more than commercials. But most of the complaints on the latter "relate to the frequency, the length and the loudness of commercials rather than content," he said.

BROADCAST ADVERTISING

TV networks up 10%

TVB report for second half of '65 shows gains are highest for daytime

TV network net time and program billings moved up sharply in the second half of 1965 and as a result the networks wound up the year with a respectable 10% gain over 1964.

Television Bureau of Advertising figures released today (March 7), reported billings at \$1.26 billion in 1965 as against \$1.14 billion in 1964. The biggest plusses were registered in daytime TV, both in weekday and weekend periods.

The top-half heavy increases in net time and program billing started with a 13.9% increase for July and continued upward, hitting nearly \$135 million in October, making that month the biggest billings month in network history.

CBS led the three TV networks with \$492.3 million. NBC billed \$429.9 million and ABC \$338 million.

Network Television Net Time and Program Billings by Day Parts and by Network
(Source: TVB/LNA-BAR)
(add 000)

	December		
	1964	1965	% Chg.
Daytime	\$ 35,314.2	\$ 46,387.0	+31.4
Mon.-Fri.	21,284.2	26,574.2	+24.9
Sat.-Sun.	14,030.0	19,812.8	+41.2
Nighttime	78,282.8	85,741.0	+9.5
Total	\$ 113,597.0	\$ 132,128.0	+16.3
	January-December		
	1964	1965	% Chg.
Daytime	\$ 329,194.6	\$ 398,935.2	+21.2
Mon.-Fri.	226,344.3	273,023.6	+20.6
Sat.-Sun.	102,850.3	125,911.6	+22.4
Nighttime	816,695.1	861,384.6	+5.5
Total	\$ 1,145,889.7	\$ 1,260,319.8	+10.0

	1965	1964	% Chg. '65/'64
Jan.	\$ 105,252.6	\$ 103,667.0	+ 1.5
Feb.	98,142.0	98,804.9	- 0.7
March	107,059.8	105,230.4	+ 1.7
April	102,634.0	98,107.0	+ 4.6
May	94,955.2	88,418.3	+ 7.4
*June	81,610.4	74,291.3	+ 9.9
July	79,055.8	69,411.3	+13.9
*Aug.	78,803.0	67,023.8	+17.6
Sept.	111,312.2	87,343.2	+27.4
Oct.	134,895.7	120,884.4	+11.6
Nov.	134,470.1	119,111.1	+12.9
Dec.	132,128.0	113,597.0	+16.3
Total	\$ 1,260,319.8	\$ 1,145,889.7	+10.0
ABC	\$ 338,033.3	Not available	
CBS	492,309.8	Not available	
NBC	429,976.7	Not available	

*June and August figures adjusted as of Feb. 22, 1966.

Metropolitan Life returns

In its first use of network TV in three years, the Metropolitan Life Insurance Co., New York, purchased sponsorship in NBC-TV's *Saturday Night at the Movies* for the 1966-67 year. Agency is Young & Rubicam, New York.



Europe was fantastic, but not like FARGO!

WE ain't just a-kidding — us Hayseeds makes big dough, and we ain't saving it for that little \$100,000 house out in Darien that's not really as big at it looks!

That's another thing that makes us one heck of a market for such non-conspicuous stuff as groceries, toiletries, beverages and Bentleys (we save \$300

each on those radiators!). And *that's* why so many advertisers who wouldn't usually be caught dead in a market our size, are steadies on WDAY Radio and TV!

That's the picture, and there really isn't any other worth mentioning. Ask Peters, Griffin, Woodward, for all the facts!

WDAY WDAY-TV

The Know-How Stations in
FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives



Mennen drops sports stars for cyclist

In a departure from its past reliance on well-known sports personalities, the Mennen Co., Morristown, N.J., is introducing a new character, Flash Lewis, champion cyclist, in its television commercials.

To promote Mennen Speed Stick and Mennen Skin Bracer, a one-minute color commercial scheduled

on various network programs in March, April and in ensuing months will spotlight the exploits of Flash Lewis, "a Mennen man." In moving from its long-time emphasis on sports figures, Mennen is seeking to broaden the base of its copy appeal by aiming for a younger audience caught up in the cycling craze. The

one-minute spot is said to be the only one of that length that Mennen plans to use in 1966.

The commercial was filmed on location in Pompton Lakes, N.J. The executive producer for the agency, Geyer, Morey, Ballard Inc., was Elliot Saunders. George Allen of GMB was creative supervisor. The commercial was produced by Trylon Films, New York, with Tony Pan serving as producer.

Kent cigarettes move to Grey

The \$15 million Kent cigarette account of the P. Lorillard Co. was assigned last week to Grey Advertising, from Lennen & Newell, both New York. An estimated \$13 million of the billing is allocated to TV-radio.

Grey has been a Lorillard agency since 1960. It also handles Old Gold filters and Spring cigarettes, Omega little cigars and Eric cigars, which bill approximately \$7 million. The Kent account switch becomes effective in June.

Lennen & Newell, which had been the Kent agency since 1957, will continue to handle Lorillard business including Newport, York and Old Gold Straights cigarettes; Between the Acts and Madison little cigars; India House, Briggs, Friends and Burgundy pipe tobaccos; and Tabby cat food, made by a subsidiary, Usen Products. The Lorillard billing remaining at L&N is about \$15 million.

The switch in agencies was prompted by a policy decision under which major brands will not be served by one agency, Lorillard officials said.

"Until now, advertising for our two major brands, Kent and Newport, has

been concentrated in one agency," the announcement said. "We feel the interests of each brand can best be served by placing them in different agencies, where each can reap the full benefit and strength of its particular agency's total thinking and facilities."

The acquisition of Kent raises the volume of new billing obtained by Grey since the first of the year to approximately \$30 million. Earlier, an estimated \$15 million in business was gained from General Electric Co. and General Foods Corp.

Bank of America goes all the way for TV

The man who controls the advertising dollars of the biggest bank in the country went to San Francisco last week to praise spot TV, certainly not to bury it. And before he was through the medium had been given the best of all endorsements: a doubled ad investment in its effectiveness. For in 1966, in what amounts to the largest expenditure it has ever made in one medium in one year, the Bank of America will buy 52 weeks of spot television in all markets in California.

This was revealed by Charles R. Stuart Jr., director of advertising for the

bank, at a management conference sponsored by the Katz Agency Inc., station representative. The move wasn't made rashly, Mr. Stuart indicated. It was based on the proof of performance. Referring to the financial institution's credit system, he said: "For the past five years, TV has been the basic medium for BankAmericard. Each year we have put all our consumer budget for BankAmericard on spot TV. And during this time it has enjoyed a 30% plus sales increase each year."

The choice of the TV medium, the bank executive continued, produced a sales response within three weeks after the first commercial for the credit card service was aired.

"Sales surged, and I use the word advisedly . . .", he said. "Remember this was the only change we had made in our advertising approach over the preceding year. Spot television, properly used, did the job we had hoped for."

After the conference it was disclosed that the Bank of America will spend about \$1.5 million, or 22%, of an estimated \$7 million budget for spot TV during 1966. Last year the medium came away with only 10% of the bank's total advertising expenditures. Spots will be used on 27 stations in 10 California markets.

More than 100 agency and advertiser executives attended the meeting, "Spot

North Carolina's
largest

metropolitan market
is served best by

WSJS
TELEVISION

Winston-Salem
Greensboro
High Point

Peters, Griffin, Woodward, Inc.

Television: Today's Marketing Equalizer," at the San Francisco Hilton. It was the fourth in a series of Katz conferences, following similar sessions in New York, Boston and Chicago. In addition to Mr. Stuart's luncheon address, five other television and marketing authorities spoke at the Katz conference. They were Edward Codel, Katz vice president; William B. MacRae, Television Bureau of Advertising vice president; Joseph H. Courtney, Katz TV sales development director; Harry Wayne McMahan, advertising consultant, and Kenneth P. Donnellon, Katz director of advertising and public relations. Host for the meeting was Frank C. Wheeler Jr., manager of Katz's San Francisco office.

BAR adjusts sales figures

A gain of almost 11% in nonnetwork TV commercial units on the air in January dropped last week to 6% after errors were found in the figures on which the original estimate was based.

Then the gain dwindled again, to about 3%, after other adjustments were made, including allowances for what was said to have been a 100% increase in piggyback commercials between January 1965 and January this year (see this page).

Still further adjustments brought the January-to-January increase (for spot TV commercials alone, exclusive of local announcements) to a little less than 1%.

The shrinkage occurred this way:

Broadcast Advertisers Reports had estimated, on the basis of monitoring, that there were 612,239 nonnetwork commercials on the air in the top 75 markets in January, as against 553,058 in January 1965, making almost an 11% gain this year (CLOSED CIRCUIT, Feb. 28).

After these figures were published, BAR found its January 1965 total was based on monitoring in 72 markets, not 75. The January 1965 figure, according to BAR, should have been 576,848 commercials instead of 553,058. That cut January 1966's lead to about 6%.

Harvey Spiegel, vice president and research director of the Television Bureau of Advertising, who has subscribed to BAR services over a period of years, said the adjustments ought not to stop there. BAR, he said, counts piggybacks as two separate commercials, whereas they're really sold as one unit. And piggybacks, he calculated, have doubled in number since January 1965.

In that month, he estimated, they represented about 4% of all commercial units. This past January, according to his count, they represented about 8%. When these factors are taken into account, he said, the increase in the number of nonnetwork units, January

this year versus a year ago, amounts to around 3%.

More Deletions ■ Mr. Spiegel didn't stop there. If the "obviously local" commercials—for local car dealers, food stores, department stores, realtors, beauty shops, funeral homes, etc.—are deleted from both of BAR's January totals, he said, the January 1966 gain in strictly spot (nonlocal) commercials comes down to slightly less than 1%.

What does all this mean in dollars?

BAR said the correction in its January 1965 unit total would increase its estimate of nonnetwork billings for that month to a net of \$68,326,027, as compared to an estimated \$75,627,548 in January this year. This works out to a gain of almost 11% in estimated net dollars this January over January 1965, as opposed to a gain of almost 16% as reflected in BAR's figures before the correction.

TVB, which publishes gross spot-billing figures as compiled by the N. C. Rorabaugh Co. from actual reports from stations (as contrasted to BAR's application of rate formulas to monthly unit counts projected from monitoring one week each month), said its own January dollar figures were still in process of compilation.

Mr. Spiegel speculated, however, that they would probably show a comfortable gain over January 1965; if only because rates have increased since that time.

New spot-TV report planned by BAR

A new monthly spot TV expenditures report, offering both net and gross dollar estimates of spending by brand and by market, was announced last week by Broadcast Advertisers Reports (BAR).

Robert W. Morris, BAR president, said the new service, called BARDEX, will also show commercial unit placement and offer estimates of the percentage of unduplicated U.S. TV homes reachable by each brand's spot TV market list.

The report will be based on BAR's monitoring in the top 75 markets. Mr. Morris said the reports will be available to subscribers three weeks after each month's monitoring has been completed, and that the first report, for January, has already been delivered.

The January report estimated there were 612,239 nonnetwork commercials—local as well as national and regional spot—on the air during that month in the 75 markets, and estimated they represented \$75,627,548 in net billing (see this page).

Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and producer.

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.

Erie County Savings Bank, Buffalo, N. Y. (services); six 60's for radio, jingle. Charles Barclay, production manager. Agency: Weil, Levy & King, Buffalo. Peter King, agency producer.

Murphy Oil Co., New Orleans (Spur gasoline); two 60's for TV, jingle and music score. Charles Barclay, production manager. Agency: Tucker Wayne & Co., Atlanta. Richard Short, agency producer.

Goulding-Elliott-Greybar Productions Inc., 420 Lexington Avenue, New York 10017.

General Motors Guardian Maintenance, Detroit (auto service); six 60's for radio, humorous. Victor B. Cowen, production manager. Agency:

D. P. Brother, Detroit. James Orgill, agency producer.

Logos Ltd., 3620 South 27th Street, Arlington, Va.

Pittsburgh National Bank, Pittsburgh (services); one 60, six 10's for TV, live, color. Agency: Ketchum, MacLeod & Grove, Pittsburgh. John Murphy, agency producer.

National Brewing Co., Baltimore (National beer); four 20's for TV, live, color. Ron Spangler, production manager. Agency: W. B. Doner & Co., Baltimore. Dennis Dune, agency producer.

Gerald Schnitzer Productions, 6063 Sunset Boulevard, Hollywood 90028.

Armstrong Cork Co., Lancaster, Pa. (tile); two 60's for TV, live on film, color. Gerald Schnitzer, production manager. Agency: BBDO, New York. Mal Thompson, agency producer.

General Motors Corp., Detroit (Buick cars); one 60 for TV, live on film, color. Gerald Schnitzer, production manager. Agency: McCann-Erickson, Detroit. Georg Olden, agency producer. Libby, McNeill & Libby, Chicago (tomato juice); two 30's for TV, live on film, color. Ben Norman, production manager. Agency: J. Walter Thompson, Chicago. George Schneider, agency producer.



The Bellmann Archive

*"A man's reach
should exceed
his grasp."*

*Robert Browning
(1812-1889)
English Poet*

With the same passion for
"something better" that inspired
Browning, Griffin-Leake management
sets its stations a bold course
in pursuit of outstanding ACHIEVE-
MENT. Even as one goal is reached,
a higher one is established.

**GRIFFIN-LEAKE
TV, INC.**

KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTU-9, OKLAHOMA CITY



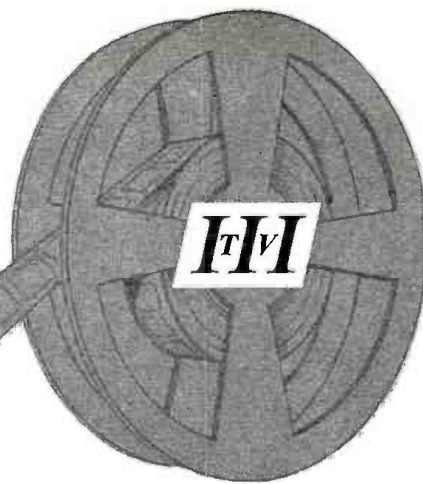
ALL BRAND NEW IN COLOR FROM ITV

PRESIDENT

DICK BROWN

VICE PRESIDENT SALES

LEE ORGEL



Captain Fathom

in COLOR. 195 five minute cartoon episodes in an Exciting New Technique SUPER-ANIVISION Mystery, Intrigue and Adventure beneath the sea

Passport To Travel *in COLOR*

39 half hour programs with HAL SAWYER who takes you for a new look at the world of adventure by Land, by Sea and by Air

The New Three Stooges *in COLOR*

*156 episodes in Animation and Live Action
SEVEN MINUTES packed with
LAUGHS, THRILLS and SPILLS*

REGIONAL SALES MANAGERS

NORTHWEST

BILL BROOKS

MID & SOUTHWEST

JERRY LEE

EASTERN

SKIP STELOFF



1019 NORTH COLE AVENUE, HOLLYWOOD, CALIFORNIA 90028 Telephone 464-8246
400 PARK AVENUE, SUITE 1201, NEW YORK, N.Y. Telephone 751-6800

Bristol-Myers seeks 15-second spots

The Bristol-Myers Co., New York, is seeking TV station reactions to a proposed 15-second commercial format for its Ban deodorant products to be used this spring and summer.

As an offshoot of its spot-TV campaign initiated this winter and in which a 15-second commercial for Ban was piggybacked by a 45-second for other Bristol-Myers products, the company wants to augment its advertising with single 15-second Ban spots apart from the 60-second piggybacks.

Ogilvy & Mather, New York, agency for Ban products, has sent letters to stations and to station representatives. So far reaction to questions on stations' interest, time availabilities and rate charges have not been reported by either the company or its agency.

A few sales representatives did offer comments to BROADCASTING. Most agreed that if the sale took place, a special rate or premium would be charged and available time would have to be considered.

One representative suggested that the one-minute commercial, considered the basic sales unit, is being slowly replaced by the 30-second spot. If so, he said, two 15-second messages could easily be piggybacked to make that unit complete. He said some stations could now accept the 15-second unit, but only on a preemptible basis.

The use of triple spots in TV movies, he indicated, is a common practice, and placing a 15-second message between two 60's would not be considered wrong.

Business briefly . . .

■ **Bonomo Candy Division, Gold Medal Corp.**, New York, this spring will boost its spot-TV budget by 30% over last year with 940 Turkish Taffy commercials. About 68 TV stations will carry weekly schedules of one-minute announcements and 40- and 20-second spots. Agency is Hicks & Greist Inc., New York.

John Hancock Mutual Life Insurance Co., Boston, through McCann-Erickson, New York, will participate in NBC-TV's *Huntley-Brinkley Report*, and **Liggett & Myers Tobacco Co.**, through J. Walter Thompson Co., both New York, will participate in *The Wackiest Ship in the Army* and *Laredo*.

Rheingold Breweries, Inc., New York, through Doyle Dane Bernbach, New York, and **C. Schmidt and Sons**,

Philadelphia, through Ted Bates, New York, have purchased sponsorship in the color coverage of the Madison Square Garden-RKO General Sports Presentations' March 5 track meet. Rheingold's markets include New York; Boston; Albany, N. Y.; Hartford, Conn., and Washington. C. Schmidt will advertise in Philadelphia; Baltimore; Cleveland; Buffalo, N.Y.; Scranton, Pa., and Pittsburgh. RKO General said taped telecasts have been sold in Chicago; Denver; Grand Rapids, Mich.; Salt Lake City; Detroit; San Francisco, and Los Angeles.

Xerox Corp., Rochester, N.Y., will sponsor for the second successive year *Let My People Go*, a one-hour TV documentary on the Jewish people's struggle for a homeland. The show will be seen on more than 100 stations during the week of March 27-April 3. It was carried originally last year on 107 stations during the Passover-Easter period. Agency is Papert, Koenig, Lois.

Zenith Sales Corp., Chicago, will double its advertising budget this spring over last year to promote its lines of color TV, black-and-white TV and radios. Color commercials will be used on all three networks plus print drive. Agency is Foote, Cone & Belding, Chicago.

The Horn & Hardart Co., through Carl Ally Inc., both New York, has purchased a one-twelfth sponsorship of the New York Mets baseball package on WOR-TV New York. Rheingold now has a 49.5% sponsorship in the Mets TV coverage (BROADCASTING, Feb. 28).

Scott Paper Co., Philadelphia, through J. Walter Thompson Co., New York, will sponsor NBC-TV's colorcast of *America's Junior Miss Pageant*, with Hugh O'Brian as host, on Saturday, March 26 (8-9 p.m., EST).

General Foods Inc., White Plains, N.Y., through Ogilvy & Mather, New York, is using spot radio and TV in the central and western New York to introduce its new Maxim freeze-dried coffee. The product was test-marketed in Indiana last month and has been tested for the past two years in Albany, N.Y.

Agency appointments . . .

■ **The Oleg Cassini Wig Co.**, New York, has appointed Art Gelb Advertising, New York, to handle its new line of wigs. Tentative use of spot TV is planned for the fall.

■ **Anderson-McConnell**, Los Angeles, picked up three new California clients last week: **Powerline Oil Co.**, Santa Fe Springs; **Orange Julius of America**, Los Angeles, and the **American Laboratories Division of Boyle and Co.**, City of

Commerce. Powerline during the next three months will put its total expenditures into television in the greater Los Angeles area. A heavy consumer advertising campaign will be started for **Orange Julius** on behalf of the company's refreshment stands and dealer franchises and a heavy TV spot schedule on five Los Angeles stations will be used for **American Laboratories**. The three clients are said to represent some \$600,000 worth of new billings.

■ **Bond Clothes**, New York, with retail stores in 68 cities, has appointed Kane, Light, Gladney, New York, to succeed **Wade Advertising**, New York. The \$300,000 account has increased its use of radio-TV and plans to use additional broadcast advertising this year.

■ **Hamilton Beach Division of Scovill Manufacturing Co.** names **Post-Keyes-Gardner**, Chicago, to handle the portion of its account formerly at **Wade Advertising**. **Clinton E. Frank**, Chicago, continues as **Hamilton Beach's** principal agency.

■ **Quaker Oats Co.**, Chicago, names **LaRoche, McCaffrey & McCall**, New York, as agency for **Quaker Oats**, **Mother's Oats** and **Instant Quaker Oatmeal**, dropping **Doyle Dane Bernbach** there. Billings involved total about \$3.5 million.

■ **Florida Citrus Commission** moves its \$3.5 million national advertising account from **Campbell-Ewald**, Detroit, to **Lennen & Newell**, New York, effective June 3. Radio and color TV are used.

Ad issues face NAB TV code board

The resubmission of an amendment defining commercial material in non-prime time will be among the major topics at the National Association of Broadcasters television code board meeting Thursday and Friday (March 10-11) in New Orleans.

The agenda also covers implementation of a new amendment on derogatory advertising and a study of code policy on audience "buying."

At its January meeting the NAB television board turned down an amendment that would have tightened the limitations on promotional material in nonprime time by counting billboards, promotional and public-service material, and certain production credits as commercial content. In prime hours these items are already designated commercial.

The redrawn amendment, which has to pass the TV code board before again

going to the television board in June, would omit public-service announcements from the commercial category in nonprime hours.

The amendment on derogation, passed in January, prohibits the specific identification of a competitive product or service if derogation is clear or implied. Some clarification is needed, however, to determine exactly what this new wording covers and its specific intent.

Prior to the meeting a code board subcommittee will study current audience "buying" techniques, the code policy on the subject and whether any stronger language is needed. The TV code now states that an attempt to buy an audience by making it watch a program for possible reward rather than for the show itself should be avoided.

Although not on the agenda, the subject of personal-product advertising—including hemorrhoid products—could come up. This advertising has been banned by the TV code since 1956 and the restriction has been said to be the cause of a sizable portion of station withdrawals since then, particularly in smaller markets. But there is little expectation that the ban will be lifted.

TV code membership is 392 stations, down 16 from the all-time high of 408 in March 1964. However, code spokesmen feel it will get a fair share of new UHF's going on, particularly those in larger markets.

New ground rules for Kent ads

The P. Lorillard Co. has instructed Lennen & Newell Inc., New York, to consult with CBS-TV about the possibility of removing its advertisements on the *Ed Sullivan Show* from spots which would be adjacent to program segments aimed at teen-age or younger audiences.

The action is in response to letters sent to the Cigarette Advertising Code by both the Senate Commerce Committee and the Federal Trade Commission, questioning the code's effectiveness. Letters were sent to protest the airing of a Kent commercial immediately following an appearance of the Beatles on the *Sullivan* show.

At that time the code's administrator, Robert G. Meyner, answered that the code had sufficient authority to govern cigarette advertising but that if it didn't he would either ask for further authority or admit that self regulation was not possible (BROADCASTING, Oct. 4, 1965).

He also told the committee that he was commissioning the services of "a prominent drama critic to make a study of what characteristics in programming had distinct appeal to teen-age

Another setback for Wade

The Los Angeles office of Wade Advertising Inc., cut adrift earlier this year with the announcement that its parent company in Chicago is going out of business, lost a paddle last week. Signal Oil Co., Los Angeles, one of Wade's most important remaining accounts, disclosed that it will switch its business to Campbell-Mithun Inc., effective April 1. The advertiser bills about \$500,000 a year, with almost total emphasis on spot TV and radio. The move left Wade's future course uncertain. It's known that the agency has been holding merger negotiations with other West Coast and Midwest organizations.

audiences" so that the code members would not schedule their advertisements on that type of program.

It's understood that the code's study is now complete but that in the judgment of Mr. Meyner, the results are inconclusive. He, therefore, has advised the Commerce Committee that the CAC will try another approach toward solving the problems.

CBS-TV had no comment about the cigarette spots on the *Sullivan* show, and the L&N spokesman did not give out any details about the request.

On the same day, it was announced that the Kent account had switched from L&N to Grey Advertising (see page 40).

Evans gives plea for healthier ad image

An attitude of "public service be blessed" rather than "public service be damned" is needed if broadcasters are to sell themselves as important fixtures in the community.

Mark Evans, vice president for public affairs of Metromedia Inc., contended last week that "advertising has a sick image. Madison Avenue . . . is a deprecating term in many quarters. Advertising is known as a parasitic industry. . . . We have sold everything but our own values."

At a meeting of the New York State Broadcasters Association in Albany on Tuesday (March 1), Mr. Evans warned that "to be dedicated to profit and profit only is suicide in the long run." If broadcasting doesn't assume the responsibility of telling its own story, who will, he asked.

He said broadcasting has a proud

public service record, one that should be told to the public. But, he warned there are still many areas where broadcasting faces challenges.

One of these, he maintained, is the high cost of running for political office. As a result, "poor men are out." He suggested "advertising generally should collectively step in and aid political parties and candidates in cutting costs, even if it means giving time and space by all media."

He termed such a move "insurance in the system."

St. Louis timebuying seminar begins Thursday

Radio and television station representatives in St. Louis undertake their first timebuying and selling seminar this week for agencies and advertisers as well as stations. The seminar will include eight weekly meetings and enrollment of about 150 is expected.

Top corporate advertising executives and agency officials will address the seminar to begin Thursday 5:30 p.m. at the Statler hotel. Included are George P. Holtman, Falstaff Brewing Co.; Richard Moore, Colgate Palmolive Co.; Robert Buck, Pet Milk Co.; Dr. Sy Marshak, Ford Motor Co.; Don Clark, Xerox Corp., and John Amerman, Warner Lambert Pharmaceutical Co.

Agency speakers will include Rudy Maffei, Gardner Advertising; Gerald Moody, D'Arcy and Hope Martinez, BBDO. Others are Lloyd Venard, Venard, Torbet & McConnell; Maurie Webster, CBS Radio Spot Sales; Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich.; Mrs. Nancy Salkin, NBC-TV; Cris Rashbaum, Harrington, Richter & Parsons; Ralph Crutchfield, American Research Bureau; J. I. Pettit, International Harvester Co., and James Seiler, Mediastat. The broadcast seminar committee's address: room 861, 915 Olive Street, St. Louis 63101.

NAB to oppose use-tax bill

The National Association of Broadcasters is scheduled to file this week a statement opposing a proposed bill that would establish a uniform sales and use tax with the House Judiciary Committee's Special Subcommittee on Interstate Commerce and State Taxation.

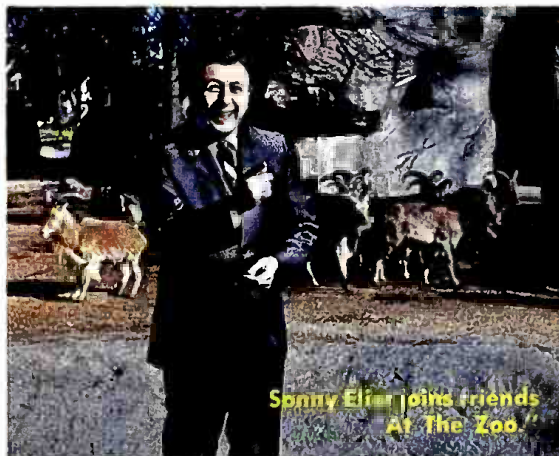
The bill, HR 11798, according to the NAB, would force a large jump in the cost of tape recordings and films because not only would the tax be collected on the cost of the products, but

IDEA-SPHERE
WWJ-TV
DETROIT

DISTINCTIVELY DETROIT



Don Kremer interviews Red Wing great Gordie Howe.



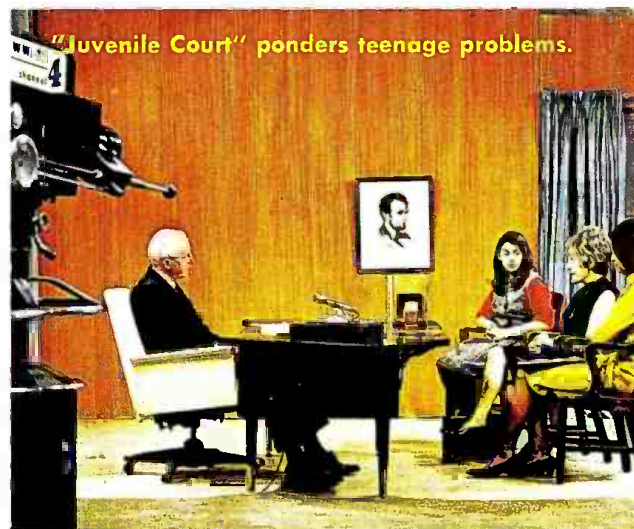
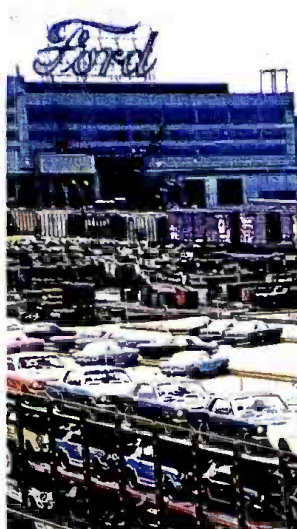
Sonny Elmer joins friends At The Zoo.



George Pierrot brings the world to Detroit.



Each weekday morning, Detroiters get a lot out of "Living."



"Juvenile Court" ponders teenage problems.

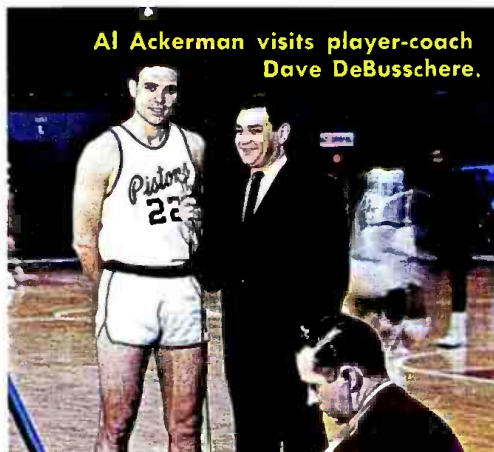


This IDEA-SPHERE makes WWJ-TV a major force in the Detroit market with ingenious programs, enthusiastic promotion, action merchandising. The ingredients in WWJ-TV's IDEA-SPHERE? Local Ideas, Local Influence, Local Identity—which In Detroit Equal Audience and Sales results.

WWJ-TV's unique IDEA-SPHERE encompasses over 100 local, live originations a week. Some come from WWJ-TV's 3 spacious studios, others are filmed and taped right on location. Each helps WWJ-TV focus on the retail customer who responds eagerly to such completely Local-ized productions.



"Traffic Court" meets highway problems head-on.



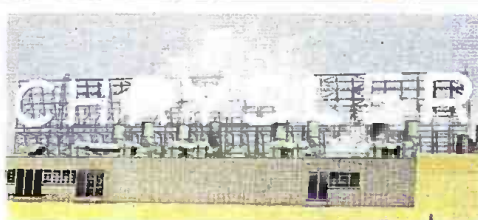
Al Ackerman visits player-coach Dave DeBusschere.



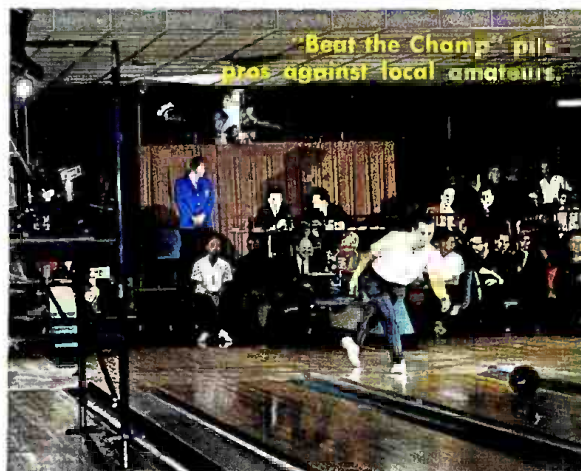
Sonny Eliot has a funny way of weathercasting.



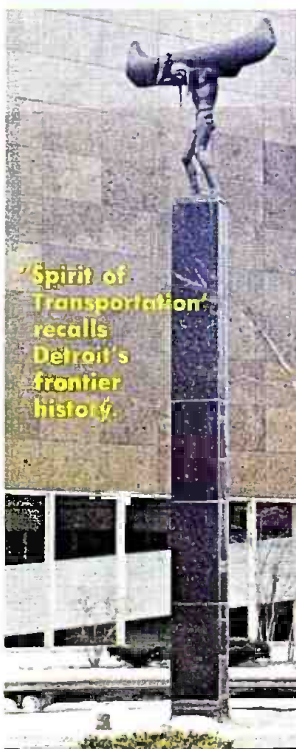
Ven Marshall queries Senator Romney.



Dick Westerkamp checks with Mayor Cavanaugh.



"Beat the Champ" pits pros against local amateurs.



"Spirit of Transportation" recalls Detroit's frontier history.



A complete studio on wheels goes where the action is.

Programs and personalities in point: "Living" with Carol Duvall, Ed Allen, Lorene Babcock; Milky and Bozo, 2 crowd-pleasing clowns; "Beat the Champ" bowling; Sonny Eliot's daily weather shows and "Almanac"; veteran traveler-adventurer George Pierrot. WWJ-TV's Dick Westerkamp, Ven Marshall, Dwayne Riley, Kirk Knight and John Hultman are Detroit's highest-rated newsmen; sportscasters Don Kremer and Al Ackerman rank number 1 too.

Timely specials and topical documentaries attract large audiences to WWJ-TV, as do 7 pm programs "George Pierrot Show," "Weekend," "Juvenile Court," "Traffic Court," "At the Zoo."

Yes, Detroit viewers have a habit of turning to Channel 4 when they want viewing excitement, news, information or just fun. They get 37 hours a week of local, live programming plus all NBC shows.

This is the combination of Local Ideas, Local Influence, Local Identity that In Detroit Equals Audience and Sales results. It's the blend of program ingenuity, promotion enthusiasm and merchandising action that is the IDEA-SPHERE of WWJ-TV, Detroit.

DISTINCTIVELY DETROIT



As a market Detroit bears distinction. It's sophisticated enough to be creative . . . creative enough to want all necessities and most luxuries a bustling society affords. It's a husky, hard-working, big-earning, big-spending, big-thinking market.

How husky? WWJ-TV's coverage area sprawls 5,000 square miles, includes 7,000,000 people, 1,750,000 television households.

How hard-working? Every day Detroit's \$500,000,000 freeway network pours 1,500,000 workers into plants and offices. This year Detroit plans to build 10,000,000 cars.

Big-earning too? Unemployment is low, wages high. Detroit families' average spendable income is over \$9,000 per year.

And big-spending? This \$10,000,000,000 market ranks second nationally in retail sales per family, one-quarter of which is spent on food. Detroit spends 19% more than the national average for automobiles, 21% more for general merchandise, 41% more for drugs.

How big-thinking? Detroit has already built Cobo Hall, America's largest convention center; is renovating its downtown skyline with glassy new skyscrapers; ringing the metropolitan area with dazzling shopping and office complexes; and constructing what will be the world's most extensive cultural center.

And in all this busy, brawny market, the WWJ-TV IDEA-SPHERE moves people, moves products.



on the production costs of the films and the tapes as well.

Leonard E. Kust, vice president and tax counsel for Westinghouse Electric Corp., Pittsburgh, speaking last week on behalf of the Chamber of Commerce of the U. S., said that although the chamber generally favors standardization of the tax laws, it opposes the bill because the states should have the right to tax their own citizens without having to go to a federal agency for the administration of the laws. He also pointed out that the chamber feels the states should be able to depart from the uniform standards where the departure would benefit the taxpayer.

Representative Edwin D. Willis (D-La.), chairman of the subcommittee, is conducting the hearing.

Bollman named to head new Interpublic system

The formation by the Interpublic Group of Cos. of a worldwide agency system called Quadrant International Inc. was announced last week by Marion Harper Jr., Interpublic president.

Quadrant was formed, Mr. Harper said, as a competitive international system to McCann - Erickson and would provide worldwide service to four other Interpublic agencies (Jack Tinker & Partners Inc., Erwin Wasey Inc., Marschalk Co. and Pritchard Wood Inc.) which do not have their own offices abroad. Mark Bollman, who has been with Interpublic since 1951, has been named president of Quadrant.



Mr. Bollman

FCC says no change in double-billing rules

Metromedia Inc. and the Maryland-D. C.-Delaware Broadcasters Association were turned down last week in their bid to get the FCC to reconsider its double-billing rules.

The two had contended the commission had no jurisdiction to regulate commercial relationships between broadcasters and their advertisers (BROADCASTING, Nov. 22, 29, 1965) but the commission said it has the jurisdiction.

The rules passed by the FCC last

October (BROADCASTING, Oct. 25, 1965), forbid broadcasters to engage in activity that is likely to deceive advertisers as to the amount actually charged for advertising time.

Also in advertising . . .

New firm ■ Market Measurement Index, a new service to advertisers and agencies, has set up shop at 1411 33d Street N. W., Washington. The firm, whose organizers include James S. Gilmore Jr., Hamilton Shea of Gilmore Broadcasting Co. and Robert E. Eastman of the station rep firm bearing his name, will provide statistical data of an advertiser's measured effectiveness in any locale. The first area will be Harrisonburg, Va., where Gilmore's WSA-AM-FM-TV is located. MMI will later include other Eastman-repped stations and markets. The service is available for a fee to advertisers and agencies, and will be supplied free if sponsors sign one-year contracts with one of the stations included in the plan.

New Broadway light ■ RKO General Broadcasting/Sales has moved its New York offices from 1290 Avenue of the Americas to 1440 Broadway.

In business ■ Ohrbach & Benjamin, a New York agency, has been formed by Lawrence Ohrbach and Roy Benjamin at 15 East 48th Street, New York 10017. Accounts include various divisions of Airkem; Cushman & Wakefield; Design-Technics (ceramics); Zarkin Machine Co. and Joseph Mayers (art supplies). Mr. Ohrbach was formerly vice president and creative director of Ted Peck Inc., New York. Mr. Benjamin previously was at Wunderman, Ricotta & Kline, New York.

Carolina report ■ WBTW(TV) Florence, S. C. has compiled a file folder that lists all television facilities claiming 50% or more net weekly penetration in the two Carolinas. Using 24 acetate overlays, the folder is to aid sales managers and media buyers in their planning broadcast schedules throughout the two states. The file folder is available from Joseph B. Foster, sales manager, WBTW Florence.

Rep. appointments . . .

KGNC-AM-TV Amarillo, Tex.: Avery-Knodel Inc., New York.

■ WABG-AM-TV Greenwood, Miss., and WEEP Pittsburgh: Venard, Torbet & McConnell, New York.

■ WJW-FM Cleveland and WCAO-FM Baltimore: Herbert E. Groskin & Co., New York.

■ WMAL-FM Washington: Advertising Time Sales, New York.

MR. ED OFF TO A FAST START IN:



**NEW YORK
LOS ANGELES
WASHINGTON, D.C.
MINNEAPOLIS
SEATTLE
TULSA
CHICAGO
PHILADELPHIA
DETROIT
LITTLE ROCK
PORTLAND, ORE.
COLUMBUS, GA.
PORTLAND, ME.
MIAMI
DALLAS
ELKHART
BOSTON
HOUSTON
ROCHESTER, MINN.
COLUMBUS, OHIO
PITTSBURG, KAN.
LANCASTER, PA.**

143 HALF HOURS, THIS FALL

contact: **mca**

Congress gets FCC's CATV bill

Rep. Staggers introduces it in House and sets

March 22 for beginning of hearing; Rep. Rogers

calls proposal a 'smokescreen for censorship'

Congress is expected to begin work in two weeks on the task of setting basic national policy for the regulation of community antenna television.

FCC-proposed legislation that would provide the commission with clear authority over all CATV's, will form the basis of congressional consideration. The proposed bill was sent to Congress Thursday (March 3), and it was immediately introduced into the House by Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee.

An aide said later that the committee would begin hearings on the bill (HR 13286) March 22—five days before the National Association of Broadcasters convention opens in Chicago.

Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, was expected to introduce the bill in the Senate by today (March 7). No date had been set for the start of hearings in the Senate.

The commission, in a related development, was scheduled to meet Friday (March 4) to complete action on an order containing rules to regulate all CATV's.

The rules, as revealed by the commission in its Feb. 15 public notice, would provide for carriage and same-day nonduplication of local stations by CATV's, and would require CATV's to obtain FCC approval before transporting distant-station signals into the top-100 markets (BROADCASTING, Feb. 21).

Provisions ■ The commission bill, besides providing for FCC jurisdiction over CATV's, would prohibit CATV's from originating programming, but would provide for some exceptions to that prohibition. It would also permit states and localities to adopt CATV regulations to the extent they don't conflict with federal law or regulations. (BROADCASTING, Feb. 28).

The measure ran into trouble almost immediately. Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, said the provision prohibiting program-

ing are "a smokescreen for censorship." He also said the bill would transform CATV's into public utilities.

Representative Rogers has become a bitter critic of the commission on the CATV issue. He has introduced a bill (HR 12914) that would prevent the commission from regulating nonmicrowave-fed CATV's. He says the commission is moving into "a dangerous area" when it seeks to regulate "reception of signals" that stations broadcast.

The commission, in an explanation accompanying the bill, reasserted its view that it already has authority over CATV's. But it adds that, "given the importance of CATV, we believe it desirable that Congress . . . confirm that jurisdiction and . . . establish . . . basic national policy."

The provision barring program origination is aimed at preventing CATV's from developing into wired pay-TV systems. But the commission asked Congress for assistance, in the form of

"specific statutory guidelines," in determining the scope of exceptions that might be granted to the prohibition. In any case, the bill would not permit CATV's to make an additional charge if they were permitted to originate programs.

State-Local Regulation ■ In permitting states and local governments to adopt CATV regulations that don't conflict with federal law or regulations, the bill would enable them to continue granting franchises for CATV, setting their rates and, as three states do now, treating cable companies as public utilities. The commission has never indicated any interest in asserting jurisdiction in those matters. But the bill wouldn't foreclose any future commission CATV regulation.

The commission also asked Congress to consider the question of requiring CATV's to obtain permission from stations before picking up their signals. A number of broadcast-industry spokesmen have said that such a requirement, which now applies to broadcast stations that want to rebroadcast programs, would eliminate the need for most if not all of the commission's CATV regulations. But the commission said it isn't prepared to take a position on the question.

The bill was sent to Congress on a 6 to 1 vote. Commissioner Robert T. Bartley, the lone dissenter, issued a statement declaring that it "is unsound public policy" to tell the public "it cannot receive broadcasts it wants and is willing to pay for via CATV."

Opposes Program Origination ■ However, he said he would support legislation limited to barring CATV's from originating programming. "It would be inequitable to allow program origination since this would permit community antenna systems to use the distribution of free television broadcast signals as a base for engaging in pay television operations."

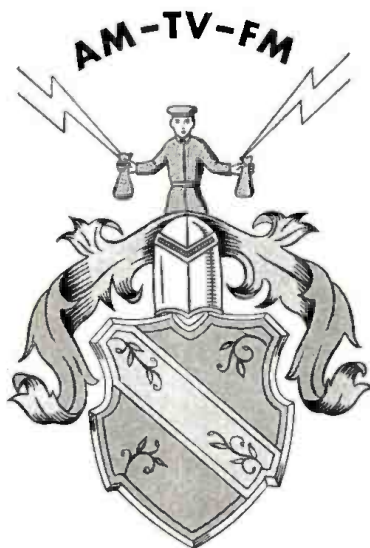
Commissioner Lee Loevinger issued a separate concurring statement reiterating his position that the commission currently lacks the jurisdiction over CATV's that it claims and calling on

'Look, Maw, a franchise'

A community antenna television system that has operated for 13 years in northwestern Pennsylvania has been "legitimized." The Meadville, Pa., city council granted a 20-year franchise to Meadville Master Antenna Inc., which is principally owned by George J. Barco.

The Meadville CATV system was authorized to go into business in 1953 by the city council under a "resolution" passed by that municipal body. Recently the courts have ruled that CATV authority in Pennsylvania must be by franchise, and the action by the Meadville selectmen was to remedy that void.

The CATV system offers 12 channels, bringing to its 5,500 subscribers TV signals from Erie, Pa.; Pittsburgh; Cleveland; Youngstown, Ohio and London, Ont., plus five FM stations.



Binding agreement

"Nothing in this world is so good as USEFULNESS.
It binds your fellow creatures to you, and you to
them; it tends to the improvement of your own char-
acter and gives you a real importance in society . . ."
B. C. Brodie has beautifully stated the Fetzer purpose.

The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

Congress to provide the authority he says is needed.

"It would be desirable for Congress to establish more specific standards for administrative action than are contained in the proposed bill," he said. "But it is appropriate for Congress to delegate broad authority for the commission to act under whatever standards Congress may see fit to establish."

Michigan courts issue two CATV rulings

Two precedent-making decisions relating to the powers of cities to require franchises for community antenna television operations have been handed down in Michigan.

In one decision, Jackson County Circuit Judge Robert W. McIntyre ruled that the ordinance-making authority held by the city of Jackson, Mich., does not apply to Michigan Bell Telephone Co. and to its agreement to supply CATV facilities to Time-Life Broadcast Inc.

And 10 days later the Michigan Public Service Commission ruled that the state-approved tariff for communications means that Michigan Bell Telephone does not require a license or a permit from a Michigan municipality to supply CATV channels to a customer.

Both rulings came from petitions by the Jackson council against what it claimed was a usurpation of its jurisdiction to issue franchises for CATV.

The city of Jackson last year issued a CATV franchise to Knorr Broadcasting Co., owner of a group of radio stations in the state (including WKHM Jackson). At almost the same time, Time-Life signed a lease with Michigan Bell Telephone to supply CATV channels in Jackson. Time-Life did not apply for a franchise from the city.

When Knorr Broadcasting approached Michigan Bell for permission to place cables on its poles, Michigan Bell said it was not renting pole space, but would lease lines to Knorr as it had done for Time-Life.

The Jackson CATV battle even involved the National Association of Broadcasters. At that time Willard Schroeder, Time-Life vice president who is manager of WOOD-AM-FM-TV Grand Rapids, Mich., was chairman of NAB. Walter Patterson, executive vice president of Knorr, was so furious at Mr. Schroeder's moves in Jackson that he withdrew his stations from membership in the NAB. Mr. Patterson claimed that Mr. Schroeder was involved in a conflict of interest (BROADCASTING, May 24, 1965). The Knorr stations returned to NAB membership after Mr. Schroeder's term of office expired.

Seiden goes to TV's aid in CATV battle

A television station in Reno, has enlisted the support of Dr. Martin H. Seiden, one-time consultant to the FCC on community antenna television matters and author of the Seiden Report issued last year. The station is KCRL(TV) and Dr. Seiden's help was asked to combat an application to microwave to a CATV system in that Nevada city four independent TV stations from Los Angeles and one from San Francisco.

The microwave application, filed two years ago, is by Television Microwave Inc. KCRL filed an opposition to the application in December 1963. Since then no action has been taken by the FCC.

Last week, KCRL submitted an economic analysis of the Reno situation by Dr. Seiden. His findings:

KCRL invested nearly \$900,000 in building its station, and has lost over \$500,000 in two years of operation. The station is affiliated with NBC and ABC; the other TV station in Reno, KOLO-TV, is CBS. KCRL's audience is restricted to about 32,100 TV homes because its antenna site is located in downtown Reno and cannot be moved up on a mountain peak (as is KOLO-TV's) without conflict with the FCC's mileage separation limitations.

The CATV system in Reno, owned by H&B Communications Corp., serves 8,100 subscribers with TV signals from Sacramento and Stockton. It does not carry KCRL or KOLO-TV. Therefore, KCRL's potential is reduced to 24,000 TV homes.

For the 12 months ended May 31, 1965, KCRL suffered a loss of

\$101,435. This is a reduction compared to the previous 12 months' losses of \$151,266.

If the local CATV system carries KCRL, the current losses can be halved. But if the local CATV system brings in the four Los Angeles independents it will cost KCRL \$11,070 a year in gross revenues. And if it carries the San Francisco-Oakland independent (now carried occasionally), the loss will be greater.

Under the FCC's rules for microwave-fed CATV's the Reno cable company was scheduled to be required to carry both local stations last month. In its renewal application, Television Microwave asked the commission to waive this requirement. Both the application to carry the Los Angeles stations to Reno and the renewal application are pending action at the FCC. A similar request for waiver of the carriage rule has been filed by the Nevada Bell Telephone Co., and KCRL submitted Dr. Seiden's analysis in opposition to this petition also.

Television Microwave was owned by William A. Gentry, but has been sold to Jack Kent Cooke's American Cablevision Inc.

In his FCC report, Dr. Seiden stressed that CATV's have had no direct economic impact on local television stations, but will have in the smaller markets. The major thrust of his report was the need for attaining at least three TV signals in each city, either through more stations or the use of translators (BROADCASTING, March 8, 1965).

'Rebrief' sought in CATV case

Black Hills Video Corp., a microwave relay system owned by Midwest Video Inc., Little Rock, Ark., group community antenna TV owner, has asked a federal court for permission to supplement the record and to "rebrief" the case involving the FCC's rules on microwave-fed CATV's.

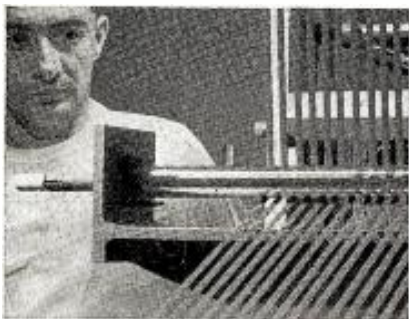
The case was argued last fall before a three-judge panel of the U. S. Court of Appeals for the Eighth Circuit in St. Louis (BROADCASTING, Nov. 22, 1965). Black Hills Video contended that the FCC has no legal authority to impose conditions on licensees of microwave relay systems serving CATV systems, that it held no hearings before imposing the conditions, and that the rules are unreasonable. It urged the court to require the FCC to hold evidentiary hearings in cases where there might be a difference of opinion regarding duplication protection between a CATV system and a local TV station.

The petition to the court asking for permission to supplement the record and to submit new briefs was filed by Harry Plotkin, attorney for Black Hills and Midwest Video. It is based on the FCC's announcement last month asserting jurisdiction over all CATV's and revising some of the conditions that it had imposed on the microwave licensees.

Some plain talk from Kodak about tape:

Sobering thoughts about slitting... and making the best basically better

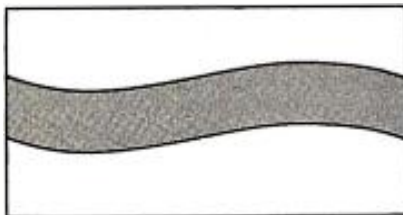
A wise man once said, "Baloney's basic worth is unaffected by the manner in which you slice it." Maybe so for baloney...but certainly not for sound recording tape. Slicing, or to be technically correct, slitting quarter-inch ribbons of tape from the 42-inch-wide master web in manufacture takes a pretty sharp eye. This slitting operation is important to your pleas-



ure since the closer the tape comes to being dimensionally perfect, the better is the azimuth relationship between the recorded signal and the reproduce head. Like it in plainer English? Then consider some examples of poor slitting...and what they sound like.

"Drunken" slitting and others. Variations from the ideal occur if tape is too wide, too narrow, or if its width varies. If the tape is too wide, it may actually override the guides on your tape deck. If the tape is too narrow, it may see-saw as it passes by the head. Either way, you're in trouble. Variations also occur if the edges are not straight. One such variation goes by

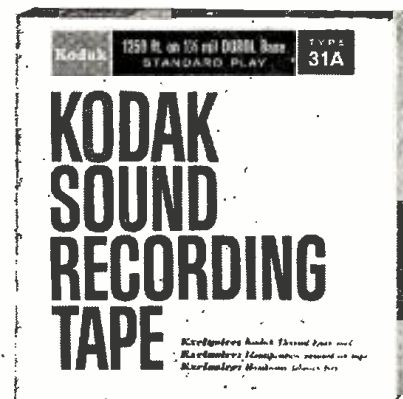
the name of "drunken" slitting. Sound bad? You bet. The edges snake even though the width is constant (see drawing). As a result, on playback the output varies as the tape weaves past the reproduce head...causes a warbling of the signal. This is a type of distortion the human ear is most sensitive to. You wouldn't like it.



Drunken slitting, a dramatization

Quality-control makes the difference. Standard industry specification calls for a tolerance on width of $\pm .002$ inches. To start, we hold ours to $\pm .001$ inches. And to make things more interesting we make our test over a twelve inch span to equal or exceed guide spacing on most tape recording equipment. Next, not relying on eyeball tests as others do, we test for drunken slitting or fluted edges by actually running the tape with a recorded short wavelength signal through a tape recorder. This "drunkometer" test helps us spot any tape that's had even one beer. The slightest whiff, and out it goes. Lastly, Kodak Sound Tapes have to go under the microscope where we watch for rough or dirty edges. When you buy Kodak Tapes, you know they're clean.

Best base better? Strength and toughness sound like they mean the same thing...but they don't quite when it comes to a tape base. Take a piece of spaghetti. It's stronger when it's dry...but tougher when it's wet—harder to break, that is, and not just because it's slippery. Designing a tape base, you're always up against the problem of making it strong so it doesn't stretch...and tough so it doesn't break. Today's DUROL base, the best there is, is now more resistant to shock abuse and carelessness. It's even tougher than before while it still retains the strength that made it famous.



Kodak tapes—on Durol and Polyester bases—are available at most electronic, camera, and department stores. To get the most out of your tape system, send for free, 24-page "Plain Talk" booklet which covers the major aspects of tape performance. Write: Department 8, Eastman Kodak Company, Rochester, N.Y. 14650.

EASTMAN KODAK COMPANY, Rochester, N.Y.

Pay TV: it's a new ball game

Theater owners strike out as California supreme court declares 1964 referendum outlawing pay television was an unconstitutional abridgment of free speech

Pay television in California got a new lease on life last week. What the people took away in November 1964, the state's highest court restored last week. By a 6 to 1 decision, the state supreme court ruled that proposition 15, the initiative measure that banned pay TV, is unconstitutional.

The court said that the action declaring pay TV to be contrary to the public policy of the state, adopted by an overwhelming vote of the people in 1964, "abridges freedom of speech" and is in violation of the guarantees of the First and 14th amendments. The 23-page majority opinion, written by Justice Louis H. Burke, said the ban "amounts to total censorship, in advance, so far as home viewers are concerned."

In New York, Subscription Television Inc. said that it hoped to ultimately resume operations, but that at the present time it did not have the resources to reactivate its cable network in Los Angeles and San Francisco. Before the pay-TV operations were de-

clared illegal 16 months ago, the company had a 15-year contract to cover National League baseball in those two cities and additionally was providing other special fare to subscribers.

To Continue Suit ■ STI also said that it intended to continue its damage suit against the theater owners that is pending in the U. S. District Court in Los Angeles.

The STI statement:

"We are pleased that the supreme court of California has vindicated our position on proposition 15. The damages sustained by us as a result of this unconstitutional statute and the unlawful activities of the theater owners are serious and substantial. We intend to continue with our damage suit against the theater owners which is now pending in the United States district court in Los Angeles.

"We remain under the protection of the federal district court of the southern district of New York under chapter XI of the Federal Bankruptcy Act, but are

hopeful that we will be able to emerge from these proceedings and ultimately to resume subscription television operations.

"At present, however, we do not have the resources to reactivate our cable networks in Los Angeles and San Francisco, and will continue to engage in other aspects of our business such as the sale of commercial television rights with respect to our program library."

Former NBC President Sylvester L. (Pat) Weaver, who heads the pay-TV company, was plaintiff in the case. Just last week he was announced as executive producer of CBS-TV's new Garry Moore variety series for the 1966-67 season.

No Appeal? ■ His action was brought against California's Secretary of State Frank Jordan. From Mr. Jordan's initial comments, it appeared the decision would not be appealed. He said: "If the court threw it out, I don't have any further interest in it."

While Mr. Jordan represented the

Is FCC approaching final round with pay TV?

The FCC is scheduled to consider on Friday (March 11) a recommendation that it issue a further notice of rulemaking aimed at establishing a nationwide pay-television system.

The recommendation is expected to be offered unanimously by the commission's pay-television committee, consisting of Commissioners James J. Wadsworth, chairman, Robert E. Lee and Kenneth A. Cox (CLOSED CIRCUIT, Feb. 21).

They will also ask the commission, however, to consider a number of critical questions before deciding on the final form of the proposed notice of further rulemaking.

The committee does not expect the commission to be in a position to act on Friday. But its members feel that the further notice, if one is adopted, should be the final round in

the pay-TV proceeding that has been underway more than 12 years.

The basis of the committee's consideration is the joint petition of Zenith Radio Corp. and Teco Inc. for a rulemaking authorizing a nationwide pay-TV system. They based their request on the experience gained from their test of Zenith's Phonovision system of over-the-air pay TV on RKO General Inc.'s WHCT(TV) Hartford, Conn. (BROADCASTING, March 15, 1965).

The committee, which was still working on its recommendation late last week, was said to favor granting the request. But it would not recommend that the commission adopt the suggested notice of rulemaking in all its particulars.

In the Public Interest? ■ One key question the committee was likely to put before the commission is whether

it wants to state that pay television is in the public interest.

The committee appears to feel, at least based on the Hartford experience, that local pay television does not represent an immediate threat to free television, either in terms of taking away its audience or siphoning off talent and program properties.

And it's felt that the commission could act to control pay-television networking if such a development appeared to present a danger.

Among the questions that the committee was reportedly considering putting to the commission was one that could cause some uneasiness in the offices of International Telemeter Corp., developer of a wired pay-television system and a subsidiary of Paramount Pictures Corp.: Should the commission prohibit the manu-

state, it was made clear during the legal fight over proposition 15 that the real battle was between subscription television and theater owners who raised a reported war chest of \$1 million to finance the campaign to pass the initiative measure. West Coast Theaters, one of the theater interests opposed to the introduction of pay TV into California, was involved in the legal case as a friend of the court, but last week indications were that it is legally blocked from appealing the decision further.

Eugene V. Klein, president of the theater chain, declined to comment on the ruling. The Screen Actors Guild, however, had no such reservations. It hailed the court decision. "Pay television now has the opportunity to prove itself in the market place in California," said John L. Dales, the union's national executive secretary. "Proposition 15 sought to stifle American free enterprise by preventing free competition in the entertainment field. Now that this barrier to progress has been removed by the court's decision, we believe that voluntary home subscription television and the present form of commercial television, paid for by the public's money channeled through advertisers, can co-exist and prosper side by side, each performing a needed service in our society."

The majority opinion of the California supreme court was an endorsement of the views of Judge Irving H. Perluss, of the Sacramento superior

court. Last year he ruled proposition 15 to be unconstitutional (BROADCASTING, May 24, 1965). Court decisions in the past, said the opinion, have emphasized that constitutional freedoms should only be restricted where there is "clear and present danger" to the public welfare. "Any suggestion of the existence of a clear and present danger [in this case] would be utterly specious," said the justices. They added: "Any suggested evil appears to be speculative and illusory."

Money Question ■ Justice Stanley Mosk, who disagreed with the majority, said proposition 15 does not involve a free-speech question. "The target here is not speech," he said. "It is merely a matter of dollars and cents and the power of the people of the state to decide who gets them."

Before STV can begin operating again, it must rebuild its organization. Almost its entire staff was dismissed immediately after the 1964 vote and the company's studio and broadcast equipment, furniture and other facilities were sold at auction. STV's office was then moved to New York. About a year ago the company went into federal court in New York asking for protection from its creditors under Chapter 11 of the bankruptcy act. In its petition to the court at that time, STV listed assets of \$14.2 million and liabilities of \$1.6 million. It was emphasized that the operation was not bankrupt.

The pay television company is publicly owned with stock sold over the counter.

The price of the stock had reached a low last year of 1¼. On the heels of last week's court ruling, however, last week the stock was selling for as much as 5¼.

If the California court's decision is not appealed, it may give birth to a second pay-TV system in California. Kaiser Broadcasting Corp. recently disclosed that it has signed an option agreement with Teco Inc., a Zenith Radio Corp. affiliate, for an over-the-air subscription television franchise in Los Angeles (BROADCASTING, Feb. 21). The agreement was conditioned upon the outcome of the pay-TV litigation then pending.

Marcus Cohn, Washington counsel for the Theater Owners of America, which led the battle against pay TV, noted that he had not read the decision, but said that based on reports he had read: "I fail to understand how it is unconstitutional when the people of a sovereign state vote in an initiative or referendum to take any action or not to take any action on legislation which was passed by the state legislature."

"The whole theory of the initiative or referendum process is to place in the hands of the people the final authority for the passage of legislation."

Spirits high at ABC-TV

'Summit' meeting hears about network's entry into TV's big time

ABC-TV was depicted last week as having pushed out of the phase of "just staying alive" and emerging as a network to be reckoned with in television's mainstream.

ABC's new muscle was described during a free-wheeling "summit" meeting held for four-and-a-half hours in New York last Wednesday at the call of ABC officials and attended by representatives of top management of influential stations and groups.

Network spokesmen indicated that this was the first meeting of what they hoped will become a series.

Though lofty in tone, the meeting also got into the give-and-take of network affiliate relations, covering such ground as the proliferation of piggyback commercials (see page 45), ABC's thinking as to both rate-card and station-compensation policy as a result of CBS-TV's new rate structure that virtually eliminates discounts; rising costs in program production, and the direction and force of the network in news and public affairs.

Television network President Thomas W. Moore acted as chairman. Among those with him at the meeting were Leonard H. Goldenson, ABC president; Simon Siegel, executive vice president; Stephen Riddleberger, ABC-TV vice president, administration; Leonard Goldberg, newly appointed vice president in charge of ABC-TV programming; Robert L. Coe, former vice president in charge of ABC-TV station relations and who continues as a vice president until his retirement in November, 1967, and his newly named successor, John O. Gilbert, who becomes vice president in charge of affiliate relations, and Theodore F. Shaker, ABC Owned TV Stations president.

About 20 station group executives attended the meeting.

Network spokesmen stressed that ABC's confidence is buoyed by increased billings, continuing new programming moves and by the pending merger with the International Telephone & Telegraph Co.

News Weight ■ ABC executives conceded that the network had to pull more weight in the news and public affairs arena and indicated additional emphasis would be placed there. The stations expressed admiration for ABC's stronger competitive position in sports

facturer of a pay-TV system from engaging in the business of furnishing programing?

The committee will also ask the commission to consider whether there should be one type of pay-television system for the nation, or whether the commission should authorize a variety of systems. And if there are a variety, should the commission prohibit multiple systems in individual markets or in markets that overlap?

Also, should pay television be restricted to UHF stations? Should it be restricted to a certain-sized market, say, of four television stations? And should the commission prescribe time limitations for pay-TV operations? If so, should those limitations be different in different-sized markets?

The commission, if it adopts a notice of rulemaking, will either make tentative judgments on these questions or invite industry comment on them.

Stanton comments on Friendly resignation

CBS President Frank Stanton made his first public comment last week on the recent news-coverage controversy that led to the resignation of CBS News President Fred Friendly (BROADCASTING, Feb. 21).

Dr. Stanton broke his silence in a lengthy letter to T. Thacher Robinson of Urbana, Ill., a viewer who had written expressing concern over CBS News coverage of the Vietnam war and related issues. Dr. Stanton defended CBS News's overall coverage and dwelt at length on the explosive incident of last month.

He explained that the decision of CBS, "rightly or wrongly," was not to carry the testimony of Professor George Kennan live because it was felt that his observations would not be of sufficient general public interest or sufficiently determining significance to preempt six hours of TV time.

Dr. Stanton noted that Professor Kennan had not been recently and prominently associated with criticism of U. S. policy, as General James Gavin had been, and held no official position, as do General Maxwell Taylor, Secretary of State Dean Rusk and David Bell, director of the Agency for International Development, who had been covered extensively on CBS-TV during appearances before Congress on the Vietnam issue.

Dr. Stanton also pointed out that the specific cost incurred by CBS-TV for covering the four days of the

Vietnam hearing amounted to just under \$1 million and that the loss in income for affiliates of the network was estimated at more than \$1 million. He added that since CBS News cannot be self-supporting, the management must consider the economics of broadcasting in making decisions involving such costs.

The decision not to broadcast Professor Kennan's testimony in full, Dr. Stanton said, was "neither a cynical one nor an impulsive one." Factors governing such decisions, he continued, include the TV viewing habits of the public; the newsworthiness of the event concerned; the participants in it and the likelihood of covering other phases of the event more fully at a later date.

"Decisions of this kind all too frequently involve borderline cases," Dr. Stanton observed. "The CBS Television network broadcasts events that the other networks do not carry and sometimes omits those that another network may carry. We have been condemned as often and as severely by audiences for interrupting regular programing for such broadcasts as we have been for deciding not to do so."

The decision to forego live coverage of Professor Kennan's testimony was made by Group Vice President John Schneider and was protested by Mr. Friendly. Several days later, on Feb. 15, Mr. Friendly insisted on quitting and CBS accepted his resignation.

and expressed their opinion that efforts to match that record in news and public affairs would be welcomed.

ABC officials said that a decision would be made within 30 days on the feasibility of extending in the fall its current 15-minute weeknight news programing (*Peter Jennings's News Reports*) to a half-hour, a move deemed desirable by the station spokesmen.

Nearly all deplored the rise in volume of piggyback commercials, officials noting that the growing incidence is as troublesome in networking as it has become on the station level.

ABC was portrayed as giving careful study to changes in the television business, particularly to the development of CBS-TV's new rate structure. Some possible future revision in ABC-TV's approach was hinted, though it was noted that ABC's percentage of station compensation remains higher proportionately in nighttime periods

and that it has no plans for a cut-back in payments. Revisions, however, also would of necessity affect daytime hours where ABC-TV payments are proportionately lower, ABC officials indicated.

A few station executives expressed concern that the ABC policy of placing four commercials in each half-hour of the *Batman* program might be extended to other 7:30-8 p.m. periods on ABC and perhaps on other networks. The network's reasoning (higher programs costs) was explained.

ABC officials expressed confidence that the pending merger with ITT will be effected. Asked for a target date, they said that hopefully it could be consummated, with FCC approval and a favorable tax ruling, before the end of this year. In substance, they said the move would place ABC in a more competitive position with the other networks.

Mr. Goldenson also described in

detail ABC's proposal for a domestic satellite that would transmit programing through "distribution centers," namely stations.

ABC officials said privately they believed the session served as a means of providing "open communication" with broadcast-station management on broad network policy.

Broadcasters reported in attendance at the meeting included Jack R. Howard, Scripps-Howard; Ernest W. McFarland, KTVK(TV) Phoenix; J. M. Monroney, WFAA-TV Dallas; John T. Jones Jr. and Willard E. Walbridge, KTRK-TV Houston; Roger Clipp, Triangle Stations; Larry Israel, Westinghouse Broadcasting Co.; Hulbert Taft Jr., Taft Broadcasting; George Storer Sr., Storer Broadcasting; John W. Thompson and Frederick S. Houwink, Evening Star Stations; E. R. Vadeboncoeur, Newhouse Broadcasting; W. W. Warren, Fisher's Blend Stations; John T. Murphy, Avco; Thomas Murphy, Capital Cities; Franklin C. Snyder, Hearst; John C. Mullins, KBTW(TV) Denver; Jerome Bess, RKO General Broadcasting; Joseph L. Brechner, WFTV(TV) Orlando, Fla., and Joseph F. Hladky Jr., KCRG-TV Cedar Rapids, Iowa. Invited but not attending because of other commitments: Clair R. McCollough, Steinman Stations, and John W. Kluge, Metromedia.

New KWK operators take over day early

KWK St Louis began operating under new ownership at 12:01 a.m. Feb. 27, one minute after the old owners of the 1380 kc facility signed off.

The new owners of KWK, under the name Radio Thirteen Eighty Inc., consist of a group of seven applicants for the frequency operating under special temporary authority of the FCC pending the outcome of hearings for the vacated frequency. The FCC revoked the license held by Milwaukee Broadcasting Co. following charges that KWK had undertaken two fraudulent treasure hunts six years ago.

On Monday, Feb. 28, A. M. Spheeris, one-time president of the Milwaukee Broadcasting Co., which also owns WEMP-AM-FM Milwaukee, asked "Who Defrauded Whom?", in a full-page advertisement in the *St. Louis Post-Dispatch*.

The gist of the advertisement was that the FCC overruled its own examiner who found the management and owners of KWK innocent of the charges of "willful and repeated"

frauds in connection with the 1960 promotions. Mr. Spheeris called on St. Louis citizens to write to their congressmen or senators urging an investigation. As of last Thursday night, as far as could be determined, no congressmen or senators had received a communication from the public in that city.

The new kwk, using temporary facilities, is operating with 5 kw daytime and 250 w nighttime, both nondirectional. It will boost its nighttime power to 5 kw, directional with the completion of its new tower.

Target date for the new transmitter is March 21. Expenditures in excess of \$75,000 were required for the tower and other facilities.

After failing to negotiate the purchase of the old kwk facilities, the interim licensees had begun construction of a transmitter-studio building and antenna tower. In the last week night shifts under lights were engaged in trying to meet the deadline for change-over in ownership—Feb. 28 according to FCC order. Milwaukee Broadcasting, however, decided to shut down at midnight on Feb. 26, and the interim licensee moved operations quickly onto a prefabricated shell erected on a still-damp concrete foundation to house operations. After the midnight switch-over, disk jockeys took over, using their personal records. Office space was improvised within 24 hours at a hotel.

The staff of kwk remained with the station under the new ownership. Donald Hamel is general manager. Applicants making up the interim ownership of kwk are Archway Broadcasting Corp., Bi-State Radio Inc., Gateway Broadcasting Co., Home State Broadcasting Corp., Prudential Broadcasting Co., Six-Eighty-Eight Broadcasting Co. and St. Louis Broadcasting Co.

Milwaukee Broadcasting came under new ownership and management in 1964. Arthur W. Wirtz is president.

Blumberg to comment on small business aid

Former Louisiana broadcaster Ralph Blumberg has been asked by the Senate Small Business Subcommittee on Regulatory Agencies to suggest ways in which the FCC could afford temporary relief to stations owners who are forced to sell their properties.

Mr. Blumberg, said to have been forced out of business by the Ku Klux Klan because of his stand on integration, received FCC approval for the sale of his wbox Bogalusa, La., on Feb. 25.

Mr. Blumberg, now with WCBS-TV news in New York, sold wbox to

Pear River Broadcasting Co. for \$71,500 (see page 88). He testified last January before the House Un-American Activities Committee on his Bogalusa experiences (BROADCASTING, Jan. 10).

Standing room only at NAB convention

Broadcasters who still haven't registered for the NAB convention in Chicago, and who have any intention of attending the management or engineering luncheons, might be well advised to bring along their own table, chair, utensils and possibly fruit cup. They may also have to take along their own folding cots.

Last week the National Association of Broadcasters said it had run out of space for the luncheons and in the 10 hotels in which NAB had blocks or rooms. At the Conrad Hilton headquarters hotel, NAB had 2,000 rooms.

As of Tuesday (March 1), the advance registration deadline, more than 3,100 had preregistered for the March 27-30 convention and engineering conference. And Everett Revercomb, NAB secretary-treasurer and convention manager, said he expects the attendance to go above the record 4,175 at the 1965 convention in Washington.

However, the situation is not all black. NAB will still attempt to find hotel space for late registrants. Those who paid the \$30 advance fee before the deadline, but after the luncheon tickets were sold, will get a rebate.

In addition to the expected record number of delegates, there also will be a record number of equipment exhibitors. An additional 15 manufacturers have been given space in the Conrad Hilton, bringing the total exhibitor list to 106.

The steadily increasing size of the convention has already forced NAB to move into the Pick-Congress and Sheraton-Blackstone for several sessions. In addition the engineering conference has been forced out of the Continental Room because of a need for exhibit space. Engineering meetings are scheduled in the Hilton's Waldorf Room and Grand Ballroom, and the Sheraton-Blackstone's Crystal Room.

The Broadcast Pioneers banquet which this year has been made a formal part of the convention, was scheduled to be held in the Conrad Hilton's Grand Ballroom. However, the demand for tickets to the function—at \$15 each—has forced the Pioneers to move into the larger International Ballroom. And the entertainment for that dinner hasn't even been announced.

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from: **mca**

Six apply for ch. 9 in Orlando

Six applicants have filed for channel 9 in Orlando, Fla., in competition with Mid-Florida Television Corp., (WFTV [TV]) which is now operating on the channel. The new wave of applications was caused by an FCC order vacating the commission's grant to Mid-Florida as a result of a decision by the U. S. Court of Appeals for the District of Columbia. (BROADCASTING, Jan. 24).

The new applicants are:

- Howard A. Weiss, a Chicago lawyer in the firm of Altman, Kurlander & Weiss. Mr. Weiss, who lists total assets in excess of \$5 million, and his brother Robert each own 16½% of WAIT Chicago.

- Florida Heartland Television Inc., composed of 14 stockholders who have mostly local Florida interests. It holds a letter of credit for \$2 million from the Citizens National Bank of Orlando.

- Comint Corp., also mainly Florida interests, includes in its 14 stockholders Thomas K. Matthews, regional manager of Panax Corp., broadcast newspaper group in the Midwest; Chris J. Witting, managing director of DuMont Television Network until 1953 and president

of Westinghouse Broadcasting Corp. until 1955; and F. Cleveland Hedrick Jr. and John D. Lane of the Washington law firm of Hedrick & Lane. Comint has letter of credit for \$1.5 million from the Pullman Banking Group, Chicago, and a stock subscription of \$100,000.

- Florida 9 Broadcasting has 10 local subscribers with no other broadcasting interests. It is backed by a \$2 million loan assurance and \$100,000 in capital.

- Orange 9 Inc., owned by Naomi T. and William O. Murrell, who also own WKIZ-AM-FM Orlando. The Murrells are holders of a \$1 million loan assurance from the Citizens National Bank of Orlando.

- TV 9 Inc., owned by 15 stockholders, including Gordon Gray, formerly minority stockholder in WKTV(TV) Utica, N. Y. and KAUZ-TV Wichita Falls, Tex.; Lincoln W. Miller, assistant to the president of KIRO Seattle; Thompson K. Cassel, who has interests in WKIS Orlando and WCOA Pensacola, both Florida; and George W. Johnson, vice president and director of Citizens National Bank of Orlando.

Several of the applicants, including an earlier applicant, Central 9 Corp., have asked the FCC to provide for an interim authority, in which all applicants would be eligible to share in the operation and profits of the station

pending conclusion of the hearing.

They claim that continued operation of the station on a temporary basis by WFTV prejudices the outcome of the comparative hearing.

The commission made the channel available to new applicants after the appeals court held that the agency's reaffirmation in 1964 of its 1957 grant to Mid-Florida was based on a state record (BROADCASTING, March 8, 1965). The case was returned to the commission twice before because of ex parte charges involving the late Commissioner Richard A. Mack.

Capital Cities buys KPOL for \$7.8 million

Capital Cities Broadcasting Corp. last week completed negotiations to buy KPOL-AM-FM Los Angeles from the Coast Radio Broadcasting Corp. at a price reported as approximately \$7.8 million in cash.

Frank M. Smith, chairman of Capital Cities, announced the transaction Thursday night (Feb. 3), saying a majority of the Coast Radio stockholders had agreed. It is subject to the customary condition of FCC approval.

Thomas S. Murphy, Capital Cities president, said Frederick Custer, KPOL-AM-FM general manager, Robertson Scott, program director and Conrad Sprenger, chief engineer had agreed to continue in their respective posts. Coast Radio is headed by Hugh R. Murchison as president. The purchase gives Capital Cities its full quota of seven AM stations.

KPOL is on 1540 kc with 50 kw daytime and 10 kw night.

Capital Cities currently owns and operates WTEN(TV) and WROW-AM-FM Albany, N. Y.; WKBW-AM-TV Buffalo, N. Y.; WPRO-AM-FM-TV Providence, R. I.; WSAZ-AM-TV Huntington, W. Va.; WTVD(TV) Durham, N. C.; WJR-AM-FM Detroit, WDCB(TV) Adams, Mass., and WPAT-AM-FM Paterson, N. J.

Capital Cities stock is listed on the New York Stock Exchange.

Changing hands

ANNOUNCED ■ The following station sales were reported last week subject to FCC approval.

- WGRD Grand Rapids and WTRU Muskegon, both Michigan: 50% ownership in both stations sold by W. H. Rich to Edith P. Martin, present 50% owner, for \$125,000. Mr. Rich is selling out his interest in these stations, and in WKNY Kingston, N. Y., and WPIC Sharon, Pa., (see below) because of ill health. He will remain as a consultant. WGRD is a 1 kw daytimer on 1410 kc. WTRU is fulltime on 1600 kc with 5 kw.
- WKNY Kingston, N. Y.: 50% sold by

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Daytimer in suburb of large market. Operating in black under absentee ownership. Station owns land and studio building. All cash preferred.

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W. H. Rich to Alastair B. Martin, present 50% owner by sales of stock to licensee corporation. No consideration. WKNY operates fulltime on 1490 kc with 1 kw day, 250 w night. (See above.)

■ WPIC Sharon, Pa.: 50% interest sold by W. H. Rich to Alastair B. Martin and others, trustees for Edith B. Martin, present 50% owner, through transfer of stock to licensee corporation for \$320,000. WPIC is a daytimer on 790 kc with 1 kw. (See above.)

APPROVED ■ *The following transfers of station interest were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 87).*

■ KFML-AM-FM Denver: Sold by Fine Arts Broadcasting Co. to O'Fallon-O'Connor Broadcasting Inc. for \$165,000. President and 50% owner of Fine Arts was Bill Daniels, Denver CATV broker. O'Fallon-O'Connor is owned 25% each by Charles Dunn O'Fallon, who is sales manager of KIMN Denver, and Timothy D. O'Connor, sales manager of KFML. Fine Arts acquired the station in 1960. KFML went on the air in 1953 and operates daytime on 1390 kc with 5 kw. KFML-FM was added in January 1954, operates with 10 kw on 98.5 mc, duplicating KFML.

■ KFMJ Tulsa, Okla.: Sold by Urok Broadcasting Co. to KFMJ Inc. for \$275,000. KFMJ Inc. is owned by Bessie R. Kravis and her son George R. Kravis III. Mr. Kravis is a home construction investor. Price includes \$25,000 for agreement not to compete. KFMJ was acquired by Urok in 1962; operates daytime on 1050 kc with 1 kw.

Supreme Court hears Dr. Sheppard's appeal

The U. S. Supreme Court was asked last week to overturn a murder conviction because news coverage and editorials were said to have prevented a fair trial.

Lawyer for Dr. Samuel H. Sheppard, convicted 12 years ago of murdering his wife, argued that newspaper stories and particularly the coverage of the murder and trial by the *Cleveland Press*, impaired Dr. Sheppard's right to a fair trial. He asked the court to reverse the second-degree verdict because the court refused a change of venue and accepted the opinion of jurors that they were not influenced by the news stories.

The attorney general of Ohio, however, contended that Dr. Sheppard did receive a fair trial, despite the news coverage.

United Artists gets ch. 43 Lorain, Ohio

United Artists Broadcasting Inc. has received final approval of its application for channel 43 in Lorain, Ohio. In December 1965 Hearing Examiner Charles J. Frederick favorably resolved issues of citizenship and multiple ownership both in the Lorain case and for UAB's application for channel 20 in Houston. At that time the Houston application received recommendation for approval. In January Mr. Frederick also recommended the Lorain application after passing on UAB's program proposals and studio location.

The Lorain grant is the last trace of a three-party conflict over the use of channel 65 (now re-allocated as channel 61) in Cleveland. In its original form United Artists, Cleveland Telecasting Corp. and Superior Broadcasting Corp. each were requesting the facilities of channel 65. Cleveland Telecasting asked that its request be dismissed in March 1965 and UAB changed its request to channel 31 (later amended to channel 43) in Lorain.

Last week Hearing Examiner Elizabeth C. Smith formally recommended

granting Cleveland channel 61 to Superior. The decision comes after hearings had determined that Superior was legally, financially and technically qualified for the allocation.

Kaiser moves closer to its five-UHF goal

Kaiser Broadcasting Corp., operator of two UHF's and permittee of two others, last week applied for channel 68 in Boston, completing its "original plans to operate five UHF's . . . in major markets."

Richard C. Block, vice president and general manager of KBC, said the station, if granted, would "begin broadcasting in full color . . . as quickly as possible."

Kaiser has WKBD(TV) Detroit and WKBS(TV) Burlington, N.J.-Philadelphia on the air. It has construction permits for KMTW(TV) Corona-Los Angeles, due to go on the air about June 15, and KHJK(TV) San Francisco. Two weeks ago Kaiser signed an option agreement for KMTW to program with the Zenith Phonevision system as a supplementary service if the FCC authorizes pay TV nationally.

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NBC-TV affiliates like new look

They endorse network's new executives and new nighttime schedule, but wish for higher-rated daytime shows

The board of delegates of NBC-TV affiliates got its first official look last week at NBC's new top management and NBC-TV's new fall schedule and apparently liked what it saw in both cases.

The board presumably also liked what it heard. One of the things it reportedly heard was that NBC-TV's sales in the new 1966-67 nighttime schedule have already passed the \$150 million mark.

The meeting, held Wednesday and Thursday (March 2-3) with top NBC and NBC-TV executives in New York, was described as one of the most relaxed and amiable in years.

Afterward, NBC-TV officials went on closed circuit television to outline the fall program plans to all affiliates. In a brief appearance on that presentation, A. Louis Read of WDSU-TV New Orleans, chairman of the board of delegates, said that in all his years as an NBC affiliate he couldn't recall a new schedule "as solid and as sure of success as this one." (For 1966-67 programming developments, see page 76).

The same thought—coupled with praise for NBC News and its accomplishments, NBC Sports, and for the leaders of NBC and NBC-TV generally—echoed through a resolution adopted by the delegates. "Our meeting was most satisfactory and encouraging in every respect," the resolution said.

It also commended NBC-TV for having "fulfilled its pledge, made several years ago, to lead in nighttime programming," and described as "most gratifying" network officials' "determination to concentrate similar efforts on strengthening its daytime programming."

Debut ■ This was the first board of delegates meeting attended by Walter Scott as NBC's president and chief executive officer, Julian Goodman as its senior executive vice president and chief administrative officer, and Don Durgin as president of the NBC-TV network. They moved up to these posts when Robert E. Kintner, then president and now winding up a brief term as nominal chairman, was abruptly stripped of power last December (BROADCASTING, Dec. 13, 1965, et seq.).

The affiliates' resolution praised the new management trio for leadership, skill and efficiency.

Mr. Goodman said the NBC News budget for 1966 had been expanded, and pledged management support of

NBC-TV's forward drive.

Mr. Scott said that he and Mr. Goodman and David C. Adams, senior executive vice president, were concentrating on long-range plans for NBC and its divisions.

He said changes in the nation's population, increased sophistication of national advertising and revolutionary technological developments will all present challenges to television that must be met "by conscious planning that looks to the years ahead as well as to the season around the corner."

"We are determined," he said, "to turn these changes to the advantage of our audiences, our affiliates and our advertisers by keeping our sights high and continuing to broaden our service."

FM station gets short-term renewal

KATT(FM) Woodland, Calif., got a one-year license renewal from the FCC last week, but did not get fined because of its "extremely poor financial position."

In granting the short-term renewal, the commission noted KATT had an unauthorized transfer of control in April 1965 but that the licensee, KATT Broadcasting Co., appears to have resumed control. Renewal will give the commission an early opportunity to re-examine the station's operation and the "degree of responsibility" it has shown during the year.

Meredith files brief on ownership policy

An attack on the FCC's interim policy on ownership of television stations in the top 50 markets moved one step closer to court consideration with the filing last week of a brief by Meredith Broadcasting Co. in the U. S. Court of Appeals in Washington.

Meredith filed its appeal last year against the commission's top-50 television policy, challenging the FCC's right to take the step without following the procedures required under the Administrative Procedure Act (BROADCASTING, Aug. 23, 1965). The commission lost a motion to dismiss the appeal early last year (BROADCASTING, Jan. 17).

The commission policy limits owner-

WHO TALKS HORSE SENSE?



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AND PROVES IT!
THE NETWORK
SERIES
SUCCESSFULLY
TELECAST
IN LOCAL TIME...
NOW OFFERED
LOCALLY!**

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from: **mca**

(THE MEDIA) 63

ship of TV stations in the first 50 cities by the same company to three (with only two of them permitted to be VHF). The policy was announced with three FCC commissioners dissenting. Exceptions, it said, would be granted only after a hearing.

In its brief, Meredith contends that the commission action was taken without permitting interested parties to participate and without prior notice.

The policy, Meredith states, "has a substantial and adverse impact upon [its] ability to expand and improve its facilities. . . ."

Meredith's TV stations are wow-TV Omaha; KCMO-TV Kansas City, Mo.; KPHO-TV Phoenix, and WHEN-TV Syracuse, N. Y. Kansas City and Syracuse are among the top-50 markets as defined by the FCC.

The commission's brief is due to be filed toward the end of this month.

Oklahoma broadcaster seeks governorship

An Oklahoma broadcaster has entered the free-for-all contest for the governorship in that state, running on a platform favoring education, industry and tourism.

Leland Gourly, who has controlling interest in KHEN Henryetta, through his newspaper there, the *Henryetta Daily Free-Lance* and an interest in KJEM Oklahoma City, has announced that he would file for the Democratic party primary to be held May 3.

Opposing him in the primary will be eight or nine other candidates, according to an Oklahoma congressman.

Red Lion takes appeal to Supreme Court

The Rev. John M. Norris and Red Lion Broadcasting Co. (which owns WGCN-AM-FM Red Lion, Pa.), last week asked the U. S. Supreme Court to order the Circuit Court of Appeals for the District of Columbia to convene a three-judge district court to hear their complaint against the FCC and the Democratic National Committee. Mr. Norris is president and 80% owner of Red Lion.

The Red Lion suit asks the federal court to rule that the FCC's fairness doctrine is unconstitutional. The station also asks for \$5 million damages from the Democratic National Committee.

The case stems from the 1964 elec-

tion when the Democratic National Committee sent a reprint of a *Nation* article on "Radio Right—Hate Clubs of the Air" to over 1,000 radio stations understood to be carrying the programs listed in the article, warning that it would ask for rebuttal time under the commission's fairness doctrine. It did so in some instances. The WGCN stations, which carry a number of the programs mentioned, offered rebuttal time on a paid basis (similar to the status of the programs against which the complaint was made). Finally in July 1965 the commission dismissed the complaint against WGCN, but noted that a broadcaster must present both sides of a controversial issue whether or not the other side pays.

In filing its suit against the commission and the Democratic National Committee, Red Lion asked for a three-judge court. U. S. District Judge Spottswood W. Robinson III agreed and asked the circuit court to appoint two other judges. Chief Judge David L. Bazelon last December ruled that the complaint is frivolous and declined to appoint any judges. (BROADCASTING, Dec. 13, 1965).

Gen. Sarnoff foresees communication revolution

A communications center for the home, combining television, radio, still and motion pictures, records, tapes and the telephone, was predicted last night (March 6) by David Sarnoff, board chairman of RCA.

In a speech prepared for delivery before a dinner of the Screen Producers Guild in Hollywood, General Sarnoff said this communications revolution will alter all media in bringing new concepts of information and entertainment into the home.

This revolution, he continued, will affect the producers of television and films, the publishers of magazines and newspapers, the art curator, the university lecturer and the greater symphony orchestra leader, who will be competing for the attention of the people at home.

As General Sarnoff described it, tomorrow's home communications center will be equipped for radio and recorded sound. Wall-screen television in color, he added, will be regulated by a remote control device no larger than a matchbox. Telephone service of the future will enable us to see as well as hear the person on the other end of the circuit, according to General Sarnoff.

The Screen Producers Guild honored General Sarnoff by awarding him its Milestone Award for "historical contributions to the art and science of communications."

Hearing ordered on bankrupt station

The FCC broke new policy ground last week in ordering a hearing to compare the qualifications of a proposed purchaser of a station and those of a broadcaster seeking the station's frequency. The commission's order, however, is carefully written to limit the policy to situations containing similar sets of facts.

The station involved, WIGL Superior, Wis., is bankrupt and is being operated by a trustee, Arthur A. Cirilli, who wants to sell the property to D.L.K. Broadcasting Co. for \$8,000. D.L.K. is now managing the station under an employment contract.

However, WAXX Superior, now operating on 1320 kc, has applied for WIGL's frequency, 970 kc.

The owner of WIGL, James G. Haig, was convicted of fraud during his license period. Accordingly, he would have been certain to face a license-renewal hearing on a character-qualification issue.

In the past, the commission has required trustees in bankruptcy in such cases to undergo a license-renewal hearing before permitting them to sell the properties involved. But Mr. Haig stands to gain nothing from the proposed sale.

Consequently, the commission said, "we believe the best course is to compare the qualifications of D.L.K. Broadcasting Co. and Quality Radio Inc." The commission noted the trustee's function simply is to sell the property for the benefit of creditors.

The commission, therefore, designated the applications of WAXX for the other station's facilities and of D.L.K. for assignment of license for a consolidated hearing, to determine which if either should be granted.

Several other cases are pending before the commission in which efforts by owners to sell stations that are in financial difficulty are complicated by competing applications for the stations' facilities.

Commission officials said these would be decided "as they come along, on the basis of specific facts in each case."

Media reports . . .

Building plans ■ The National Association of Broadcasters building committee will meet March 17 in Washington to name an architect to design the NAB's new headquarters.

Big fine ■ WMAM Marinette, Wis., faces a \$2,000 forfeiture for failure to reduce



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Your electric service costs so little, you can do all sorts of baking for a few cents' worth.

That's part of the miracle of electric service—its very low price. While the price of most things has been climbing over the years, the price of electric service keeps coming down. In fact, today the average family pays about 15%

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*Names of sponsoring companies available through this magazine.

power at sunset. FCC notified Marinette Central Broadcasting Co. it has 30 days to contest or pay fine. WMAM, on 570 kc, is licensed for 250 w days and 100 w nights.

FCC committee ■ The second meeting of the FCC's Committee for the Full Development of the Instructional Television Fixed Service will be held March 15 in room 904, 521-12th Street, N.W., Washington. The committee is responsible for coordinating local-level planning and for projecting trends and plans of ITFS.

First one ■ Wagoner, Okla., located

in the northeast part of the state, got its first radio station when KWIG went on the air Feb. 15. Owned by Lum Humphries, the station broadcasts on 1530 kc with 250 watts.

RKO changes mind on probe of Fidelity

RKO General Inc. has withdrawn its request that the FCC conduct an inquiry into facts surrounding the filing of an application in competition with its application for renewal of its KHJ-

TV (ch. 9) Los Angeles.

RKO had asked the commission to determine whether the application, filed by Fidelity Television Inc., was legitimate, or whether it was a "blocking" or "strike" application.

RKO acted after Fidelity amended its original application to show a more than 50% change in ownership of the corporation. RKO suggested that the original application, filed Oct. 25, was submitted merely to prevent the commission from renewing KHJ-TV's application until Fidelity could complete its organizational plans (BROADCASTING, Jan. 31).

RKO withdrew its request for an inquiry after Fidelity submitted affidavits from its new stockholders who swore that they were not approached to enter the corporation until after the original application was filed. Fidelity has said that the changes in ownership resulted from the fact that an original 40% owner was forced to withdraw from the corporation.

RKO said its action wouldn't preclude it from making "appropriate inquiry into the facts and circumstances surrounding the organization" of Fidelity at a subsequent hearing. But its statement removes a major roadblock to the designation of the competing applications for a comparative hearing.

'Lorain Journal' quits Elyria transfer hearing

The FCC's hearing into the proposed license renewal and transfer of control of WEOL-AM-FM Elyria, Ohio, will continue March 16 without one of the earlier participants.

On March 1 the *Lorain (Ohio) Journal*, which had opposed the renewal and transfer, dropped out of the proceedings after Hearing Examiner Jay Kyle denied the *Journal's* request for documents, some of them dating back to 1946.

H. R. Horvitz, president of the *Journal*, said without the necessary information "we would just be wasting our time and the commission's."

The FCC set the WEOL case for hearing on issues that include questions of whether the Lorain Printing & Publishing Co., the intended buyer of the station and already 46.9% owner, has assumed control without FCC authorization and whether the transfer would result in concentration of control of media in the area (BROADCASTING, Sept. 27, 1965).

In 1964 the *Journal* and Lorain Printing, publisher of the *Elyria Chronicle Telegram*, were on opposite sides of the fence in a proposed transfer of control of WWIZ Lorain from Sanford A.

INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

THE "5 CONTINENTS
TROPHY" FOR CINEMA FILMS

2 GRAND AWARDS
FOR TELEFILMS



MIFED is the International Film, TVfilm and Documentary Market whose successful operations extend over a number of years. Its Spring Cine-Meeting will be held from 18 to 25 April next.

MIFED is a new-style market dealing in feature and documentary films for the Cinema and TV. It is an active business centre for producers, buyers, renters and distributors of films. MIFED has twenty viewing rooms equipped for all possible technical requirements. Ten are for cinema films and ten for telefilms. Its Club facilities make it one of the most attractive and elegant business rendezvous in Europe.

MIFED clients who are unable to attend the whole Spring Cine-Meeting are invited to make use of its special assistance bureau which undertakes to represent their interests.

Information from: MIFED Largo Domodossola 1 Milano (Italy)
Telegrams: MIFED - Milano

Commissioners at NAB

The FCC, as a seven-man body, will not be part of the National Association of Broadcasters convention in Chicago this year. But the commissioners will take part as individuals.

Chairman E. William Henry will speak at the Tuesday (March 29) management luncheon; Rosel H. Hyde will speak at the Wednesday afternoon (March 30) general session prior to the legal panel and Kenneth A. Cox will be a panelist at that session. Robert T. Bartley will speak at the Tuesday morning radio session at the engineering conference; Robert E. Lee will participate in the FM Day program Sunday afternoon (March 27), and James T. Wadsworth has been invited to speak to the Association of Professional Broadcasting Education's Sunday meeting.

Lee Loevinger at the International Telecommunications Conference in Switzerland.

Schatz to the *Journal*. In that instance Lorain Printing opposed the transfer. The FCC turned down the wwiz transfer on grounds the *Journal* had already taken control of wwiz before the transfer application was filed. And the decision was later upheld by the U. S. Court of Appeals (BROADCASTING, Sept. 13, 1965).

Adam Young plans art exhibit at NAB

Amateur artists among the broadcasters attending the National Association of Broadcasters convention this month in Chicago were invited last week to enter the Adam Young Annual Art Exhibition. The showing is open to anyone in the broadcasting business who is registered at the convention.

Adam Young, president of the station rep firm bearing his name, announced awards will be given in the categories of painting, drawing, mobiles and sculpture at the Sheraton-Blackstone hotel. The judges will be Chicago art experts and newspaper critics. They will announce their decisions on Friday, March 25, before the opening of the convention.

Mr. Young, an amateur artist himself, said he is sponsoring the awards to bring together the many broadcasters with an interest in art. First prize will be a silver ice bucket and second prize,

a silver champagne bucket. Other entries will receive honorable mention.

Those who wish to participate were advised to notify Mrs. Elisabeth M. Beckjorden, 235 East 45th Street, New York 10017, by March 16.

In's and out's of NAB code lists

Two TV and 24 radio stations joined the National Association of Broadcasters codes, and five TV's and 17 radio stations withdrew between Dec. 15, 1965, and Jan. 15, 1966.

TV stations added: WFLD(TV) Chicago and KAAR(TV) San Diego.

TV stations withdrawn: WABI-TV Bangor and WAGM-TV Presque Isle, both Maine and Horace Hildreth stations; WTCN-TV Minneapolis-St. Paul, KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore., all three Chris-Craft stations.

Radio stations added: KBHS Hot Springs, Ark., KRIZ Phoenix; KCNO Alturas, KIBS Bishop and KRML Carmel, all California; wooc DeLand, Fla.; WIRE Indianapolis; KBAB Indianola, KCOG Centerville and KUWS-FM Newton, all Iowa; WRUM Rumford, Me.; WHAI-AM-FM Greenfield, Mass.; WCCW Traverse City, Mich.; KAMI Cozad, Neb.; KBUB Sparks, Nev.; WKTE King and WSTH Taylorsville, both North Carolina; WAZS Summerville, S. C.; WAPO Chattanooga and WCPH Etowah, both Tennessee; KDDD-AM-FM Dumas, Tex., and KALE Pasco, Wash.

Radio stations withdrawn: WABF Fairhope, Ala.; KNEZ Lompoc and KWUN Concord, both California; WALG Albany and WJJC Commerce, both Georgia; WITH-AM-FM and WWIN all Baltimore; KLMS Lincoln, Neb.; KHIP Albuquerque and KSYX Santa Rosa, both New Mexico; KJEM-AM-FM Oklahoma City; KETX Livingston and KYAL McKinney, both Texas; WRIC Richlands, Va., and KOFE Pullman, Wash.

CATV opening set

General Cablevision Inc., New York and Cocoa Beach, Fla., a new community antenna television entry, set the opening of its system at Oak Ridge, Tenn., for March 14. General Cablevision has a controlling interest in Communicable Inc. (CATV in Cocoa Beach) and in Five Beach Cable TV (CATV in Canaveral City, Fla.).

The Oak Ridge CATV is a 10,000-home system, providing nine channels. It is operated by Oak Ridge CATV Inc.

The company holds other franchises in Florida and Tennessee and controls Southern Communications Inc., a CATV construction company.

MR. ED's WAY OUT IN FRONT!



POSTED IN:

NEW YORK
LOS ANGELES
WASHINGTON, D.C.
MINNEAPOLIS
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TULSA
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PHILADELPHIA
DETROIT
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PORTLAND, ORE.
COLUMBUS, GA.
PORTLAND, ME.
MIAMI
DALLAS
ELKHART
BOSTON
HOUSTON
ROCHESTER, MINN.
COLUMBUS, OHIO
PITTSBURG, KAN.
LANCASTER, PA.

143 HALF HOURS, THIS FALL

from: **mca**

TV makers seek more time to change ads

Television manufacturers are planning to ask the Federal Trade Commission this week to delay until Jan. 1, 1967, the effective date of the new trade regulation rule on the advertising of picture tube sizes.

The manufacturers, through the Electronic Industries Association, will contend that the July 1 effective date is too early to permit an orderly revision of industry advertising practices, particularly since some fall advertising using the banned descriptions of picture sizes has already been printed and distributed.

Dismayed TV set makers, to whom the FTC order came without advance warning, feel that they have never had

the privilege of arguing the merits of the FTC's position before the trade commissioners themselves. They also fear that the restricted advertising phraseology might lead to what one industry spokesman termed a "square-inch" war.

In its order issued Feb. 25, the FTC said it would be a deceptive advertising practice to present the dimensions of a picture tube alone, particularly since in some advertising the tube walls of a tube are included. Required under the FTC's regulation are the dimensions of the viewable picture itself which may, the agency said, be measured diagonally, horizontally and vertically or by the square inch.

TV set manufacturers have been operating under a trade practice rule since 1955 which permits the use of diagonal measurements of the picture tube. A hearing to impose trade regulations took place before FTC staff offi-

cials in 1964. The trade regulations issued the day after Senator Philip Hart (D-Mich.) complained about the tube size advertising (BROADCASTING, Feb. 28) are more binding and require adherence.

Should private companies operate own satellites?

The FCC has asked the communications industry for help in answering the space-age question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

And until the answers are in, ABC will have to shelve its plan for distributing programs to its affiliates by a synchronous satellite 22,300 miles above the equator. The network's application for a private system, which first raised the questions now troubling the commission, was returned last week.

The commission, in a notice of inquiry, said that it is responsible for studying new uses of radio and for encouraging "the larger and more effective use of radio in the public interest."

But proposals for private satellites, it added, "present significant questions as to the compatibility of such proposals with the purposes, policies and objectives" of the 1962 act creating the Communications Satellite Corp., "and as to their technical and economic feasibility."

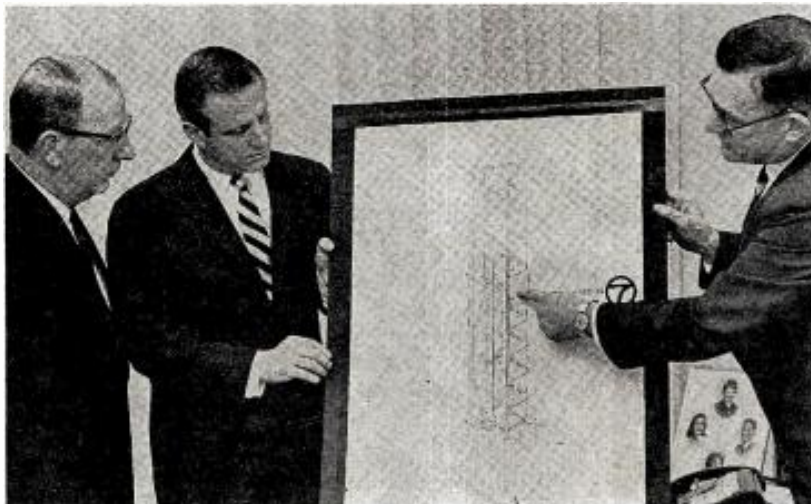
The commission, therefore, asked for comment on whether it legally could authorize nongovernmental entities to build and operate communications satellites to serve their own private needs.

It asked for comment on the likely impact of such authorizations on the purposes of the Communications Satellite Act and on the government's obligations in the international communications field.

And it asked for views on whether such authorizations would be in the public interest, considering the frequency space available for communications satellites and the potential economic effects on common carriers, and on the technical feasibility of private satellites.

ABC had proposed transmitting programs from earth stations in New York City and Los Angeles to ABC-owned and affiliated stations throughout the U.S., including Hawaii and Alaska, Puerto Rico and the Virgin Islands. The network also proposed to provide facilities for serving noncommercial educational stations.

The commission, in returning ABC's



WABC-TV looks over its new RCA zig-zag

WABC-TV New York has ordered an RCA zig-zag antenna for installation this summer atop the Empire State building. The simple design of the unit is said to improve antenna reliability and provide uniform signal transmission.

The station's 25-foot section on the building's tower antenna facility (1,472 feet high) will be stripped off and replaced with a temporary antenna until the RCA unit arrives. At present eight other TV stations share part of the tower antenna (BROADCASTING, Feb. 21). WPXK(TV) New York changed over to the zig-

zag type two years ago.

WABC-TV's new antenna derives its name from radiating element of tabular-shaped copper that follows a verticle zig-zag pattern around the four sides of the tower structure.

Discussing the design of RCA's zig-zag antenna for WABC-TV are (l to r): Charles H. Colledge, vice president and general manager of the Broadcast and Communications Products Division of RCA; John O. Gilbert, vice president and general manager of WABC-TV and Henry L. Dabrowski, WABC-TV chief engineer.

ROHN[®] tower

NEWS

Published by Rohn Manufacturing Co. for those who need communication towers for any purpose

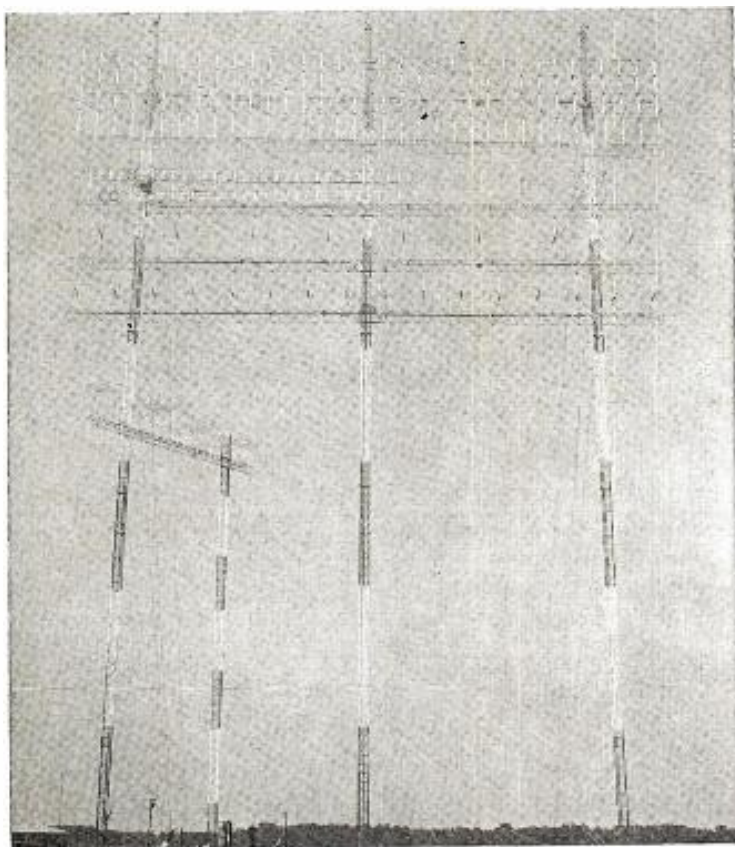
UNSURPASSED DEPENDABILITY IN ROHN CATV TOWERS

Three big reasons why so many CATV owners are specifying ROHN CATV tower installations are: experience, design and completeness of line. These reasons add up to unsurpassed dependability in CATV tower superiority.

ROHN engineers have far more tower experience and are among the real pioneers in tower construction and design. All ROHN towers are carefully and fully engineered to provide the ultimate in structural strength and outstanding perform-

ance capabilities. The line is complete, proved by thousands of installations for every conceivable type job. All accessories, lighting, and microwave reflectors are available from ROHN.

Shown below is a series of four special ROHN towers for a Jerrold-Taco CATV antenna installation. Towers are engineered, manufactured and installed under complete ROHN supervision for unsurpassed strength and dependability in CATV use.



Rohn representatives are located world-wide. For name of one nearest you, write — wire — phone:

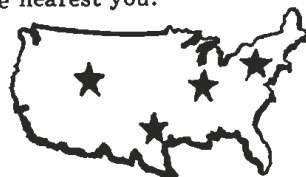
ROHN TOWERS USED EVERYWHERE

Superior strength, achieved by setting rigid high manufacturing and engineering standards, enable ROHN towers to be used everywhere. AM-FM radio, mobile radio, television, microwave, radar, and all types of communication systems. All these uses, *and more*, are reasons why more broadcasters, industries, municipalities — including the government and military — demand ROHN tower installations.

Available in famous ROHN Hot Dipped zinc galvanized finish, there's a wide variety of tower sizes and design features to meet individual requirements. Whenever your situation demands the best — unequalled quality, superior performance and precision capabilities — check out ROHN first.

*Nation-wide Sales and
Service Points
Throughout the U.S.A.*

Rohn warehouses and sales offices are convenient to you, wherever you are. For nearby service, contact office nearest you:



Rohn Manufacturing Co., Eastern Office, 509 Webster Street, Marshfield, Mass. Phone 617-834-9521

Rohn Manufacturing Co., Western Office & Warehouse, 310 Quincy Street, Reno, Nevada. Phone 702-322-9300

Rohn Communications Facilities Co., Inc., Southern Office & Warehouse, P. O. Box 877, Richardson, Texas. Phone 214-AD1-3481

—ROHN[®] Manufacturing Co.

P. O. Box 2000, Peoria Illinois 61604, U.S.A. Phone 309-637-8416
TWX 309-697-1488

Color set sales doubled in '65

Distributor sales of color television receivers to retailers for the year 1965 more than doubled to a grand total of 2,746,618 units. This is 101% over 1964 sales of 1,366,301, the Electronic Industries Association reported last week.

Color sales in December 1965 reached 352,601 units, an increase of 55.7% over the 226,478 sold in December 1964.

Total television sales in 1965 amounted to 10,774,599 units, up 19% over 1964's total of 9,051,261

units.

FM radio sales in 1965 were up almost 60%, reaching 3,088,574 units, compared with 1,934,509 in 1964.

Other TV and radio sales also continued up, although the sales of monochrome TV in December 1965 slipped 5.6% from the same 1964 month, from 811,446 in December 1964 to 766,450 in the last month of 1965.

Cumulative sales for the year, as reported by EIA:

Period	Television Monochrome	Color	Total
1965	8,027,981	2,746,618	10,774,599
1964	7,684,960	1,366,301	9,051,261
	Radio Home (Includes table, clock and portable)	(with FM) (excluding auto FM)	Auto
1965	13,281,698	(3,088,574)	10,021,549
1964	10,771,276	(1,934,509)	8,290,418

application, said it "proposes a use of space techniques which is outside the purview of the established rules of the commission. Furthermore, the unique nature of the proposal presents basic questions of law and policy which must be resolved before a proposal such as yours could be considered."

Accordingly, the commission said, it was returning the application "without prejudice to an appropriate refiling" in light of the outcome of the inquiry.

ITT reveals optical waveguide device

International Telephone & Telegraph Corp. said last week its associate in Great Britain is developing an optical waveguide device, no larger than twice the diameter of a human hair, that could carry up to 200 TV channels.

James R. McNitt, president of ITT World Communications Inc., described the experimental device as an optical conductor that guides light energy waves (containing over 200,000 telephone channels) on its path. But for now, he said, its transmission is limited to short distances.

In the future, Mr. McNitt noted, international TV would become a "major spur of electronic data processing." He pointed to satellites that, unlike the one-system Early Bird, will transmit simultaneously both television and regular telephone, telegraph and data transmissions.

AMST, NBC, Field comment on translators

The FCC's proposal to permit translator operators to use microwaves to bring in programs from distant stations received support from the handful of industry representatives that commented last week.

The Association of Maximum Service Telecasters, which has proposed rules changes to permit an expansion in the use of translators, endorsed the commission's proposal as a "further step" in the direction of greater off-air television service.

AMST, however, urged the commission to require microwave-served translators to afford nonduplication protection to local stations and to put some limit on the distance translators would be permitted to relay signals by microwave.

NBC, which supported earlier proposals for expanding the use of translators, saw the proposal as a sound method of providing service to underserved areas. But the network suggested that if the commission draws on the 2,000 mc band for frequencies for translator use, as the notice contemplates, it makes clear that the band will still be used primarily for regular auxiliary broadcast stations. The band is now set aside exclusively for those stations.

Field Communications Corp., 50% owner of WFLD(TV) Chicago, said the

proposal would help reach the goal set by Congress of "reliable television reception" in areas barred by terrain from adequate reception.

Sony reveals two TV disk recorders

Sony Corp. of America, New York, last week unveiled two television disk recorders—a video color demonstrator for still pictures and a Videomat for black-and-white moving images.

Both machines use a thin flexible disk with an aluminum rim, but made of plastic video-tape material. The VCD's 10½-inch disk in a suitcase-size device reportedly produces up to 40 color stills that can be held on the screen of a TV set for any length of time, and that can be erased or dubbed to other disks. An attachment on a black-and-white TV camera permits color conversion.

Sony suggested one use might be by dealers in demonstrations of a TV set's color fidelity. Another application could be in TV stations for station breaks, spot announcements and program promotions, officials said. A price of \$1,700 to \$1,800 was quoted by one representative of the company.

Sony's Videomat (62 by 22 by 23 inches) contains a built-in 19-inch TV screen and black-and-white camera. It's 16-inch disk provides 30 seconds of motion pictures, playing at 1,800 r.p.m. This device automatically plays the disk twice. The disk erases when another recording is made. One official said its cost would be just under \$3,000, and that this might lead the company to plans for leasing the unit. Its use would be mainly as a coin-operated machine for automatic-immediate recording in training programs or for amusement, Sony officials said.

The company's parent organization is Sony Corp., Tokyo.

Technical topics . . .

Colorful entry ■ Jerrold Electronics Corp., Philadelphia, is producing a new coaxial cable designed to improve home TV reception. Designed primarily for color and UHF transmissions, the 82-channel Coloraxial cable is reported to cause about half as much loss as ordinary coax and cause less loss than shielded twinlead. The new cable is packaged with coax fittings and weather-boot attached and comes in 50, 75 and 100-foot lengths.

Information out ■ Andrew Corp., Chicago, has published a 104-page catalogue on antenna system equipment, including VHF, UHF and microwave relays.

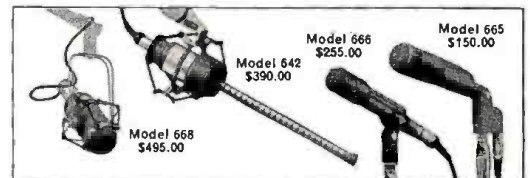
How does this 7 FOOT MONSTER help solve your sound problems?

 The giant microphone shown here is the biggest microphone in captivity! The Model 643 is also the most directional microphone sold today. It helped E-V win the first Academy Award for microphone design in 22 years.

But beyond this, the 643 has been one of our most effective field research tools, offering a far-reaching insight into the nature of directional microphones, and their applications.

An obvious result of 643 research is our unique Model 642. Same E-V Cardiline™ principle*, but only 18 inches long. It reaches up to twice as far as any other broadcast unidirectional microphone to give you better long distance pickups than were dreamed possible a few years ago.

And this same basic research stimulated the development of our new Model 668 cardioid microphone. It uses the Continuously Variable-D® cardioid principle (a creative development from our exclusive Variable-D patent*) to provide smoother cardioid action—plus more versatility—than any other boom microphone you can use.



But let's not ignore the most popular professional cardioid microphone of all, the Model 666. Here's where the Variable-D principle got its start. And since the introduction of our seven foot laboratory, the 666—and its companion, the 665—has been further refined to offer better performance and value than ever before.

From such startling microphones as the 643, come continuing basic improvements—and the tools you need to solve your most difficult sound problems. Only E-V provides this kind of design leadership. E-V microphones in your studio will give you a big head start toward better sound. After all, we're at least seven feet ahead of everybody!

Model 643, \$1,560.00. Normal trade discounts apply on list prices shown.

*Cardiline Patent No. 3095084. Variable-D® Patent No. 3115207

ELECTRO-VOICE, INC.

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Electro-Voice®
SETTING NEW STANDARDS IN SOUND

A complaint on ARB, Nielsen

Spanish International Network charges false and deceptive practices used in rating Spanish audience

A complaint charging the A. C. Nielsen Co. and the American Research Bureau with false and deceptive rating practices in relation to Spanish-speaking TV audiences in Los Angeles and San Antonio, Tex., was filed Friday (March 4) with the Broadcast Rating Council by Spanish International Network.

The complaint was also to be filed the same day with the Federal Trade Commission, according to SIN officials.

Submitted on behalf of KMEX-TV Los Angeles and KWEX-TV San Antonio, described as the only Spanish-language stations in their markets, the complaint charges that Nielsen and ARB "have either failed to report the audiences of these two SIN stations or, in the few instances in which they have been report-

ed (by ARB only), have grossly understated their audiences."

"Both stations," the complaint asserts, "have suffered huge financial losses directly attributable to the failure of NSI [Nielsen Station Index audience-measurement reports] to list them, or even to recognize their existence, and the failure of ARB either to list them or, when they have been listed, properly to report their audiences."

"Additionally, SIN, as sales representative of these stations, has independently suffered substantial financial losses. . .

"These continuing financial losses threaten stations KWEX-TV and KMEX-TV with business failure, which would occasion grievous monetary loss to their owners [and] adversely affect the economic and cultural welfare of this group [of Spanish-speaking people in each community]."

Rene Anselmo, SIN's executive vice president, said in announcing the filings that "over three years of patient correspondence and endless conferences with these services have produced little more we can attribute to the rating services than the loss of a million or two million dollars in sales."

Fewer Telephones — He said that Spanish is spoken in 42% of the homes in San Antonio but that 47% of these do not have telephones. Since ARB and Nielsen draw their local-market samples from local telephone directories, he said, "the Spanish-speaking homes are thus never adequately represented in the sample."

Mr. Anselmo said it also has been found that Spanish-speaking homes do not cooperate to the same degree as other homes in filling out and returning viewing diaries, so that "there is a further dilution of viewing credited to these homes." In addition, he said, Spanish-speaking homes that do keep and return its diaries tend to watch Spanish-language programming less than Spanish-speaking homes that don't keep diaries.

"Both services know or ought to know," he asserted, "that their rating techniques for these bilingual markets are faulty. ARB for 'marketing reasons' has been willing to do little to correct their techniques and Nielsen has done nothing more than to adroitly dodge the issue."

The complaint said a special study by Marketing and Research Counselors

Trial technique

How to produce a discussion-type program on a controversial subject without stepping on somebody's toes is a constant worry of station managers. But KWWL-TV Cedar Rapids-Waterloo, Iowa, has developed a new approach to fairness.

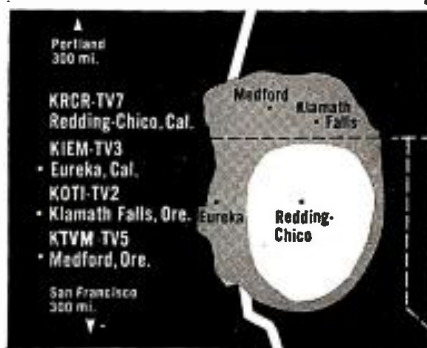
Bob Buckmaster, president of KWWL-TV, and an active trial lawyer for 25 years, with the assistance of Warren Mead, vice president for community affairs, decided to use the legal technique. Picking the sensitive subject of repeal of Section 14(b) of the Taft-Hartley Act, the right-to-work law, they lined up both sides just like a court case. Each party had a lawyer and could call witnesses, examine and cross-examine.

The result was a combination *Meet the Press* and *Perry Mason*. Apparently it was also fair, according to Thomas L. Young, vice president and general manager, who assessed the incoming mail.

No one may have been converted, but neither side felt unjustly treated.

More selling opportunities for you on the West Coast

**THE ALL NEW
KRCR-TV, CHANNEL 7
REDDING, CHICO, RED BLUFF,
CALIFORNIA**



**In the heart
of America's Northern
Sacramento valley,
a bustling Pacific market
of well over
\$787,090,000 EBI**

KRCR-TV, CHANNEL 7



adam young inc.
New York, Chicago, Atlanta, Boston, Dallas,
Detroit, Los Angeles, St. Louis, San Francisco

Inc. credited KWEX-TV with an average audience of 34,500 persons during prime time, while the concurrent ARB report showed only 4,100.

SIN asked the rating council to suspend or revoke its accreditation of NSI and ARB unless they "correct" their methodology. It said it was also filing with the FTC a separate complaint charging violation of a cease-and-desist order issued Dec. 28, 1962, against the Nielsen company and CEIR Inc., parent corporation of ARB. In addition, SIN said, copies were being filed with the FCC and "appropriate committees" of the House and Senate.

The complaint was filed for SIN by Robert L. Wald and Carleton A. Harkrader of Wald, Harkrader & Rockefeller, Washington law firm.

Nielsen to sue over extra questionnaire

A. C. Nielsen Co. was reported late last week to be preparing to bring suit against an as yet undisclosed defendant on charges of tampering—or attempting to tamper—with the viewing patterns

of some members of its audience sample.

Some sources said the suit might be filed this week.

Nielsen officials said the company's "security measures" had disclosed that about 6% of the Audimeter-equipped households in its multinet network area (MNA) sample received questionnaires asking for comments on commercials broadcast between 8:30 p.m. and 9:30 p.m. EST on Friday, Feb. 18. This discovery was made in advance of the broadcast, according to Nielsen.

The viewing records of the households that received the questionnaires—about 35 in all—were excluded, Nielsen said, in compiling audience estimates for the entire 7-11 p.m. EST period on the night involved.

"Legal recourse exists in such cases [attempts to influence viewing of panel members], and appropriate efforts are being made to hold to account those responsible," the Nielsen notice said.

Later reports from authoritative sources said the originator of the questionnaires had been tentatively identified and that a lawsuit might be filed "within a few days." This was not immediately confirmed by Nielsen.

The Programs On Air ■ Network programs involved were *An Evening with Carol Channing* on CBS-TV, *The Sammy Davis Jr. Show* on NBC-TV and *The Addams Family* and *Honey West* on ABC-TV.

Nielsen refused to say which program the questionnaire related to. It did say that it "has no information whatsoever that any person connected with the network, program, agency or sponsor, or any Nielsen employee, had anything to do with the questionnaire."

This disclaimer appeared to absolve virtually everybody who might benefit by influencing viewing. But Nielsen sources said later that the key words were "has no information" and that this was true when the announcement was issued, on Feb. 25, but was not binding as to discoveries that had been or might be made after that date.

Nielsen said it intended to acquaint the Federal Trade Commission with the facts. It also reported them to the Broadcast Rating Council.

BRC officials declined to comment on details, but they agreed with Nielsen that its discovery of the questionnaire before the broadcast occurred was evidence that Nielsen's security measures were working.

They said that at Nielsen's request, however, they would make a special audit of the security measures to make sure that steps have been taken to prevent a recurrence and also to check safeguards in other areas.

There are approximately 590 homes in the sample that provides the MNA reports, which cover 30 markets.

Movie music brought into ASCAP case

What is the music in old movies worth to television stations?

Attorneys for the All-Industry Television Stations Music License Committee raised the question in court last week in support of a bid to take depositions from a group of movie companies.

They contended the music cost the movie companies almost nothing, that it adds nothing to the value of the movies for TV, but that it's bringing the movie makers a windfall in television station payments to the American Society of Composers, Authors and Publishers.

Movie companies, they argued, more and more have tended to have the music for their films written by house composers, then assign the copyrights to subsidiary publishing houses that don't take any risk, don't promote the music and don't do much else with it except serve as "conduits" to receive royalties from ASCAP, out of its collections from TV stations.

The argument was made in a hearing before Chief Judge Sylvester J. Ryan of the U. S. Southern District Court in New York, who is presiding over litigation started by the all-industry group some four years ago seeking reasonable fees for station use of ASCAP music.

Judge Ryan, who has said that in the absence of progress toward a negotiated settlement he wants trial of the case to start no later than this spring, indicated some time ago that he would not permit pre-trial depositions to be taken by either side.

Counsel for the committee contended, that without depositions they could not get the information they needed regarding music in motion pictures. They mentioned Warner Bros. and MGM as two companies they wanted to question.

Judge Ryan said, as he has before, that it was his present thinking, but not yet his formal ruling, that information on what a company paid for music or what it received for it would not be pertinent to the TV-fee question and should not be admitted in the trial.

ASCAP counsel contended such information is totally immaterial and irrelevant and that taking depositions could delay the trial "for years."

All-industry committee attorneys persisted that old movies contain "no music of any value" and that its cost to the publishers is "an essential element" in determining a fair price for stations to pay.

Judge Ryan took under advisement an ASCAP motion to stop the commit-

tee's plans for taking depositions, but specified that none should be taken until he has ruled on the question. He also reserved judgment on an all-industry motion to specify issues that the committee thinks should form the basis of the trial (BROADCASTING, Feb. 7).

Disaster warning system planned

The newly created Environmental Science Services Administration (ESSA) has proposed a plan that, if carried to its limits, could evolve into a national natural disaster warning system.

The system (part of which is now being placed into operation) would concentrate its efforts on several areas: the tornado belt of the Midwest and the southern Gulf States; the Far West, including Hawaii and Alaska, for protection from the seismic tidal waves caused by earthquakes; the areas most frequently hit by earthquakes, and the flood-prone areas of the Northwest and Midwest.

One of the main points emphasized in the program is the "vital" communications network of radio and television stations and the daily newspapers.

One of the ways ESSA would interconnect the broadcasters and the newspapers would be a Teletypewriter system that could operate on auxiliary power, with outlets in all key radio and television stations as well as newspaper newsrooms.

ESSA also has a plan for audio warnings that would entail the distribution of receivers set at 162.55 mc in the public safety FM band to the selected stations and papers. This receiver would be activated by the transmission of a signal and would operate on batteries or some other auxiliary.

The transmitter would also work on auxiliary power, if needed. In this way, ESSA feels the back-up network of communications for the system would be almost invulnerable.

According to Dr. Robert M. White, administrator of ESSA, the time needed for the system to become fully operational is dependent on congressional appropriations and the speed in which equipment can be procured.

"For 1966," Dr. White reported, "we must make the most effective use of the systems now operating and try to increase our efficiency and communications in reporting these disasters as much as possible."

By 1967, the system will try to connect every community in the U. S. of more than 100,000 population, and eventually will reach 2,896 communities in all 50 states.

Chicago panel to dissect radio formats

MARK CENTURY ALSO GIVES LOOK AT NEW SERVICES

Three radio forms—contemporary, middle-of-the-road and country western—will be explored at a programming panel seminar March 28 during the National Association of Broadcasters convention in Chicago.

The seminar will be held by programming-production company Mark Century Corp., New York, and its Mark Century Sales Corp. in the Upper Tower suite of the Conrad Hilton hotel.

According to plans released last week by Milton Herson, president, the panel's topic is "Three Faces of Radio." Speakers: Herb Mendelsohn, vice presi-

actually getting under way at 9:30. Mr. Herson said the panel discussion will be open to all broadcasters. Marvin A. Kempner, president of the sales organization, will moderate.

Mark Century noted that requests for admission have been received at the firm's New York offices. Mr. Herson suggested that interested broadcasters write to the firm at The Towers, Warwick hotel, 65 West 54th Street.

Mr. Herson said that Mark Century will introduce new services at the convention. The company now services more than 600 stations in this country, Canada and Australia. Its top service

TV set for N.Y. senate

The New York state senate chamber will open its doors to television cameras for the first time, probably this week, to permit coverage of a debate on proposed controversial changes in the state's divorce law. A senate spokesman said the move to cover the hearing will be experimental in nature. Television cameras have been permitted in the assembly chamber for several years, but it was reported that some senators have objected to TV coverage on the grounds it might disrupt proceedings.



Mr. Mendelsohn



Mr. Stapp



Mr. Sullivan

dent, general sales manager, WMCA New York, who will discuss contemporary radio; John V. B. Sullivan, president of Metromedia's Metropolitan Broadcasting Radio division, on middle-of-the-road programming, and Jack Stapp, president of Tree Publishing Co. and Dial Records, Inc., on country western programming.

A breakfast for Mark Century subscribers is set for 8:30 with the seminar

is "Radio a la Carte" which has added sports, comedy and documentaries to its programming features.

A new venture added recently to the "a la Carte" servicing is luncheon meetings held on behalf of subscribing stations to show local advertisers what radio can do for them. Several stations reported local sales as high as \$40,000 after such meetings, according to Mr. Herson.

New look for ABC program department

The exit door in ABC-TV's executive suite is set to swing for the network's two top programming officials, Edgar J. Scherick and Douglas Cramer, on or about April 1 (see page 10).

The network last week announced the resignation of Mr. Scherick, vice president in charge of programming, and the appointment of Leonard Goldberg, who recently was named vice president of current programming (BROADCASTING, Feb. 21), as his successor. No official announcement was made of Mr. Cramer's action. A company spokesman confirmed that he is leaving and acknowledged that Mr. Cramer, vice president for program development, would have been in line for the top post if he had remained with the network.

Both Mr. Scherick and Mr. Cramer, it was said, plan to enter the independent production field but it could not be learned if they planned a joint venture.

Thomas W. Moore, ABC-TV president, pointed out that late last summer Mr. Scherick had advised management of his intention to leave but was asked to defer his plans until completion of the development of entertainment program pilots for the 1966-67 season.

Mr. Goldberg, 32, has advanced rapidly at ABC-TV. He joined the network in 1963 as manager of program development, was promoted to director of program development in 1964 and to vice president in charge of TV daytime programming in January 1965. On Feb. 14 of this year he was named

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vice president in charge of current programming. He becomes vice president in charge of programming for ABC-TV, effective April 1.

Mr. Scherick has been in his present post since June 1963. Earlier he had been ABC-TV vice president in charge of sales for two years. Before joining the network he was head of an independent production company, Sports Programs Inc., which supplied shows to ABC-TV.

Mr. Cramer joined ABC-TV in 1962 as director of program planning and was named vice president for program development in 1964. Earlier he had been with Ogilvy, Benson & Mather (now Ogilvy & Mather) as a broadcast supervisor and with Procter & Gamble as a program supervisor.

Syndication set for 'Blondie' movies

The series of "Blondie" motion pictures has been entered in TV's current comedy sweepstakes. King Features, New York, said last week the 28 features, newly acquired from Columbia Pictures, have gone into TV distribution in time for the National Association of Broadcasters convention.

The "Blondie" movies, as in the case of a radio series and later a short-lived TV series, are based on the comic strip created by Chic Young and syndicated by King Features.

Negotiations for the pictures covered a period of more than five years. Though King Features owned the strip, Columbia was licensed to produce the movies. They were produced and released to theaters over a 10-year period ending in 1951. The licensing agreements did not carry TV rights. Reportedly King Features chose not to grant the rights to Columbia and in turn asked for the films.

The purchase was effected last fall, and according to Al Brodax, director of TV for King Features, made in association with Mr. Young. The features star Penny Singleton as Blondie and Arthur Lake as Dagwood.

TIO surveys TV religious programs

More than 450 U. S. television stations have provided detailed information on their religious programming for a study being conducted by the Television Information Office, Willard E. Walbridge of KTRK-TV Houston, chairman of the Television Information Committee, announced last week.

He said this "unprecedented re-

sponse" indicates that the study "will be widely welcomed by both churchmen and broadcasters" and "should help both do a better job of informing the public about religious broadcasting activity."

Mr. Walbridge's statement followed the semi-annual meeting of the Television Information Committee, held Tuesday (March 1) in New York.

The committee discussed possibilities for expanded cooperation with the National Association of Broadcasters' Code Authority, reviewed the need for larger TIO headquarters offices to accommodate the rapidly growing TIO library activities, and heard a summary of recent TIO projects presented by TIO Director Roy Danish.

Activities covered by Mr. Danish included nationwide distribution of "How Good Are Television Ratings?", a report on the work of the Committee on Nationwide Television Audience Measurement; plans for participation in the annual convention of the National Council of Teachers of English; completion by 160 school teachers of an in-service course on television offered by TIO and New York City broadcasters in cooperation with the city board of education; production and distribution to TIO sponsors (members) of the sixth and seventh in a series of spot announcements on TV programming; production, with the code authority, of two spot announcements for code subscribers, and distribution to a nationwide list of opinion leaders of a number of reports and analyses dealing with television.

Veeck set to start new talk show at WFLD(TV)

Baseball's colorful Bill Veeck, formerly owner of the Cleveland Indians and the Chicago White Sox, has been signed by Field Communications Corp. to be host of a new daily half-hour conversation program on WFLD(TV) Chicago to be syndicated nationally (CLOSED CIRCUIT, Feb. 28). All controversial subjects will be covered, not just sports, it was said.

The video-tape series will mark Field's initial venture in the program-packaging field, according to Sterling C. (Red) Quinlan, president of Field Communications and WFLD general manager. The new *Bill Veeck Show* starts April 4 on WFLD in the Monday-through-Friday 10:30-11 p.m. period.

"We want to take a critical look at what's going on in this country," Mr. Veeck said. "We'll discuss the Catholic church and the birth-control pill one night or examine Cassius Clay's denunciation of his draft classification," he explained.

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Fall line-ups keep changing

NBC-TV drops two from earlier list; ABC-TV subs 'Hornet' in Friday

NBC-TV last week shuffled its night-time schedule planned for the fall, dropping *Branded* and *My 15 Blocks* from the prospective list (BROADCASTING, Feb. 28). ABC-TV, which came on strong at midseason with the weekly two-part *Batman* series, reportedly intends to add a half-hour *Green Hornet* next fall.

The NBC prime-time schedule was announced at an affiliates board of delegates meeting in New York last week (see page 63).

NBC's changes include the move of *Hey, Landlord!* formerly penciled in for Monday, 8:30-9, to Sunday at 8:30 in place of *Branded* (Procter & Gamble is the advertiser); the adding of a new show featuring folk singer-recording star Roger Miller to the Monday, 8:30 period vacated by *Landlord*; and the

switch of *Star Trek* and *Laredo* with *Trek* going to Thursday at 8:30-9:30, and *Laredo* to the Friday, 10-11 slot. *Please Don't Eat the Daisies* will be carried over to next season in the period previously assigned *My 15 Blocks*.

According to Danny Thomas, whose firm produces *My 15 Blocks*, a comedy on big-city police, the show was yanked from the network schedule because Mr. Thomas did not want the show slotted for Saturday, a night when he felt few teen-agers could see it.

Not Satisfied ■ NBC, according to Mr. Thomas, didn't have an acceptable time for the show. He contends that Saturday night attracts a limited youth audience.

His contentions could not be confirmed at NBC. The network had reported more than a week ago that the show was intended to be placed between *Flipper* and *Get Smart*.

ABC-TV's changes reported late last week concentrated on Friday night. A proposal to open the evening at 7:30 with *Time Tunnel*, a science-fiction series, has been changed and *Green Hornet*, a one-time popular show on radio that originated at WXYZ Detroit, and was later syndicated nationally, has been inserted.

Hornet, which will be in color, has William Dozier producing. He is also the producer of *Batman*. ABC indicated

it doesn't intend to program *Hornet* as a weekly two-parter. *Tunnel* will be slotted at 8-9, followed by two comedies and *The Milton Berle Show* filling the 10-11 period.

Mr. Dozier said the *Green Hornet* would be straight melodrama without exaggerated clichés contained in the *Batman* series that have endeared it to the "camp" set.

New feature-film package from 7 Arts

Seven Arts Associated is releasing 52 feature films, 30 of them in color, to TV stations at TFE-'66 at the National Association of Broadcasters convention in Chicago on March 27. Donald Klauber, executive vice president and general sales manager, said last week that the package, titled "Volume 11, Films of the 50's and 60's," includes such titles as "Call Me Madam," with Ethel Merman, Donald O'Connor and George Sanders; "The Fly," with Vincent Price; "How to be Very, Very Popular," with Betty Grable, and "One Foot in Hell," with Alan Ladd and Don Murray. Mr. Klauber said Seven Arts has released more than 600 post-50 and post-60 films to TV and has more than 300 features that are still unreleased.

Goldenson defends TV's coverage of Vietnam

Leonard H. Goldenson, president of ABC Inc.—educated as a lawyer and since 1950 chief executive first of a chain of motion-picture theaters and later of a combined broadcast-theater-chain empire—stood up like an old-line editor last week and lashed out at critics of the manner in which television is covering the war in Vietnam.

Broadcasters will not be swayed by criticism that TV coverage of the fighting in southeast Asia is "too shocking" or "too brutal," Mr. Goldenson said after receiving the American Legion's National Commander's Award in Washington.

"Nor," he added, "will we be frightened by controversy, or subjected to pressure from any source—be it government, special interest or anything else. . ."

"ABC News is going to continue to present the Vietnam story in all its aspects as it happens. We are going to report the war as it is. We are going to present the national debate on our foreign policy as it develops. We are going to bring into

the homes of our viewers the criticism and the praise of our enemies and friends throughout the world as



Leonard H. Goldenson (l), president of ABC Inc., received the American Legion's National Commander's Award in Washington last week. The award was for his "outstanding achievements in the sensitive, creative areas of entertainment, education and public information media. . ." Mr. Goldenson accepted the plaque from L. Eldon James, national commander of the legion.

they occur."

And, Mr. Goldenson emphasized: "We are going to do all this through the exercise of our independent editorial judgment as an integral part of a free press in a free society. For we, and we alone, have the responsibility of determining what is presented as important news stories on our network and when and at what time. . ."

The bulk of Mr. Goldenson's speech was a forecast of the future of worldwide television by way of communications satellites.

He also pledged ABC's support to the establishment of a Voice of Peace agency within the United Nations, proposed last fall by a citizens' communications committee at the White House Conference on International Cooperation (BROADCASTING, Dec. 6, 1965). The Voice of Peace would gather information and knowledge, store this data in computers, and, through a worldwide system of communications, make this data available to underdeveloped nations.

CBS-TV loses a round in Paladin suit

A Rhode Island man, who claims to have invented the character Paladin nine years before CBS-TV built a western series around him, faces another legal hurdle before collecting \$150,000 awarded in a U. S. district court last week. CBS said it would appeal the decision.

Victor DeCosta had sued CBS and several co-defendants for \$2 million, claiming unjust enrichment from his idea, infringement of a common-law trademark and unfair competition. The jury ordered CBS to pay \$100,000, CBS Films to pay \$40,000 and Capital Cities Broadcasting to pay \$10,000. Capital Cities is licensee of WPRO-TV, the CBS affiliate in Providence.

The TV series, *Have Gun, Will Travel* was created in 1955. Mr. DeCosta claims he created Paladin in 1946.

Program notes ...

First in color ■ NBC New's one-hour documentary *Countdown to Zero*, scheduled for showing April 17 (6:30-7:30 p.m. EST), will be the first in the NBC-TV White Paper series to be produced in color. Fred Freed produced the show and Chet Huntley will narrate.

New girl ■ Former Miss America Mary Anne Mobley was replaced as MGM-TV's *The Girl from U.N.C.L.E.* by Sefanie Powers last week. Miss Mobley played the title role in the pilot of the series which is scheduled for the 1966-67 season on NBC-TV.

'Salesman' switch ■ CBS-TV has moved the broadcast date for its special color presentation of Arthur Miller's play "Death of a Salesman" from Sunday, April 3 (9-11 p.m. EST) to Sunday, April 17 at same time.

SNI TV tournaments ■ Sports Network Inc. plans regional TV coverage of National Collegiate Athletic Association basketball playoffs with seven opening round games (March 7), four regional finals (March 11-12) and semi-finals (March 18). The final NCAA tournament playoff (March 19) will be a color presentation carried on 150 stations. SNI's other national TV hookup would be the final round of the Doral Invitational golf tournament (third in the Professional Golfers' Association series) on March 13 (4-5 p.m. EST).

CBS-TV buys skis ■ CBS-TV has paid approximately \$15,000 for exclusive TV rights to the U. S. Alpine and International Championship ski races to be held March 18-20 at Stowe, Vt. Scheduled for the *Sports Spectacular* series on

March 20 (2:30-4 p.m. EST), the telecast will include tapes of the three-day action, with the slalom event carried live.

Special ■ The life of American playwright Eugene O'Neill will be presented in a one-hour documentary produced by WBZ-TV Boston on March 14. Narrated by actor Jason Robards, with an original music score by composer Teo Macero, the program features filmed interviews with playwright Arthur Miller, director Joes Quintero, and Brooks Atkinson, former *New York Times* drama critic. The program will be telecast on other Westinghouse stations within the next few months.

Movies first ■ A European-made movie, part of a package recently syndicated by Four Star International to WABC-TV New York, will be shown theatrically in the city before it is telecast. The film, "None But the Lonely Spy," previously was released theatrically in Europe.

'Michelangelo' to schools ■ "*Michelangelo: The Last Giant*," a two-part two-hour color special shown on NBC-TV, has been selected by McGraw-Hill Book Co., New York, for distribution to schools and libraries through an agreement with NBC Enterprises.

Opinion TV ■ A one-hour public opinion program, *Playback*, is being co-produced by *Newsweek* magazine and Charter Productions for TV release on a monthly basis. John Daly will be host of the program. Ted Bergmann, president of Charter and executive producer, said a pilot will be ready within a month.

AP membership hits record

Broadcast membership in the Associated Press reached a record high of 2,780 at the end of 1965, a net increase of 57 stations over 1964.

In his annual report to members, Wes Gallagher, general manager, stressed that major TV stations in New York, Philadelphia, Buffalo, Atlanta and radio stations in Indianapolis, Buffalo, Cleveland and Rochester, N.Y., were among those that became subscribers during 1965.

TV Stations Inc. to meet

The 11th annual breakfast meeting of TV Stations Inc. will be held March 28 at the Sheraton-Blackstone hotel, Chicago, in conjunction with the National Association of Broadcasters convention. Herb Jacobs, president of TSI, will speak on "Programming-Spectator Sport of Broadcasters." The TV Stations Inc. board will meet March 25, prior to the convention.

The safe bet: feature films

BBDO study cites stable ratings, attraction to young adults, cost-efficiency

Feature films on network TV emerge as virtually a "dream buy" for advertisers in an analysis issued last week by BBDO. The reason given: Feature films are efficient in cost, relatively free of risk and favored by young adults.

A detailed evaluation of network movies completed by the agency's media planning and analysis section rates film highly, but strikes one negative note: They don't rerun well, losing relatively more audience than repeats of other programs. (This referred to repeats during summer and not to replays of classic films on an occasional basis.)

The highlights of BBDO's diagnosis of feature films on the network:

- They are cost-efficient, with the October 1965-January 1966 cost-per-thousand ranging from \$3.50 to \$3.75, 10% to 15% lower than average costs.
- They are relatively risk-free, all having performed at about or above average rating levels.
- They attract a "premium" audience of young adults, luring more viewers in this category than any other program type.

■ Movies show no sign of audience saturation since increases in number of features on network TV have not lowered the average rating.

■ Motion picture audiences tend to build up during the program with the first half-hour not the best segment.

■ Over a month's period, the audience remains as stable as other programs, refuting some claims that over an extended period, the performances of movies are erratic.

Based upon past performances, BBDO forecast that the 1966-67 network feature films will deliver a 30-33% share of the audience, and that cost-per-thousand homes will range from \$3.55 (for ABC-TV's Sunday presentation) to \$4.80 (for CBS-TV's Friday period).

Elaborating upon the low-risk factor in features, the agency acknowledged that movies' performances vary from week to week, depending on the specific title, and added:

"The network knows, given a good movie package, the feature film show will attract about a 30-33 share of the available audience. There are few equally sure estimates in network television programming today."

Britain chooses PAL color system

Great Britain plans to start color television broadcasting late next year, and the system will be the PAL method, developed by West Germany.

The decision to adopt the PAL system was reported to the House of Commons by Postmaster-General Anthony Wedgwood, who also said that at the start there would be about four hours a week of color on BBC.

PAL stands for phase alternation by line and the system's technical basis is subcarrier phase reversal on every line. Its advantages, according to its advocates, are in maintaining proper levels of hues, and in overcoming color distortions where ghosting is a problem.

The British announcement was a blow to U. S. manufacturers who had hoped to persuade Europeans to adopt the American National Television System Committee color standards, used

in the U. S. since 1952.

Last year in Vienna at the meeting of the International Consultative Committee on Radio (CCIR), delegates debated the merits of three color systems but failed to adopt any one of them. Besides the PAL and NTSC systems, a French system, known as SECAM (sequential with memory), has been adopted by France and the Soviet Union. The subject of color technical standards is expected to come up again at the plenary meeting of the CCIR in Oslo (June 22—July 22).

Ampex enters Europe

Ampex Corp., Redwood City, Calif., which already has overseas manufacturing facilities in England, Hong Kong, Brazil and Japan, opened its first plant in continental Europe last week. Located in Nivelles, Belgium, it's geared to encourage expanded production of Ampex products for European, African and Middle Eastern markets.

MIP-TV to provide program showcase

MIP-TV, the International Television Program Market, will hold its annual spring meeting in Cannes, France, March 16-23. It is designed to bring together leaders of television organizations, representatives of purchasing and selling departments, program directors, art directors, producers and distributors from five continents.

Over 1,000 participants, representing some 60 countries, are expected to take part in the eight-day event, it was said last week.

The meeting will include viewing of more than 2,500 programs with special emphasis on pilot films. Programs will be shown on five channels, each specializing in a particular type of programming—travel, drama, etc. More than 300 television sets will be available for visitor's viewing, with audio in three languages.

FANFARE

Vietnam coverage wins George Polk awards

Morley Safer, CBS New correspondent, and Beryl Fox, public affairs producer, Canadian Broadcasting Corp., were among the winners last week of the 18th annual George Polk Memorial awards for outstanding journalistic achievement during 1965.

Mr. Safer was selected for his exclusive filmed disclosure of the burning of Cam Ne village in South Vietnam by U. S. Marines. Mr. Fox was honored for his television documentary, *The Mills of the Gods: Vietnam*.

The awards will be presented at a luncheon in New York March 29.

Long Island University's department of journalism established the awards following the death of Mr. Polk, a CBS correspondent killed in Greece in 1948.

Look out below

Attention ski enthusiasts!

The first National Broadcasters Ski Championship will be held April 2 at Aspen, Colo. It is open to personnel of radio and TV stations across the nation, with entries being limited to three from each station. The event is being spon-

sored by KSNO Aspen and the Aspen Ski Club. A slalom race down Buttermilk Mountain near Aspen will decide the champion who will receive a trophy for his skiing ability. There has already been one entry, KOB Albuquerque, N. M.

Nineteen stations get APRTA awards

The Associated Press Radio-Television Association has honored four member broadcast stations for outstanding achievements in cooperative news coverage during 1965, F. O. Carver, APRTA president, announced last week.

The four stations: WIOD Miami; WLIP Kenosha, Wis.; WFBR Baltimore, and KUKI Ukiah, Calif.

Mr. Carver, who is public relations director at WSJS Winston-Salem, N.C., also announced that honorable mention has been awarded to 15 other stations. They are: KCRG Cedar Rapids, Iowa; WKY Louisville, Ky.; KBYM Billings, Mont.; WCAU Philadelphia; WLNC Laurinburg, N.C.; WTRY Troy, N.Y.; KMYO Little Rock, Ark.; KBTR and KBTV(TV) Denver; WBBQ Augusta, Ga.; WCYB Bristol, Va.; KELD El Dorado, Ark.; WSJZ Huntington, W. Va.; KGEM Boise, Idaho; KCLV Clovis, N.M., and WNNR Beckley, W. Va.

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CBS to acquire new subsidiary

\$13-million deal set for Creative Playthings;

TV disk development denied by Stanton

CBS moved last week to acquire a subsidiary in the educational field, but denied, vigorously and repeatedly, reports that it was on the verge of a revolutionary development in the home-entertainment field.

The reports that were denied were that CBS was developing a low-cost device that plays TV programs recorded on a metal disk. They had a much bigger effect on CBS stock prices than the announced transaction, an agreement in principle on the acquisition of Creative Playthings Inc. in an estimated \$13 million stock deal.

Creative Playthings of Princeton, N. J., is a leading supplier of three-dimensional educational systems for nursery schools and kindergartens and also owns the Learning Center, which develops teaching techniques for children.

Goddard Lieberman, vice president of CBS and president of Columbia Records, and Frank Caplan, president of Creative Playthings, said the two companies had signed a letter of intent and that the transaction is subject to approval by the boards of both companies and by the stockholders of Creative Playthings. Under the proposed terms, 0.62 shares of CBS stock will be exchanged for each share of Creative Playthings stock.

\$13-Million Deal ■ There are approximately 481,000 shares of CP stock outstanding, so that about 300,000 shares of CBS would be involved. At CBS stock prices when the deal was announced, 300,000 shares would be worth approximately \$13 million.

Creative Playthings, organized in 1960, produces more than 1,500 visual and tactile teaching aids and systems,

including devices for developing recognition of numbers and biological, chemical and physical phenomena, for advancing recognition of sound and music and for promoting social and community understanding and adjustment.

Mr. Lieberman, in whose division Creative Playthings would operate, said the acquisition was a natural addition to Columbia Records' own activities in education and related fields and that the two companies could also work together on new educational developments.

'Times' Donnybrook ■ Although CBS officials were obviously pleased with the Creative Playthings deal, the biggest excitement was generated one day earlier, last Monday, when the *New York Times* published a front-page report that CBS Laboratories had developed and "quietly demonstrated" a device for recording programs on metal disks and playing them back through a television receiver.

The story pointed out that the disk device could have revolutionary effects in both entertainment and education. The cost was said to be about \$400 for the device, about \$1 for the raw material in the disk. The story was written by the *Times's* radio-TV editor, Jack Gould, under a Milan, Italy, dateline.

In the first two editions of the *Times* the story was followed by a short item saying CBS Labs declined to comment. In the last edition the item quoted E. K. Meade, Jr., CBS vice president in charge of corporate information, as denying the report.

After the story appeared, CBS President Frank Stanton sent a memo to officers of CBS and its divisions saying that "we have neither developed nor is work going forward on such a device," and that "when the *Times* called to verify this story early last evening, it was denied without qualification."

The next day, last Tuesday, the *Times* carried another front-page story, stressing the rise in CBS stock prices following publication of the disk report. Trading in CBS stock had been delayed until shortly after noon Monday so that brokers could inform would-be buyers that CBS had denied the report. The opening transaction, at 12:10 p.m., was a block of 30,000 shares at 46, up 3½ from Friday's closing price. CBS stock closed Tuesday at 45¼, up 2¾. With 104,300 shares traded, it was the day's

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This story also quoted Dr. Stanton's denial. It was followed by a new story by Mr. Gould, datelined Rome, saying that despite CBS's denials "at least one person professionally engaged in studying the future of the video medium received a demonstration of the device at the CBS Laboratories in Stamford, Conn."

Stanton Frowns ■ This brought an even sterner denial from Dr. Stanton. In a telegram to the managing editor of the *Times* on Tuesday, he said:

"Despite unqualified denials by CBS you published front-page stories Monday and again today about an alleged CBS Laboratories development involving a disk for pre-recorded television programs.

"CBS, as the *Times* was informed early Sunday evening well before the first story appeared, has neither developed nor is work going forward on such a device. Your misinformed speculation is confusing to investors and to the public at large.

"If the *Times* continues to conjecture about this nondevelopment, I urge you to give prominent treatment to my categorical repudiation of this unfounded story."

The *Times* carried the text of Dr. Stanton's wire in its Wednesday edition. at the end of its story on the CBS-Creative Playthings merger plans.

CBS officers were visibly furious about the whole episode. One called the *Times's* handling of the disk reports in the face of the CBS denials, "a most irresponsible form of journalism."

They were especially concerned, they said, over the effect on little investors. While Monday morning's delay in trading gave brokers a chance to notify their customers that CBS had denied the disk report, they continued, smaller investors had no way to know of the denial.

On Wednesday, the day the report on the Creative Playthings transaction appeared in the papers, CBS stock closed at 43¾, off 1%.

Big Mystery ■ Just how the disk report originated remained a mystery.

One speculation was that the *Times's* news sources had become confused over earlier CBS Labs work on a home-TV-tape recorder, misinterpreting it as work on a disk system.

Westinghouse Electric Corp. displayed a disk-type TV recorder, called Phonovid, last spring (BROADCASTING, May 10, 1965).

Sony Corp. meanwhile demonstrated a color-TV-tape recording system two weeks ago, and last Thursday showed a disk device that records motion pictures in black-and-white and color pictures in still form (see page 70).

80 (FINANCIAL REPORTS)

H&B eyed by RKO General

First step: asks FCC to approve transfer of H&B microwave relays

RKO General Inc. last week moved to acquire control of H&B Communications Corp., a Los Angeles-based multiple owner in the community antenna television field.

The move heralds, it's believed, an all-out drive by RKO to take over management of the company—through stock purchases in the open market or through a proxy fight.

What RKO did was to file with the FCC applications asking the commission to approve transfers of control of a number of microwave relay licenses held by H&B Communications in the common carrier and business radio services.

RKO already owns 29.15% of H&B, and the applications filed last week are to transfer this holding from three banks, acting as trustees, to the parent firm. The banks are Chase-Manhattan Bank, New York; First National Bank and Trust Co. and Liberty National Bank and Trust Co., both of Oklahoma City.

This is the second move by RKO General to take over control of H&B Communications. In 1963 it worked out an agreement with the then H&B Communications management to combine RKO's Vumore CATV division with H&B to form a major CATV group entity. RKO General would have owned 56% of the new H&B (BROADCASTING, Oct. 7, 1963). The plan failed when the FCC returned the transfer applications without action in March 1964. It issued its general inquiry into CATV, at that time, with one of the questions the ownership of CATV by broadcast licensees. In mid-1965 the commission decided that there should be no bar to such cross-ownership. The RKO-H&B contract had by then, however, expired and the deal was dropped.

RKO's Vumore owns 27 CATV systems and serves 27,000 subscribers; the systems are mainly in the Southwest.

H&B is one of the largest CATV groups in the country; its subscribers now number more than 81,000.

In its financial report for the six months ended Jan. 31, H&B reported a net profit of almost \$300,000, compared with a net loss of some \$40,000 a

Kintner's settlement

Under his termination agreement with NBC, Robert E. Kintner, whose resignation as board chairman is effective on March 31, will receive a total of \$583,000, spread over 10 years provided that his future services do not conflict with those of RCA, NBC and their subsidiaries.



Mr. Kintner

The agreement was contained in an RCA proxy statement, which also noted that on Sept. 28, 1965, Mr. Kintner was granted an option under the RCA stock option plan permitting him to purchase 7,000 shares of RCA common stock at the then full market price of \$47.375 per share. The option expires three months after the termination of his employment.

Mr. Kintner also was paid \$30,667 for his services as president of NBC from Oct. 1 to Dec. 9, 1965 and, in addition, will receive \$79,300 in deferred compensation earned from previous employment agreements. He already held 31,640 shares of RCA common stock. At RCA's closing price of \$53 on Thursday (March 3) the stock would be worth \$1,676,920.

year earlier. Revenues for the latest half year rose nearly \$250,000.

Six months ended Jan. 31:

	1966	1965
Earned per share (loss)	\$0.11	(\$0.015)
Gross income (restated to exclude revenues of \$486,754 and net income of \$175,348 attributable to systems sold on June 30, 1965)	2,479,319	2,235,499
Net earnings (no provision for federal income tax has been provided on earnings in either period because of an operating loss carry forward)	278,054	(38,377)

Ameco sales up 25%; net increases 18.5%

Ameco Inc., Phoenix, reported 25% increase in sales and an 18.5% increase in net income in its report on operations for the six months ended Dec. 31, 1965. According to Bruce Merrill, the com-

BROADCASTING, March 7, 1966

pany is now selling equipment to over 80% of the 1,600 community antenna television systems in the U. S. and Canada.

For the six months ended Dec. 31:

	1965	1964
Earnings per share	\$0.467	\$0.394
Net sales	6,358,668	4,542,283
Income before income taxes	1,098,110	946,610
Income taxes	538,073	473,305
Net income	560,037	473,305

Storer income up 10.6% in '65

Storer Broadcasting Co., Miami, reported record earnings and revenues in 1965. Net operating income rose 10.6% for 1965 while gross revenues showed an increase of 6.2% over 1964. Per share income earnings before nonrecurring items (adjusted to reflect the two-for-one stock split effected Dec. 15, 1965) showed a 9.4% increase over the previous year.

The figures include 87% of the net results of the operations of Northeast Airlines since the company acquired the airline on July 30, 1965 and also include the net results of Storer Leasing Corp., a wholly owned subsidiary formed in October 1965.

Storer owns seven radio and five television stations, and is an 87% owner of Northeast Airlines.

For the year ended Dec. 31:

	1965	1964
Earnings per share**	\$1.97	\$1.80
Gross operating revenues	46,492,805	43,798,169
Net operating revenues	8,059,062	7,283,931
Nonrecurring gain* (net after taxes)	1,524,885	
Net earnings (including nonrecurring gain)	9,583,947	7,283,931
Average common and class B common shares	4,102,966	4,043,674**
*Disposition of company's holdings in Standard Tube Co.		
**Adjusted to reflect two-for-one stock split Dec. 15, 1965.		

Cowles registers stock offering at SEC

Cowles Communications Inc., New York, has registered 200,000 shares of common stock with the Securities and Exchange Commission. The company proposes to sell 100,000 shares to the public while Gardner Cowles will sell 50,000 of 428,798 shares held and Palmer K. Lieberman will sell 50,000 of 151,385. After the sale of the shares the company intends to apply for listing of its common stock on the New York Stock Exchange.

The principal underwriter for the sale is Goldman, Sachs & Co.

Cowles owns KRNT-AM-TV Des Moines, Iowa; WREC-AM-TV Memphis,

and is buying WESH-TV Daytona Beach-Orlando, Fla. It also has a 70% interest in Universal Cable Vision Inc., Winter Haven, Fla. Cowles publishes *Look*, *Family Circle* and *Venture* magazines; *The Insider's Newsletter*, a weekly newsletter; encyclopedias and various books, and publishes daily newspapers in San Juan, P. R.; Gainesville, Fla., and Lakeland, Fla. The company also owns and operates the KRNT Theater, a legitimate theater in Des Moines with a seating capacity of about 4,100.

The registration statement filed with the SEC listed 1965 remuneration of officers and directors as follows: Gardner Cowles, board chairman and chief executive officer, \$100,730; M. C. Whatmore, president, \$100,587; Luther L. Hill, vice president and president of broadcasting division, who retired Dec. 31, 1965, \$43,146; and Hoyt B. Wooten, board chairman of Cowles Broadcasting, \$30,504.

With loan, Telesystems plans CATV expansion

A \$9 million financing of Telesystems Corp., Glenside, Pa., group owner of community antenna television systems was announced last week.

Participating in the loan are First of Boston, \$5 million; Memorial Drive Trust, Boston, \$3 million, and Fidelity Philadelphia Trust Co., \$1 million. Terms are five years and 6% for the \$5 million and the \$1 million; same term but slightly higher interest for the \$3 million.

The money will be used to retire existing obligations for \$6 million held by Chase-Manhattan Bank, New York, (\$3.5 million) and by Texas Capital Corp., Dallas, (\$2.5 million). It will also be used for the expansion of existing systems, the building of new plant, and the acquisition of additional CATV systems.

Telesystems, principally owned by

Fred Lieberman and Jack Crosby, now owns 28 systems in 44 communities serving 43,000 subscribers, and has a participating ownership in 16 other systems in 23 communities serving 40,000 subscribers.

Avco per-share net drops in record year

Avco Corp., New York, reported an all-time high in consolidated net earnings for fiscal 1965. Lower earnings per share were attributed to abnormal costs incurred in new operations and to an increase in common shares outstanding.

During the fiscal year Avco spent more than \$120 million in cash and in stock in order to acquire new commercial businesses. The company purchased WOAI-AM-TV San Antonio, Tex. and WWDC-AM-FM Washington. The firm also acquired Delta Acceptance Corp. Ltd., Iowa Finance Co., both financial service businesses, and Bay State Abrasive Products Co., the latter being purchased for approximately \$26 million.

Fifty-six percent of 1965 earnings were derived from commercial sales, up from 47% in 1964 and 40% in 1963. Commercial operations are expected to provide 60% of Avco's earnings in 1966, despite an expected increase in defense business, according to Kendrick R. Wilson and James R. Kerr, chairman and president, respectively, of the corporation.

Avco's equity in the consolidated net earnings of Avco Delta is included in the 1965 net earnings, accounting for about 15%.

For the year ended Nov. 30:

	1965	1964
Net earnings per share	\$1.78	\$2.05
Net sales	443,194,878	431,075,716
Earnings before income taxes	44,333,287	44,544,540
Net earnings	24,433,287	22,644,540
Number of share holders	86,830	81,615



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FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Cammann

Frederic C. Cammann, producer at Young & Rubicam, New York, rejoins Compton Advertising there as VP and director of radio-television commercial production department.

John Dobran, VP, McCann/ITSM [Industrial, Technical & Scientific Marketing], New York, named director of creative services. **Lee Adler**, formerly VP, research and planning, Pritchard, Wood, New York, elected VP and director of marketing services, McCann/ITSM. **Arthur Oldham** elected VP and director of client services and **Charles Reller**, elected VP and director of administrative services, McCann/ITSM, New York. **Robert Starski**, account director at McCann/ITSM, elected VP. All are members of agency's board of management; Mr. Dobran is also member of executive policy committee.

Alfred J. Scalpone, corporate VP of McCann-Erickson, Los Angeles, in charge of planning for agency's four western offices and vice chairman of its task force, professional advisory council, has resigned. Mr. Scalpone intends to stay in advertising and marketing and is considering purchasing interest in undisclosed Los Angeles-based agency.



Mr. Link



Mr. Malone

Gerald Link and **Martin Malone**, art supervisors with Geyer, Morey, Ballard, New York, elected VP's.

George T. Rodman, promotion manager of KGO-TV San Francisco, named advertising and sales promotion manager of WBKB-TV Chicago, replacing **M. S. (Tony) Bachman** who resigns effective March 18.

Bob Silberberg, formerly VP and assistant media director for Needham, Harper & Steers, New York, joins ABC-TV, that city, as assistant daytime sales manager.

James E. Hawthorne and **Verne F. Kelly** named VP-marketing and VP-advertising and public relations, respec-

tively, for Greyhound Corp., Chicago.



Mr. Allan

Nathaniel B. Allan, account executive for Lennen & Newell, New York, named VP. **Hal Thurber** resigns as senior VP of L&N, Chicago. Earlier he was president of Wade Advertising there.

Sherburne C. Brown, VP and account supervisor, D. P. Brother & Co., Detroit, has retired after 47 years in advertising.

Arthur Miller, previously sales manager for The Bolling Co., New York, named VP in charge of sales for Bernard Howard & Co., that city. **Patrick W. Norman**, manager of Howard Atlanta office, rejoins New York office. **Grady Berry** succeeds Mr. Norman. **Harry Wilber**, manager of Howard's Chicago office, named VP. **Robert Bell**, senior VP and director of sales in New York, resigns for personal reasons.

Richard S. Bean, VP and media director of Warwick & Legler, New York, resigns to form own media consulting organization. **John Meskil**, VP and media director of West, Weir, Bartel, New York, succeeds Mr. Bean.

Albert V. Cole, manager of radio-TV department of Los Angeles office of Campbell-Ewald Co., named VP. **Eugene H. Stokes**, supervisor of accounts there, also named VP. Agency's Detroit office also named two to post of VP: **John J. Saunders**, account supervisor, and **Alger B. Scott**, director of are procurement.



Mr. Burgess

George E. Burgess Jr., radio/TV director at Horton, Church & Goff, Providence, R. I., elected president and treasurer of his newly formed advertising firm, House of Burgess Inc., at 85 Westminster Street, Providence.

Ray Muer, with Blair Radio, San Francisco, named office manager in St. Louis. **Ernest Kitchen**, office manager for Blair Radio in Boston, joins New York office as VP-sales. **Bill Dwyer** joins San Francisco office.

Marshall Weaver, station manager at KIII(TV) Corpus Christi, Tex., elected VP of sales.

Dolores (Dee) Mack, formerly media coordinator for Noxzema Chemical Co., Baltimore, appointed media director at

Leon Shaffer Golnick Advertising, that city.

Carlos Reese, with KMOX-AM-FM St. Louis, appointed general sales manager.

Doyle W. Lott, with Chrysler-Plymouth division of Chrysler Motors Corp., Detroit, named manager of advertising and sales promotion for Plymouth passenger cars. **William A. Hammond**, also with Chrysler-Plymouth division, named manager of advertising and sales promotion for Chrysler and Imperial passenger cars.

John Radeck, general sales manager of WJBF(TV) Augusta, Ga., named VP, sales.

Kathryn DeHaven, formerly senior media buyer at Guild, Bascom & Bonfigli, San Francisco, appointed senior media buyer for Hoefer, Dieterich & Brown, that city. **Barbara Lenahan**, with merchandising department of Bristol-Myers Co., New York, named traffic coordinator for HD&B, San Francisco.

John Paley, account executive with ABC Radio, Los Angeles, and **Richard C. Wozniak**, account executive with ABC Radio, Detroit, named regional sales managers.

Charles A. Peterson, copy chief of Baker, Johnson & Dickinson, Milwaukee, appointed associate creative director.

Roger J. Crotty named manager of market research at Earle Ludgin & Co., Chicago. He formerly was with Wade Advertising there.

Jerry Marcus, eastern sales director of KTLA(TV) Los Angeles, named national sales manager. **Douglas Finely**, national account executive, promoted to local sales manager.

William M. Kinnaird, formerly with Glenmore Distillers Co., Louisville, Ky., and **John E. Woods**, marketing director at Burco Products Inc., join Fletcher Richards Co., New York, as account executives. **Lawrence M. Colen**, formerly with Norman, Craig & Kummel, New York, joins Fletcher Richards as associate media director.

Dave Herman, account executive for KOB-AM-TV Albuquerque, N. M., named sales manager. **Chet Ettinger**, promotion director, appointed account executive.

H. A. Levy, formerly with Radio-TV Reports, New York, named account executive with WCD Inc., New York.

Esther F. McQueeney, director of media for Hicks, Greist & O'Brien, Boston, joins William A. Queen Inc.,

radio and television representatives, as office manager.

Mack Walker, assistant commercial manager of KTHV(TV) Little Rock, Ark., named commercial manager.

James F. Hoffman, formerly with KHJ-AM-FM-TV Los Angeles, rejoins KTTV(TV) there as account executive.

John Wolfe, account executive with KFWB Los Angeles, appointed account executive for KPOL-AM-FM-TV, that city.

Monte G. Newman, account executive at WRVA-TV Richmond, Va., appointed account executive for WRC-TV Washington.

Bruce Thurlby, with WTFM(FM) Lake Success, N. Y., appointed account executive.

William F. Abrams, account executive with Ted Bates & Co., New York, joins Clyne Maxon Inc. there as account executive.

Tod Cornell, account executive for WCVL Crawfordsville, Ind., joins WIFE-FM Indianapolis as sales manager.

Joseph Davidoff, formerly with Arthur Meyerhoff Associates, Chicago, joins Ted Bates & Co., New York, as TV producer.

Kenneth Curto, in sales department at KWIZ Santa Ana, Calif., named account executive for KLAC Los Angeles.

Joan Chapman, with KEZY-AM-FM Anaheim, Calif., joins KBIG-AM-FM Avalon, Calif.-Los Angeles, as account executive.

Munson Campbell, in national advertising department of *The New York Times* for 20 years, joins account service staff of J. M. Mathes Inc., New York.

Ralph J. Johnson, creative director at Grubb Advertising, Champaign, Ill., named copywriter for George/Savan

Advertising Co., St. Louis.

Charles F. King, with KEX Portland, Ore., appointed account executive.

William J. Allen named account executive on Santa Fe Railroad at Post-Keyes-Gardner, Chicago. Earlier he was with Earle Ludgin & Co. and Grant Advertising.

William Thomson, associate creative director with Erwin Wasey, Los Angeles, joins The Bowes Co. there as copy chief.

Stephen E. Herz, formerly copy supervisor of Pritchard, Wood, New York, named copy chief of Solow/Wexton, same city.

MEDIA



Mr. Greer

Russell A. Greer Jr., general manager of WTVP(TV) Decatur, Ill., named VP-general manager of WECO-TV Pittsburgh. **R. Douglas McLarty**, formerly program manager of WKBW-TV Buffalo, named VP-general manager of WSCO-TV Newport, Ky. Both WECO-TV and WSCO-TV are Overmyer Communications Co. stations.

Robert C. Pettingell Jr., KOB Albuquerque, named president of New Mexico Broadcasters Association. He succeeds **Terry Clarke**, KALG Alamogordo. Named VP was **Charles R. Scott**, KHOB Hobbs, and re-elected secretary-treasurer was **Darrel K. Burns**, KRSN Los Alamos.

Lee Leicinger, sales manager at WMAX Grand Rapids, Mich., appointed general manager. He succeeds **Victor E. Lundberg**, who resigns to open advertising agency in Grand Rapids.

Herman Sitrick, formerly general manager of WYDE Birmingham, Ala., named general manager of WSID-AM-FM and WMET-TV, both Baltimore.



Mr. McKinnon

Michael D. McKinnon, operations and sales manager at KIII(TV) Corpus Christi, Tex., appointed general manager.

Fred Bohan, chairman and chief executive officer of Meredith Publishing Co., Des Moines, Iowa, also named president. He succeeds **Gordon R. Ewing**, who resigned last month. Meredith stations are KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix; WOW-AM-FM-TV Omaha; and WHEN-AM-TV Syracuse, N. Y.

Norman Chandler, chairman of board and president of The Times Mirror Co., Los Angeles, re-elected chair-

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WRDW-TV 12
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man and designated chief executive officer. **Albert V. Casey**, executive VP of diversified holding company, elected to newly created position of president and chief administrative officer.

Tom Dowden, with Video Service Co., subsidiary of Cox Broadcasting Corp., Atlanta, named general manager.



Mr. Horton

Winter Horton Jr., director of development for National Educational Television, New York, appointed VP of development.

Rodric M. Smith, division controller for KHJ-AM-FM-TV Los Angeles, appointed director of financial analysis and control for Storer Broadcasting Co., Miami.



Mr. Anderson

Harold E. Anderson, manager, special projects, NBC International Enterprises, New York, appointed director of management services and contracts, NBC Enterprises.

Robert J. Bodden, wsww Platteville; **Bernie Strachota**, WRIT Milwaukee, and **Howard Dahl**, WKBT(TV) LaCrosse, re-elected president, VP-radio and VP-TV, respectively, of Wisconsin Broadcasters Association. Also elected was **Tony Moe**, WKOW Madison, treasurer.

Vernon Bossley, with Garden State TV Cable Corp., Bridgeton, N. J., appointed sales manager.

Pat Carson, formerly with Larry Green Productions, Los Angeles, appointed administrative assistant for WKCY Cincinnati.

Ruth L. Cruikshank, administrative assistant to president of WKBN-AM-FM-TV Youngstown, Ohio, elected corporate secretary to president.



Mr. Needles

Erwin B. Needles, executive VP and general manager of stations WEXT West Hartford, Conn., and WMAS Springfield, Mass., appointed general manager of WHIM Providence, R. I.

William N. Davidson, formerly VP and general manager of WNBC-AM-FM-TV New York, joins newly formed cable television systems division of WFBM-AM-FM-TV Indianapolis, as sales manager for community antenna television.

Donald J. Tucker, with WVQM(FM)

Trace successor sought

Marianne B. Campbell, WJEH Gallipolis, Ohio, and **Harry Dennis**, WERE Cleveland, have been nominated for National Association of Broadcasters radio board vacancy created by death of **Gene Trace**, WBBW Youngstown, Ohio, last year. Election will be for one-year interim term. Ballots to NAB members in district 7 (Kentucky and Ohio) were mailed Feb. 25 and election results will be announced March 15.

If elected, Mrs. Campbell would become the first woman director in NAB history. She is currently member of radio code board, and her election would create code board vacancy.

Huntington, W. Va., appointed general manager.

Harvey Ingham, with Philadelphia Community Antenna Television Co., subsidiary of Bulletin Co., Philadelphia, named VP and general manager.

Owen Leach, with WDCR Hanover, N. H., named general manager. **Michael A. Hennessey** and **Patrick Maddox** named business manager and administrative director, respectively.

Inge Heckel, executive secretary at Museum of Modern Art, New York, joins noncommercial WNDT(TV) Newark, N. J.-New York, as community events coordinator.

PROGRAMING



Mr. Kingsley

Walter Kingsley, veteran broadcasting executive, joins Wolper Productions Hollywood, as VP in charge of Wolper Television Sales.

Adrian Samish and **Arthur Fellows**, production executives at QM Productions, Hollywood, put in charge of production. Mr. Fellows will have technical and editing responsibilities. Mr. Samish will handle programming. In addition, **John Conwell**, in charge of casting, named assistant to President Quinn Martin.

Barry H. Thurston, operations director at WKBS(TV) Burlington, N. J.-Philadelphia, named program director.

Donald L. Robert, formerly production supervisor for Maine State Educational Television Network, Orono, named program director for noncommercial WLVT-TV Allentown, Pa. **Kenneth F. Gardner**, formerly with WFIL-

FM Philadelphia, appointed producer/film manager at WLVT-TV.

Bud Talbot, program director of KOCM(FM) Newport Beach, Calif., named to same post at KHJ-FM Los Angeles.

Max Gardner, with KBER San Antonio, Tex., named program director.

Vince Ford, former promotion manager of WKLZ Kalamazoo, Mich., appointed program director of WLAV-AM-FM Grand Rapids, Mich.

Gene Creasy, with WCAO Baltimore, named program director.

Robert B. Buck, with WDCR Hanover, N. H., named program director.

Dick Tillstrom, formerly with WWJ-TV Detroit, named public affairs director of WOOD-AM-FM-TV Grand Rapids, Mich.

Charles Greenlaw, studio production manager at Warner Bros., joins Universal TV as executive producer.

Charles T. Atkins, account executive in ABC Films' western division office in Hollywood, appointed account executive for southern division in Atlanta.

Ed Lackner, producer-director at KOMO-TV Seattle, named program manager succeeding **Tom Rogstad**, who joins The Boeing Co., Seattle.

Jim Hanlon, with WKBO Harrisburg, Pa., appointed program director.

John D. Abel, former news director at WDRK(FM) Greenville, Ohio, appointed program director for noncommercial KDSU(FM) Fargo, N. D.

Doris Neuren, formerly commercial director of WBBQ-AM-FM Augusta, Ga., appointed sales promotion assistant for Embassy Pictures Television, New York.

Jay Richard Kennedy, novelist and investment broker, named VP of Frank Sinatra Enterprises and head of company's story department.

Irving Kleinfeld, manager of film service department of Trans-Lux Television Corp., New York, named operations manager.

Jerrold T. Sundt, formerly producer-director with WISN-TV Milwaukee, appointed to similar capacity with Teleprompter, Huntsville, Ala.

Don Meredith, quarterback with Dallas Cowboys, named sportscaster for WFAA-TV Dallas-Forth Worth.

Bob Gibson, pitcher for St. Louis Cardinals, named special sports correspondent for wow-TV Omaha.

Nick Clooney, production director at WKYT(TV) Lexington, Ky., and younger brother of singers Rosemary and Betty

Clooney, joins WLW Cincinnati.

Alfredo Montalvo, motion picture consultant, joins staff of Northwestern Inc., Portland, Ore.

A. Roderick Perkins, producer-director at KXTV(TV) Sacramento, Calif., appointed production manager. **Robert Chase**, announcer at KXTV, named producer-director.

Dave Piontek, formerly with WLW and WCKY, both Cincinnati, joins sports staff of WFBM-AM-FM-TV Indianapolis.

Gene Kelly, sports director of WKBS(TV) Burlington, N. J.-Philadelphia, appointed part-time sports consultant. He currently is working on sports film series for film production company in Philadelphia.

NEWS

Leonard Weinles, general executive in program department, WCBS New York, appointed director of news and public affairs.

John Armstrong, with WCBS-AM-FM New York, **George Harrison**, with United Press International, New York, and **Dan Kelly**, with UPI in Washington, join staff of CBS Radio News, New York.

Morton L. Saltzman, with news department of KRED and KIEM-TV, both Eureka, Calif., joins Associated Press, Reno.

Bob Gold, KCLV Clovis, elected chairman of New Mexico Associated Press Broadcasters Association.

John Fuller, news editor at WQAD-TV Moline, Ill., joins news staff of WJRT-TV Flint, Mich.

Brigadier General Kenneth I. Curtis, AUS (Ret.), joins KKTU(TV) Colorado Springs-Pueblo as military news correspondent.

Harry J. McDevitt Jr., former PR specialist with National Aeronautics and Space Administration's Lewis Research Center, Cleveland, and **Jerry Quinn**, radio editor for United Press International, Los Angeles, join KNBC(TV) Los Angeles, as news writers.

FANFARE

Vera Servi, director of publicity and promotion for noncommercial KCET(TV) Los Angeles, joins PR firm of Mann Scharf & Co. as VP in charge of new department specializing in fashion, art and music accounts.

James W. Goldsmith, with Field Enterprises Educational Corp., Chicago, appointed director of community and informational services for noncommercial WETA-TV Washington.

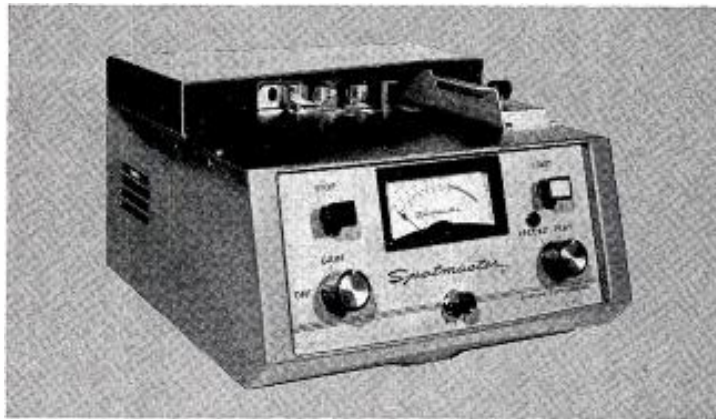
Bruce Wallace, manager of promotion and public service for WTMJ-AM-FM-TV Milwaukee, retired last week

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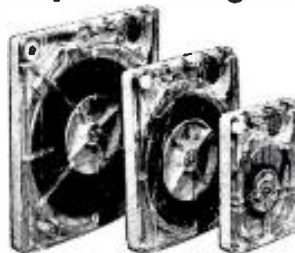


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Don't let their low price fool you. New, solid state SPOTMASTER Compact 400's are second only to the Super B series in performance and features. Available in both playback and record-playback versions, these Compact models share the traditional SPOTMASTER emphasis on rugged dependability.

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Superior SPOTMASTER tape cartridges are available in standard timings from 20 seconds to 31 minutes, with special lengths loaded on request. In addition, Broadcast Electronics offers a complete selection of blank cartridges, cartridges for delayed programming and heavy duty lubricated bulk tape. Prices are modest, with no minimum order required.

Introducing the Super B, today's truly superior cartridge tape equipment.

New Super B series has models to match every programming need—record-playback and playback-only, compact and rack-mount. Completely solid state, handsome Super B equipment features functional new styling and ease of operation, modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads, A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . all adding up to pushbutton broadcasting at its finest.

Super B specs and performance equal or exceed NAB standards. Our ironclad one-year guarantee shows you how much we think of these great new machines.

Write, wire or call for complete details on these and other cartridge tape units (stereo, too) and accessories . . . from industry's largest, most comprehensive line, already serving more than 1,500 stations on six continents.



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after 22 years with *Milwaukee Journal* stations and more than three decades in broadcasting. Earlier he had been with KOIL Omaha and WING Dayton, Ohio. He was president of Wisconsin Broadcasters Association 1962-64. Mr. Wallace plans extended trip to Europe.

EQUIPMENT & ENGINEERING



Mr. Smith

Joel P. Smith, manager of community operations division of Jerrold Electronics, subsidiary of Jerrold Corp., Philadelphia, named assistant to president of Jerrold Corp. **Elmer W. Metz**, manager of commu-

nity antenna television systems development for community operations division, replaces Mr. Smith.

Peter W. Orne, with Emerson Radio & Phonograph Corp., Jersey City, N. J., named chief engineer in charge of color television.

Lawrence Vlasblom, formerly with Ontario Hydro Electric Power Commission, Toronto, named system design supervisor at Kaiser-Cox Corp., Phoenix.

Arthur P. Stern, general manager of defense systems division of Bunker-Ramo Corp., named VP-research and general manager of Magnavox Research Laboratories, Torrance, Calif.



Mr. Kanen

George C. Kanen, formerly sales manager for Miratel Electronics Inc., St. Paul, appointed director of sales administration for Entron Inc., Silver Spring, Md.

Wade A. Douglass, market manager, electronics, at Ball Brothers Co., Muncie Ind., appointed marketing manager of commercial products for Ball Brothers

Research Corp., Boulder, Colo.



Mr. Hoffman

Don W. Hoffman, national accounts manager at Ameco Inc., Phoenix, elected VP-contract sales.

Eric C. Kintner, with WDCR Hanover, N. H., named technical director.

Albert G. Sturm, formerly with Ampex Corp., Chicago, joins Allen Electronics, Palo Alto, Calif., as systems engineering manager. **Clarence L. Boice**, development engineer, named development engineering manager. **George Hurst**, engineer with Allen Electronics for six years, named operations manager.

ALLIED FIELDS

John D. deButts, president of Illinois Bell Telephone Co., Chicago, named executive VP of American Telephone and Telegraph Co., New York, effective April 1. He succeeds **Frederick R. Eckley**, who has been elected president of Ohio Bell Telephone Co., Cleveland. **Walter W. Straley**, president of Pacific Northwest Bell Telephone Co., Seattle, named VP-public relations for AT&T. New York. He replaces **James W. Cook**, elected president of Illinois Bell.

William H. Watkins, chief of FCC's frequency allocation and treaty division, office of chief engineer, named deputy chief engineer.

INTERNATIONAL

J. W. Herbstreit, deputy director of Institute for Telecommunications Sciences and Aeronomy (formerly Central Propagation Laboratory), has been nominated by United States to be director of International Radio Consultative Committee (CCIR). Election takes place at 11th CCIR Plenary Assembly in Oslo, Norway, June 22 to July 22.

Robert L. Harper, news director of

WTVM(TV) Columbus, Ga., joins ABC News, as Saigon correspondent.

Robert Spafford, VP of Italian International Film, Rome-based film dubbing organization, named to represent Official Films, New York, in Rome, while remaining with Italian International.

DEATHS

Charles von Fremd, 40, veteran CBS correspondent, died Feb. 25 of heart attack at his Bethesda, Md., home. Joining CBS News in 1949, he served as White House correspondent (1953-58) and covered, among other things, presidential campaigns since that time. Since 1957 he has had extensive assignments in connection with space shots from Cape Kennedy. Surviving are his wife, Virginia, and three sons.

Leon Goldstein, 62, broadcast consultant and former VP and program director of WMCA New York, died Feb. 28 in New York after long illness.

Hugh Baillie, 75, former president and board chairman of United Press and reporter for UP during his 42-year career, died March 1 at Scripps Memorial hospital, La Jolla, Calif., after long illness.

Robert W. Percy, 60, electronics engineer who retired from FCC last year, died Feb. 21 after heart attack at his home in Alexandria, Va. Surviving are his wife, Celima, and daughter.

Ralph Teatsorth, 57, member of United Press International staff at United Nations since 1952, died Feb. 25 of heart attack at UN headquarters in New York.



Mr. Power

Ralph L. (Doc) Power, 71, trade magazine writer, died Jan. 31 of heart condition in Los Angeles. He had been radio announcer with Don Lee stations in early days of radio. He was one of first radio editors of *Los Angeles Times*. He was former secretary-treasurer of West Coast Electronic Manufacturers Association and was also honorary member of Institute of Radio Engineers in Australia.

William Frawley, 73, who portrayed Fred Mertz on *I Love Lucy* and later appeared on *My Three Sons*, died March 3 in Hollywood. Mr. Frawley was with *Lucy* series from 1951 until 1960. He made his motion picture debut in 1933.

Alice Pearce, 45, comedienne who appeared on *Bewitched* television show and in many Broadway shows and movies, died of cancer March 3 in Los Angeles.

Broadcasting

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 24 through March 2 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—Day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Savannah, Ga.—WSGA Television Inc. UHF channel 22 (518-524 mc.); ERP 1042 kw vis., 208.4 kw aur. Ant. height above average terrain 481.4 ft., above ground 511 ft. P.O. address: c/o Donald K. Jones, 409 East Liberty St., Savannah 31401. Estimated construction cost \$715,000; first-year operating cost \$311,000; revenue \$260,000. Studio and trans. both located in Savannah. Geographic coordinates 32° 04' 20" north lat., 81° 04' 48" west long. Type ant. RCA TFU-30JDA; type ant. RCA TTU-30A(LA). Legal counsel Grove, Jaskiewicz, Gilliam & Putbrese; consulting engineers Silliman, Moffet and Kowalski; both Washington. Principals: Donald K. Jones, Alice Wasden Jones (each 37.98%), Andrew G. Labrot (8.88%), Lortin S. Livingston, Jack E. Cay Jr. (each 8.67%), John M. Williams (1.82%). Mr. and Mrs. Jones own 88.54% of WSGA Savannah and Mr. Williams owns 11.46% of WSGA. Mr. Labrot is owner of Atlantic Creosoting Co. Mr. Livingston is involved in distribution of industrial supplies. Mr. Cay has ownership in loan and mortgage firms. Ann. Feb. 25.

New AM stations

APPLICATIONS

Tioga, N. D.—Tioga Broadcasting Corp. 1090 kc, 250 w, D. P.O. address: c/o Pius Hornstein, Tioga 58852. Estimated construction cost \$20,188; first-year operating cost \$20,280; revenue \$29,120. Principals: Pius Hornstein (70%), Olaf M. Thompson and Max R. Campbell (each 15%). Mr. Hornstein is publisher of Tioga Tribune. Messrs. Thompson and Campbell are partners in radio receiving and transmitting equipment business. Ann. Feb. 25.

Russellville, Ala.—Kenneth A. Casey tr/as Franklin Broadcasting Co. 1500 kc, 500 w, D. P.O. address: c/o Kenneth A. Casey, Box 847, Athens, Ala. 35611. Estimated construction cost \$13,548; first-year operating cost \$24,000; revenue \$30,000. Mr. Casey is owner of WKAC Athens, Ga. Ann. Feb. 25.

North Las Vegas, Nev.—William J. Mullen, Charles L. Garner and George Garner db/as KNLV-AM-FM. 1400 kc, 250 w (1 kw-LS). U. P.O. address: c/o Charles Garner, 1805 Hassett St., Las Vegas 89105. Estimated construction cost \$30,764; first-year operating cost \$60,000; revenue \$60,000. Charles L. Garner (25%) is Las Vegas law partner; George Garner (25%) is partner with brother in apartment property; Mr. Mullen is broadcast business consultant in Las Vegas. Ann. Feb. 25.

Existing AM stations

APPLICATIONS

WEZQ Winfield, Ala.—John Self. Seeks CP to increase power from 500 w to 1 kw. Ann. Feb. 25.

KUAM Agana, Guam—Pacific Broadcasting Corp. Seeks CP to increase power from 1 kw to 10 kw and install new trans. Ann. March 2.

WJMS Ironwood, Mich.—Upper Michigan-Wisconsin Broadcasting Co. Seeks CP to change frequency from 630 kw to 590 kc; increase daytime power from 1 kw to 5 kw; install new trans. Ann. Feb. 25.

WLOE Leaksville, N. C.—WLOE Inc. Seeks CP to increase daytime power from 250 w to 1 kw; install new trans. and requests re-

mote control operation from main studio. Ann. March 2.

KTIL Tillamook, Ore.—Beaver Broadcasting System Inc. Seeks CP to increase daytime power from 1 kw to 5 kw and install new trans. Ann. Feb. 28.

WHIM Providence, R. I.—Golden Gate Corporation. Seeks CP to change ant.-trans. location; make changes in ant. system; and make changes in ground system. Ann. Feb. 25.

WPFP Park Falls, Wis.—Northland Broadcasting Inc. Seeks CP to change frequency from 1450 kc to 980 kc; change hours of operation from U to D; use power of 1 kw. Ann. March 2.

New FM stations

ACTIONS BY FCC

Scottsboro, Ala.—Dr. Ralph M. Sheppard. Granted CP for new FM on 98.3 mc, channel 252, 1.5 kw. Ant. height above average terrain 404 feet. P.O. address Box 6, Scottsboro. Estimated construction cost \$16,917; first-year operating cost \$18,500; revenue \$30,660. Dr. Sheppard is dentist and has real estate interests. Action Feb. 25.

Atlantic, Iowa—Nishna Valley Broadcasting Co. Granted CP for new FM on 103.7 mc, channel 279, 27 kw. Ant. height above average terrain 117.2 ft. P.O. address c/o Franklin G. Miller, N. Olive Street, Atlantic, Iowa. Estimated construction cost \$24,000; first-year operating cost \$12,000; revenue \$15,000. Principals: Franklin G. Miller, E. G. Faust, R. G. Finhaus, Boyd M. Cambridge (each 25%). Action Feb. 25.

Rochester, N. Y.—Malrite Inc. Granted CP for new FM on 101.3 mc, channel 287, 13.5 kw. Ant. height above average terrain 390 ft. P.O. address 931 Main St. East Rochester. Estimated construction cost \$26,764; first-year operating cost \$7,500; revenue \$10,000. Principals: James M. Johnston (51%) and Francis G. Taylor (49%). Malrite Inc. owns WNYR Rochester. Action March 2.

APPLICATIONS

Flagstaff, Ariz.—Guy Christian. 92.9 mc, channel 225, 59 kw. Ant. height above average terrain 2000 ft. P.O. address: Box 1930, Flagstaff 86002. Estimated construction cost \$22,159; first-year operating cost \$10,620; revenue \$9,960. Mr. Christian is owner of KAFF Flagstaff and holds CP for new AM in Santa Fe, N. M. Ann. Feb. 25.

New Orleans—Joseph M. Costello III tr/as Gulf South Broadcasters. 99.5 mc, channel 258, 29.2 kw. Ant. height above average terrain 143.2 ft. P.O. address: 3230 Patterson Dr., New Orleans 70114. Estimated construction cost \$30,196; first-year operating cost \$15,161; revenue \$18,000. Mr. Costello is program manager and chief engineer of KABE Westwego, La., and is president and director of Broadcasting Institute of America Inc. Ann. Feb. 25.

Crossville, Tenn.—H. F. Lawson. 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 168 ft. P.O. address: 311 South Main St., Crossville, Tenn. 38555. Estimated construction cost \$22,075; first-year operating cost \$8,400; revenue \$9,500. Mr. Lawson is surgeon and general practitioner;

owns WAEW Crossville and 50% of WLET-AM-FM Toccoa, Ga. Ann. Feb. 25.

Waupaca, Wis.—Laird Broadcasting Co. 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 250 ft. P.O. address: Estimated construction cost \$25,248; first-year operating cost \$15,000 in addition to present AM expenditures; revenue \$15,000 in addition to AM revenues. Laird Broadcasting is licensee of WDUX Waupaca. Ann. Feb. 25.

Ownership changes

ACTIONS OF FCC

KTOB Petaluma, Calif.—Granted assignment of license from William B. Grover, James H. Hurley and Kal W. Lines, co-trustees in bankruptcy, to Lloyd Burlingham (75%) and Clifford H. Hansen (25%) db/as Sonoma County Broadcasting Co. Mr. Hansen is station manager of KTOB Petaluma, 22% stockholder of KQWZ Everett, Wash.; Mr. Burlingham is general manager for co-trustees of KTOB and principal stockholder of WIXN Dixon, Ill. Consideration: transfer to Mr. Burlingham, who is presently principal creditor of bankrupt estate, of certain liabilities and release of obligations of KTOB to him. Action Feb. 28.

KRON-FM-TV San Francisco—Granted assignment of license from Chronicle Publishing Co. to Chronicle Broadcasting Co. Assignment is for legal convenience only. Chronicle Broadcasting is wholly owned subsidiary of Chronicle Publishing. Action Feb. 28.

KFML-AM-FM Denver—Granted assignment of license from Fine Arts Broadcasting Co. to O'Fallon-O'Connor Broadcasting Inc. Principals: Charles Dunn O'Fallon, Timothy D. O'Connor, (each 25%), John J. Dunn (18.75%), Richard C. Dunn, Robert McMahon (each 12.50%) and Joseph C. Dunn (8.25%). Mr. O'Fallon is sales manager of KIMM Denver. Mr. O'Connor is sales manager of KFML Denver. Messrs. Dunn and Mr. McMahon are involved in joint California real estate ventures. Consideration \$165,000. Action Feb. 25.

WSUN-AM-TV St. Petersburg, Fla.—Granted assignment of license from City of St. Petersburg to WSUN Inc., owned by WCAR Inc., Detroit. WCAR Inc. is in turn controlled by H. Y. Levinson (52.62%) and Celia D. Levinson (23.58%) and is licensee of WCAR-AM-FM Detroit. Consideration \$1,315,500. Action Feb. 23.

KORT Grangeville, Idaho—Granted assignment of license from KEBCO Inc. to John H. Matlock (50%) and Eugene A. Hamblin (50%), db/as Clearwater Broadcasting Co. Messrs. Matlock and Hamblin each hold 50% interest in KLER Orofino, Idaho, and application for AM in St. Maries, Idaho; each hold 80% and 40% interest respectively in KOZE-AM-FM Lewiston, Idaho. Consideration \$50,700. Action Feb. 23.

WHON Centerville, Ind.—Granted assignment of license from Wayne County Broadcasting Corp. to Brewer Broadcasting Corp., wholly owned by James R. Brewer and licensee of WTCJ Tell City, Ind. Consideration \$150,000. Action Feb. 28.

EDWIN TORNERG & COMPANY, INC.

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

WBOX Bogalusa, La.—Granted assignment of license from Magic City Broadcasting Corp. to Pearl River Broadcasting Corp., owned by Wayne E. Marcy (50%), W. D. Womack (49.99%) and H. E. Womack (0.001%). Mr. Marcy is electronics corporation manager. W. D. Womack is VP of oil marketing and supply company. Messrs. Womack have interest in applicant for AM in Port Sulphur, La. Consideration \$71,500. Action Feb. 25.

KJPW Waynesville, Mo.—Granted relinquishment of positive control of licensee corporation, South Central Broadcasters Inc., by Dr. John A. Mihalevich (52% before, 20% after), through sale of stock to John B. Mahaffey, Ralph D. Foster, E. E. Siman Jr. and Lester E. Cox (each 12% before, 20% after). Consideration \$25,600. Messrs. Foster and Cox own KWTO Springfield, Mo. Mr. Cox also has 12.5% interest in KOAM Pittsburg, Kan., and through Pittsburg Broadcasting Co., licensee of KOAM, has interest in KOAM-TV. Action Feb. 23.

KFMJ Tulsa, Okla.—Granted assignment of license from Urok Broadcasting Co. to KFMJ Inc., owned by George Roberts Kravis II (40%) and Bessie R. Kravis (60%). Mr. Kravis is investor in home construction; Mrs. Kravis is housewife. Consideration \$275,000. Action Feb. 25.

Mayaguez and Ponce, P.R.—Electronic Enterprises Inc. granted assignment of CP authorizing new TV's to El Imparcial Broadcasting Corp. El Imparcial is licensee of WITA-AM-FM (and holder of CP for WITA-TV) San Juan and WJRS San German, P.R. Electronic Enterprises is wholly owned by Antonio Ayuso Valdivieso and El Imparcial is a wholly owned subsidiary. No financial consideration. Action Feb. 23.

KCAS Slaton, Tex.—Granted acquisition of negative control of licensee corporation, Star of the Plains Broadcasting Inc., by James B. Hughes (49% before, 50% after) through transfer of stock from Kermit S. Ashby (50.1% before, 49.1% after). No financial consideration. Action Feb. 24.

KZAK-AM-FM Tyler, Tex.—Granted relinquishment of negative control of licensee corporation, Oil Center Broadcasting Co., by each, Aubrey Irby and John Dorris (50% each before, 28.72% after) through transfer of stock to James W. Fair and Wilton H. Fair (each none before, 21.28% after). Consideration \$50,400 in obligations assumed. Action Feb. 24.

WJMC-AM-FM Rice Lake, WISM Hayward, both Wisconsin—Seek voluntary transfer of control of licensee corporation, WJMC Inc., from Mary Bridges Smith, executrix of estate of Walter C. Bridges deceased (80%), to Mary Bridges Smith (19.2% before, 73.2% after). Assignment is settlement of estate of Walter C. Bridges. Ann. Feb. 14.

APPLICATIONS

WATV Birmingham, Ala.—Seeks involuntary transfer of control of licensee corporation, Satellite Broadcasting Co., from Guy L. Seymour (40.1%) and Martha C. Seymour to Martha C. Seymour, executrix of estate of Guy L. Seymour deceased. Ann. Feb. 25.

KEVT Tucson, Ariz.—Seeks transfer of control of licensee corporation, Tucson Radio Inc., from Peter Trowbridge (71.8% before, 4.3% after) and Linn Trowbridge (0.3% before, none after) to Alvin K. Korngold (none before, 87.5% after). Mr. Korngold is New York attorney. Consideration assumption of obligations. Ann. March 1.

KFWB Los Angeles—Seeks assignment of license from Crowell-Collier Broadcasting Corp. to Westinghouse Broadcasting Co. Consideration \$10,750,000. Ann. March 1.

WINE Brookfield, Conn.—Seeks acquisition of control of licensee corporation, Housatonic Valley Broadcasting Co., by August J. Detzer (40% before, 100% after) through purchase of stock from Blair A. Walliser and George F. O'Brien (each 30% before, none after). Consideration \$79,078. In turn, positive control of Housatonic will be transferred by Mr. Detzer (100% before, 10% after) to The Times Printing and Publishing Co. (none before, 90% after). Consideration approx. \$128,500. Times Printing is owned 20% by John W. Nash and 80% by Home News Publishing Co. Mr. Nash and Times Printing are involved in newspaper publication. Ann. Feb. 25.

WGHF(FM) Brookfield, Conn.—Seeks transfer of positive control of licensee corporation, Eastern Broadcasting System Inc., from August J. Detzer (90% before, 9% after) to The Times Printing and Publishing Co. (none before, 90% after). Consideration \$35,000 subject to adjustment. Ann. Feb. 25.

WOKS Columbus, Ga.—Seeks transfer of control of licensee corporation, Pam Radio

Inc., from Philip Meltzer, Joseph S. Ray and Milton Hirsch (100% before, none after) to WOKS Broadcasting Co. owned by Messrs. Ray and Hirsch. Consideration \$75,000. Ann. March 1.

KRIB Mason City, Iowa—Seeks acquisition of negative control of licensee corporation, Mason City Broadcasting Corp., by Linton D. Hargreaves (25% before, 50% after) through transfer of stock from William H. Sandberg (25% before, none after) to Apache Investment Corp. (none before, 25% after). Apache is wholly owned by Mr. Hargreaves. Consideration \$4,250. Ann. Feb. 25.

WDEW Westfield, Mass.—Seeks assignment of license from Westfield Broadcasting Co. to Radio Westfield Inc., owned by Sherwood J. Tarlow, Joseph Kruger, Allan W. Roberts and John Warner (each 25%). Mr. Tarlow is owner of KUTY Palmdale, Calif., and principal stockholder of WHIL-AM-FM Medford, Mass. Mr. Roberts is 99% stockholder of WARE Ware, Mass. Mr. Kruger is director and stockholder with Mr. Tarlow in WHIL-AM-FM. Mr. Warner is public works commissioner of Commonwealth of Mass. and has newspaper and contracting interests. Consideration \$82,000. Ann. Feb. 25.

WGRD Grand Rapids and WTRU Muskegon, both Michigan—Seeks acquisition of positive control of licensee corporation, Regional Broadcasters Inc., by Edith P. Martin (100%) through purchase of stock from W. H. Rich (50% before, none after). Consideration \$125,000. Ann. March 2.

KWOS Jefferson City, Mo.—Seeks assignment of license from Capital Broadcasting Co. to Mid-America Television Co., owned by Kansas City Southern Industries Inc. KCSI Inc. owns 96.3% of Kansas City Southern Railway Co., 80% of Carthage Cablevision, Carthage, Mo., plus other investments in oil and real estate. Consideration (see KRCC-TV below). Ann. March 1.

KRCG-TV Jefferson City and KMOS-TV Sedalia, both Missouri—Seeks assignment of license and CP from Jefferson Television Co. to Mid-America Television Co. (see above KWOS). Consideration \$3,150,000 for KWOS and KRCG-TV Jefferson City and KMOS-TV Sedalia. Ann. March 1.

KPWB Piedmont, Mo.—Seeks assignment of CP authorizing new AM from Gaylon Watson and Joseph M. Bumpus db/as Wayne County Broadcasting Co. to Wayne County Broadcasting Co. Transfer is for legal convenience. No financial consideration or change in ownership. Ann. Feb. 25.

WBRL Berlin, N. H.—Seeks assignment of license from Good Radio Inc. to Chester C. Steadman Jr. for \$58,000. Mr. Steadman is owner of WCNL Newport, N. H., and operates weekly newspaper in Newport. Ann. Feb. 25.

WCAM Camden, N. J.—Seeks assignment of license from City of Camden to L&P Broadcasting Corp., owned by Leonard and Phil Chess. L&P owns WVON Cicero (Chicago), Ill., and WSDM (FM) Chicago. Consideration \$1,450,000. Ann. Feb. 25.

WKNY Kingston, N. Y.—Seeks acquisition of positive control of licensee corporation, Kingston Broadcasters Inc., by Alastair B. Martin (50% before, 100% after) through transfer of stock by W. H. Rich (50% before, none after) to licensee corporation. Consideration not listed. Ann. March 2.

WRFM New York—Seeks assignment of license from William H. Reuman tr/as Stereo Station WRFM to International Educational Broadcasting Corp., owned, through Bonneville International Corp., by Corporation of the President of the Church of Jesus Christ of Latter-Day Saints. Consideration \$850,000. Ann. Feb. 25.

KYFM (FM) Oklahoma City—Seeks involuntary transfer of control of licensee corporation K.Y.F.M. Inc., from Arnold D. Fagin, trustee of American Preferred Corp. (majority stockholder of licensee corporation) through "quit claim" back to licensee. Ann. Feb. 28.

WPIC-AMFM Sharon, Pa.—Seeks acquisition of positive control of licensee corporation, Sharon Broadcasting Co., by Alastair B. Martin et al., trustees for Edith P. Martin, through transfer of stock by William H. Rich (50% before, none after) to licensee corporation. Consideration \$320,000. Ann. March 2.

Hearing cases

FINAL ACTION

■ By memorandum opinion and order, commission denied petitions by MetroMedia Inc. and Maryland-District of Columbia-Delaware Broadcasters' Association Inc. for reconsideration of the commission's action of Oct. 20, 1965, in adopting rules prohibit-

ing "double billing" practices by broadcast stations. Commission rejected petitioners' argument that it lacks jurisdiction in matter but revised interpretive example no. 7 in its applicability notice of Oct. 22 to conform with language of its previous order, namely: "This practice constitutes fraudulent billing unless the licensee can provide satisfactory evidence that it has taken reasonable steps to inform the manufacturer of 'Appliance A' that the advertising may be subject to a frequency discount." Commissioner Hyde abstained from voting; Commissioners Loevinger and Wadsworth concurred in result. Action March 2.

■ Denied petition by Broadcast Bureau to enlarge issues, reopen record, and remand proceeding on AM application of Norristown Broadcasting Co. (WNAR), Norristown, Pa., and scheduled oral argument for March 29. Action March 1.

■ Commission gives notice that Jan. 4 initial decision which looked toward granting application of Petersburg Broadcasting Co., for new FM to operate on channel 257 (99.3 mc) in Petersburg, Va., became effective Feb. 23 pursuant to Sec. 1.276 of rules. Action Feb. 28.

■ Commission gives notice that Jan. 6 initial decision which looked toward granting application of United Artists Broadcasting Inc., became effective Feb. 25 pursuant to Sec. 1.276 of rules. Action Feb. 28.

■ By memorandum opinion and order, commission (1) granted application of Autus Johnson for new daytime AM to operate on 1590 kc, 500 w, in Springdale, Ark.; remote control permitted; condition, and (2) denied opposing petition by Northwest Arkansas Broadcasting and Television Co., Springdale. Action Feb. 23.

■ By memorandum opinion and order, commission (1) granted application for transfer of control of MGM Broadcasting Corp., licensee of WGAS and remote pickups, South Gastonia, N. C., from A. Clay Groves and Earle O. and Glenn F. Mace to Boyce H. Hanna through purchase of Groves' 25½% interest; consideration \$10,000; and (2) dismissed opposing petition by Gastonia Broadcasting Service Inc. (WLTC), Gastonia. Action Feb. 23.

■ Commission granted renewal of license of WMCW Harvard, Ill., for one-year term ending March 1, 1967, and advised its licensee, Esther Blodgett, that short-term renewal was granted after noting her explanations concerning failure to file required reports and information and in reliance of her undertakings to comply fully and promptly with commission's reporting requirements. Commissioners Hyde and Loevinger voted for regular three-year renewal. Action Feb. 23.

■ Commission granted one-year license renewals to following stations because of substantial departures from their proposed commercial policies and practices: KCLV Clovis, N. M.; KFOX-AM-FM Long Beach Calif.; KCOP(TV) Los Angeles; KGEN Tulare, Calif.; KIDD Monterey, Calif.; KLMS Lincoln, Neb.; KSEL Lubbock, Tex. Commissioners Hyde and Loevinger dissented and voted for regular three-year renewals. Action Feb. 23.

■ By order, commission denied Nov. 18, 1965, petition by Connecticut-New York Broadcasters Inc. for acceptance *nunc pro tunc* Nov. 9, 1965, of its notification of intention to resume broadcast operation of WICC-TV, channel 43, Bridgeport, Conn., and its further request that action on its license renewal application be held in abeyance. Licensee did not comply with commission's Sept. 10, 1965, order nor with conditions contained in previous June 17 order, has not indicated specific date by which it can be expected to resume operations, and has shown no good cause to warrant acceptance of petition *nunc pro tunc*; consequently, action denying its renewal application became effective 61 days after Sept. 10, 1965, order. Action Feb. 23.

■ By order, commission denied application for additional time by Elton H. Darby, WNVA-TV, channel 47, Tusculumbia, Ala.; cancelled construction permit and deleted call letters. Action Feb. 23.

■ Commission granted applications of following for four-month extension of time to construct their UHF TV stations: Mississippi Broadcasting Co., WCOG-TV, channel 30, Meridian, Miss.; D. H. Overmyer Communications Co., WECO-TV, channel 53, Pittsburgh, Pa., and Kaiser Broadcasting Corp., KMTW, channel 52, Corona, Calif., and six-month extension to Piedmont Broad-

casting Corp., WBTV-TV, channel 24, Danville, Va. Also, by order, commission (1) granted application of United Broadcasting Co. of Eastern Maryland Inc. for three-month extension of time to complete construction of WMET-TV, channel 24, Baltimore, and (2) denied opposing petition by Twenty-Four Inc. These permittees have reported steps taken toward completion of construction. Action Feb. 23.

■ By memorandum opinion and order, commission (1) granted application of Eugene Television Inc., to increase vis. ERP of KVAL-TV Eugene, Ore., from 55 kw to 316 kw and ant. height from 1,050 ft., to 1,480 ft., and make other changes, and (2) denied opposing petition by Liberty Television Inc. (KEZI-TV), Eugene. Action Feb. 23.

■ By letter, commission denied request by Emerald Broadcasting Co. for expedited consideration of its application to change operation of KTHO Tahoe Valley, Calif., from daytime to unlimited hours with 500 w-N and change from DA to DA-N, continued operation on 590 kc, with 1 kw-LS. Action Feb. 23.

■ WRLD, Valley Broadcasting Co., Lanett, Ala.-West Point, Ga.—Commission granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Commissioner Cox dissented. Action Feb. 23.

■ By memorandum opinion and order, commission denied request by North Central Video Inc. (KWEB), Rochester, Minn., for review of May 21, 1965, decision by the review board (affirmed by board on Nov. 2, 1965) which granted that portion of North Central's application insofar as it requested increased daytime power of KWEB on 1270 kc from 500 to 5 kw, DA, but which denied, as inconsistent with "10% rule," its application for nighttime operation with 1 kw, DA-2. Commission attached no decisional significance to alleged deficiencies found by review board in KWEB engineering exhibit. Commissioners Hyde and Loevinger dissented for reasons stated in review board member Kessler's dissent to May 21, 1965, decision. Action Feb. 23.

■ By order, commission granted request by Radio Thirteen-Eighty Inc. (interim grantee to operate an AM in facilities of KWK to be vacated Feb. 28 by KWK Radio Inc. [1380 kc, 5 kw, DA-N, U], in St. Louis), for special temporary authorization to operate from March 1 for period of not more than 60 days with power of 5 kw day and 250 w night, non-DA, and, for period of about two weeks from March 1, pending completion of tower construction, with its ant. to be temporarily mounted on one of permanent towers at height of about 100 feet, with conditions; also authorized Radio Thirteen-Eighty to use call letters KWK in connection with temporary authority. Action Feb. 23.

DESIGNATED FOR HEARING

■ McAlister Broadcasting Corp., Lubbock, Tex.—Commission designated for consolidated hearing applications for new TV's to operate on channel 28. Action March 2.

OTHER ACTIONS

■ By memorandum opinion and order in Washington TV channel 50 proceeding in Doc. 16088 et al., granted petition by T.C.A. Broadcasting Inc. and All American Television Features Inc. to enlarge issues as to financial qualifications and adequacy of staff of Colonial Television Corp. Member Nelson dissented and voted for denial of petitions on grounds urged by Broadcast Bureau. By separate action, dismissed untimely filed petition by Colonial to enlarge issues. Member Stone dissented, stating that he would add rule 1.65 issue as to Theodore Granik application. Action March 2.

■ In proceeding on application of Seven League Productions Inc. for renewal of license of WIII, and South Dade Broadcasting Co. and Redlands Broadcasting Co. for new AM's, all Homestead, Fla., granted motion by WIII to extend time to March 7 to file responsive pleading to petition by Redlands to enlarge issues. Action March 2.

■ Granted petition by Clarke Broadcasting Corp. to extend time to March 14 to file exceptions to initial decision in proceeding on AM application of WHOO Radio Inc. (WHOO), Orlando, Fla. Action March 2.

■ By memorandum opinion and order in proceeding on applications of Cleveland

Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV's to operate on channel 19 in Cleveland, (1) granted motion by Community to reopen record to extent of directing Cleveland to amend its application in all pertinent respects to reflect changes in officers, directors and stock ownership which have occurred since closing of record; (2) in board's own motion, directed Community to amend its application in all pertinent respects to reflect current financial interests of Charles W. Steadman, president and principal stockholder; and (3) allowed applicants until March 31 to amend their applications. Action March 1.

■ Granted petition by Keith L. Reising to extend time to March 4 to file responsive pleadings to motion by Kentuckiana Television Inc. to enlarge issues in proceeding on their applications and that of Kentucky Central Broadcasting Inc. for new FM's in Louisville, Ky. Action Feb. 28.

■ By memorandum opinion and order in Rochester, N. Y., channel 13 proceeding in Doc. 14394 et al., review board (1) denied joint request for approval of agreement whereby Flower City Television Corp. and Genesee Valley Television Co. applications would be withdrawn and Community Broadcasting Inc.'s application be amended to show formation of new corporation composed of three applicants, resulting in changes in operational management and loss of controlling interest by Community (Flower and Genesee each 35% and Community 30%); (2) denied petition by Community for leave to amend, without prejudice to re-filing with examiner, pertinent portions of amendment which are not related to merger agreement; (3) dismissed as moot contingent requests by Flower City and Genesee to withdraw their applications; and (4) denied motion by Community, Flower and Genesee, for certification of agreement to commission. Member Nelson not participating. Action Feb. 28.

■ Commission scheduled oral argument for April 1 in proceeding involving application by WMOZ Inc. (owned 99% by Edwin H. Estes) for renewal of license of WMOZ Mobile, Ala., and revocation of license of Estes for WPFA Pensacola, Fla. Commissioner Cox not participating. Action Feb. 23.

■ By order, commission dismissed as moot petition by Broadcast Bureau to require specific disclosures to be made by Radio Thirteen-Eighty Inc., grantee of interim authority to operate AM on facilities to be vacated by station KWK (1380 kc, 5 kw, DA-N, U), in St. Louis. Information sought by Broadcast Bureau regarding total expenditures for construction of interim station by grantee, and pro-rata sharing of its previously incurred expenses by new participants in interim operation has been supplied by Radio Thirteen-Eighty. Action Feb. 23.

■ By memorandum opinion and order, commission designated for consolidated hearing applications of Quality Radio Inc. to change operation of station WAKX Superior, Wis., from 1320 kc, to 1 kw, D, to 970 kc, 500 w, D, and Arthur A. Cirilli, trustee in bankruptcy, for assignment of license of WIGL (970 kc, 500 w, D) and remote pickup station KG-5325, Superior, to D. L. K. Broadcasting Co. Application by Cirilli, as trustee in bankruptcy, for renewal of licenses of WIGL and KG-5325 will be held in abeyance pending outcome of hearing; should assignment application be granted, renewal of license will be granted, to D. L. K. Broadcasting. Action Feb. 23.

Routine Roundup

ACTIONS ON MOTIONS

By the office of opinions and review

■ Granted request by Teleprompter Transmission of Kansas Inc., and Teleprompter of Liberal Inc., to extend time from Feb. 28 to March 7 to file reply pleadings to oppositions to currently pending joint petition for reconsideration in proceedings on applications of Teleprompter Transmission of Kansas Inc. in the domestic public point-to-point microwave service. Action Feb. 24.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Walther W. Guenther to preside at hearings in proceeding on applications of Brown Broadcasting Co. and Dixie Broadcasting Corp. for new AM's in Jacksonville and Aurora,

N. C., respectively; scheduled prehearing conference for March 17 and hearing for April 18. Action Feb. 18.

■ Designated Examiner Chester F. Naumowicz, Jr., to preside at hearings in proceeding on application of Fidelity Broadcasting Co. for new FM in Monticello, Ind.; scheduled prehearing conference for March 14 hearing for April 21. Action Feb. 18.

By Hearing Examiner Basil P. Cooper

■ Granted motion by Ultravision Broadcasting Co. to continue from Feb. 28 to March 7 time to file proposed findings and from March 14 to March 21 for replies in proceeding on its application and that of WEBR Inc. for new TV's to operate on channel 29 in Buffalo, N. Y. Action Feb. 24.

By Hearing Examiner Charles J. Frederick

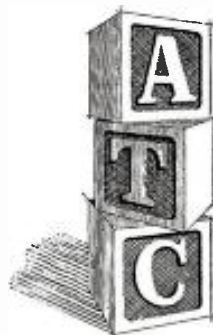
■ Granted motion by the common carrier bureau to continue further prehearing conference from March 1 to March 17 in the matter of certain tariff schedules of the Communications Satellite Corp. filed to cover its offering of television services to common carriers. Action Feb. 25.

■ Pursuant to agreements reached at prehearing conference of Feb. 23 in proceeding on application of Central Coast Television (KCOY-TV), Santa Maria, Calif., scheduled certain procedural dates and continued hearing from April 6 to April 13. Action Feb. 23.

■ Granted petition by Miners Broadcasting Service Inc. (WMBA), Ambridge-Alquippa, Pa., and continued hearing from March 15 to April 5 in proceeding on its AM application and that of Monroeville Broadcasting Co., Monroeville, Pa.; also continued from March 3 to March 10 date for exchange of exhibits, and from March 11 to March 18 date for notification of witnesses for cross-examination. Action Feb. 23.

■ On own motion, following prehearing conference of Feb. 18, continued hearing from March 14 to April 6 in proceeding on

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application of Central Coast Television (KCOY-TV), Santa Maria, Calif. Action Feb. 18.

By Hearing Examiner Millard F. French

■ In proceeding on application of Brown Radio & Television Co. for renewal of license of WBVL, and Barbourville-Community Broadcasting Co. and Golden East Broadcasting Co., for new AM's, all Barbourville, Ky., formalized ruling made on record Feb. 28 and declared in default Golden East for failure to prosecute, dismissed its application and terminated proceeding in Doc. 16105. Action Feb. 28.

By Hearing Examiner Walther W. Guenther

■ In proceeding on applications of WMEN Inc. and Tallahassee Appliance Corp. for new FM's in Tallahassee, Fla., granted petition by former for leave to amend its application to specify operation on channel 281 in lieu of channel 235, removed amended application from hearing docket and returned it to the processing line. Action Feb. 24.

■ In proceeding on application of B&K Broadcasting Co. for new AM in Selinsgrove, Pa., dismissed its petition to accept supplementary notice of appearance; accepted notice of appearance of Feb. 2, 1966, and granted applicant's petition to accept notice of appearance of Feb. 17. Action Feb. 23.

■ Continued further hearing from March 22 to April 5 in proceeding on AM applications of Palmetto Broadcasting System Inc. (WAGL), Lancaster, S. C., and WPEG Inc. (WPEG), Winston-Salem, N. C. Action Feb. 18.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled hearing conference for March 8 in proceeding on application of Midwest Television, Inc., for new TV in channel 49 in Springfield, Ill., to consider resumption of hearing and other appropriate matters as counsel may broach. Action Feb. 28.

By Hearing Examiner H. Gifford Irion

■ Granted request by Kentuckiana Television, Inc., to continue hearing from March 8 to April 11, with exhibits in the direct cases to be exchanged by March 25, in proceeding on its application and those of Keith L. Reising and Kentucky Central Broadcasting Inc., for new FM's in Louisville, Ky. Action Feb. 25.

By Hearing Examiner David I. Kraushaar

■ Granted joint motion by seven of the eight applicants in the Syracuse, N. Y., TV channel 9 proceeding, to further continue hearing from Feb. 28 to March 31. Action Feb. 25.

■ In proceeding on applications of Marbro Broadcasting Co. and Supat Broadcasting Corp. for new TV's to operate on channel 58 in San Bernardino, Calif., granted motion by latter to extend time from March 15 to April 14 to exchange exhibits; hearing from April 11 to May 9; and ordered that parties will continue to be bound by order after prehearing conference of Jan. 27. Action Feb. 24.

By Hearing Examiner Jay A. Kyle

■ At hearing in proceeding on applications of Elyria-Lorain Broadcasting Co. for renewal of licenses of WEOL-AM-FM Elyria, Ohio, et al., in Doc. 16209-10, The Lorain Journal Co. announced its withdrawal as a party participant; hearing will reconvene March 16. Action March 1.

■ In proceeding on applications of Elyria-Lorain Broadcasting Co. for renewal of licenses of stations WEOL-AM-FM, Elyria, Ohio, et al., in Doc. 16209-10, denied oral motion by The Lorain Journal Co. made at prehearing conference of Feb. 11 requesting applicants to produce certain communications, documents, letters, correspondence and other materials. Action Feb. 23.

■ Granted request by Wilkesboro Broadcasting Co. and Wilkes County Radio to continue prehearing conference from Feb. 24 to March 23 in proceeding on their applications for new AM's in Wilkesboro, N. C. Action Feb. 23.

■ In proceeding on applications of Elyria-Lorain Broadcasting Co. for renewal of licenses of WEOL-AM-FM, Elyria, Ohio, and transfer of control of that company from Loren M. Berry Foundation to The Lorain County Printing and Publishing Co., scheduled hearing for March 1, at which time The Lorain Journal will present its evidence, and further ordered that when hearing recesses it will be resumed on March 16. Action Feb. 17.

By Hearing Examiner Forest L. McClenning

■ In Costa Mesa-Newport Beach, Calif. AM consolidated proceeding in Docs. 15752 et al., granted request by Pacific Fine Music Inc. and scheduled further hearing conference for Feb. 25. Action Feb. 23.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Scheduled prehearing conference for March 3 for purpose of discussing certain matters, including joint motion for continuance filed by South Dade Broadcasting Co., and Seven League Productions Inc. (WIII), in proceeding on their AM applications and that of Redlands Broadcasting Co., Homestead, Fla. Action March 1.

■ Granted motion by Crest Broadcasting Co. and quashed notice by KXYZ Television Inc. to take deposition in proceeding on their applications for new TV's to operate on channel 26 in Houston. Action Feb. 24.

By Hearing Examiner Sol Schildhouse

■ Accepted amendment by Midway Television Inc., which was tendered to meet the commission's direction in designation order in proceeding on its application and that of Allied Broadcasting Co. for new TV's to operate on channel 36 in Kansas City, Mo. Action Feb. 28.

■ Formalized certain agreements reached at hearing conference of Feb. 25 in the Lebanon, Pa.-Catonsville, Md., AM proceeding in Docs. 15835 et al., and scheduled further hearing for April 1. Action Feb. 25.

■ Granted request by United Broadcasting Co. for extension of time to March 4 to file proposed findings in proceeding on its application for renewal of license of WOOK Washington and that of Bowie Broadcasting Corp. for new AM in Bowie, Md. Action Feb. 24.

By Hearing Examiners

Elizabeth C. Smith and Sol Schildhouse

■ Granted petition by Broadcast Bureau for extension of time to March 17 to file proposed findings and conclusions, and to April 7 for any replies, in limited consolidated proceedings in which Fitzgerald C. Smith is common principal. Action Feb. 23.

By Hearing Examiner Elizabeth C. Smith

■ Granted motion by Southwestern Operating Co. (KGNS-TV), Laredo, Tex., for modification of procedural date and excused it from exchange on Feb. 21 of material under prehearing stipulation in Docs. 16306-9. Action Feb. 21.

By Hearing Examiner Herbert Sharfman

■ Pursuant to prehearing conference of Feb. 25, continued hearing from March 31 to June 1, with complete schedule to be set by a later order, in proceeding on applications of Mowrowave Communications, Inc., to establish new facilities in the domestic public point-to-point microwave radio service at Chicago et al. Action Feb. 25.

BROADCAST ACTIONS

by Broadcast Bureau

Action of March 1

■ WJCT (TV) Jacksonville, Fla.—Granted CP to change ERP to 41.7 kw vis., 8.32 kw aur.; studio location; and make changes in ant. system.

Actions of Feb. 28

Hennepin B/cg Associates, Inc. and WMIN, Inc., St. Paul—Designated for consolidated hearing applications for new FM's to operate on channel 271 (102.1 mc). ERP 100 kw. ant. height 350 ft. for Hennepin, 370 ft. for WMIN.

WDEA Ellsworth, Maine—Granted mod. of CP to increase nighttime power from 1 kw to 5 kw; change from DA-N to DA-2; and change ant.-trans. location to Newbury Neck Road, 3 mi. southeast of Surry Township, Maine; conditions.

KOZY Grand Rapids, Minn.—Granted license covering increase in daytime power, installation of new trans., changes in ground system, and specify type trans.; condition.

KINS Eureka, Calif.—Granted licenses covering installation of new main nighttime trans.; use of former main trans. as alternate main nighttime trans. at main trans. location; and installation of new auxiliary daytime trans.

KATZ St. Louis—Granted license covering redesignation of auxiliary trans. as alternate night auxiliary daytime trans.

WVJP Caguas, P. R.—Granted license covering change in ant.-trans. and studio location and delete remote control.

WKJB-FM Mayaguez, P. R.—Granted li-

cense for FM.

KTBC Austin, Tex.—Granted mod. of license to operate by remote control; conditions.

WCOV Montgomery, Ala.—Granted mod. of license to operate main trans. by remote control, daytime only; conditions.

KNNN Friona, Tex.—Granted mod. of CP to change ant.-trans. and studio location.

Granted mod. of licenses to reduce aural ERP for the following noncommercial educational TV stations: WAIQ Montgomery, to 22.9 kw; WBIQ Birmingham, to 31.6 kw; WCIQ Mt. Cheaha State Park, to 31.6 kw; WDIQ Dozier, to 10 kw; and WEIQ Mobile, all Alabama, to 23.4 kw; KOED-TV Tulsa, to 2.95 kw, and KETA channel *13, Oklahoma City, both Okla., to 14.8 kw; KUED Salt Lake City, to 25.1 kw; WILL-TV Urbana, Ill., to 9.12 kw; WFSU-TV Tallahassee, Fla., to 19.1 kw; WGTG-TV Toledo, Ohio, to .058 kw; WGTV Athens, Ga., to 49 kw; WOSU-TV Columbus, Ohio, to 43.6 kw; KNME-TV Albuquerque, N. M., to 1.74 kw; KTEH San Jose, Calif., to 4.68 kw.

Granted mod. of licenses to reduce aural ERP to the following TV stations: KPLO-TV Reliance, S. D., to 20 kw; KDLO-TV Florence, S. D., to 20 kw; KOAM-TV Pittsburg, Kans., to 63.1 kw; KCRAT-TV Sacramento, Calif., to 20 kw; (main trans. and ant.), and to 6.46 kw (auxiliary trans. and ant.); WJIM-TV Lansing, Mich., to 20 kw (main trans. and ant.); KHF-TV Austin, Tex., to 85.1 kw; WDSM-TV Superior, Wis., to 20 kw; KOVR Stockton, Calif., to 42.7 kw; and modify aur. trans. (main trans. and alternate driver and main ant.); KTVH Hutchinson, Kans., to 63.1 kw; WJIM-TV Lansing, Mich., to 5.62 kw (auxiliary trans. and ant.); KDAL-TV Duluth, Minn., to 20 kw (main trans. and ant.); WINK-TV Fort Myers, Fla., to 12.9 kw; WTOM-TV Cheboygan, Mich., to 20 kw; WBAY-TV Green Bay, Wis., to 20 kw (main trans. and ant.); WKBW-TV Buffalo, N. Y., to 18.2 kw; KSLA-TV Shreveport, La., to 38 kw (main trans. and ant.); WKAQ-TV San Juan, P. R. to 20 kw KCRG-TV Cedar Rapids Iowa, to 63.1 kw; WSB-TV Atlanta, Ga., to 19.5 kw (alternate main trans. and main ant.); WKRG-TV Mobile, Ala., to 20 kw; WTTV Bloomington, Ind., to 9.33 kw.

Granted mod. of licenses to reduce aural ERP for the following TV's: WLAC-TV Nashville, Tenn., to 15.1 kw; KTHV Little Rock, Ark., to 38 kw (main trans. and ant.); WOOK-TV Washington, to 49 kw; and KHJ-TV Los Angeles, to 22.9 kw and change type aur. trans. (main trans. and ant.).

Granted extension of completion date to WGBS-TV Miami, to Aug. 28 (main trans. and ant.).

Granted renewal of licenses for following main stations and co-pending auxiliaries: KBIG Avalon, Santa Catalina, Calif.; KBIG-FM Los Angeles; KLEI Kaliua, Hawaii; KOQT Bellingham, Wash.; KTOB Petaluma, Calif.; KTVA(TV) Anchorage; KTVF(TV) Fairbanks, Alaska.

Remote control permitted WCSS Amsterdam, N. Y.

Actions of Feb. 25

WCBS New York—Granted licenses covering changes in main and auxiliary ant. systems.

WMRO Aurora, Ill.—Granted mod. of license to operate main trans. by remote control; conditions.

WBCU Union, S. C.—Granted mod. of license to change hours of operation from specified to U.

WAOP Otsego, Mich.—Granted CP to increase daytime power from 250 w to 1 kw; conditions.

WORX-FM Madison, Ind.—Granted CP to install new trans. and ant., increase ERP to 3 kw, and decrease ant. height to 230 ft.

WDHA-FM Dover, N. J.—Granted CP to replace expired permit to make changes in auxiliary ant.-trans. location and in ERP and ant. height; remote control permitted.

WVOZ(FM) Carolina, P. R.—Granted license covering increase in daytime power.

KBEY(FM) Kansas City, Mo.—Granted license covering change in ant.-trans. location, installation of new trans., increase in ant. height and ERP, installation of new ant., and specify type trans.

KDSU(FM) Fargo, N. D.—Granted license covering specification of type trans. and ant.

WBKV-FM West Bend, Wis.—Granted mod. of CP to decrease ERP to 32 kw.

WSWW-FM Platteville, Wis.—Granted mod. of CP to change type trans., increase length of trans. line, install ant., operate on ERP of 3 kw; and increase ant. height to 235 ft.; conditions.

Kessler Mountain Broadcasting Co., Fayetteville, Ark.—Granted mod. of CP to change studio location, type trans. and ant., and ERP to 800 w; remote control permitted.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 3

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	4,038	18	80	369	
FM	1,432	33	214	207	
TV-VHF	471	22	18	218*	
TV-UHF	90	20	78		

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, March 3

	VHF	UHF	Total
Commercial	513*	191	704
Noncommercial	68	67	135

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31, 1966

	AM	FM	TV
Licensed (all on air)	4,034	1,417	556
CP's on air (new stations)	17	37	41
CP's not on air (new stations)	82	210	99
Total authorized stations	4,134	1,664	702
Applications for new stations (not in hearing)	290	173	142
Applications for new stations (in hearing)	70	41	67
Total applications for new stations	360	214	209
Applications for major changes (not in hearing)	208	40	37
Applications for major changes (in hearing)	37	1	7
Total applications for major changes	245	41	44
Licenses deleted	1	0	1
CP's deleted	2	1	0

* Breakdown on UHF and VHF applications not available.

* Includes three noncommercial stations operating on commercial channels.

WABG-TV Greenwood, Miss.—Granted CP to change ERP to vis. 100 kw, aur. 14.1 kw; trans. location to 3 1/4 miles northeast of Inverness; type trans.; make changes in ant. structure; and increase ant. height to 1,080 ft.

*WROH(TV) Rochester, N. Y.—Granted mod. of CP to change ERP to vis. 1000 kw, aur. 200 kw; type trans. and type ant.; trans. location to Pinnacle Hill, Brighton; studio location; make changes in ant. system; and change ant. height to 453.15 ft.

Granted mod. of licenses to reduce aur. ERP of the following TV's: KIRO-TV Seattle, to 63.2 kw; WNDU-TV South Bend, Ind., to 46.8 kw; KHVO Hilo, Hawaii, to 49 kw; KHVH-TV Honolulu, to 5.25 kw; KFYR-TV Bismarck, N. D., to 13.5 kw; KRLD-TV Dallas, to 20 kw (main trans. and ant.), and to 5.25 kw (auxiliary trans. and ant.); WJTV Jackson, Miss., to 63.1 kw (main trans. and ant.), and to 11.2 kw (auxiliary trans. and ant.); KOLN-TV Lincoln, Neb., to 63.1 kw; WRCB-TV Chattanooga, Tenn., to 19.5 kw; KUMV-TV Williston, N. D., to 18.6 kw; KMOT Minot, N. D., to 29.5 kw; WRBL-TV Columbus, Ga., to 20 kw; WHEN-TV Syracuse, N. Y., to 16.6 kw; KORN-TV Mitchell, S. D., to 4.57 kw; KTSM-TV El Paso, Tex., to 17.4 kw; WTVW Evansville, Ind., to 63.1 kw; and KXLF-TV Butte, Mont., to 12 kw.

Actions of Feb. 24

WXVW Jeffersonville, Ind.—Granted license covering increase in daytime power, installation of new trans., change in ant. system, and specify type trans.

KFMO Flat River, Mo.—Granted license covering increase in daytime power, installation of new trans., and specify type trans.

KBUY Amarillo, Tex.—Granted CP to install auxiliary-alternate main trans. at main trans. location.

WNUS Chicago—Granted CP to install auxiliary trans. at main trans. location.

WSTL Eminence, Ky.—Granted license for AM station.

WWJC-FM Superior, Wis.—Granted license for FM station.

WHOA San Juan, P. R.—Granted license covering installation of new auxiliary trans. at main trans. location.

WCBT Roanoke Rapids, N. C.—Granted license covering changes in ant.-trans. loca-

tion and ground system; specify studio location; remote control permitted.

Remote control permitted KDES-FM Palm Springs, Calif.

Action of Feb. 23

Granted renewal of licenses for following main stations and co-pending auxiliaries: KBMC(FM) Eugene, Ore.; KCIN Victorville, Calif.; KJLH(FM) Long Beach, Calif.; KOFE Pullman, Wash.

KDEL Summer, Wash.—Granted license for AM station; condition.

KUAI Elelee, Hawaii—Granted license for AM station; remote control permitted.

KTWD(FM) Spokane, Wash.—Granted license for FM station.

WHLI-FM Hempstead, N. Y.—Granted license covering installation of new ant., increase in ERP, and decrease in ant. height.

WCKW(FM) LaPlace, La.—Granted license for FM station and specify type trans.

KGHO-FM Hoquiam, Wash.—Granted license for FM station and specify type trans. and ant.

KGME-FM Centralia, Wash.—Granted license for FM station.

KETO Seattle—Granted license covering use of present nighttime trans. as auxiliary daytime trans.; remote control permitted.

KERI(FM) Bellingham, Wash.—Granted license for FM station and specify trans. as composite.

*KBVR(FM) Corvallis, Ore.—Granted license for non-commercial educational FM station.

WJKM Hartsville, Tenn.—Granted mod. of CP to change ant.-trans. and studio location.

WANY-FM Albany, Ky.—Granted mod. of CP to change type trans. and ant.

KTHO-FM Tahoe Valley, Calif.—Granted mod. of CP to change ant.-trans. location, and decrease ant. height to 6 ft.

KIFT-TV Idaho Falls, Idaho—Granted mod. of license to reduce aur. ERP to 63.1 kw and modify aur. trans.

Granted CP for new VHF TV translator station to Harriscope Inc., Sheridan, Wyo., on channel 12, to rebroadcast programs of its station KTWQ-TV, channel 2, Casper.

Granted extension of completion dates for following stations: KGAF Gainesville, Tex., to Aug. 30; WWSO Monticello, Fla., to Sept. 8; condition; WJWL Georgetown, Del., to Sept. 15; condition; KFLY-FM Cor-

vallis, Ore., to Aug. 1; condition; WEZY-FM Cocoa, Fla., to Aug. 30; condition; WFOY-FM St. Augustine, Fla., to Apr. 1; WFAC(FM) Mount Dora, Fla., to Aug. 15; WANY-FM Albany, Ky., to Apr. 1; WFMS (FM) Indianapolis, to Apr. 30; WFOR-FM Hattiesburg, Miss., to May 1; WMIV(FM) South Bristol Township, N. Y., to July 1; and WCAS(FM) Knoxville, Tenn., to Aug. 1.

Action of Feb. 21

WBIV(FM) Wethersfield township, N. Y.—Granted CP to install new trans. and ant. and increase ERP to 32 kw; remote control permitted.

Granted CP for new VHF TV translator station to Better Television for Miltonvale, Miltonvale, Kan., on channel 8 to rebroadcast programs of KARD-TV, channel 3, Wichita.

Action of Feb. 15

Remote control permitted WNCT-FM Greenville, N. C., and WEIF Moundsville, W. Va.

Fines

■ Commission granted KATT Broadcasting Corp. short-term renewal of license for KATT(FM) Woodland, Calif., for period terminating Dec. 1, 1966. In so doing, it advised licensee that, except for its extremely poor financial condition, commission would issue notice of apparent liability for unauthorized transfer of control of station in April 1965. It appears that licensee has resumed and retains control at present time; however, short-term license will afford commission early opportunity to re-examine KATT's operations and to determine degree of responsibility which it has exhibited during year. Action March 2.

■ Commission notified Marinette Central Broadcasting Co., licensee of WMAM Marinette, Wis., that it has incurred apparent liability of \$2,000 for failure to reduce power at sunset as required by its operating license. Licensee has 30 days to contest or pay forfeiture. Action March 2.

■ Commission notified Williamson Broadcasting Corp. that it has incurred apparent liability of \$1,000 for operation of WBTH Williamson, W. Va., without properly licensed operator on duty. Licensee has 30 days to contest or pay forfeiture. Action Feb. 24.

■ Commission notified Green Mountain Radio Inc., licensee of WVTR White River Junction, Vt., that it has incurred apparent liability of \$1,000 for numerous violations of rules, including operation by unlicensed or improperly licensed operators, defective modulation monitor, excessive power, and failure to have equipment performance measurements made. Licensee has 30 days to contest or pay forfeiture. Action Feb. 24.

■ Commission notified KTOK Radio Inc., licensee of KTOK Oklahoma City, of apparent liability of \$500 for repeated failure to comply with Sec. 1304 of U. S. Code and commission rules by broadcasting advertisement involving lottery. Since prize was color TV set, chance was drawing, and consideration was requirement to make purchase of milk in order to be eligible to participate, commission found all elements of lottery were present. Licensee has 30 days to contest or pay forfeiture. Action Feb. 24.

Rulemakings

AMENDED

■ By order, commission amended Sec. 73.595 of its rules to bring noncommercial educational FM SCA rule into conformity with comparable Sec. 73.295 relating to SCA operation by commercial FM licensees. Action Feb. 23.

■ By report and order, commission made following changes in FM table of channel assignments based upon proposed rule making and comments filed in Doc 16212: Assigned 240A to Immokalee, Fla., and 261A to Carrollton, Ky.; deleted 300 from Lancaster, Calif., and assigned it to San Clemente; substituted 221A for 276A at Tooele, Utah, and added 278 to Salt Lake City; assigned 261A to Southbridge, Mass.; Substituted 229 for 286 at Carroll, Iowa, 272A for 228A at Cherokee, and 224A for 228A at Algona; Added 221A to Nacogdoches, Tex.; Assigned 252A to Charleroi, Pa., and substituted 257A for 252A at Uniontown and 261A for 257A at Morgantown, W. Va.; and assigned 228A to New London, Wis., and deleted 230 from Neenah-Menasha. Action Feb. 23.

DENIED

■ By order, commission denied request by
(Continued on page 100)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Imaginative sales manager for new fulltime major market Ohio radio station. Fine opportunity. Box B-259, BROADCASTING.

Opening for selling manager. Country and western station in North Carolina. Excellent opportunity for right man. Prefer age 35 to 45. Send all particulars first letter. Box B-268, BROADCASTING.

WJIC Salem, New Jersey, AM under construction, openings: Manager, announcers, engineer, salesmen. Box B-349, BROADCASTING.

Radio station manager for major market group must have successful background in top forty management in a large competitive market. Salary, stock and profit sharing plans. Tops for the right man. Send full details. Box C-44, BROADCASTING.

Sales

Leading good-music AM-FM station in major southwest market seeks top-notch salesman with sales management experience. Right man can earn up to \$30,000. Box M-29, BROADCASTING.

Men-Wives \$8,000-\$15,000 annual commissions selling Radio Community Promotions for national organization throughout United States. Can advance to Campaign Managers—larger earnings. Replies to Box B-204, BROADCASTING.

50,000 watt western station—rock format—rapidly becoming "the station" needs experienced radio salesman. Send actual sales experience past 5 years. If you have stamina and can sell on ideas and are not afraid to hit the pavement regularly you can make money in this market of above 350,000. Draw against commission. Write Box B-275, BROADCASTING.

Professional salesman with proved record but unsatisfied ambitions offered genuine opportunity with nationally recognized leader in Virginia. Box C-16, BROADCASTING.

Background music salesman. National corporation wants a good salesman to head St. Louis operation. No age requirement, but must be a self-starter with a proven sales record and plenty of experience. Salary plus liberal commission. Box C-18, BROADCASTING.

Those presently in the midwest interested in a top Missouri small market sales opportunity write to Box C-24, BROADCASTING.

Salesman for major market deep south station. Unlimited opportunity for person with good character and proven sales record. Box C-48, BROADCASTING.

Wanted—young sales manager for small aggressive Ohio station. Good working conditions and incentive plan. Box C-52, BROADCASTING.

If you are a mature, sincere & experienced salesman you'll find a secure sales position with this regional 5 kw AM and 50 kw FM in the heart of the midwest. We are the top billing station in our market and a protected and active account list will put you high in the 5 figure bracket. Our unique arrangement permits you to set your own income bracket. Complete resume, photo, employment character & credit references to Box C-70, BROADCASTING.

Salesmen with imagination and ambition needed for new Toledo, Ohio fulltime radio station. Fine opportunity Box C-93, BROADCASTING.

Sales—(Cont'd)

San Francisco bay area. Station dominant Negro market, also strong general rating, has opening for aggressive, experienced salesman. Strong retail. Good guarantee and commission, expect you to earn five figures in year. Send resume immediately to Walter Conway, General Manager, KDIA, 327 22nd Street, Oakland, Calif.

WAZY-AM-FM needs immediate replacement for salesman resigned to join family business. He made \$1,200 in December. You get his on-air accounts plus active list, guaranteed salary, commission, car allowance. 70,000 two-station hot radio market, soon metro. Sharp, modern, mature station. Best selling, production tools. More you make, better we like. Booming Lafayette, Indiana, 477-1410.

\$10,000 a year guarantee to start if you can produce. Top 40 station in Washington, D. C. market. Must have record as dynamic producer. Personal and business references will be thoroughly investigated. Send resume, current picture and references to Harry Averill, WEAM, Arlington, Va.

Solid future for solid salesman—assistant manager. WHRT, Hartselle, Alabama. Call Mr. Newman 205-773-2558.

Central California contemporary has ideal opening for sales dj combination. Permanent man with family desirable. Call 209-584-4466.

Announcers

Imaginative talent for new Ohio major market fulltime radio station. Send tape. Box B-4, BROADCASTING.

Country and Western—1st phone announcer. Must be adult with minimum three years experience. Have flexibility to run Pop adult type music show also. Central Illinois full-time operation is looking for man who wants good future in medium-size growing market. Start at \$125.00. Many other extras. Send complete resume, photo, tape to Box B-188, BROADCASTING.

Immediate opening for experienced staff announcer. Good opportunity for advancement. Play by play experience helpful. Northeast Texas. Box B-265, BROADCASTING.

Sports—Radio and TV operation. Send VTR or SOF along with resume and salary requirements to Box B-282, BROADCASTING.

Small midwestern station needs announcer with 3rd class ticket. Send tape, photo and resume with salary requirement. Box B-289, BROADCASTING.

Announcer with ability to sell and gather local news needed by small market station in Missouri. Must have 3rd class ticket. Include background and photo in first letter. Ability to type and write good copy important. Box B-290, BROADCASTING.

Top-rated modern station, long established in Southwest, has opening for first-class dj who can talk to grown-ups. Newsmen also for award-winning desk/mobile department. Exceptional opportunity for good men to join low-turnover organization in one of nation's first 70 markets. Tape, resume, salary desired, to Box B-297, BROADCASTING.

Newscaster, dj—for southwest metropolitan. Excellent security. Salary open. Send tape and resume. Your tape will be returned. Box B-304, BROADCASTING.

Midwest NBC Affiliate needs experienced mature voice to handle air shift, write some copy. Adult music format. Good salary. Send resume to Box B-307, BROADCASTING.

Announcers—(Cont'd)

New Jersey—if you are an announcer able to deliver news & commercials in a friendly, relaxed manner send tape and resume. Interview required. Box B-315, BROADCASTING.

Immediate opening—1st phone announcer for midwest fulltime. Tape, photo in 1st letter. Box B-316, BROADCASTING.

Experienced announcer-salesman for 5kw, plus FM, in Virginia. Must be sober-dependable. Good sales area... good working conditions. Send tape, sales experience, picture and other details. Immediate opening. Box B-347, BROADCASTING.

Wanted: 2, single dj's—travel—adventure—over ½ million listeners—opportunity—immediate—Send pix, resume and tape to Box C-5, BROADCASTING.

CW morning man for top 50 format. Looking for man who wants good future in middle size northeastern market. Salary open. Many other extras. Send complete resume and tape to Box C-8, BROADCASTING.

Announcer, experienced, for 5000 watt eastern station with middle-of-the-road format. We are the No. 1 station in a medium size market. Good salary and insurance. If you would like to associate with a successful radio station, write Box C-12, BROADCASTING.

Openings for two staff announcers for radio-Television operations. One must have experience in sports coverage. Progressive medium market. Good salary and benefits. Box C-22, BROADCASTING.

A good midwestern announcer wanted by a high quality Missouri station. Your ability determines salary. Send resume and tape to Box C-25, BROADCASTING.

Wanted: 2, single dj's—travel—adventure—over ½ million listeners—opportunity—immediate—Send pix, resume, tape to Box C-34, BROADCASTING.

Major midwest NBC affiliate wishes to add a new air personality to its staff. Finest working conditions and fringe benefits. If experienced and ability qualify you for this job, send complete resume, aircheck (tape) and photo 1st letter to Box C-42, BROADCASTING.

Experienced announcer for music-news station in deep south major market. Send complete details. Box C-49, BROADCASTING.

Eastern Virginia—Announcer for AM-FM middle of the road format. Will handle morning shift and must be bright, happy sounding. Send tape, resume, picture and salary requirements with first letter. Box C-54, BROADCASTING.

Wanted: 2, single dj's—travel—adventure—over ½ million listeners—opportunity—immediate—Send pix, resume, tape to Box C-58, BROADCASTING.

Three entertainers; happy, bright, warm, experienced, disc jockeys needed for metro Carolina top 40 station. Good money, excellent future, wonderful living conditions. For your best move write Box B-72, BROADCASTING.

Helicopter pilot—mechanic, capable of announcing radio station traffic reports. Maintain and fly new Hughes 200 Deluxe. Box C-80, BROADCASTING.

Announcers—(Cont'd)

Wanted: Experienced announcer for good music station in southeastern Michigan. Excellent working conditions, fringe benefits. Immediate opening for right man. Must have good knowledge of music and news. Send tape, resume to Box C-88, BROADCASTING.

Negro programed AM-FM station in mid-west seeking qualified program director and two experienced announcers. Write Box C-89, BROADCASTING.

Top forty personality for top rated N.E. station. Send tape, resume, photo to Box C-92, BROADCASTING.

Announcer with experience in continuity, play-by-play, sales or news. KLTi, Macon, Missouri.

Needed soon—first class engineer-announcer. Mostly announcing. Rush tape, resume and salary requirements to Manager, KMAQ, Maquoketa, Iowa.

Experienced announcer for morning shift. Do some servicing of established accounts. Can attend local four-year state college. Bill Bigley, General Manager, KVMA, Magnolia, Arkansas.

Three station group adding announcers, newsmen, salesmen. Contact Bill Tedrick, KWRT Radio, Boonville, Missouri.

C/W format. 5-kw fulltimer in bright market needs true C/W man to P.D. and work Bd shift. Selling too, if you like! Give complete info. to Ed Dahl, KXGO Fargo, N. D., 405 S. 7th St.

Immediate opening for experienced staff announcer. Send tape, resume to WASA, Havre de Grace, Maryland.

Immediate opening for experienced announcer . . . middle of the road format . . . endorsement of 3rd ticket required . . . Contact Manager, WATM, Atmore, Ala. . . Tel. 368-2128.

Wanted—1st class combo man for middle of the road music, network station. No rock. Experience a must. Top pay for right man. WBNR Beacon, N. Y.

Opening for morning man, capable of news, sports and announcing. Permanent position. Send tape and resume. WDDY Gloucester, Virginia.

Suburban Chicago, combo, 1st class license, permanent, open now. Send complete information and tape to WEAU Evanston, Illinois.

Immediate opening for staff announcer. 40 hour week. Send tape, salary expected and references to William M. Winn, Program Director, WESB Bradford, Pa.

WFIX Huntsville, Alabama has opening for mature, experienced morning announcer for adult format. Established, progressive station in fast growing space center assures good future. Send tape, resume and photo or phone Dave Daughtry 205-534-5641.

Washington, D. C. metro area is first ranked. WHMC has immediate opening for bright experienced announcer with 1st phone. Executive advancement. Send tape, transcript & references, 207 Brooks Ave., Gaithersburg, Md.

Knoxville, Tennessee, WIVK Country music, soon to be 50 kw. Announcer-salesman needed to replace good man who has been drafted. No Cornball. Send complete information on announcing and sales to James A. Dick, Owner-Manager.

Central New York directional daytimer seeks an announcer with 1st ticket (a must) that can do maintenance and take over as chief engineer. Send full particulars with tape to John Dempsey, P.D., WIZO Radio, Johnstown, New York. Station ready to go FM fulltime. Air work necessary.

WJBC Radio in Bloomington, Ill. has opening for experienced and creative top flight announcers. If you are interested in working for a full time established station with network affiliation send resume and tapes to Don Newburg, WJBC, 209 E. Washington, Bloomington, Ill.

Announcers—(cont'd)

New station, Waupun, Wisconsin serving entire Fon du Lac area on a clear channel, now staffing. Young promotional minded management wants three bright and happy announcers to play bright and happy contemporary music. You will be program director, news director and chief engineer. Pay is exceptional but so is the amount of work. Target date—May 28. Plan now. Mail resume and tape to WLKE Waupun, Wisconsin.

Immediate opening for experienced announcer with 1st phone. Send tape, resume, WMIR Lake Geneva, Wisconsin.

Experienced morning personality announcer for Cordele. Salary open. First class engineer, no experience required for Albany. Bill Goodson, WMJM Cordele, Georgia.

Announcer 1st phone for locally owned AM-FM station, good working conditions, morning & early afternoon shifts. Sports and/or sales possible. Send tape, resume, WMRI, 820 South Pennsylvania St., Marion, Indiana.

Suburban Cleveland adult music station has immediate opening for mature, experienced announcer with 1st phone. Salary open. Send resume and tape to Mr. Lee, WPVL, Painesville, Ohio or call for audition.

Immediate opening for experienced announcer with first phone. Send tape, resume, WSWW Platteville, Wisconsin.

Immediate opening, announcer, 3rd phone. Call WTRE, 812-663-3000.

Announcer with 1st ticket. Call MA 2-7788, Collect in Tucson.

Experienced announcer with 1st phone to handle established all night show. Call Frank Teas, 603-882-1599.

Need top morning man, minimum three years experience in top 40 operation, between ages 23 and 30. College preferred but not essential if qualified otherwise. Must have good, mature voice. Phone 355-1562 ask for Jim Mack, Jackson, Miss.

Need immediately—1 experienced announcer and one announcer/newsman. Both positions require 3rd, held by settled, mature type, individuals. University town, western New York. Call Donald Novelli, 716-672-2157.

Announcer-salesman with 3rd ticket. New FM. Base plus commission. Send references and resume to P.O. Box 519, Michigan City, Indiana 46360.

Central California contemporary needs mid-morning man. Above average pay for the market. Call 209-584-4466, 1st ticket only.

Technical

First class technical men wanted for Eastern AM expanding into CATV. Growth opportunity with a solid future. Liberal fringe benefits. Box A-4, BROADCASTING.

Wanted: First class ticket, strong on technical, some announcing, 5000 watt daytimer, resort area, northern Wisconsin. Box B-190, BROADCASTING.

Engineer wanted for midwest broadcast consultants office. Knowledge of math and drafting required. Send resume. Box B-194, BROADCASTING.

Engineer wanted: Stable 1st phone engineer wanted immediately to fill staff vacancy. Send references and background to Box B-291, BROADCASTING.

Combination announcer-chief engineer. Top 50 market. Permanent position. Send tape. Box B-303, BROADCASTING.

Engineer for studio and transmitter duties. 1st class license necessary. Interview desired. Send resume with first letter to Box C-4, BROADCASTING.

Midwest radio/TV station needs technician with first class phone license. Will give consideration to tech or military school graduate without broadcast experience. Salary based on experience. Permanent position. Airmail resume and photo to Box C-11, BROADCASTING.

Technical—(Cont'd)

1st phone engineer for combined transmitter shift and operating console for FM programming at 5 kw AM and 50 kw FM stereo station in mid-Atlantic, University city. No announcing required. Car necessary. Salary open. Box C-19, BROADCASTING.

Chief engineer for North Carolina AM-FM. Must be thoroughly experienced and capable of maintaining equipment in perfect condition. Box C-50, BROADCASTING.

Chief engineer wanted by excellent, established, Illinois fulltimer, part of expanding, prestige 8 station group. Permanent position, starting salary \$160, top employee benefits, advancement opportunities. In return will take charge of high class technical equipment, do installations, maintenance. Write in detail about education, experience, references to Box C-71, BROADCASTING.

Negro programed AM-FM station in mid-west seeking chief engineer with directional experience. Write Box C-90, BROADCASTING.

Needed soon—first class engineer-announcer. Mostly announcing. Rush tape, resume and salary requirements to Manager, KMAQ, Maquoketa, Iowa.

WCOA Pensacola, Florida, 5,000 watts non-directional daytime with 5,000 watts three towers directional array at night, AM & FM seeks permanent qualified professional chief engineer. All new equipment. Send references, resume and requirements.

First phone for AM-FM maintenance and production. Experienced chief will train. Contact Chief Engineer, WGEE Radio, Indianapolis, Indiana.

Engineer . . . 1st class . . . salary open. Good man needed now for transmitter-maintenance. WIBV Belleville, Illinois.

Immediate opening for chief engineer. Expanding with FM addition in Spring. Send complete details, resume, references, WSWW, Platteville, Wisconsin.

Chief engineer wanted at once, AM-FM. Muzak. Be your own boss. Best growth opportunity in the country. Young company, 25 year old NBC station. Call Ken MacDonald collect . . . Pleasant 2-8161, Saginaw, Michigan.

Immediate opening—Chief radio-TV engineer. Write or phone: H. W. Meager, Detroit Public Schools, Detroit, Michigan, Area code 313-833-7900.

News

Newsman . . . Station in major New York state market restaffing news department. Needs four newsmen with writing ability and good delivery. Rush air check and resume. Box C-55, BROADCASTING.

Develop modern local news bureau, UPI audio and wire for #1 1 kw daytime good music station. Sarasota, Florida. 200,000 market. Writing, tape samples, references. Box C-56, BROADCASTING.

Immediate opening for aggressive, experienced newsman capable of gathering, writing and delivering news on number 1 station. Send tape, complete resume and salary expected. Box C-87, BROADCASTING.

Experienced radio newsman ready to be part of aggressive radio-TV news department. Must have good voice plus delivery to match pace format. Rush news tape, newscopy samples, resume to Ron Russell, WHYN Springfield, Massachusetts.

Newsman-immediate opening for experienced reporter and writer with authoritative on the air delivery—morning shift. Also immediate opening for TV newsman and some radio. Send tape, & picture to or call Walt Wilson, News Director, WIMA RADIO & TV, 419-223-2060, Lima, Ohio.

Production—Programming. Others

Program director for major market deep south station. Ability to handle production and public affairs necessary. Box C-51, BROADCASTING.

Production—Programing, Others

Continued

Operations manager for top forty major market group station. Must be experienced and successful promotion, music and format execution. Send complete details. Box C-45, BROADCASTING.

Program director with good voice & personality. Adult programing, good salary. Shenandoah Valley of Virginia, within 75 miles of Washington, D. C. Box C-78, BROADCASTING.

Immediate opening for a good middle of the road program man with first ticket. If interested, phone manager, WGAI, Radio Station, Elizabeth City, N. C. 335-4371.

Are you an idea man? Can you gimmick up a station with audience-getting promotions? Can you produce selling spots using station talent and sound libraries? Can you increase station ratings with one hard hitting promotion after another? If so, you're our man! We want an ambitious, young man seeking to establish himself, but we want evidence of your past successes. The OK Group Stations are Negro programmed, but we do not necessarily require Negro station experience. Hard rock and top 40 experience would be helpful but ideas, imagination and enthusiasm most important. Salary is open with a sizable bonus if you produce ratings and increase billings. Openings in two OK Group Stations. Send details resume including past earnings and photo. The OK Group, 505 Baronne Street, New Orleans.

Program director, leading southwest Louisiana station, modified top 40; announcing, supervising, and logging experience essential. Resume, photo and tape, P.O. Box 3030, Lafayette, Louisiana.

RADIO

Situations Wanted—Management

Looking for a shirt-sleeve working manager who has had 30 years of managerial experience? I've run local, regional and 50 kw stations and my record is top-rated. Well acquainted nationally. Excellent industry references. Salary no object. Write Box B-331, BROADCASTING.

Responsible broadcaster with excellent sales management record. Ability, integrity, accomplishment. Desires permanent relocation. Prefer midwest, northwest, southwest station with sales and rating problems. Willing to accept responsibility and grow with you. Alert programmer. Number one morning personality in top 10 market. Age 35. Family man. Financially responsible. Willing to discuss stock-ownership possibilities. References. Seeking solid opportunity. Five figure salary with incentive and bonus. Write Box C-2, BROADCASTING.

Final move! 20 years sales and manager. Clean cut, family, college, references. Box C-7, BROADCASTING.

General Manager. Exceptionally strong sales. Married, 41, college. Box C-13, BROADCASTING.

Want start as manager. Engineering, announcing, sales & copywriting background. 1st phone, maintenance . . . married . . . not floater . . . 5 years experience. Box C-26, BROADCASTING.

Station owners: Tired of making other peoples investments grow. Will run your station for livable salary plus yearly bonus, based on profits, in stock or ownership. Box C-33, BROADCASTING.

Proven major market manager available for toughest assignments. Young, experienced, excellent sales, program, management background. Top 15 markets or equity arrangement desired. Box C-41, BROADCASTING.

Employed small market manager desires change. Experienced all phases. First phone. Family man. Excellent references. Box C-47, BROADCASTING.

Announcers

DJ, tight board, strong news, commercials, happy sound. Box B-266, BROADCASTING.

Top minor baseball announcer desires market that will add other major sports. Minimum-baseball, college or pro basketball, and football. Best references. Box B-258, BROADCASTING.

Enthusiastic, happy top 40 swinger! First phone—draft free. Experienced in production and programing. Present station switching formats. Box B-320, BROADCASTING.

Negro announcer/newscaster/dj. Experienced 3rd phone will relocate. Not a floater. Family man. Box B-323, BROADCASTING.

Family man—experienced announcer desires news position—prefer dry climate—call 713-756-5080 or Write Box C-3, BROADCASTING.

Top voice, style, announcer-salesman, 12 years experience, now working medium market, desires move to permanent position, prime market only. Box C-10, BROADCASTING.

Disc-jockey, young, ambitious, tight board, happy sounding. Box C-14, BROADCASTING.

1st phone announcer wants night shift while attending college. Have top 30 market experience. Draft Free. Box C-20, BROADCASTING.

!!!Talent!!!—Box C-21, BROADCASTING.

Professional. Over decade in industry. Authoritative newscasts. Talk show style. Good production. Desire permanent position. Will relocate. Married. Available now! Box C-23, BROADCASTING.

El Paso, Albuquerque, Tucson, Phoenix! Staff announcer/sportscaster with two years announcing experience, B.A. speech, seeks permanent career opportunity with good music-information stations. Will contact you for interview. Box C-27, BROADCASTING.

Top rated—top 40 dj. Medium market wishes to relocate. Box C-28, BROADCASTING.

Proven recipe . . . Start with major market top-40 jock . . . add experience, first phone, mix with originality, dependability, versatility, maturity . . . then write Box C-30, BROADCASTING for amazing results.

Florida only, 1st phone dj-salesman looking for chance to make money in announcing-sales job. Box C-31, BROADCASTING.

Experienced news and disc man. Good remote and heavy air sell. First phone, Iowa or South Dakota. Excellent references. Box C-32, BROADCASTING.

First phone—experienced in/and good at Rock or middle of road. Also good maintenance man, want to locate in Pittsburgh or Pa. area. Single, draft free, and intelligent. Write Box C-38, BROADCASTING.

1st phone, top 40 jock. Experienced. Small to medium market. Prefer California or northern area. Available immediately \$100 wk. Box C-59, BROADCASTING.

Award-winning announcer-writer-production specialist currently working in top ten market seeks night work. Box C-63, BROADCASTING.

Working PD . . . Top personality . . . specialist in showmanship . . . Past ten years major market 50 kw . . . Laughable, loveable guy heckled by own cast of characters. Now successfully programing modern country, top forty style, but strong on rock and mid road. Production specialist, network quality delivery . . . Degree . . . first phone . . . family man. Seeking stability . . . major markets preferred. Ready for a creative Pro? Let's talk. Box C-65, BROADCASTING.

Announcer, with copy, traffic, production, and news experience. Would like job with medium market radio station. Two years with present station, five years with head company. Tape and resume on request. Box C-66, BROADCASTING.

Need summer replacement? College student desires 3 month position—experience as top 40 jockey, newsmen, and play-by-play baseball. Third class. Salary no object. Prefer East. Box C-74, BROADCASTING.

Announcers—(Cont'd)

Quality permanent community man for quality local station in South, available June. Outstanding education, experience, veteran. Box C-76, BROADCASTING.

Announcer first phone, experienced, seeking top forty format. Presently employed. Box C-79, BROADCASTING.

First license—ten years. Experienced announcer. Part time near Washington. 703-548-1429 after seven or Box C-86, BROADCASTING.

Third phone, endorsement, DJ announcer, newscaster, broadcasting school graduate seeking first position. Married, will relocate. Call Johnson after six 312-638-4097.

Femme Fatal—Traffic-copy-air work—first phone—one year experience. All 50 states. Sydney Winslow—5419 #26 Birdwood, Houston 35, Texas. MO 6-1995.

Hello world. Listen to the Blues of Gabriel, 15 years experience, 3rd phone R&B, dj. 5616 Enright, Apt. 401, St. Louis, Mo.

Attention California—1st phone wants to locate in Los Angeles or vicinity. 3 years experience. Some announcing experience. 23 years old. 100% dependable. Opportunity first, salary second. Will pay own expenses. Write P.O. Box 2785, Spartanburg, South Carolina.

Announcer/dj 3rd endorsed. Exp. M.O.R. Chris Borden grad. Willing relocate east, Owen Alexander 916-243-7872.

Part-time or summer man Pittsburgh, Pa. only. Some experience. 3rd phone. William Pierson, 2128 Elmore Sq., Pittsburgh, Pa. 15219.

Technical

Experienced maintenance engineer, middle aged, 1st phone needs permanent position, reformed drinker, no announcing, references. Box C-29, BROADCASTING.

1st phone man experienced, presently employed. No announcing, looking for a day-timer. Box C-46, BROADCASTING.

Chief engineer, has know how in experience on maintenance, installation and construction with AM directionals also FM. Will travel at own expense for interview. Resume and experience backed by top references. Box C-81, BROADCASTING.

First phone, past 8 years as C.E. No board work please, DA exp. non. Anthony Ostopp, P.O. Box 808, Hopewell, Va. 23860. Phone 458-7083.

News

News director . . . 15 years-all phases organize and build profit making news. \$700 minimum. Box C-67, BROADCASTING.

Top news & commercial announcer on N.Y.C. station. Forced to move. Changing format. Family man, also interested in TV. Box C-68, BROADCASTING.

Production—Programing, Others

Sports director or sports-news combination position in east or midwest. Some TV experience. Box B-203, BROADCASTING.

Baseball announcer. Live or ticker. Triple A experience. Excellent audition and references. Box C-53, BROADCASTING.

Award-winning announcer-writer-production specialist currently working in top ten market seeks night work. Box C-64, BROADCASTING.

Professional sportscaster desires Minor League baseball—College sports. Box C-77, BROADCASTING.

Remote? Studio? Experienced director-producer commercial & ETV. Box C-96, BROADCASTING.

Creative program director for personality top 40 operation—major or medium market. Authority plus responsibility a necessity. Top rated. Best references. Bob Christensen . . . 716-833-2901.

TELEVISION

Help Wanted

Technical

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-99, BROADCASTING.

Chief engineer — northcentral U.S. Experienced, preferably married. 5 figure salary potential. Experience required in VTR & G.E. transmitter. Fringe benefits. Send complete resume & salary expected. All inquiries confidential. Box B-254, BROADCASTING.

Chief engineer needed immediately for new station in major eastern market. Top pay for man thoroughly experienced in systems planning, installation, maintenance and transmitter. Send complete info to Box C-1, BROADCASTING.

Southern VHF network affiliate with expanded facilities, needs two qualified engineers. VTR, color film operation, maintenance experience helpful. The men we need have TV station experience and are strong on X-mitter and studio gear operation. Salary and benefits attractive for top applicants. Send full details to Manager, Box C-15, BROADCASTING.

Chief engineer to design and operate new UHF station in ideal midwest community. Exceptional freedom and work situation. Box C-43, BROADCASTING.

Chief engineer. Excellent opportunity available for graduate engineer with three or more years in television engineering to assume complete responsibility for the technical operation of a station that is part of a major group operation. We will offer excellent starting salary and complete fringe benefit program to a person under age forty who is a registered professional engineer and has a strong administrative and television engineering background. Send detailed confidential resume including salary requirements to Box C-62, BROADCASTING.

1st class engineer — Call Chief Engineer, KCND TV, Pembina, North Dakota 58271, 701-825-6292.

Studio technician with first phone. Send resume to Leo W. Reetz, Chief Engineer, KCRG-TV Cedar Rapids, Iowa.

Experienced 1st class TV-radio engineer for University FM radio and TV stations. Call or write William Leutz, WBGU-TV, Bowling Green, Ohio. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

Washington, D. C. UHF now in final construction needs TV experienced 1st class licensed technicians for studio and transmitter equipment installation, construction and maintenance duties. Experience with solid state technique desirable. Good starting salary plus benefits. Send resume or phone D. Kilbrith, D.E., WDCA-TV, 5202 River Rd., Washington 16, D.C. 301-654-2600.

Custom Television equipment manufacturer has immediate openings for construction and service. All levels. Good pay and many special benefits. Bionic Instruments, Inc., 221 Rock Hill Road, Bala Cynwyd, Pennsylvania, (near Philadelphia) TE 9-3250, Mr. Latif.

First class engineer, under 30, with some studio and transmitter background. Send resume and photograph to Box 1503, Missoula, Montana, % Chief Engineer.

Vacation relief—Several temporary broadcast-technician positions available in late April at our stations in Ohio and Indiana. Consideration will be given to those people selected for these jobs for regular full time employment as opportunities arise. Applicants must have a first class FCC license and minimum of one year experience in studio or transmitter operations or equipment maintenance. Excellent starting salary. Send detailed resume to Personnel Department, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

Technical—(Cont'd)

Experienced engineer for AM & TV. Send resume & recent photo to Chief Engineer, WFSU-TV, Florida State University, Tallahassee, Florida.

Television technician for new communication center on campus of dynamic, expanding mid-western university of 11,000 enrollment. Complete benefit program. Experience in closed-circuit and broadcast engineering. FM and IO TV. Person competent in VTR. First class FCC license required. Maximum age 55. Contact William R. Freed, Personnel Officer, Room 8, Administration Building, Ball State University, Muncie, Indiana.

Television engineer for closed-circuit ETV network with UHF broadcast plans in near future. 1st phone & 3 years experience necessary. Starting salary \$500/month. Send resume to Mel Chastain, Program director—ETV, Texas A&M University, College Station, Texas 77843 . . . 846-8831 (713)

News

Assistant news director experienced self-starter for mornings. Must know 35, 16mm, be able to gather, write, air. College. Rocky Mountain VHF. Box B-313, BROADCASTING.

We need good on-the-air newsmen who can write, who can report and who can deliver news authoritatively. The right man can be our news director. We are expanding in both news and public affairs, but we have the time to do it and are not rushed, need full information, including picture, kinescope or tape to Box B-328, BROADCASTING. A personal interview will be arranged at a later date.

Newsman immediate opening for experienced reporter and writer with authoritative on the air delivery—morning shift. Also immediate opening for TV newsmen and some radio. Send tape & picture to/or Call Walt Wilson, News Director, WIMA Radio & TV, 419-223-2060, Lima, Ohio.

Production—Programing, Others

Scenic designer needed. Position opens April 7 in nation's third market. Must be proficient in rendering, shop drawings. Demanding schedule of live production and syndicated taping in color requires talented party to fill position. Salary open. Send resumes to Box B-294, BROADCASTING.

Program manager — Group owner seeks younger person with heavy creative program and production experience and proven administrative ability. Excellent salary and benefits program. Send confidential detailed resume of experience and salary history to Box C-35, BROADCASTING. An Equal Opportunity Employer.

Midwest group-owned VHF will add production supervisor to handle major portion of live production. We have talented creative group but currently lack the person to execute our plans for programs and commercials during afternoon and evening. You'll like the living conditions and benefits. Tell us about your training, experience and ambitions in a letter to Box C-57, BROADCASTING. Our employees know of this ad.

Take charge man with good background needed for brand new station in major eastern market. Must be able to create and develop saleable shows. Some experience in film purchasing helpful. Top pay for man to fill immediate need. Send complete background info to Box C-85, BROADCASTING.

Promotion director for southern market VHF TV station. Opportunity for top second man in large operation. Send resume. Box C-91, BROADCASTING.

Instructor—Radio-TV-Film experience, master's degree desirable; \$6750 minimum for 9-month year; duties include basic course teaching and FM station supervision. KSDB-FM, Kansas State University, Manhattan, Kansas.

Wanted: Operations manager. Must be able to take charge of producing and directing UHF, with 99% local programing. Unusual challenge. Phone 301-424-9292.

TELEVISION

Situations Wanted

Management

Currently program manager top 20 market. Twelve years, all phases, small-medium-large markets. Must move to dryer climate for child's health. Mountain west, northwest, southwest. Box B-342, BROADCASTING.

Responsible broadcaster with twenty-three years experience, last fifteen in management of radio and television, seeks new management opportunity. Resume available. Best of references. Box C-75, BROADCASTING.

TV Sales management position with challenge. My proven experience with result getting presentations plus regular staff training assists regional, increases your local sales picture quickly. Solid business and personal background. 10 years of rewarding experience, employed, TV. Write Box C-95, BROADCASTING.

Sales

Experienced, personable, and successful television salesman desires opportunity in southeast. Resume on request. Box C-73, BROADCASTING.

Announcers

Announcer: 17 years radio, would like TV. Box 103, Peru, N. Y.

Technical

Director of engineering—Currently in charge of AM, FM, TV group. Extensive experience in broadcasting, automation and related fields. Desires position with similar responsibilities. Box B-346, BROADCASTING.

NEWS

Responsible broadcast journalist, employed major northeast television, desires news management, minimum newscasting. Experienced, family. Box C-39, BROADCASTING.

Production—Programing, Others

College grad, 23, married, seeks chance to direct. Broad background, solid news experience. Can double as newsreel cameraman, film editor, writer, etc. California or southwest preferred. Box C-37, BROADCASTING.

WANTED TO BUY

Equipment

We need used 250, 500 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Turbide St., Laredo, Texas 78040.

Field strength meters, R-F Bridge, 50-250 mc. Any used FM equipment. Write to Disan Engineering Corporation, Box 589, Nowata, Oklahoma.

Need 5,000 watt AM transmitter . . . good condition only . . . KHIL . . . Willcox, Arizona.

Rust remote control unit model 108-1A in good condition. WGBF, Box 485, Evansville, Indiana, Telephone 812-477-6126.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-And, 440 Columbus Ave. N.Y.C.

Parabolic antennas 6' aluminum complete with dipole and 4" pole mounting bracket. 1750 mc \$125.00 complete. Tuned to 850 mc \$175.00 complete. S. W. Electric Co., Phone 415-832-3527, 24th & Willow Streets, Oakland, Calif.

FOR SALE—Equipment

Continued

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCAST-ING.

Write, Call or wire about information covering trade-in used tape cartridge equipment of all makes. Sparta Electronic Corporation, Box 8723, Sacramento, California. 95822, 916-421-2070.

Self supporting 238 ft. insulated Truscon tower and RCA FM Pylon antenna 97 to 108 mc. Power gain six times. Dismantled \$7,250.00. WWLA, 518 State Street, La-Crosse, Wisconsin. Telephone 608-784-7373.

For sale: Completely factory reconditioned Gates ST-101 spot tape machine with remote controls. Contact Charlie Brewer or Lee Raines at WHIN Gallatin, Tennessee. Telephone 452-4747.

Two Ampex VR 1002 video recorders—completely equipped for direct color. One also equipped with Editor and Editec. Both have Amtec, Colortec, SS MDA's, SS processor, 05 intersync. Low hours both units. For details contact: Chief Engineer, LOGOS Teleproduction Center, 3620 South 27th Street, Arlington, Virginia or call area code 703-671-1300.

5 kw Collins AM transmitter 1460, 250 watt composite. Three 170 ft. self supporting towers with lighting. Phaser on 1460. Antenna tuning units. Phase monitor modulation monitor, limiting amplifier. Condition: Fair to good. Ike Lee, WMBR Jacksonville, Florida.

AMPEX authorized repair center—Repair and rebuild all Ampex professional equipment, including heads. Forty-eight hour service on most repairs. All work guaranteed. Free estimates. New and used equipment for sale. Accurate Sound Company, 15 North Tyler, San Angelo, Texas AC 915-949-1904.

FM transmitter, RCA 5 kw, 3 years old, perfect condition. Obtained in trade for CCA 10 kw FM. Available in 90 days. Best price above \$6,500.00. Contact Bernard Wise, CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey—609-456-1716.

SKW Standard Electronic FM used 3½ years. Also matching stereo generator. WKLS, Atlanta.

For sale: Altec 670B microphone, new—broadcast quality. Pressure, cardioid, ribbon patterns. Phone 617-369-5116 eves.

Two complete Gates CB-510 16 inch turntables with Gray arms, cartridge, preamps contained. Like new . . . \$250.00 each. Box C-40, BROADCASTING.

Like new Sparta console with 2 cartridge units custom desk. Bargain. Phil Crenshaw, 1202 Texas Ave., Lubbock, Texas.

Must dispose: RCA TF 12 AHP super turnstile high frequency transmitter antenna. A-okay condition. For details and your offer. Box C-61, BROADCASTING.

RCA type TT5A low band television transmitter, will convert to accepted type air cooling. Economically priced and excellent for color operation. Green Eng. Co., South 3711 Latawah, Spokane, Washington.

Buy with confidence from the complete source of used equipment. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tenn.

Commercial Crystal and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders; regrounding, repair etc. BC-604 crystals; also service on AM monitors and H-P 355 BFM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electric Company. Box 96, Temple, Texas.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

MISCELLANEOUS

Continued

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog. Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N. Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

"BROADCAST GUIDES"—Technique, finances! DeeJay, newscasting, copywriting. "Teknitate" coaching, beginners, professionals. Broadcast Guides, 678 Medford, Patchogue, New York, 11772.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 433 Saint Charles. New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 16, June 15, August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW. Washington 1, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Mar. 14—Apr. 18—May 23—June 27. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programing, first phone, all phases electronics. Thorough. Intensive practical training. Methods and results proved many times. Free placement service, Allied Technical Schools. 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

F.C.C. First Phone—plus—250 hours theory & practical application. 6 weeks \$345. Rooms \$10.00 a week, on campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

INSTRUCTIONS—(Cont'd)

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

New England's only 10 week, First Phone course. Classes offered eves, so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Starting dates: May 2, Sept. 6. Write to: Northeast Broadcasting School, 883 Boylston Street, Boston, Mass. 02116.

Voice improvement by famous teacher. Home-training. Free literature. VOICE-CRAFT, 1709-B Fremont, Madison, Wisconsin 53704.

First Class License. Ten week course. 350 hours theory, lab and practical training. \$395. Atlanta School of Broadcasting, 52 11th Street, N.E., Atlanta, Georgia.

Exceptional correspondence course in broadcast radio now available from a unique organization. Highly specialized—low in cost. Send 25¢ for particulars (refundable). The Willard Foundation, P. O. Box 1049, Washington, N. C. 27889.

RADIO

Help Wanted—Announcers

Talk Personality

Top rated eastern station wants news oriented talk man. Excellent 5 figure salary, ideal working and living conditions. Rush tape & resume to

BOX A-278, BROADCASTING.

MORNING MAN

RADIO NOW—TV COMING

Midwest Metro Market #1 Top 40 Station needs personality for morning shift and offers TV opportunity in near future. Salary open. Send tape, resume and picture to

Box C-6, Broadcasting

REMARKABLE OPPORTUNITY

for genuine personality seeking recognition.

Creative atmosphere, good pay. Send tape, pic, details.

Box C-17, Broadcasting

MORNING MEN

This advertisement for a future hire.

We need a bright, exciting morning sound. A man who is relentlessly constant in his effort to dominate a major metropolitan market. We'll pay for the right man. The right man will prepare each day show in advance; He will be informed about the metropolitan area; He will know news; He will work with humor. He will entertain his audience every day. No floaters. Audition tape & resume to

Box C-98, Broadcasting.

News

NEWSCASTER

for fast growing AM Station in major midwest market. Rapid advancement to News Director a possibility. \$175-\$200 to start. Send tape, resume & recent photo to:

Box C-69, Broadcasting

Production—Programing, Others

PROMOTION PRODUCTION MAN

Needed for No. 1 major market independent. Must be inventive, imaginative & able to write commercial copy. Send resume, photo & work samples to

Box C-99, Broadcasting.

DO PEOPLE READ BROADCASTING'S CLASSIFIEDS?

Your reading one now
For more information see the 1st page
of the Classifieds or Call:

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Situations Wanted—Management

AVAILABLE FOR PERSONAL INTERVIEW

NAB CONVENTION, CHICAGO

MARCH 27-30

A recognized, top-flight, radio and television broadcast executive. Twenty-years proven professional and executive ability. Thorough knowledge of industry problems. In-depth experience all phases radio-television station operation, including networks. Especially skilled in programing & production, news, writing, music, announcing, public relations, promotion, sales. Effective organizer. Efficient manager. Works well with people. Strong talent both on and off air. Highest industry references. Desires affiliation with group or managerial level with medium-to-major market radio and/or tv station. Particularly interested in challenging FM situation. Prefer far west and west coast. Will consider all, however. No hurry to make change. Interested in meeting with principals only. All communication in strict confidence.

Box C-97, Broadcasting.

Situations Wanted—Announcers

PRO RADIO PERSONALITY

Top rated morning man
—warm—witty—alive.

P.D. for 12 years—Top ten market exp.
M.O.R. and top forty.

Highly creative—
Sharp production—

Excellent sports play by play & authoritative newscast. Tape and resume on request.

Box C-60, Broadcasting

Situations Wanted—News

HOTLINE TO VIET NAM

Veteran newsman Stan Major is leaving for Viet Nam shortly . . . to interview servicemen from your area. These short interviews will be available exclusively to you.

Contact 312-423-8441, 312-321-1680 or
P.O. Box 403, Chicago (Oak Lawn),
Illinois 60454 IMMEDIATELY.

Need anything be said about the public service, promotional, sales and rating aspect of this fine exclusive service.

HURRY!

TELEVISION HELP WANTED—Management

TOP EXECUTIVE WANTED

President of dynamic newly-formed multiple UHF Television group requires the services of a competent young executive to handle settling-up operations. Unlimited future, both professionally and financially.

Must demonstrate capabilities for handling group-station management.

Must be imaginative, personable, aggressive, willing to travel. Should have both business management and TV sales and programing experience, preferable UHF.

Excellent opportunity for young executive type with ambition, willing to work an 8 day week. Immediate and Prospective return commensurate.

Replies treated in strict confidence. Forward photograph and resume to T. F. Ging, 900 Seventeenth St., Washington, D.C. 20006

CATV MANAGER WANTED

We have openings for men with strong sales and promotional ability who can supervise a new CATV system. You do not need engineering background but some familiarity with technical facilities would be helpful. A base salary plus an incentive plan will earn a good manager a five figure income although the "sky is the limit". Openings in southern and middle western markets. Send full resume to

Box C-9, Broadcasting

TELEVISION

Help Wanted—Technical

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of RCA VHF and UHF television transmitters or color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden 8, N. J.

An Equal Opportunity Employer

RADIO CORPORATION OF AMERICA

Color VTR Sales Engineer

The television industry's swing to color has created the need for alert, aggressive Sales Engineers. VTR experience essential. If you are the kind of person we're looking for, you're assured an outstanding future with the leading manufacturer of Color Television and related broadcast equipment.

Salary is commensurate with experience and ability. Interviews will be conducted in major cities, or interview travel expenses paid.



Send complete resume or call Mr. Charles Spicer, Visual Electronics Corporation, 356 West 40th Street, New York, N.Y. 10018, Telephone (212) 736-5480.

**NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY
OR SELL?**

**For Best Results
You Can't Top A
Classified AD
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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CHIEF ENGINEER**Pittsburgh-Cincinnati**

New UHF Stations of a dynamic 6th station group equipped with the last word in ultra-modern facilities.

Your confidence is fully guarded.

Box C-82, Broadcasting.

MISCELLANEOUS**BRAIN FOR SALE**

Weekly idea service for radio stations. One subscriber per market. Write today for free sample.

BROADCASTER'S EXCHANGE
1015 Hartford Bldg. Dallas, Texas

SAY SOMETHING FUNNY, INSTANTLY!

Without memorizing jokes, this new book explains professional humor devices. Shows how to instantly apply our "gag gimmicks" to any subject, any occasion, any person. Test two sample chapters, only \$1.00. Gift House, Box 464, Great Neck, N.Y.

INSTRUCTIONS**LEARN MORE
EARN MORE**

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Stations and Applicants use our service
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Denver, Colorado 80202

527 Madison Avenue. New York. N.Y. 10027



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

WANTED TO BUY**Stations****WANTED TO BUY**

Radio Station, Eastern location.
Replies confidential.

Reply: Box B-281, Broadcasting.

WANTED TO BUY

Radio Station suitable for C & W
operation. Medium or large market
only. Replies confidential.

Box C-83, Broadcasting.

FOR SALE**Equipment****DRAMATIZE TV WEATHER REPORTING
—SATELLITE STYLE—**

Receive instant pictures from orbiting weather satellites—right on camera—for authentic TV Weather Reporting.

1. Meteorological satellites, carrying Automatic Picture Transmission (APT) facilities are now being launched.
2. Be the first TV station in your market to show viewers these exclusive pictures—instantly—via the newest Alden Electronic APT facsimile recorders.
3. These same recorders are now being built for the U.S. Weather Bureau, U.S. Navy, and U.S. Air Force. Reception is instant—line-by-line as pictures are scanned in the satellite. No photographic processing or delay. They also will receive up-to-the-minute official Weather Maps directly from the U.S. Weather Bureau.

Alden Electronic Facsimile Equipment is in use nationwide by the U. S. Weather Bureau, TV stations, and Universities; and worldwide by governments and other meteorological groups. Lease plans available. Write or call: Irving R. Patro, Manager, Meteorological TV Systems, ALDEN ELECTRONIC & IMPULSE RECORDING EQUIPMENT CO., INC., Westboro, Mass. 01581 Tel. 617-308-4467.

FOR SALE**Stations****FOR SALE STATION**

N.E. Pa. Daytime	156M	29%
N.E. Daytime	450M	29%
N.Y. Suburban	AM & FM 150M	terms
N.Y. Suburban	AM & FM 500M	terms

Grant Wood Assoc.
8712 Colesville Rd.
Silver Spring, Md. 589-6444

FM—Los Angeles metro area \$50,000 FP

CALIFORNIA AM—\$125,000—\$25,000 down

ARIZONA AM—\$48,000—\$8,000 down

Charles Cowling & Associates
P.O. Box 1496 Hollywood 28, Calif.
Phone HO 2-1183

N.C.	small	fulltime	\$ 72M	terms
Fla.	small	daytime	40M	18M
La.	metro	daytime	200M	29%
N.E.	major	daytime	200M	50M
M.W.	TOP 50	AM&FM	1MM	29%

**CHAPMAN ASSOCIATES**

2045 PEACHTREE, ATLANTA, GA. 30309

FOR SALE—Stations

LA RUE MEDIA BROKERS, INC., reports sales of \$7.5 million within the last 16 months of Radio, TV and CATV properties. We currently have listings in following states.

M.W. METRO FULL \$1.3 million
S.W. METRO FULL 50 kw \$1.5 million TERMS
N.Y. SUBURBAN AM-FM \$600,000 TERMS
VA. DAY \$60,000 yearly cashflow \$400,000 TERMS
W. COAST TWO AMs
HONOLULU, HAWAII Attractive AM situation

At the NAB . . . ASCOT House—Michigan at 11th. Hospitality Suite

La Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

HUGH BEN LA RUE, PRESIDENT

TE 2-9362

(Continued from page 92)

Radio Rockford Inc. for waiver of Sec. 73.24 of rules or, in alternative, for hearing, and returned as unacceptable for filing its application to increase hours of operation of WRRR Rockford, Ill. from daytime to unlimited hours and change from DA to DA-2, continued operation on 1330 kc with 1 kw. Commissioner Hyde dissented; Commissioner Loevinger abstained from voting. Action Feb. 23.

PROPOSED

■ By further notice of proposed rule making in Doc. 18212, commission invited comments to proposals for channel changes affecting Denison and Fort Dodge, Iowa and conflicting proposal concerning Mason City, Iowa. Action Feb. 23.

PETITIONS FOR RULEMAKING FILED
WMST Mt. Sterling, Ky.—Requests rulemaking to assign FM channel 280A to Mt. Sterling. Received Feb. 18.

KLFD Litchfield, Minn.—Requests amendment of table of FM assignments so as to add channel 237 at Litchfield. Received Feb. 23.

WOCO Oconto, Wis.—Requests amendment of table of FM assignments so as to add channel 296 at Oconto. Received Feb. 23.

KSMN Mason City, Iowa—Requests amendment of FM table of assignments as follows: Mason City—add 260; Austin, Minn.—delete 260 and add 291 or 221A. Received Feb. 10.

Memphis, Tex.—MWC Broadcasting Co. Requests amendment of rules to assign channel 279 to Memphis. Received Feb. 11.

KBIZ Ottumwa, Iowa—Requests amendment of FM table of assignments as follows: add 223 to Ottumwa and replace 224A in Trenton, Mo., with 221A. Received Feb. 16.

New Call Letters Requested

Olney, Ill.—Board of Trustees of Southern Illinois University. Requests WUSI-TV. Harriman, Tenn.—Harriman Broadcasting Co. Requests WXXL.

Ukiah, Calif.—J&W Broadcasters. Requests KLLI(FM).

Columbia Tenn.—Middle Tennessee Enterprises Inc. Requests WYFY-FM.

Jacksonville, Fla.—B.F.J. Timm. Requests WJXR.

ETV fund grants

■ Following grants for educational television have been announced by Department of Health, Education and Welfare:

Albuquerque, N. M.—University of New Mexico. \$397,465 to add equipment and color facilities to KNME-TV Albuquerque. Total project cost \$627,863.

Jacksonville, Fla.—Community Television Inc. \$90,880 to improve production facilities of WJCT-TV Jacksonville. Total project cost \$120,000.

Washington—Greater Washington Educational Television Association Inc. \$387,541 to double transmitting power of WETA-TV and purchase color equipment. Total project cost \$672,031.

Denver—School District No. 1, \$187,831 to KRMA(TV) Denver for color equipment. Total project cost \$250,442.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through March 2. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

*Indicates a franchise has been granted.

Pittsfield, Ill.—Illinois Valley Community Antenna Television System Inc., represented by Bill Deutsch, has applied for a franchise. Installation fee would be \$15 with a \$5 monthly service fee. The city in return would receive 3% of gross receipts and service charges. Keith Moyer, Taylorville, Ill., and four Pittsfield men have also applied.

■ Sterling, Ill.—Rock River Cablevision Co., Sterling, has been granted a 20-year franchise. Directors are Harry Manfield, Bill Manfield, Merryn Reed, Robert Reed and John Pignatelli. The city will receive 3½% of gross revenue. During the first year there will be no installation fee. Sterling CATV, Sound Vision Inc., Dixon, Ill., and Meridith-AVCO Inc. also had applications pending.

■ Columbus, Ind.—Columbus Communications Inc. (Cox Cablevision Corp.) has been granted a franchise.

Elwood, Ind.—Powell Cable-Vision Inc., Barbourville, Ky., has applied for a franchise. Telesis Engineering Inc., Evansville, Ind., (group owner), has previously applied for an exclusive franchise.

■ Jeffersonville, Ind.—A 20-year franchise has been awarded to Valleyana Cable TV Inc. There will be an installation charge with a \$4.75 monthly service charge. Twelve channels will be offered. The company has recently been granted a franchise in Clarksburg, Ind., and has an application pending in New Albany, Ind. Community Teleception Inc., Indianapolis; Kentucky Cable Television Co., and Southern Indiana Cablevision Inc. also applied for franchises.

■ Colby, Kan.—KAYS Inc., Hays, Kan. (KAYS-AM-TV), has been granted a non-exclusive franchise. The company will provide coverage of six to ten channels at a monthly rate of \$4.95 to \$6.95.

Topeka, Kan.—American Quality Cable Television Co. has applied for a 25-year franchise. The company is offering to pay 3% of gross profits on the first 15,000 subscribers, 3½% on next 15,000 and 4% of gross on all above 30,000. The monthly fee will be \$5.00. Topeka Cablevision Systems Inc. and Total Television Inc. have also applied for franchises in the Topeka area.

■ Park City, Ky.—Roland Pedigo, of Glasgow, Ky., has been granted a franchise.

Grand Blanc, Mich.—TV Supply and Manufacturing Co., that city, (Bernard J. Hill, president) has applied for a franchise. The service charge will be approximately \$4 to \$5 a month.

Holland, Mich.—Booth-American Co., Detroit, (group owner) has applied for a franchise. The firm would charge a \$15 installation fee and a \$5 monthly service rate.

Lamar, Mo.—Telis Corp., Chicago, (group CATV owner) has applied for a 20-year franchise.

■ Tecumseh, Neb.—TV Transmission Inc., subsidiary of Lincoln Telephone and Tele-

graph Co. has been granted a franchise. The company expects to provide service late this year.

■ Merchantville, N. J.—Cable Tele-Systems of New Jersey (William B. Hutchinson Jr., president) has been awarded a nonexclusive franchise. The company will offer New York TV channels, FM and all area TV channels. Monthly rates will not exceed \$4.50.

■ Mexico, N. Y.—Community Antenna Television Corp., represented by Leo Lagoe, Oswego, N. Y., has been awarded a franchise.

■ Newfield, N. Y.—Cercache Television Corp., Ithaca, N. Y., has been granted a franchise. The town will receive 1% of the gross income.

■ Perrysburg, Ohio—Buckeye Cablevision Inc., has been awarded a franchise.

Hartshorne, Okla.—Better Vision Cable TV, Ada, Okla., has applied for a franchise.

■ Albany, Ore.—Liberty Television Inc., Eugene, Ore. (owner of KEIZ(TV), that city) has been granted a 20-year non-exclusive franchise.

■ Bechtelsville, Pa.—Conestoga TV Cable Co. has been granted a nonexclusive franchise. The borough will receive 2% of revenue.

■ North Braddock, Pa.—Suffolk Cable Corp. has been awarded a 20-year franchise to begin within 15 months. The borough will receive 3% of the annual operating revenues.

■ North Charleroi, Pa.—Tex-Video Inc. has been granted a franchise. Installation fee will be \$7.50 with a \$4 monthly service charge. Nine TV channels along with FM reception will be offered.

Plymouth, Pa.—Shawnee TV and Appliance Center, Plymouth (Henry A. Turchanik, owner) has applied for a 15-year franchise. He would pay the city 4% of gross profit after 500 subscribers. Installation fee would not exceed \$20 with a set monthly service fee of \$4.95. Twelve channels would be offered.

■ Yatesville, Pa.—Universal Cable Television System has been granted a 10-year franchise. The company already holds franchises in Dupont and Swyersville, both Pennsylvania.

■ Barnwell, S. C.—Williston Telephone Co., (W. E. Knotts, Jr., president) has been granted a 25-year franchise. The monthly rate will be \$5. The company will provide closed circuit viewing of all stations in Columbia and Charleston, both South Carolina, Savannah and Augusta, both Georgia, including time-weather-news and educational TV.

■ Huntington, Tex.—Charles Gabehart has been granted a 15-year franchise. Monthly service rate has been set at \$5.45. The system will bring in five outside channels from Houston, Port Arthur, Beaumont, Shreveport and Lufkin, all Texas.

■ Lindale, Tex.—Texas Community Antennas Inc., Tyler, Tex., has been granted a franchise.

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TODAY AND TOMORROW

WHAT comes out through the picture tube is far more challenging than the electronic hardware involved, according to Ben Berentson, vice president of WGN Inc. and station manager of WGN-TV Chicago.

Not that he doesn't respect the role of engineering in helping to make WGN-TV one of the most outstanding color stations in the country today. He has appreciated all things mechanical or electrical since grade school where he was the only boy who couldn't make a crystal radio set that worked.

"Never was able to wind the wires right," he recalls.

But even at that early age he found the communication of ideas more fascinating and he dreamed of becoming a journalist. The evolution of this hope, however, was destined for many turns first. It was to take him through political science at college, newspaper advertising and radio before it brought him to the point of operating executive for a TV station that has won considerable acclaim for local documentaries.

Cash Register Rings ■ Mr. Berentson's close attention to programing at WGN-TV has paid off in other ways too. The station claims to be the industry's number one independent outlet in terms of total revenues earned. They increased to some \$19 million last year, according to outside expert estimates, up at least \$1 million over 1964.

WGN-TV shows also have become well known around the world through the syndication efforts of the affiliated subsidiary, Mid-America Videotape Productions Inc. The *Big Bands* series, for example, which is being distributed by 20th Century-Fox, has been sold in 14 U.S. markets and 20 foreign countries. *Barn Dance* has been sold in 36 cities and *An Evening With* (guest stars) is just going into syndication.

Station crews have been sent overseas to film outstanding symphony orchestras in the prominent *Great Music* series. Since its original long run on WGN-TV this classical-music program has been sold in a total of 89 U.S. markets and a dozen foreign countries.

WGN-TV's newest local show in the serious music category is *Artist Showcase*. This half-hour color program was snapped up quickly by Mr. Berentson when it was dropped by another Chicago station.

Spend It to Make It ■ This acquisition requires a considerable enlargement of the station's musical staff since the regular roster of 19 fulltime musicians has been completely involved with other shows. But investments of this scope in talent or facilities to assure the quality of either public service or other programs are nothing new to Mr. Berentson or WGN-AM-TV.

You program first, then sell it

Together they employ nearly 500 people, exclusive of talent, with Mr. Berentson's TV side involving the majority. The program department alone accounts for more than 100 people.

"We program first and sell later," Mr. Berentson explains, a philosophy some may consider unusual because it is not overtly sales oriented. "But our license is to program," he notes, "and then it is the job of the sales department to sell it."

When the program part of the job is properly done, he indicates, the selling phase comes much easier. WGN-TV's role in pioneering color as well as sports, has contributed much, he believes. So has the WGN stations' news bureau in Washington.

Winning Customers ■ Mr. Berentson is well aware of television's impact in

behalf of sponsors and products. He remembers 1948 when he was selling time for WGN-TV and recalls that many commercials, done live, were probably quite poor yet their customer-pulling power was "miraculous." This potency has increased since then many times over, he feels, with the addition of color and refinement of the production art itself.

Television's personal salesmanship in the home is significant to Mr. Berentson in view of the fact that throughout retailing today selling is becoming more and more impersonal. He cites particularly the growth of huge drug stores and supermarkets with self-service.

Mr. Berentson is especially proud to have helped WGN-TV become "the children's station of America." The veteran afternoon series, *Garfield Goose*, now is buttressed with an animation strip of *Dick Tracy* that he considers instructive. In the morning hours he has instituted several very popular live color shows for youngsters.

One is *Treetop House* for pre-school tots and another is a new run for *Romper Room*. The third and perhaps most successful of any local kid show anywhere, he feels, is *Bozo's Circus*. It plays to a packed studio every weekday.

Spiritual Investment Too ■ Although Mr. Berentson didn't start WGN-TV's weekly color remotes of regular church services each Sunday morning, he has continued the program and improved it in various ways. The show is an expensive one to produce since the remote crews must regularly visit new churches and tackle different production and other problems. The cost, apart from value of air time itself, averages about \$1,500 a week.

Another feature he did begin is Sunday morning's *Mass for Shut-ins*, also in color. It originates from a studio at WGN-TV. "I guess we are the only station in the country that has a consecrated altar," Protestant Mr. Berentson boasts, "and it was consecrated by a cardinal no less."

News and documentaries are very important to the total service of TV, he affirms, and in his book they should concern themselves with the significant and not the trite or cute. He feels that with the proper use of documentaries a station can involve itself deeply with the community and its problems.

Mr. Berentson hopes stations will use movies more judiciously to conserve the supply. He likes thematic programing of movies such as early Friday evening family classics or late Sunday for the "adult" audience.

One of his favorite activities: stimulating two-way exchanges about TV before local PTA groups, especially the responsibility role of the viewer as well as the medium.

WEEK'S PROFILE



Benjamin Hill Berentson—VP of WGN Inc. and station manager, WGN-TV Chicago; b. Nov. 26, 1910, Chicago; AB in political science, U. of Michigan, 1932; advertising and sales promotion departments of 'Chicago Tribune,' 1932-1940; joined WGN as sales promotion manager 1940, switched to radio sales staff 1944 and became western sales manager 1945; moved to New York in 1948 as eastern sales manager for WGN-AM-TV, returned to Chicago 1960 as general sales manager of WGN-TV; promoted to station manager, WGN-TV, 1961; elected VP of WGN Inc. in 1964 and member of board of directors 1965; m. Katharine Sitton of Somerset, Ky., March 6, 1937; children—Anne (Mrs. Barry Morley), John 26, Susan 19, Jane 17; home—Barrington, Ill.; hobbies—gardening and raising orchids.

The futile 50-50 plan

IT really wasn't a very even match—Ashbrook P. Bryant versus the Arthur D. Little organization—and it has turned out as could have been expected.

As a career member and for some time chief of the FCC's network study staff, Mr. Bryant has spent nine years cutting the television networks down to size. Annual network revenues were \$467 million at the time he started; they are about \$1 billion now. So much for Mr. Bryant.

Arthur D. Little Inc., of Cambridge, Mass., is among the largest and most experienced companies in the field of management consulting and research. It commands the services of outstanding economists, statisticians and scientists and is handy to such useful sources of information and analysis as the Massachusetts Institute of Technology.

A couple of years ago Mr. Bryant and his little band of assistant lion tamers sold a majority of FCC members on voting out a proposal to prohibit networks from holding equities in more than half of their prime-time programming and from engaging in more than a smattering of program syndication. Much of Mr. Bryant's sales talk was based on a thick volume of data and conclusions purporting to show that the networks by brute force had shouldered high-minded advertisers aside to corrupt the air with network-owned programs and had reduced program production firms to quivering subservience.

It was all pretty grim, as Mr. Bryant and his staff put it, but now the FCC has another side of the story. This one ought to make the FCC sorry it listened to the first side. The economic analysis prepared by the Little organization for the networks documents what knowledgeable observers of the television business have known all along: that the rules proposed by the FCC were conceived with little understanding of television operations and would result, if adopted, in no improvement whatever—and probably in a debasement—of the level of program quality.

Miss Blodgett; seven other victims

TWO days after George Washington's birthday the FCC swung the hatchet. It chopped two years off the regular three-year renewals of eight stations—seven because they didn't adhere to the precise percentages of commercials as they had "promised."

The eighth culprit, as we reported last week, was Miss Esther Blodgett, a middle-aged lady who founded, owns and operates WMCW, 500 w daytimer at Harvard, Ill. (pop. 4,248). She simply had been too busy to file all those reports the FCC demands of even the smallest licensee. But she finally did. The FCC, nonetheless, took punitive action—as an example to other operators. A warning and a regular three-year license would have been just as effective, and far more compassionate, particularly since the FCC keeps talking about integration of ownership in management and local self-expression.

Although the Blodgett case is merely cruel, the seven short termers cited for overcommercialization are of more sinister foreboding. Here the FCC by a 4 to 2 vote (it would have been 4 to 3 if Commissioner Bartley had been there) placed six small radio stations and an independent TV station under the stigma of one-year licenses because they failed to perform precisely as they had promised as to commercial content. Simultaneously other stations were put on notice—one letter citing violation of the NAB

commercial time standards by an NAB code member.

Last December the FCC began its new case-by-case attack by citing five stations. In these instances the majority constituted the crackdown four who voted the Feb. 24 sanctions: Henry (chairman), Lee, Cox and Wadsworth. Mr. Wadsworth, the new Republican member, has become the most vehement in promise-versus-performance cases.

Until the FCC was told by the House two years ago to forget about adopting the NAB time standards as its own, the FCC had accepted generalized statements on commercial content. Now it insists upon specific data.

With the exception of the TV station—KCOF Los Angeles—all of the others cited are small radio entities. Could this be by design? Certainly the little ownerships can't underwrite the costs of litigation. And apparently there hasn't been enough pressure on the NAB to make this a cause celebre.

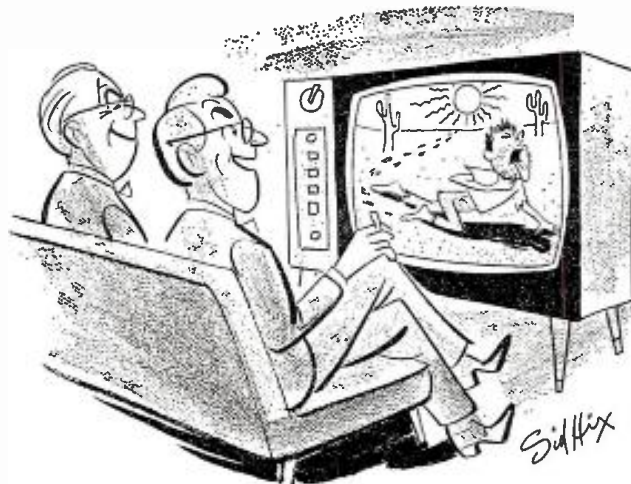
Consider the background. In 1939 the FCC undertook a one-time-only collection of station financial data for its chain-monopoly investigation. Though the questionnaire was of doubtful legality, the staff liked the inside information and persuaded the FCC of the need for annual financial reports. No broadcasters challenged it, so by default the financial reports became mandatory.

Consider the fairness doctrine. It was a staff idea that grew out of complaints about editorializing and political broadcasts. It is now written into Section 315—the political section of the law—and is the FCC's bludgeon used indiscriminately on all programming in utter disdain of Section 326 banning censorship and program controls.

Now consider the commercial crusade. If this campaign by bureaucratic fiat, rather than public complaint, isn't challenged, beware of what's ahead. It may be a few months or a year but the FCC will seize the opportunity to convince a congressional committee to tack a rider on some innocuous FCC legislation (such as the lighting and painting of towers) that will give it legal control over commercial content.

It is by such insidious methods that the FCC staff has been able to exert and extend control over programming and business practices.

The FCC won't pick on someone its size—an entity that can afford and has the heart to take it to court. Several ways have been suggested to challenge the FCC's authority. We can only hope that someone will lead the way and provide the means.

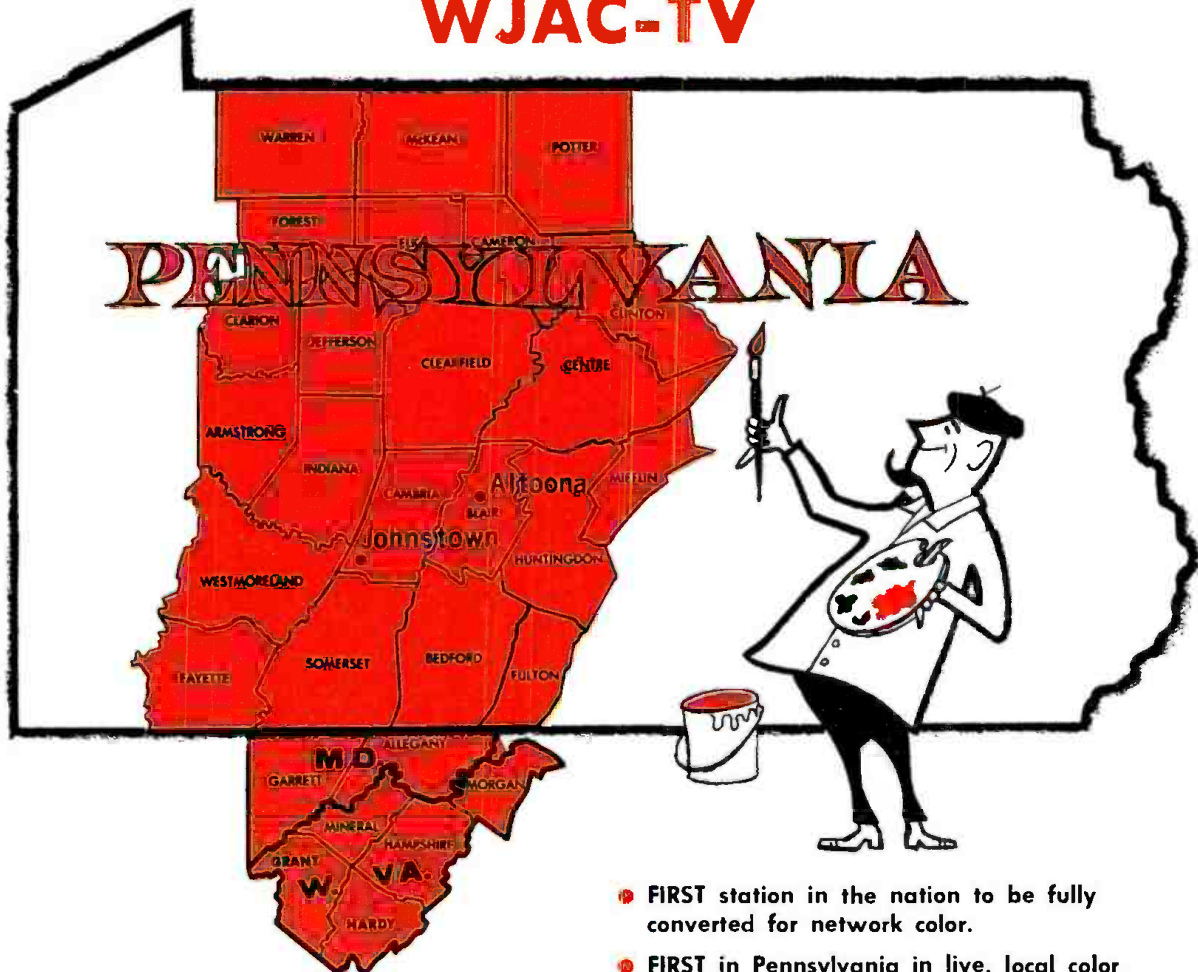


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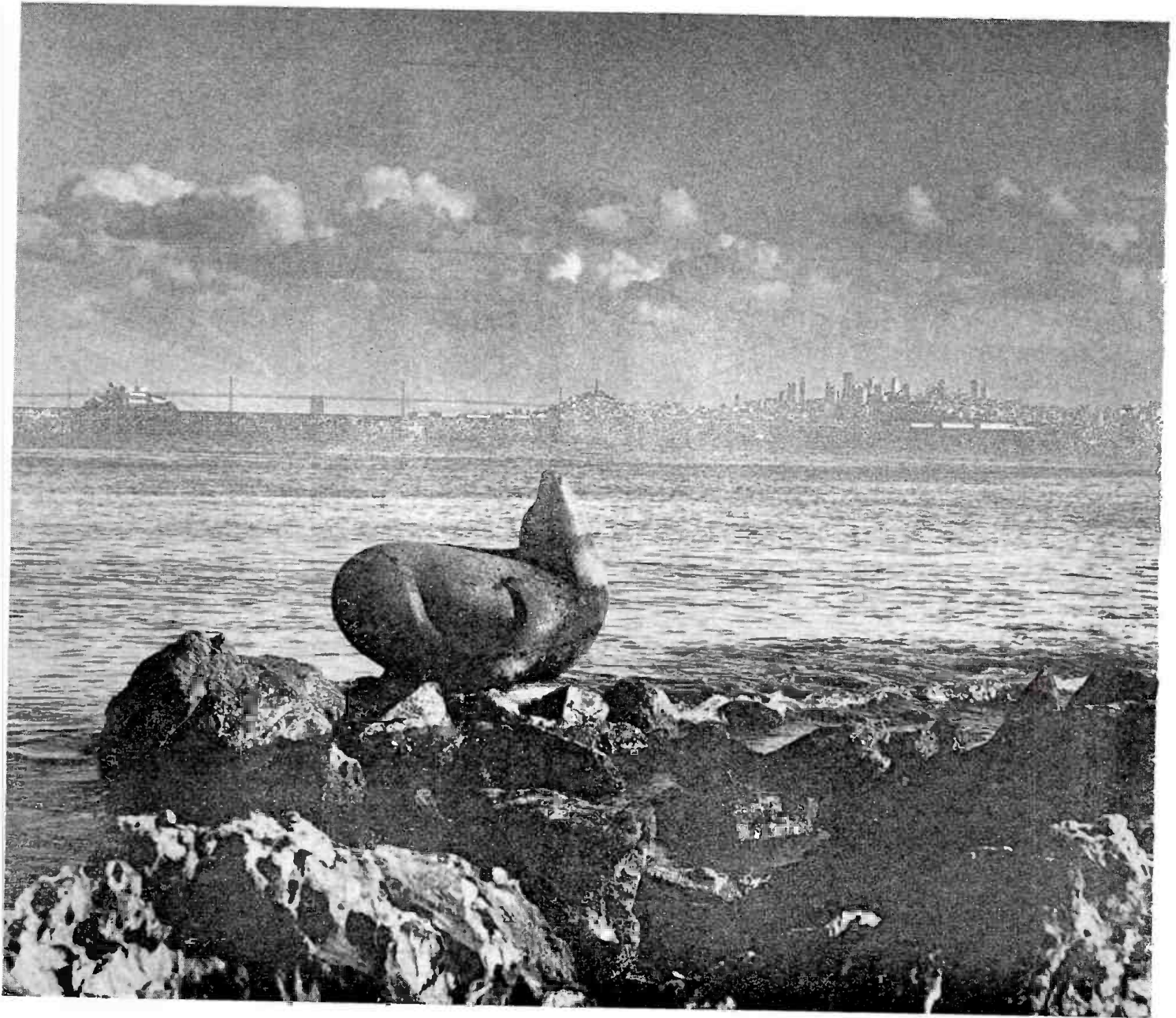
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