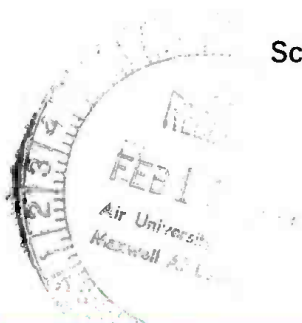


Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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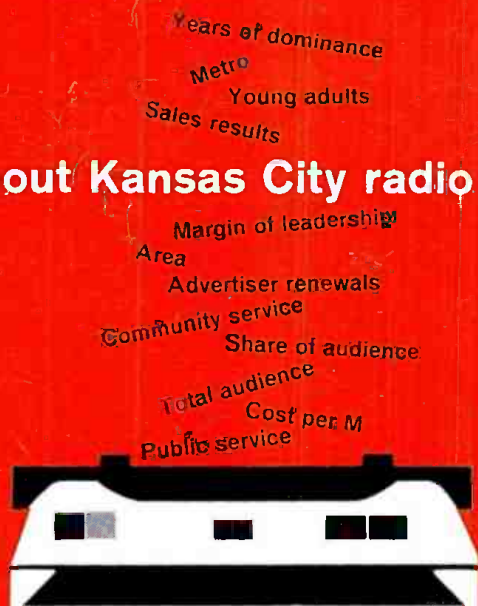
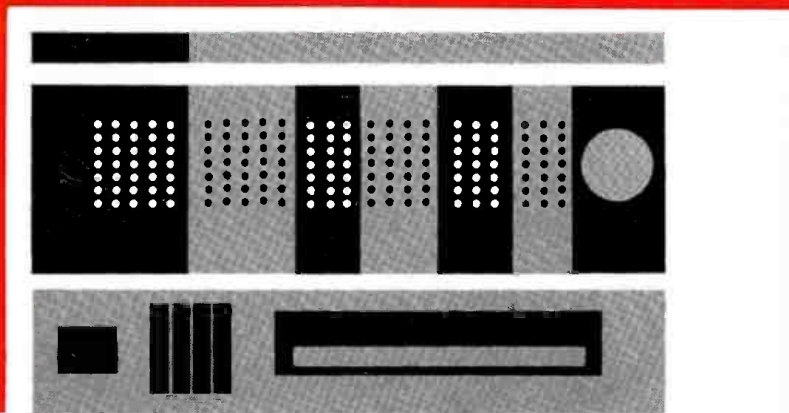
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Schroeder sees his role as providing guides to successor. p56
Senate to review political effects of fairness doctrine. p68
Montana on road to regulating music license groups. p72

COMPLETE INDEX PAGE 7

Whatever you feed your computer about Kansas City radio...



Years of dominance
Metro
Young adults
Sales results
Margin of leadership
Area
Advertiser renewals
Community service
Share of audience
Total audience
Cost per M
Public service

...it always comes up **WHB**

11 continuous years of dominance . . . clear-cut superiority that never leaves you in doubt . . . supremacy outside the city as well as in . . . leadership among the young marrieds with plenty to buy and plenty to buy with . . . a convincing record of sales results and advertiser renewals . . . and an impressive record of service: All this and more works for you in Kansas City's number one mass medium, bar none. WHB. 710 kc. 10,000 watts. Blair has the whole story. Or, call executive V.P. and General Manager George W. Armstrong.

WHB Kansas City, Missouri
10,000 Watts—710 kc.
General Manager: George W. Armstrong
Represented by: John Blair & Co.

One of the *Story* Stations

WDGY
Minneapolis-St. Paul

WHB
Kansas City

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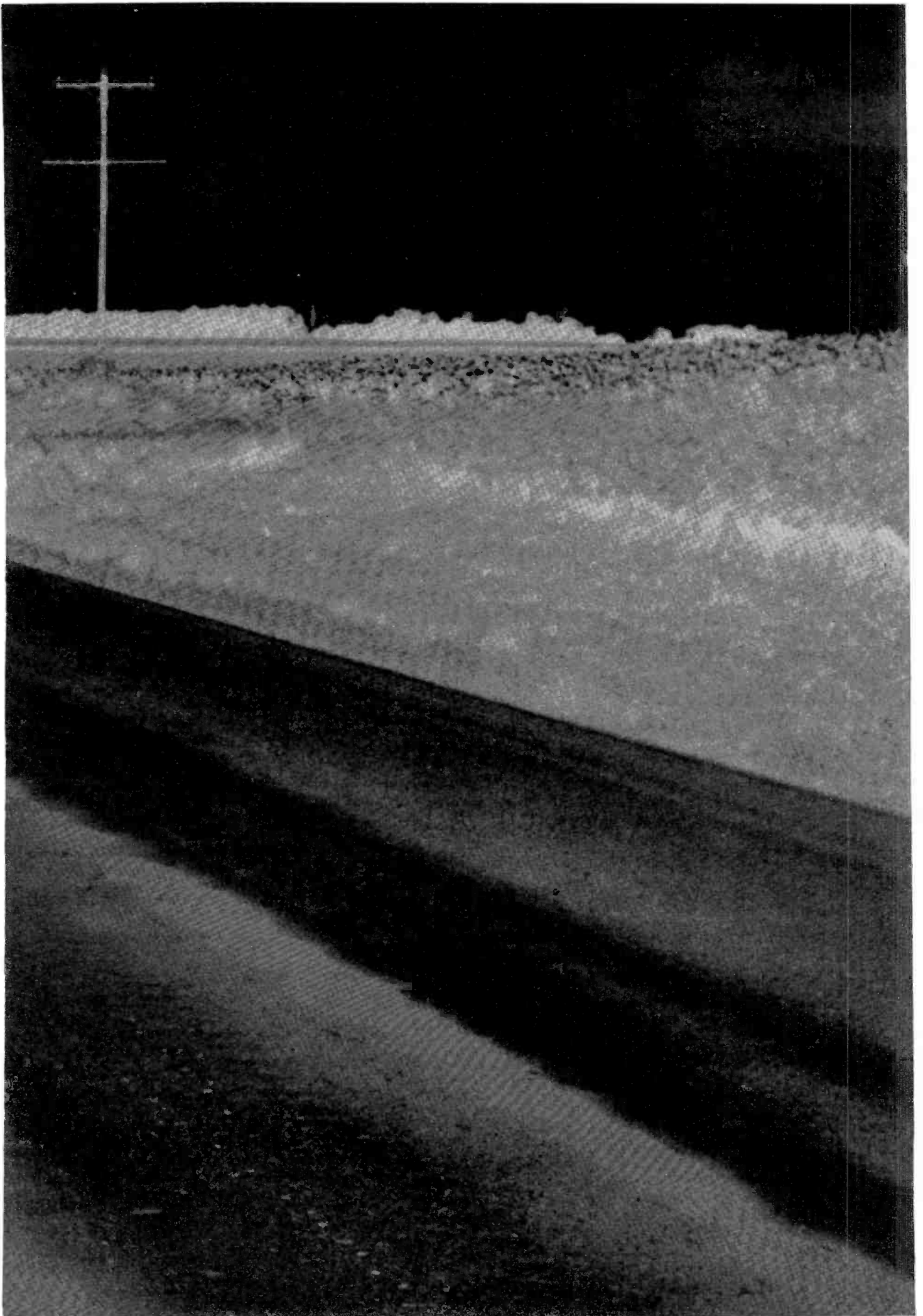
KXOX
St. Louis

WTIX
New Orleans

WQAM
Miami

**Coming your way...
after 4 fabulous years on CBS-TV
"ROUTE 66"
starring Martin Milner,
George Maharis, & Glenn Corbett
116 action-packed hours,
ideal for early
or late evening stripping.
For details contact
SCREEN GEMS**





WANT TO SELL....

baked goods?

cereals?

cosmetics?

paper products?

(mops?)

or any of the thousands
of products purchased
mainly by women...

In the Dallas-Fort Worth market, KRLD-TV delivers 53.4% of the total women's viewing audience per average quarter-hour, 9 am - 5:30 pm, Monday thru Friday*. That's more women than the other three local outlets combined — and at the most efficient CPM in the market, too.

Get your message to the people who pull the purse strings. See your ADVERTISING TIME SALES representative.

*NSI — Dec. '64



KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



MAXIMUM POWER TV-TWIN to KRLD. radio 1080, CBS outlet with 50,000 watts

Siegel to FCC?

If crash FBI investigation means anything, Seymour (Sy) N. Siegel, director of WNYC-AM-FM-TV, New York City-owned stations, is front runner for FCC vacancy. Last Friday word came that rush FBI check had been ordered—essential prelude to any nomination by President. Mr. Siegel, native New Yorker, has been director of radio communications for city since 1947 and identified with public service broadcasting since becoming program director of WNYC in 1934. He's 56, in National Republican Club.

In Johnson administration, FBI check cannot be considered tantamount to nomination. Richard B. Hull, educator-broadcaster of Ohio State University, was checked, too, weeks ago, but later faded from prominence in list of candidates. Promotion from within government would not necessarily entail field investigation, and several candidates are in government. Brisk campaign for appointment of Ruth Jones, J. Walter Thompson radio TV executive, continued last week; also for Dean Charles H. King of Detroit School of Law. Confronting President Johnson are some 25 major federal appointments which he expects to make "in the reasonably near future."

Bourbon street beat

Sale of 60% interest in WVUE-TV New Orleans to Screen Gems Inc., New York, for \$6 million is reportedly in works. Rust Craft Broadcasting, 40% owner of channel 12, ABC-affiliated station, is disappointed since it made "attractive" offer to buy the 60% from New Orleans group of nine businessmen (headed by Joseph A. Paretti, who is president and general manager of station). Screen Gems, 89% owned by Columbia Pictures, is program producer and distributor and owns KCPX-AM-FM-TV Salt Lake City and WAPA-TV San Juan, P. R. WAPA-TV owns 33⅓% of WOLE-TV Aguadilla, P. R. Purchase of 60% of WVUE-TV would require FCC approval.

The can-do crowd

There's growing belief within FCC that agency already has authority—without need of more laws—to regulate all community antenna television systems. Three FCC members, Henry, Cox, Lee, are on record with opinion that FCC can move at will on CATV. General counsel, Henry Geller, thinks so too and will make strong argument on that position at special FCC meeting on CATV scheduled for Thursday (Feb. 18). Mr. Geller says interstate

CLOSED CIRCUIT®

nature of television broadcast signals gives FCC power to control CATV's that pick up broadcasts and relay them within state boundaries.

A rope on the Broncos?

Cox Broadcasting Corp., which is on diversification kick, is negotiating to buy Denver Broncos, American Football League team, and move it to Atlanta, Cox headquarters. Whether Denver deal is made or not, Atlanta expects to get pro football team. Neither American nor National league has club in deep South, and Atlanta, to which Milwaukee baseball Braves are moving, is considered ripe for big-league football too.

Although parties in negotiation aren't talking, football experts say it would take about \$6 million to move Broncos to Atlanta. But that would be gross figure. Buyer would get advantages of depreciation, past losses, tangible value of franchise and players' contracts, not to mention estimated return of \$1 million for TV rights.

Room at the top

Edmund C. Bunker, president of Radio Advertising Bureau, reportedly is set to leave that job within next few months to become broadcast vice president of Foote, Cone & Belding, New York, succeeding Samuel H. Northcross, who has moved to MCA (BROADCASTING, Feb. 8). Mr. Bunker, formerly with CBS, joined RAB as president-elect in August 1962, took over presidency March 1, 1963. It's understood his contract, reportedly in \$45,000-plus-per-year range, runs to next August but that he may move before then. RAB board will choose successor. One of first prospects mentioned in speculation was Miles David, RAB administrative vice president.

Dear sir: look out

United Artists Television, which has raised as much fuss as anybody over what it considers "inequity" of CATV operators' use of programs without payment to shows' owners, has carried fight step further. Warning letter has been sent from UA TV's lawyers to 1,400 community antenna operators and franchise holders explaining failure of company to take action against copyright "violators" at this time should not be considered waiver of right to take such action in future. Still under consideration by UA attorneys is memorandum that would be sent to city governments where fran-

chise applications are pending, warning cities of their possible joint liability with system owners for copyright infringement. Such memoranda have already been presented in New York and Philadelphia.

Pitch for pay TV

To growing list of sticky policy issues now confronting FCC, another—perhaps the stickiest—is about to be added. In next few weeks Zenith Radio Corp. will petition for establishment of rules permitting regular operation of on-air subscription television. Zenith, which has been cooperating with RKO General in operation of UHF test pay-TV station in Hartford, Conn., will submit exhaustive report bolstering its argument that Hartford has proved that pay TV can be both profitable for broadcasters and service to viewing public.

Zenith is known to have been in negotiation with number of broadcasters or aspirants—mostly in UHF—to use Zenith system of pay TV. Whether Zenith will be joined by others in petition for permanent rulemaking isn't yet known. One report: Zenith won't ask that pay TV be confined to UHF. If rules it will seek are adopted, V's and U's could apply.

Last act

That traditional FCC panel of commissioners to appear at NAB convention next month to field questions from broadcasters will be last of series that began more than decade ago. Several members of FCC long have had misgivings about panels, but what capped climax was comment of Chairman Oren Harris (D-Ark.) of House Commerce Committee (BROADCASTING, Feb. 8) about "substantial risks involved in exposing the members . . . en banc in the course of trade association meetings to questions . . . expected to be answered extemporaneously." FCC has turned down National Community Antenna Association on Q & A panel at its convention in Denver next July.

Short tour

Willard Schroeder, first resident broadcaster chairman of National Association of Broadcasters under reorganization effected last month, is dead serious about terminating board chairmanship next June 30. Reason: He has committed himself to continue with Time-Life Broadcast Inc. as vice president-general manager of WOOD-AM-FM-TV Grand Rapids, Mich.



CLEVELAND
 the "one-buy" market

WJW-TV

the one to buy!

First-runs...TV premieres...local color...Masterpiece Theatre...Cinema '65...the Best of CBS...that's the movie scene on the WJW-TV screen. They're the big movies that bring you the big movie audience in the best package buys in Cleveland, the "one-buy" market. And in Cleveland, WJW-TV is the one to buy.

LOS ANGELES KCRV	PHILADELPHIA WFBG	DETROIT W7BK	MIAMI WGBS	TOLEDO WSPD	CLEVELAND WJW	CLEVELAND WJW-TV	NEW YORK W7HN	DETROIT W7BK-TV	MILWAUKEE W7TI-TV	ATLANTA W7AG-TV	TOLEDO WSPD-TV	STORER BROADCASTING COMPANY
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WEEK IN BRIEF

Renaissance in advertiser produced programs for prime time would be required if networks were to cut back on ownership and control of programs. Advertiser-owned shows now make up just 9% of schedules. See . . .

WHO'LL TAKE RISK? . . . 29

Government ban on cigarette advertising on British TV will cost medium about \$16.8 million, or 6% of TV companies' revenue. Broadcasters, advertisers lead chorus of protests to measure. See . . .

UK CIGARETTE BAN . . . 80

Senator Pastore aiming for study of fairness doctrine and its effect. May start hearings in early March. Right-wing broadcasts may get into act and extremism could be brought in. See . . .

POLITICAL LOOK AT FAIRNESS . . . 68

Any wholesale overhaul of NAB between now and June isn't part of Willard Schroeder's thinking. NAB chairman moved into Washington last week to study association, give advice and set some precedents. See . . .

NAB CHAIRMAN'S JOB . . . 56

Bell System companies are out to make rates to CATV operators more attractive. Nothing is in writing yet, but talks are going on in 48 states with proposals being reduced up to 50%. See . . .

REVISE CATV TARIFFS . . . 58

Montana broadcasters move to bring ASCAP, BMI and SESAC under state jurisdiction. Say bill protects copyright and gives stations a chance to get type of license best suited to each one. See . . .

MONTANA MAY REGULATE . . . 72

Teleprompter tells court it is not violating copyright laws with its CATV systems. But firm charges CBS is violating Communications Act in trying to restrict reception by subscribers. See . . .

TELEPROMPTER ANSWERS CBS . . . 74

Possible 3% tax on advertising looms in North Dakota. Bill would cover all services and House passage is expected. Senate may approve watered-down version. Media, advertisers move against action. See . . .

NORTH DAKOTA AD TAX . . . 32

FCC needs seventh commissioner to break tie votes. Commission finds it is deadlocked on station commercial practices. New appointee may be man or woman who can put new life in case-by-case movement. See . . .

SIX-MAN DEADLOCKS . . . 46

ABC-TV planning \$5 million West Coast construction project. At top of 'must' list are two new studios in network's Television Center, Hollywood. One would be world's largest at 100 by 150 feet. See . . .

ABC-TV'S BIG EXPANSION . . . 55

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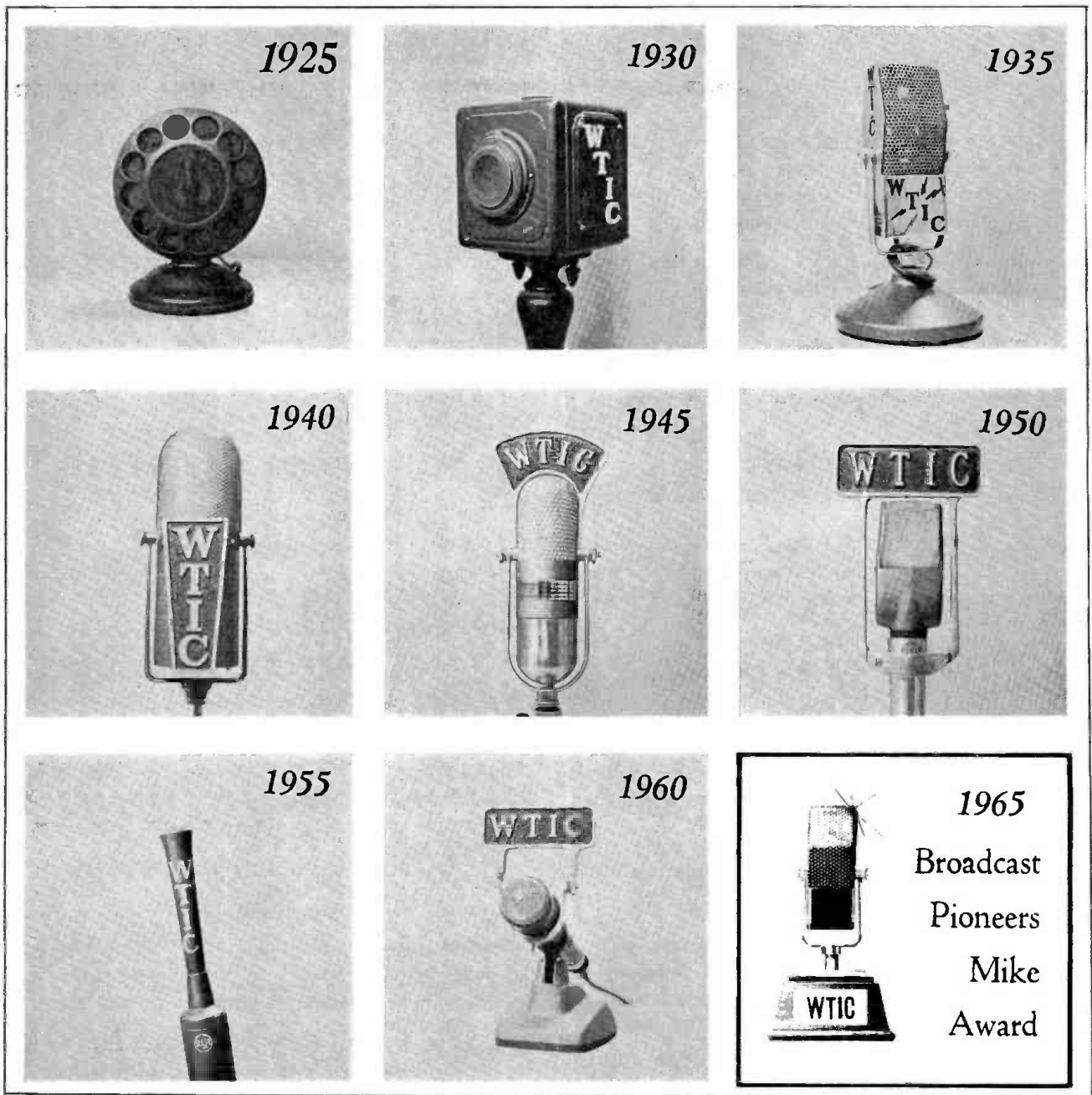
Broadcasting

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WTIC *a broadcast pioneer — and still pioneering!*

WTIC Radio is the 1965 recipient of the Broadcast Pioneers Mike Award. Only four other stations have been so honored. With a deep awareness that our history-filled past is the basis for this signal honor, we dedicate ourselves anew to the challenging opportunity to serve the vigorous, enterprising mind and spirit of the people of southern New England.

WTIC  **50,000 watts**

Broadcast House 3 Constitution Plaza Hartford, Connecticut

REPRESENTED BY THE HENRY I. CRISTAL COMPANY

FCC told news pacts none of its business

Broadcast industry representatives made clear last week that they do not believe FCC should involve itself in contractual matters between broadcasters and newswire services.

Comments were filed in response to commission inquiry into long-term contracts between broadcasters and UPI and AP.

Inquiry was launched following numerous complaints from broadcasters about five-year pacts. But United Press International was joined by National Association of Broadcasters and other industry sources in comments Friday (Feb. 12) asserting that commission should stay out of issue.

UPI called action "clearly exceeding FCC power."

UPI, which currently holds 2,750 contracts with station licensees, strongly defended its operations last week while labeling commission's action as "ill-advised" and based upon "entirely erroneous assumptions," particularly with respect to its "assumed authority" to adopt rules in this area.

Defending its contractual procedures, UPI noted that company doesn't require five-year contracts, but said that as matter of "sound business operations" it strives for the stability of long-term agreements at all times."

Company said that commission should terminate its inquiry "immediately" and take no action in direction of adopting rules such as proposed.

Terminate Action ■ NAB in its filing said commission's application of current proceedings to network affiliation agreements cited in chain broadcasting proceedings, is unwarranted. FCC should end newswire proceeding without further action, NAB added.

Association said for FCC "to adopt rules similar to the network affiliation rules would be an encroachment on an area better left to private business negotiation free from commission supervision."

In chain broadcasting proceedings, NAB pointed out, "only option licensees had was to accept an entire program or reject it." But basic newswire contracts allow station to select whatever news it wants to put on air.

CBS said commission has no authority to limit length of newswire contracts. It added that if broadcasters need relief from anti-competitive practices, policing

authorities provided by Congress are Department of Justice and Federal Trade Commission.

Storer Broadcasting Co. also opposed commission action. Storer said it had not found newswire practices to be restrictive, adding that none of its 17 stations has contract of more than two years. Storer also said commission should not dismiss lightly claims of newswires, which are "outside its jurisdiction" that they would suffer economic injury if commission were to require shorter term contract.

War toy ads bring TV code retaliation

New rash of war-toys commercials has become matter of concern for National Association of Broadcasters' television code, and subject will be brought up at code board meeting, tentatively set for March 3-4 at Scottsdale, Ariz. Staff has been viewing spots and finding them close to brink in making products seem more glamorous than they appear to be.

TV code board will also study mo-

If you don't succeed . . .

Memories of 1939-40 dispute between broadcasters and American Society of Composers, Authors & Publishers were renewed last week as broadcasters in Montana were trying to put music licensing under state law (see page 72).

In 1940, late Gene Buck, then president of ASCAP, was arrested in Arizona on Montana warrant charging him and 11 other defendants with attempt to get money from broadcasters, theaters and other users under "false" pretenses (BROADCASTING, March 1; 1940). Complainant was A. J. Mosby, former owner of KGVO and KMSO-TV, both Missoula. Mr. Mosby is now general manager of KMSO-TV. However, Montana governor did not follow through on extraditing Mr. Buck. County prosecutor who filed warrant against ASCAP chief was Edward T. Dussault. Today Mr. Dussault is majority leader of Democratic-controlled Montana state senate which is expected to get music-license bill late this week.

tion picture advertising and what to do about feature pictures being released to TV stations where there are questions raised over film's contents. Both radio and TV code boards have asked for sharper look at entire feature situation and code staff has had meetings on subject with movie representatives.

CATV for boondocks, Group W tells FCC

Westinghouse Broadcasting Co. has joined ranks of those urging FCC to assert jurisdiction over all community antenna television systems, and to contain CATV as auxiliary service.

WBC, in filing Friday (Feb. 12), said commission should adopt rules and regulations designed to retain CATV in its "historical" role as extension of service to under-served areas.

Specifically, WBC said CATV's should be barred from "adequately" served areas. It defined these as areas covered by overlapping Grade A contours of three or more commercial television stations.

All areas which do not receive Grade A contour signals from at least three stations should be open to CATV's, WBC said.

ABC, Association of Maximum Service Telecasters and Television Accessories Manufacturers Institute (TAME) have also asked Commission to assert jurisdiction over all CATV's — those that do not use microwaves as well as those that do—and to limit cable companies to auxiliary TV role.

WBC said that if commission doesn't follow its suggestions, company will be obliged to file 'protective' applications for franchise in cities it now serves with television stations. WBC owns five television stations and eight AM and FM outlets. In addition, another subsidiary of Westinghouse Electric Corp. owns microwave common carrier and four CATV's in Georgia.

WBC said rapid CATV's growth "endangers blueprint" for television service contained in commission's sixth Report and Order, issued in 1952.

Musicians file suit for losses against STV

Subscription Television Inc., which closed down its closed circuit pay TV service in Los Angeles and San Francisco last November following voter ap-

proval of amendment to state constitution outlawing pay TV in California, has been hit with \$115,000 breach of contract suit.

Three noted musicians, Isaac Stern, violinist, Eugene Istomin, pianist, and Leonard Rose, cellist, filed suit Feb. 11 in Los Angeles Superior Court asserting that they had contract with STV to tape three 90-minute programs. STV was to have exclusive rights to programs for 10 years, was to pay \$15,000 for each program plus \$7,000 per year for 10 years.

Complaint alleges that first payment of \$22,000, due Jan. 15, was not made and that this defaulting makes full amount immediately due.

Copyright bill would protect broadcasters

Member of panel that helped frame copyright law revision proposal now pending in Congress (see page 73) has told Michigan Association of Broadcasters bill seems to protect them from unauthorized use of copyrighted material by community antenna television systems.

Provision, said Fred S. Siebert, dean of Michigan State University College of Communications Arts, permits retransmission only if program material isn't altered and if no charge is made.

Two suits now in courts claim that present copyright law gives this protection to copyrighted material (see page 74).

Other areas Dean Siebert cited where new copyright measure would affect broadcasters: judicial doctrine allowing fair use of copyrighted material for discussion or criticism would be incorporated into copyright law; programs received in public places couldn't be altered or charged for; existing exemptions granted educational television to present copyrighted work for no profit would be removed, and copyright limit, now 26 years and renewable for 26 more, would be increased to life of copyright holder plus 50 years.

Dean addressed mid-winter conference of Michigan association held last week at Lansing.

Daniels denies W. Va. degrading charges

Bill Daniels, Denver broker, refused Friday (Feb. 12) to accept validity of charges made by Jack Lee, vice president and general manager of WSAZ-AM-TV Huntington, W. Va., against Durfee's TV Cable Inc., Parkersburg, W. Va., that it "purposely deleted and de-

WEEK'S HEADLINERS

Charles G. Mortimer Jr., VP in television department, William Esty Co., New York, elected VP in charge of department. He replaces Mitchell Johnson, who is leaving agency to join MCA-TV as VP in New York (BROADCASTING, Feb. 8). Mr. Mortimer, with Esty for last eight years, was made VP in 1963.

For other personnel changes see FATES & FORTUNES

graded" programing of WSAZ-TV. (see page 60).

Mr. Daniels offered \$10,000 to any broadcaster who could prove that Community Antenna Television operators deleted or degraded station's programing.

Mr. Daniels reply to Mr. Lee:

"Your telegram acknowledged. Durfee's TV Cable Inc. has absolutely no control over alleged degrading and deletion of your station's transmissions. Switching is done by UHF station (WTAP-TV) Channel 15 Parkersburg.

"When City Council of Parkersburg granted CATV franchise they insisted on protection of local station WTAP-TV. Broadcasters, NAB and FCC have insisted on local station protection.

"Durfee's TV Cable Inc. do not, repeat, do not alter, delete nor degrade signal or programing of your good station. Your claim of reward is hereby rejected. Suggest you appeal to WTAP-TV, NAB and FCC.

"My original offer still stands."

Grayson re-enters ownership

Purchase of KUBA Yuma City, Calif., by Sidney Grayson for \$230,000 was announced Friday (Feb. 12). Purchase, subject to usual FCC approval, is from C. V. Ullom and associates.

Mr. Grayson is former owner of KAUZ-TV Wichita Falls, Tex., which he sold to present owners in 1963, and other stations in southwest. KUBA is fulltime on 1600 kc with 5 kw days and 500 w nights. Broker: Hamilton-Landis & Associates.

Radio-TV ban draws NBC fire

Exclusion of radio-TV equipment, but not newsmen from "background" briefing on Viet Nam crisis by Assistant Secretary of Defense Arthur Sylvester earlier in week was protested by William R. McAndrew, executive vice president, NBC News.

In telegram to Defense Secretary Robert S. McNamara, Mr. McAndrew said that NBC felt "that at times like this no media should be discriminated against. We are fully cognizant of neces-

sary security precautions but today's action on Mr. Sylvester's part leaves us bewildered."

CBS and ABC had no comment.

Mr. Sylvester replied to Mr. McAndrew late Friday (Feb. 12) in short and cryptic wire, which read:

"Your telegram concerning DOD [Department of Defense] handling of media briefings has been received. The information made available during these briefings has been available to all media including radio and television. We thank you for bringing your views to our attention."

Feldman leaving LBJ; back to general practice

Myer Feldman, counsel to President Johnson, will become partner in Washington law firm effective upon his resignation March 1. He will join Ginsburg & Leventhal, which will become Ginsburg, Feldman & Leventhal. Harold Leventhal is general counsel of Democratic National Committee.

Mr. Feldman, who has held minority ownerships in number of radio stations, probably will re-enter field as owner. He sold his last interests (in WADK Newport, R. I., and KITO San Bernardino, Calif.) in 1960 after John F. Kennedy was elected to Presidency.

WPIX on color bandwagon

In move calculated to expand color programing in vital New York market, WPIX(TV) New York is reported to have ordered \$400,000 of equipment from RCA, including color camera-film chain and auxiliary transmitters.

Expansion in color is expected to take place this summer after equipment is installed and is operational, but there are no plans as yet to transmit color coverage of New York Yankee baseball games, which WPIX carries.

TV ban hoists House members

Senior members of House of Representatives entitled to move into new Rayburn House Office Building could be nation's most frustrated TV viewers.

Structure—built at cost exceeding \$100 million with room for 169 lawmakers and hearing rooms plus space for parking underground—also is wired for closed circuit television, it was revealed at weekend. Wiring gives potential for letting representatives view proceedings in House chamber or in committee rooms.

Irony is that House historically has opposed letting TV into hearings and chamber. Late Speaker Sam Rayburn, for whom building is named, was militant opponent of TV in House—it's known as "Rayburn Rule."



SUGARFOOT



HAWAIIAN EYE



THE GALLANT MEN



SURFSIDE 6



77 SUNSET STRIP

*Warner Bros.
Television
Audience
Magnets...*



MAVERICK



CHEYENNE



BRONCO



THE ROARING 20'S



BOURBON STREET BEAT



THE DAKOTAS



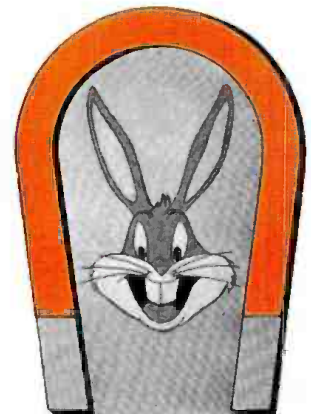
ROOM FOR ONE MORE



LAWMAN



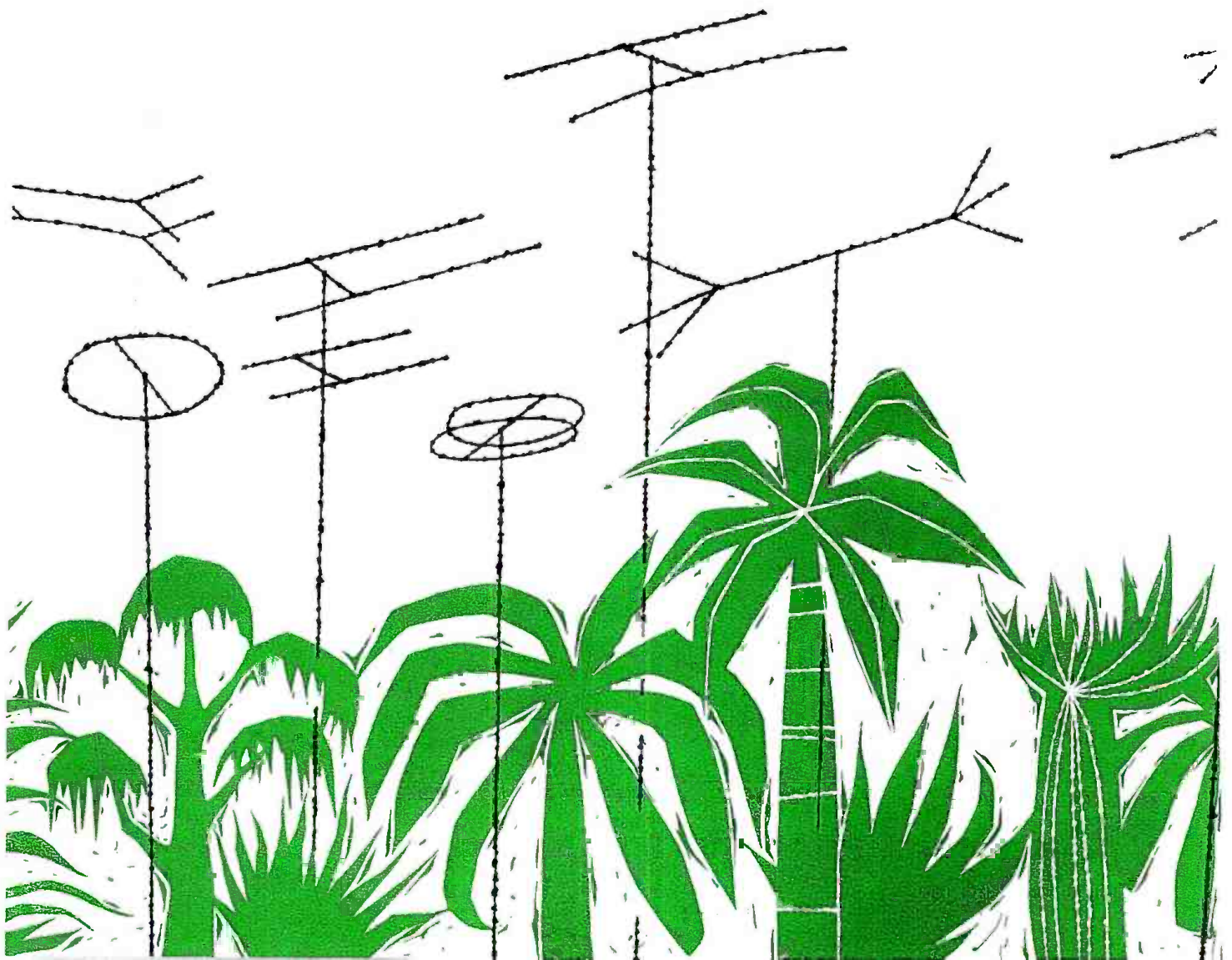
WARNER BROS. ONE-FEATURES



WB CARTOONS-SERIES '64



WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000



COVERAGE

Television is the only efficient way to reach the important Florida/Georgia regional market, and WJXT in Jacksonville is the only television station to cover the total area!



WORLD'S FIRST SOLID STATE

1 Tube Transmitter

VANGUARD 1

and

K•NUZ HAS IT

On Christmas Day, KNUZ began transmitting on Vanguard 1. Another first for Houston and KNUZ.

Vanguard 1 is fully transistorized with single-tube final amplifier. This means wider response ± 1.5 db., 20 — 16,000 cycles.

*Let KNUZ make you first
in the Houston market.*

K•NUZ

HOUSTON'S 24-HOUR MUSIC AND NEWS

THE KATZ AGENCY, INC.
National Representatives

In Houston Call DAVE MORRIS JA 3-2581

DATEBOOK

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

■Indicates first or revised listing.

FEBRUARY

■Feb. 16—St. Louis Chapter of American Women in Radio and Television dinner meeting. John F. Box Jr., Balaban Stations, to speak on "Next 10 Years in American Radio." Trader Vic's.

■Feb. 16—American Women in Radio and Television dinner meeting. Sheraton hotel, Philadelphia.

Feb. 16—National General Corporation annual stockholders meeting. 10 a.m., Fox Wilshire Theater, Beverly Hills, Calif.

■Feb. 18—Hearing on nomination of Mary Gardner Jones to be a member of the Federal Trade Commission before the Senate Commerce Committee, Suite 5202, New Senate Office Bldg., Washington.

Feb. 18 — New York area Emmy awards luncheon, sponsored by New York Chapter of The National Academy of Television Arts and Sciences, Trianon Room, New York Hilton hotel. Speaker will be former FCC Chairman Newton N. Minow.

Feb. 18—Southern California Broadcasters Association, MacManus, John & Adams, Los Angeles, guest agency. Luncheon meeting, 12 noon, at Michaels Restaurant, Hollywood.

Feb. 19—Newsmaker luncheon of the International Radio & Television Society. Featured speaker is Frederick W. Ford, president of National Community Television Association. Grand Ballroom, Waldorf-Astoria, New York.

■Feb. 19-20—British Columbia Association of Broadcasters annual meeting. Harrison Hot Springs hotel, Harrison Hot Springs, B. C.

■Feb. 20—South Carolina Associated Press Broadcasters annual meeting. Downtowner motel, Columbia.

■Feb. 20—Meeting between representatives of National Association of Broadcasters and the National Community Television Association on community antenna TV legislative proposals. Airport hotel, Los Angeles.

■Feb. 21—Iowa Associated Press Radio-TV News Association winter workshop. Fort Des Moines hotel, Des Moines.

Feb. 22 — Country Music Association sales and promotion seminar, Los Angeles. Co-chairmen: Dan McKinnon, KSON San Diego, and Dick Scofield, KFOX Long Beach, Calif.

■Feb. 23—National Association of Broadcasters and National Community Television Association report to FCC on results of their discussions on legislative proposals for regulation of community antenna TV. Washington.

Feb. 23—International Broadcasting Awards banquet of Hollywood Advertising Club. Hollywood Palladium.

Feb. 23—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of the commission's multiple ownership rules. Former deadline was Jan. 22.

Feb. 23-24—Tenth annual meeting of American Dairy Association of California. Among speakers is Dan Rowles, A.D.A. fluid milk product manager, Chicago, who will present plans behind fluid milk advertising program. Fresno Hacienda, Fresno.

■Feb. 24—Macon Council of Women's Clubs meeting. Speaker: Elizabeth Bain, president of American Women in Radio and Television. Macon, Ga.

■Feb. 25—Denver Advertising Club meeting. Speaker: Mary Dorr, western area president

of American Women in Radio and Television. Denver.

■Feb. 25—New York City American Women in Radio and Television luncheon meeting. Princeton Club, New York.

Feb. 25-26—American Women in Radio and Television Educational Foundation's Board of Trustees meeting. Riviera Motor hotel, Atlanta.

■Feb. 26—Meeting of Association of Maximum Service Telecasters technical committee. AMST offices, Washington.

Feb. 26—New deadline for reply comments on the FCC's inquiry and proposed rulemaking into contracts of broadcast licensees with the newswire services (AP and UPI). Former deadline was Feb. 10.

Feb. 26-27 — Spring meeting of Arkansas Broadcasters Association. Carl Ring Center. Arkansas State College, Jonesboro.

Feb. 27 — American Women in Radio and Television Educational Foundation—Atlanta AWRT chapter seminar. Atlanta.

Feb. 27 — First annual FAB awards banquet of Florida Association of Broadcasters. Awards will go to Ed Sullivan, Bob Hope, Arthur Godfrey and Walter Winchell. Fountainbleau hotel, Miami Beach.

MARCH

March 2—Spring meeting of New York State Broadcasters Association. Ten Eyck hotel, Albany.

March 3—Luncheon of International Radio & Television Society. Paul Rand Dixon, chairman of Federal Trade Commission, will speak. Waldorf-Astoria, New York.

■March 3-4—Meeting of National Association of Broadcasters television code board. Mountain Shadows, Scottsdale, Ariz.

March 4-5 — Detroit chapter of American Marketing Association workshop on "Meeting the Challenge to New Products" at Statler-Hilton hotel. Conference chairman is Rufus Choate Jr., manager of marketing objectives and policies, Chrysler Corp.

■March 5-6—Oklahoma Broadcasters Association, Sooner Chapter of American Women in Radio and Television, and the Oklahoma Television Association hold annual Radio-TV Conference and Clinic, University of Oklahoma, Norman.

March 5-6—New Mexico Broadcasters Association meeting. White Winrock hotel. Albuquerque.

March 8-12—Hollywood Festival of World Television Classics. Prize-winning programs from 25 countries will be shown. Al Press, publisher, *Telesfilm International* magazine, is coordinator of the festival, jointly sponsored by 12 Hollywood TV film producers. Huntington Hartford Theater, Hollywood.

March 10—Twenty-fifth anniversary awards banquet of International Radio & Television Society. Waldorf-Astoria, New York.

March 10-16 — Meeting of International Television Programme Market. Palais des Festival, Cannes, France.

■March 15—Deadline for Alfred P. Sloan Radio-TV Awards for Highway Safety. Entries should be sent to 200 Ring building, Washington 20036.

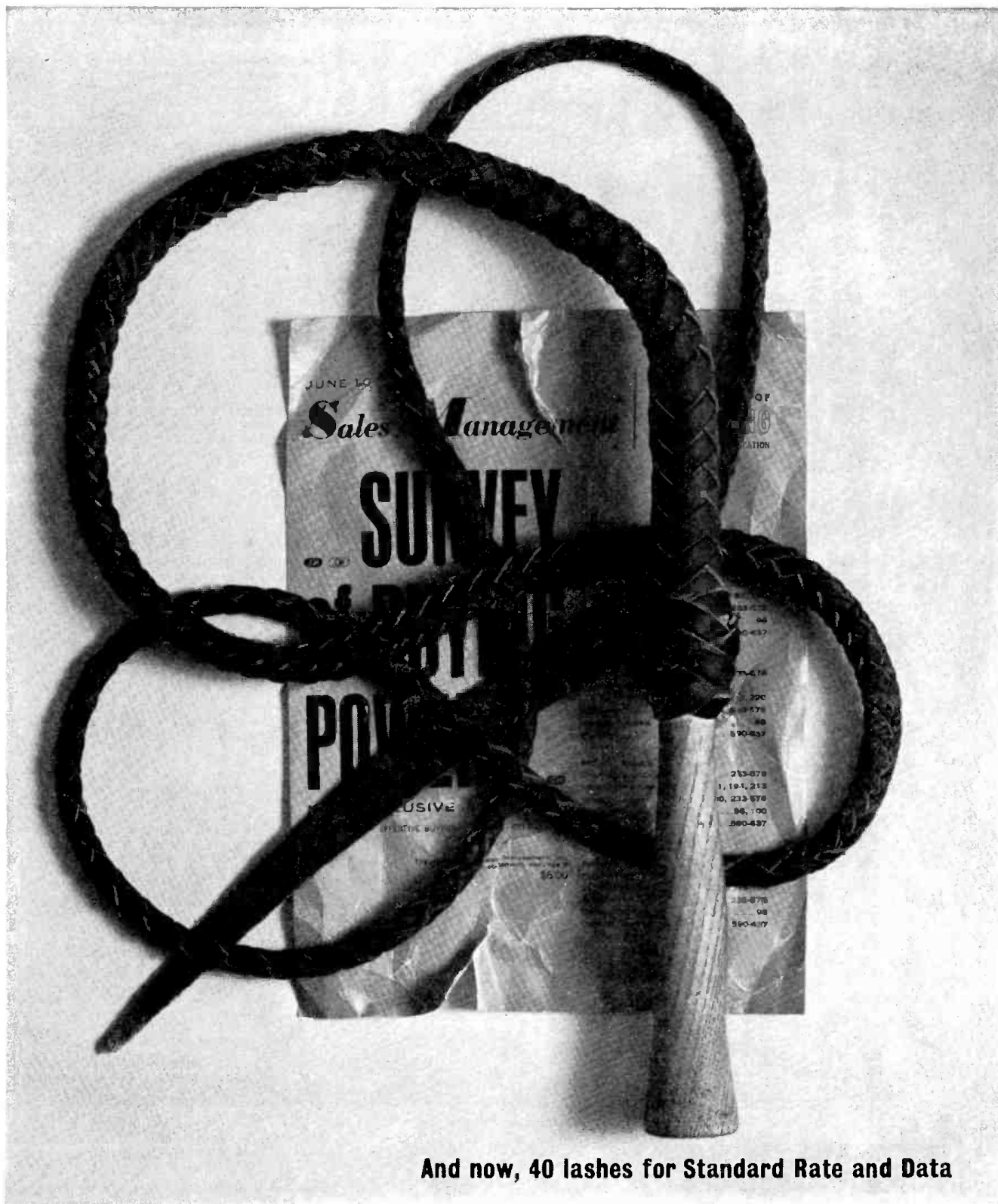
March 15—American TV Commercials Festival. Waldorf-Astoria, New York.

March 17 — Washington American Women in Radio Television chapter reception honoring AWRT Foundation's international broadcaster visitors 1965. Corcoran Gallery of Art, Washington.

March 17—Writers Guild of America TV-radio branch, 17th annual awards show. Beverly Hilton, Beverly Hills, Calif.

■March 17-18 — NBC-TV affiliates meeting. Waldorf Astoria, New York.

March 18—Southern California Broadcasters Association luncheon. Carson/Roberts,



And now, 40 lashes for Standard Rate and Data

Imagine! Two important publications like these leaving out essential information.

They know that media buyers depend on them for market facts when they're placing advertising.

Yet both of these publications leave out the retail spending of military personnel at on-base post exchanges and commissaries.

Now three large military installations—Fort Bragg, Pope Air Force Base, and Seymour Johnson Air Force Base—are right in the heart of our coverage area.

The combined income of the military personnel at these bases is more than \$127,000,000 annually.

According to conservative estimates, about half of this money is spent at PXs and commissaries. Yet it's not

shown in any data reporting source.

So you can understand why we feel like lashing someone.

We asked the guys at Sales Management and Standard Rate and Data why they didn't include these vital figures.

"Impossible," they said. "The figures just aren't available."

Excuses, excuses. **WRAL-TV**

WRAL-TV, Raleigh, N.C. ABC Television. Represented nationally by H-R



WSPA was South Carolina's first radio station and is 35 years old this month. A whole generation of South Carolina consumers have "grown-up" influenced by the mature programming of WSPA. Affiliated with CBS since 1941, WSPA dominates the lower Piedmont with good quality music, local and CBS news, variety and public service programs.

CLIFF "FARMER" GRAY

The WSPA Morning Man for a quarter century, whose showmanship and homey philosophy have endeared him to the 205,200* homes within the WSPA coverage area. (When "Farmer" says it — folks believe it.)

*Nielsen Report



SELL THE LOWER PIEDMONT ON
SOUTH CAROLINA'S FIRST RADIO STATION

George P. Hollingbery — National Representatives

wspa

RADIO 950

SPARTANBURG, S. C.

AM

FM

TV 7

STEREO

Owned and Operated by The Spartan Broadcasting Co.—Walter J. Brown, Pres.

Los Angeles, guest agency. Michaels Restaurant, Hollywood.

■March 20—Meeting of board of directors, Association of Maximum Service Telecasters. Broadcasters Club, Washington.

■March 21—Annual membership meeting and election of officers, Association of Maximum Service Telecasters, Shoreham hotel, Washington.

■March 21—First meeting of board of directors with new officers, Association of Maximum Service Telecasters, Heritage Room, Shoreham hotel, Washington.

March 21—Second annual meeting, Society of Broadcast Engineers. Forum room, Shoreham hotel, Washington.

March 21-24 — National Association of Broadcasters annual convention. Shoreham and Sheraton Park hotels, Washington.

March 21-24 — Television Film Exhibits—1965 with program distributors participating. Shoreham hotel, Washington.

March 22-26 — Institute of Electrical and Electronics Engineers international convention. New York Coliseum and New York Hilton hotel.

March 23 — Annual banquet of Broadcast Pioneers. Regency Room. Shoreham hotel. Washington.

March 23—New deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of the commission's multiple ownership rules. Former deadline was Feb. 21.

March 28-April 2—Society of Motion Picture and Television Engineers, 97th semi-annual conference. Ambassador hotel, Los Angeles.

■March 29-30—Tenth anniversary spring meeting of Pacific Northwest Community TV Association Inc., Davenport hotel, Spokane, Wash.

March 29-April 1—Association of Electronic Manufacturers Inc. first national convention, Hilton hotel, New York.

March 31-April 1—New Business Forum to be co-sponsored by the National Electronic Distributors Association and the Electronic Industry Show Corp. during National Electronics Week. Community antenna television will be among items discussed. Hilton hotel, New York.

APRIL

April 1—FCC deadline for comments regarding frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna television systems.

April 7—Luncheon of International Radio & Television Society. Gail Smith, director of advertising and market research for General Motors Corp., scheduled to speak. New York.

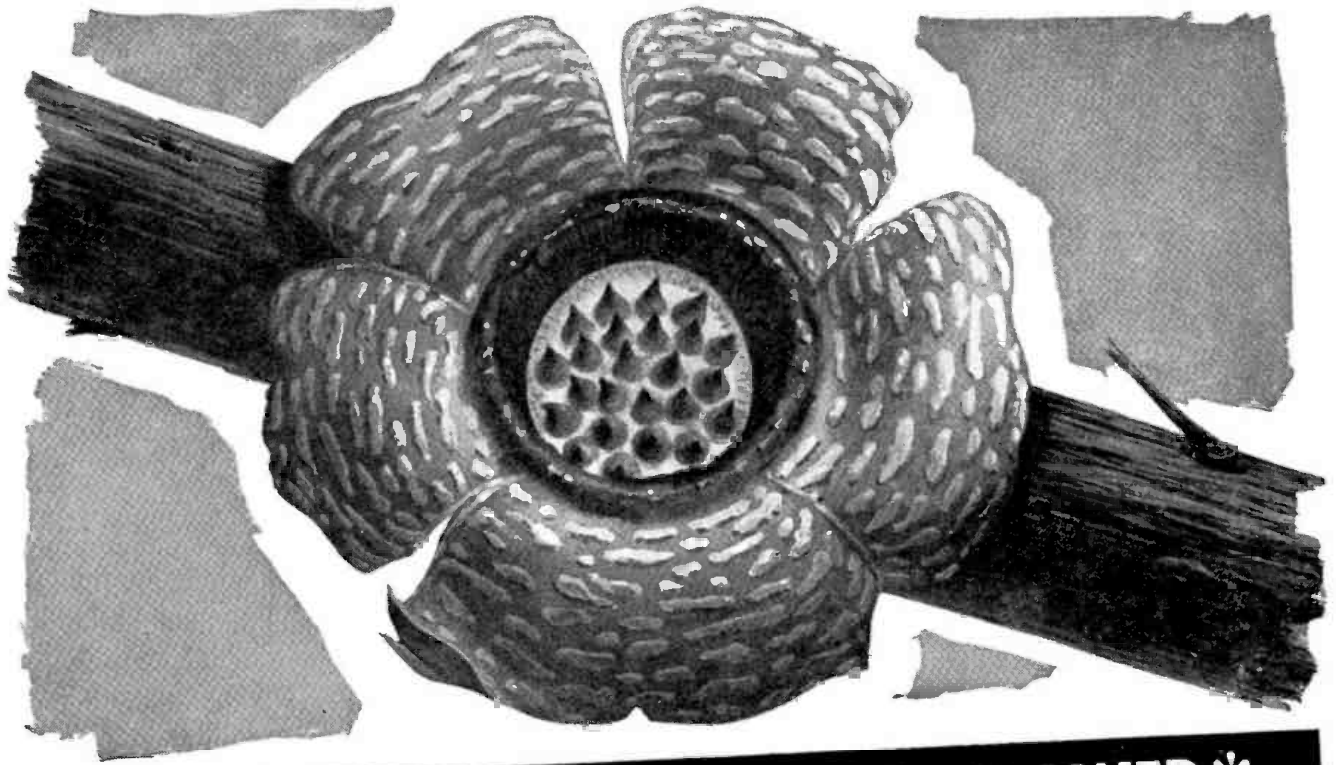
April 7-9—Meeting of National Community Television Association board of directors. Mountain Shadows, Ariz.

April 8-9—Fourth annual Collegiate Broadcasters conference and the second annual College Majors conference combined into one meeting under sponsorship of International Radio & Television Foundation of International Radio & Television Society. John C. McArdle, vice president and general manager WNEW-TV New York, is chairman. Hotel Roosevelt, New York.

April 9 — 1965 American TV Commercials Festival awards luncheon. Walter Weir, chairman of executive committee at West, Weir & Bartel, heads 1965 council of judges. Waldorf-Astoria, New York.

■April 9-10 — Intercollegiate Broadcasting

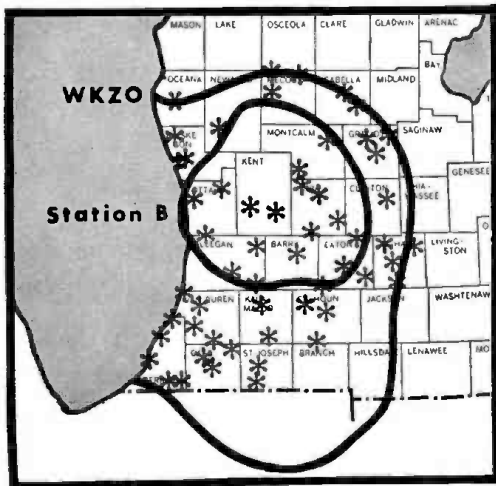
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YOU MAY NEVER SEE A 15-LB. FLOWER* —

BUT... WKZO Radio Coverage Makes Supermarket Sales Blossom in Greater Western Michigan!

Southwestern Michigan A&P and Kroger store cities within stations' primary coverage areas



In Kalamazoo and Greater Western Michigan, WKZO Radio gives advertisers a far bigger bouquet of outlet coverage—and customer coverage—than the next station.

The map at left shows why: we're cultivating a bigger and better garden plot. In the service area (.5MV. contour) of our biggest competitor in Southwestern Michigan, there are 18 A&P and 16 Kroger stores.

But in WKZO's primary service area there are 60 A&P and 33 Kroger stores—not counting stores in our competitor's home county, even though we come in strong there.

Let your Avery-Knodel man help you sniff the heady fragrance of more distribution outlet coverage—and more listeners—via WKZO Radio!

**Rafflesia Arnoldi* (Malaysia) blooms measure 3 feet across, weigh 15 lbs.



The Feltzer Stations

RADIO
 WKZO KALAMAZOO-BATTLE CREEK
 WJEF GRAND RAPIDS
 WJFM GRAND RAPIDS-KALAMAZOO
 WWTV-FM CADILLAC

TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WWTV CADILLAC-TRAVERSE CITY
 WWUP-TV SAULT STE. MARIE
 KOLN-TV / LINCOLN, NEBRASKA
 /KGIN-TV GRAND ISLAND, NEB.

WKZO

**CBS RADIO FOR KALAMAZOO
 AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives

Please Note!

Broadcasting

reaches more PAID circulation than the next four vertical publications combined.

Broadcasting

reaches more PAID agency and advertiser circulation than the next four vertical publications combined.

Broadcasting

carries more advertising lineage annually than the next four vertical publications combined.

Broadcasting

delivers, dollar for dollar, more than twice as many PAID agency-advertiser readers as any of the four vertical publications.

Why Not!

After all,

Broadcasting

is THE Businessweekly of Television and Radio.

1735 DeSales Street, N.W.
Washington 6, D. C.

System's 26th Annual National Convention on campus of New York University at University Heights.

■April 9-10—Spring meeting of West Virginia Broadcasters Association. Press Club, Charleston.

■April 10—West Virginia Associated Press Broadcasters meeting, Charleston.

■April 11-12—Annual spring convention of Texas Association of Broadcasters. Shamrock Hilton, Houston.

■April 12-13—Legal seminar, conducted by National Community Television Association general counsel Robert D. L'Heureux. Registration (\$35) begins 6 p.m. Saturday, April 10. Briefing session begins 11 a.m. Sunday, April 11, especially for those who have not attended seminars in the past. Primarily for lawyers, but non-lawyers representing CATV systems permitted. Mountain Shadows hotel, Mountain Shadows, Ariz.

■April 12-15—National Educational Television Network's spring meeting of station managers, Sheraton Plaza and WGBH(TV) Boston, Mass.

■April 13-15—Institute of Electrical and Electronics Engineers Region Six Annual Conference, Las Vegas Convention Center, Las Vegas.

■April 15—Southern California Broadcasters Association luncheon. Compton Advertising, Los Angeles, guest agency. 12 noon. Michaels Restaurant, Hollywood.

April 21—Luncheon of International Radio & Television Society. Senator John O. Pastore (D-R. I.) will speak. New York.

April 26—Louisiana Association of Broadcasters meeting. Lafayette.

■April 24—American Women in Radio and Television Educational Foundation—AWRT New England Chapter Seminar, Boston University, Boston.

■April 26-28 — Communications Research Seminar sponsored jointly by Temple University of Philadelphia and Department of

Health, Education and Welfare, Temple University, Philadelphia.

■April 27-30—Alpha Epsilon Rho National Convention hosted by University of Houston at Shamrock-Hilton hotel, Houston.

■April 28-30—International Advertising Association's 17th Annual World Congress, Paris.

■April 29-May 8—Fifth international contest for the Golden Rose of Montreux Awards for TV entertainment programs, Montreux, Switzerland, organized by the town of Montreux in cooperation with the Swiss Broadcasting Corp. and under the patronage of the European Broadcasting Union. Entry deadline for TV organizations is April 1.

■April 29-30—Pennsylvania Associated Press Broadcasters annual meeting, Allenberry, a resort in Boiling Springs, near Harrisburg.

April 29-30—Spring meeting of Oregon Association of Broadcasters. Village Green motor hotel, Cottage Grove.

April 30 — Spring meeting of Mississippi Broadcasters Association. Buena Vista hotel, Biloxi.

April 30-May 1—Kansas Association of Radio Broadcasters meeting. Hutchinson.

MAY

■May 2-3—American Women in Radio and Television Board of Directors meeting, New York Hilton hotel, New York.

May 3—FCC deadline for reply comments regarding frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna television systems.

May 3-5 — Spring meeting of Kentucky Broadcasters Association. Speakers include FCC Commissioner Lee Loewinger. Brown hotel, Louisville.

■Indicates first or revised listing.

OPEN MIKE®

Sound's a sight

EDITOR: Is television ruining individual musical artistry?

I was impressed recently in watching some performances where some very untalented people are exposed for various and sundry purposes. I have seen more exaggerated facial expressions, hip-shaking, finger-snapping, undulating bodily maneuvers to cover up bad voices than I have ever seen before.

What has happened to the real test of music quality where you could close your eyes and merely listen?—Robert T. Mason, president, WMRN Marion, Ohio.

The signs of change

EDITOR: Everyone here at American Safety Razor Co. and at our subsidiary Burma-Vita in Minneapolis was amused and edified by Sid Hix's cartoon in the January 18th issue.

I was wondering whether it would be possible to obtain the original for framing. . . . We would consider it a very valuable addition to our collection

of memorabilia on Burma Shave.—J. Mitchell Jablons, American Safety Razor Co., New York.

(The original is on its way to Mr. Jablons.)



"We've got to get on television. People are driving too damn fast to get our message!"

Good neighbors

EDITOR: Our studios, transmitter and officers are in Oaks Park, on the east bank of the Willamette River which crested at 18 feet over flood stage at



WAGA-TV is building...

the Television Center of the South!

A new measure of television excellence is now building in Atlanta! Here, in America's 23rd market — heart of the South's business activity, the Storer Broadcasting Company is moving forward with Atlanta by constructing one of the best equipped studios and offices known to the industry. The front elevation will be Georgian, the decor will be 18th Century... in keeping with Storer and Southern traditions. The new WAGA-TV cen-

ter will become a Dixie landmark during 1965! Some 53,000 square feet of supporting facilities and office space will surround two studios that can be combined into a 123' x 60' sound stage. The building is being constructed on a beautifully wooded 28 acre site on Atlanta's near north side. It will reflect Atlanta's dynamic growth... and its modern features will make WAGA-TV, the Television Center of the South!

LOS ANGELES KCAL-TV	PHILADELPHIA WIPAC-TV	CLEVELAND WUAB-TV	MIAMI WISN-TV	TOLEDO WUAB-TV	DETROIT WUAB-TV	DETROIT WUAB-TV
NEW YORK WUAB-TV	MILWAUKEE WUAB-TV	CLEVELAND WUAB-TV	ATLANTA WUAB-TV	TOLEDO WUAB-TV	STORER BROADCASTING COMPANY	

5 
Atlanta
waga-tv
Represented by Storer Television Sales, Inc.

So what else is new?

People seem to get used to modern miracles pretty quickly. A satellite that would have been big news a couple of years ago is routine stuff today.

And in our own line of business, electricity made with nuclear energy has come along so fast that you're probably not surprised to hear that 127 of the investor-owned companies have 25 nuclear electric projects completed or under way—about a

billion-dollar program to benefit you and all America.

You probably say, "Great. But what else are you doing for us lately?"

Well, to help keep your electric service ever plentiful and low in price, we've got more than 1800 research and development projects under way or recently completed.

And in about the next ten years we'll double our electric supply.

This means we'll build substantially as much as all that we've built in the past 82 years.

We're also proud of the fact that the average unit price paid for residential electricity is less than it was ten years ago. And we'll try our hardest to keep up that good record.

You've got good things going for you with service by

**Investor-Owned Electric
Light and Power Companies***

*Names of sponsoring companies available to you through this magazine



noon, Christmas day. We had four feet of water throughout our building. In spite of this, KLIQ only missed broadcasting the afternoon of Dec. 24.

Kgw Portland lent us, at no charge, a 1 kw-transmitter which we installed in a moving van close to our tower. Kxl Portland allowed us to use their production studios and offices, also at no charge. Through this type of generosity and helpfulness, we were able to operate until Jan. 25, when we returned to our own building.

The total damage to the studios and equipment may run as high as \$30,000.

What I want to emphasize is that, unfortunate as the radio loss is, there are still a lot of unselfish people who will put aside business competitiveness to help out a fellow broadcaster in an emergency.—*David M. Jack, general manager, KLIQ Portland, Ore.*



Christmas at KLIQ

Top 40 and proud of it

EDITOR: I am beginning to resent the fact that since we don't operate a 50-kw, clear-channel, open-panel discussion station with wall-to-wall Broadway or Mantovani music and 30-word-a-minute commercials, we are considered "... low budget, tasteless ... pimply-faced adolescent ... insipid ... rip-and-read ... raucous ... (and a) shame and a sham."

We happen to be Top 40, and proud of it. We serve our market with programming our market wants. Our "little" 1 kw pumps music, news, sports, and special events every single day and night. We carry the public forum of our town, we follow our local college and high school football and basketball no matter where they travel. We cover all city and county commission meetings with a reporter and we don't hesitate to usurp any program with items of pertinent interest to our community. We believe in our town and from their response to what we do, they believe in us. . . .

I remain to be convinced that one man—or seven—in Washington can

WHBF

QUAD-CITIES

IOWA

DAVENPORT

ROCK ISLAND

MOLINE

EAST MOLINE

ILLINOIS

AS CLOSE TOGETHER AS THE BOROUGHES OF NEW YORK

FEB 16 1925

CELEBRATING A 40 YEAR LOVE AFFAIR

The Quad-Cities and WHBF Radio go together like cupids and arrows. We've been aiming for the affection of this mighty Midwest market for forty years, and WHBF is on target today, as always, with good ratings and goodwill that can make your product or service a favorite in the Quad-Cities, No. 2 market of Illinois-Iowa!

SINCE 1925 WHBF RADIO 1270


What makes a great salesman?

Folks around Sharpsburg, Pennsylvania, used to shake their heads in wonder at the enterprise of young Henry J. Heinz. From the age of eight he marketed spare vegetables from his family's garden, and it came as no surprise to the townspeople that by the time he was twelve his thriving retail business' assets included a horse and wagon. This auspicious beginning heralded the sales career of a man who succeeded for one very important reason: he wanted the consumer to get the worth of every penny paid — because he knew the worth of a satisfied customer.

The H. J. Heinz Company grew by leaps and bounds, spurred by Heinz' integrity and creative ingenuity. He insisted that every Heinz product be displayed in clear glass bottles rather than the green glass in common use at the time. He originated the trade slogan which made "57 Varieties" famous throughout the world. As a promotional gimmick he developed the highly successful Heinz pickle pin. (Over 80,000,000 have been given away to date.) And when he crusaded for pure food and drug legislation he spoke not only for his business, but for the entire industry.

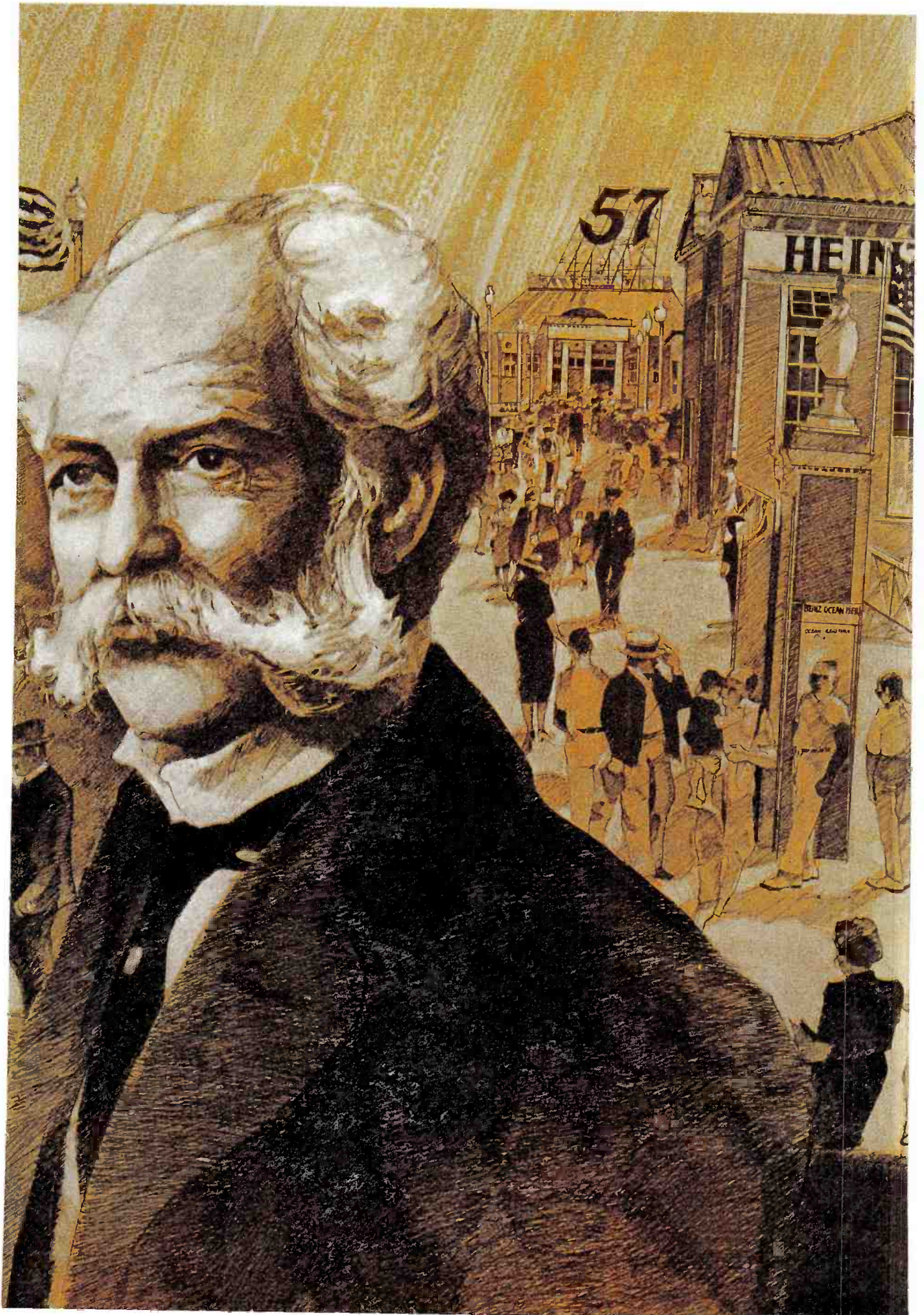
Henry J. Heinz was a great salesman because he kept aware of the needs of his consumers. So, too, for over 36 years, Storer has made it a practice to give its listeners and viewers what they ask for . . . its advertisers what they pay for. Responsible management and progressive programming have paid off for Storer . . . will pay off for you! In Detroit, Storer's great salesmen are WJBK and WJBK-TV, two important stations in an important market.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV



STORER
BROADCASTING COMPANY





"DUTY, HONOR, COUNTRY"



The only one
of its kind
to be
produced
for
TV

Produced By
WBTB
Charlotte, N. C.

General Douglas MacArthur's Career

BOOK IT NOW FOR SHOWING IN APRIL...
Timed for the anniversary of his death!

AVAILABLE EXCLUSIVELY

Write or phone **PETE AFFE**, Gen. Mgr.
TELEVISION AFFILIATES CORP.
625 Madison Ave., New York
N. Y. 10022, PLaza 1-3110



possibly know what is in the public interest in Springfield, Ohio, and it appears more and more that the only thing coming our way, unfortunately, is vague and all-inclusive generalities indicting us all for the sins that these men think exist.—*Donald A. Brown, production manager, WIZE Springfield, Ohio.*

(The quoted portion of Mr. Brown's letter is from part of a letter by J. A. Walsh, Washington, printed in this column, in which the latter maintained tasteless, low-budgeted programing dominates radio (BROADCASTING, Jan. 25).)

NAB keeps growing

EDITOR: Just a little reminiscing. Reading a recent issue of BROADCASTING (Feb. 1) I notice that the NAB budget for next year is \$2,275,000, and reading the page which gives the stations on the air, there are 3,996 licensed AM stations, 1,214 FM and 550 TV. Back in 1938 when I joined NAB the NAB budget was \$220,000 and we thought it was a big budget. There were somewhat less than 500 AM stations on the air and our membership about 319.

Things have grown in the last 26 years, as they should have.—*Neville Miller, Miller & Schroeder, Washington.*

(Mr. Miller was president of the NAB from 1938 to 1944.)

Brantley ill

EDITOR: Today I had a telephone call from the Reverend Arthur J. Brantley, minister of a Baptist church here in Columbia (S. C.); . . . who is the brother of J. Carson Brantley of Salisbury, N. C. . . . (He said) that it is Carson's wish that a note appear in BROADCASTING saying that he is critically ill . . . so that his friends in the industry will know of his illness. As you may remember, Carson for many years had an advertising agency that handled the Stanback account, among others, and was well known among many radio broadcasters.—*G. Richard Shafto, president, The Broadcasting Co. of the South.*

Yearbook statistics popular

EDITOR: I am at the present time revising my book, "Advertising Procedure," now in its 42d printing. For the chapter on television, I should like permission to reproduce the table on page 16 of your 1965 YEARBOOK showing the number of homes tuned in to television. . . .

Incidentally, may I take this opportunity of expressing my tribute to the superb job you do in assembling the vital statistics of the industry.—*Otto Kleppner, The Kleppner Co., New York.*

(Permission to reprint has been granted.)

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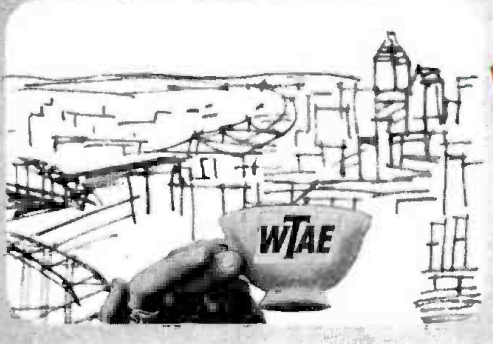
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**BETTER LOOKING . . .
BETTER LISTENING . . .
BETTER SELLING . . .**

WSUN
TELEVISION **abc** RADIO
TAMPA - ST. PETERSBURG

1



Why take TAE in Pittsburgh?

2



It's as simple as ABC...

3



plus more local shows...

4



plus most homes reached...

5



plus lots of local color!

Be specific! We're the only local station originating color film!

6



Do it!

Better mention the KATZ man!

The sound of jets comes over big on radio

A modern day version of the David and Goliath story has been quietly unfolding in the airlines industry over the past 20 years as Trans Caribbean Airways strives to establish a firm foothold in the important New York-to-the-Caribbean marketplace.

When Trans Caribbean began its operations two decades ago, it faced the mammoth selling job of competing against two giants, Pan American and Eastern, who previously had shared the lucrative Caribbean routes.

As an aggressive newcomer to the air travel business, necessity made us acknowledge experts in stretching the advertising dollar. An airline, just like any other business, is largely if not wholly dependent on sales to sustain itself—and advertising is the handmaiden of sales. With numerous media holding out the promise of sales results, we spent substantial sums testing and searching for the perfect exposure.

Which Medium? ■ The selection of components that must go into every advertising effort is without end. Should one use newspapers, radio, billboards, magazines, when and where and for how long? There is always uncertainty regarding the components, and so we really never know if the media failed the advertiser or if the advertiser failed the media.

For example, our experience in radio was not particularly outstanding during the first decade. We moved slowly at first (did we move too slowly?) but have moved more boldly in recent years to find that radio is a key medium to tell our story in the right places, tell it well, and, more important, tell it at a low cost-per-thousand.

Currently Trans Caribbean is running saturation spot schedules on leading New York stations, including WMCA, WOR, WNEW, WHN and WADO, and is planning to expand in this market.

'Jet Happy' ■ Incidentally, we hope you have joined the vast unseen audience which is humming and singing our campaign theme . . . "Jet Happy." This is part of a potent jingle that was developed for us in conjunction with a powerful copy approach. Radio seemed the right medium to get the public to "Jet Happy with Trans Caribbean" and conjure up a gay fiesta atmosphere at economy prices.

Today it becomes increasingly more important that each media decision be absolutely correct as we compete in the Caribbean to fill our growing fleet of DC-8F fan jets. We use radio to ham-

mer home that only Trans Caribbean flies only fan jet equipment and only Trans Caribbean offers the \$95 Puerto Rico group fare.

How successful have Trans Caribbean and radio been? Passenger sales in 1964 rose to a record \$24 million and we credit radio with playing a significant part in our growth.

Radio's Advantages ■ Our experience with radio leads us to make these evaluations of this medium:

1. Radio is a personal medium, perhaps the most personal of all. It is in constant communication with the listener. It travels with him in his automobile, to the beach; it even follows him into the private domain of his bedroom and bath.

2. Radio permits selection of stations and broadcast personalities with established acceptance in the market. Through them the trustworthiness and believability of our messages become enhanced.

3. Radio is a selective form of advertising. Select only those stations which have an audience that fits your patronage needs. You can further refine your listenership with your choice of time periods, programs and personalities. This means you are buying what is hopefully your potential market without paying for added coverage.

4. Radio is remarkable in that it is the only portable source of instant dissemination of news and entertainment. The millions of people who rely on this means of supplying up-to-the-minute facts make up a massive potential audience for our product.

5. Radio has flexibility. Sudden changes, revisions, additions and even elimination are possible. Not so with other media.

6. Radio's automobile audience is

another remarkable feature of this remarkable medium. Although rating services fail to rate car audiences adequately because of the obvious research and testing difficulties, this group of listeners may be the most important of all. All age categories are reached in a comparatively captive group. The morning and early evening drive periods enable us to talk to the male member of the household, the breadwinner, who does almost all the business air travel and who buys the vacation air travel tickets.

7. The cost-per-thousand for radio is considerably less than for any other comparable medium that can produce the dramatic results of radio. Because of this low cost factor, we are able to dominate the audience with our message.

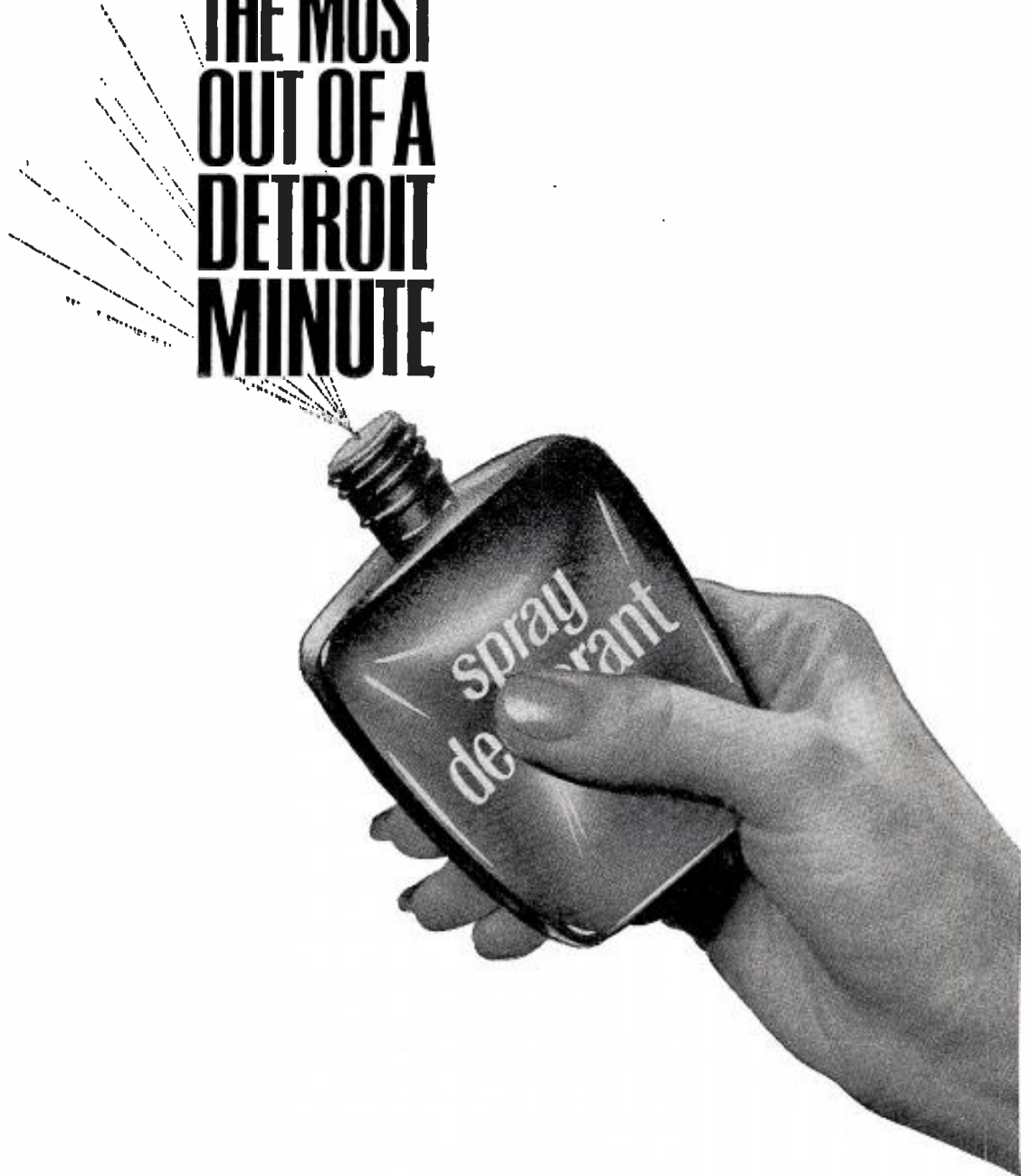
8. Radio permits additional selectivity in the ethnic area, a vital consideration in Trans Caribbean's marketing strategy. Remember, Trans Caribbean flies exclusively to the Caribbean. With a potential audience of 1.3 million Spanish-speaking people in the New York area, radio is of prime importance. Ethnic radio stations—there are three of major consequence in the New York area—are a vital communication link. Latin people have a great loyalty to radio stations that perform a public service on behalf of their community, and an advertiser inherits the benefits of this loyalty.

We must acknowledge, however, that no one medium by itself is sufficient to develop a well-rounded program, be it radio, TV or newspaper. Someone once said that half of all advertising expenditures are wasted. I only wish I could find out which half. Meanwhile, Trans Caribbean is sold on radio because radio has sold the public on Trans Caribbean.



Irving M. Buckley, executive vice president of Trans Caribbean Airways, has been with the company since 1947 and serves it as treasurer and a director. He is also vice chairman of the board, vice president and a director of D. C. Transit System Inc., Washington, and has been a director of the Independent Military Air Transport Association, Washington. Mr. Buckley resides in North Woodmere, L. I., with his wife, Helen and two sons, Richard and Steven. He is a licensed pilot.

HOW TO SQUEEZE THE MOST OUT OF A DETROIT MINUTE

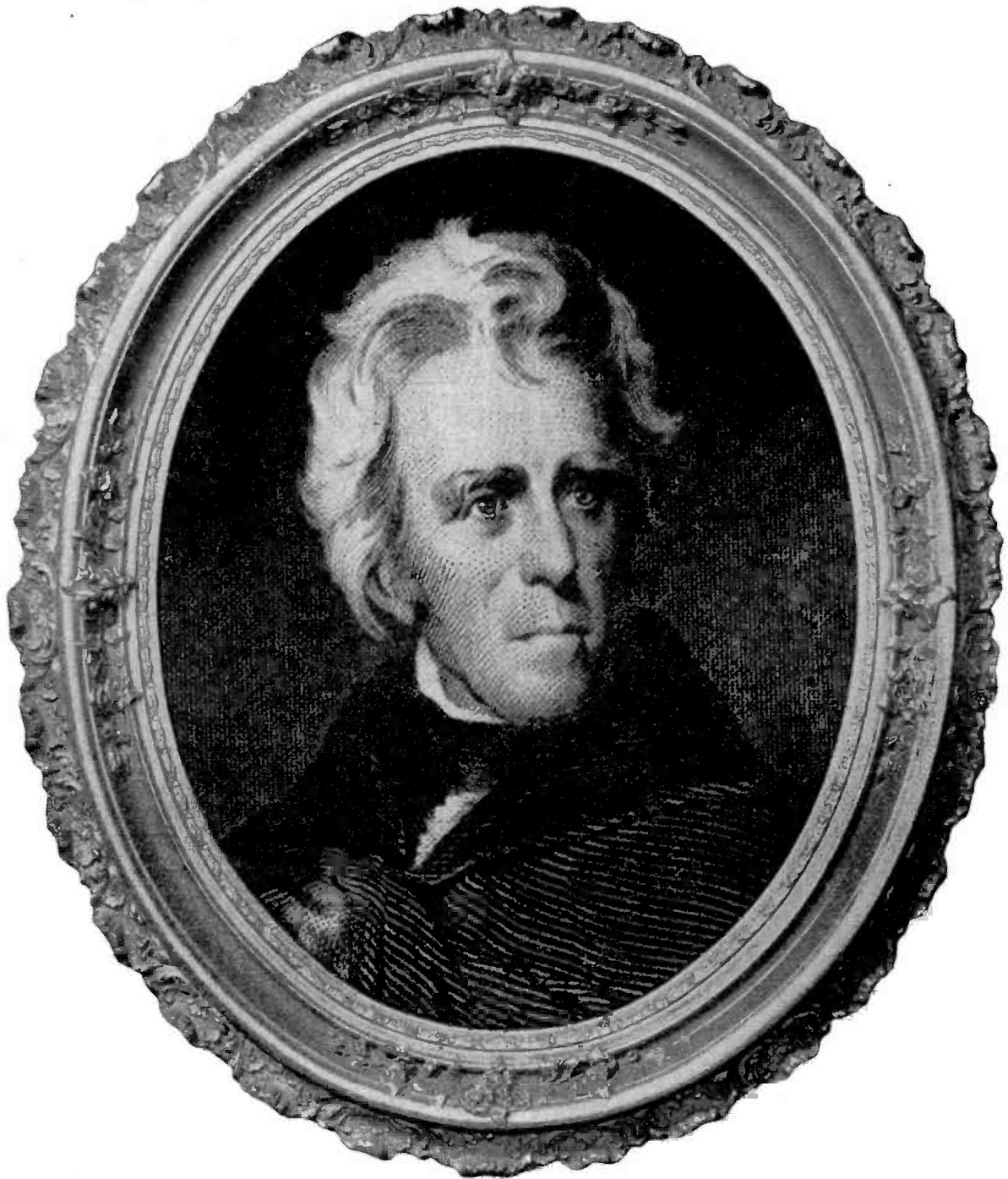


The WWJ Stations enjoy the **confidence** of their community. For many reasons: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC dating back 39 years. And home ownership by The Detroit News.

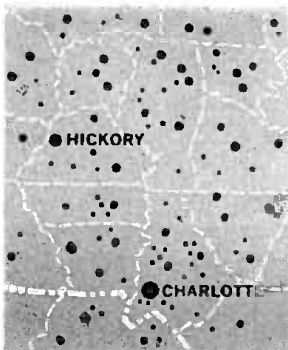
Because of this **confidence**, the WWJ Stations provide advertisers with a more receptive atmosphere for their sales messages. Consistent results through the years have proved that the way to squeeze the most out of a Detroit Minute is to spend it on the WWJ Stations. Whether you sell deodorants or dryers.

WWJ and **WWJ-TV**

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc. **THE NEWS STATIONS**



Ever hear of Hickory?



Hickory, North Carolina, named for Andrew Jackson ("Old Hickory" himself), is the world center of furniture manufacturing. North Carolina leads all other states in the manufacture of furniture, and Hickory is the hub. Located 50 miles outside the Charlotte metro area, this bustling city boasts 158 plants and is an integral part of the big Charlotte Market — with **96% of its TV homes tuning in WBTV each week***. You may or may not have heard of Hickory, but you should know that this furniture city of the world is just **one** of the 129 satellite cities and towns making up the WBTV-Charlotte market . . . a **market containing 550,000 television homes and ranking 22nd in the nation — first in the Southeast!****

WBTV
CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY
(WBT • WBT-FM • WBTV • WBTV • Jefferson Productions)

Represented Nationally By **TVAR** Representatives, Inc.
Television Advertising

* Nielsen Coverage Study ** 1964 Sales Management Survey of Television Markets

Who'll take new program risks?

Under FCC plan advertisers' program production costs might increase five times; schedule now indicates networks control 91% of prime-time shows

Advertisers are spending about one-fifth as much in producing their own programs as would be necessary to maintain current network nighttime television schedules under the FCC staff proposal for curtailing network control.

Although producers and agencies have noted a greater willingness on the part of networks to consider shows brought in by advertisers (BROADCASTING, Feb. 1), the number of such programs actually on the air continues to decline. The FCC staff hopes to reverse this trend by requiring networks to get 50% of their 6-11 p.m. non-news programs from advertisers (BROADCASTING, Jan. 25).

The networks themselves are also producing less—but licensing more from independent producers.

An analysis by BROADCASTING last week showed that of 104 shows in the 6-11 p.m. block this year, approximately 91%, representing more than \$8.7 million in estimated weekly production costs, are produced by or licensed to ABC-TV, CBS-TV and NBC-TV. In contrast, only 9% with estimated production costs totaling about \$850,000 a week, are supplied by advertisers.

Advertisers of course pay for most of the \$8.7 million weekly costs of programs licensed to the networks. But the key question currently going around is whether they would gamble the extra millions that go into programs that don't prove out. Latest FCC figures show the networks with a \$141 million program loss in 1963; many authorities don't think advertisers would care to share deeply in that sort of deficit. Whether they would or not, the current 91-to-9 ratio suggests the nature of the challenge that a 50-50 rule would pose.

In 1963, 86.8% of the schedules was network-licensed and 13.2% was advertiser-licensed, according to the FCC staff report.

In 1965, the number of advertiser-controlled shows has dipped to nine

from 13½ in 1963 and 48 in 1957. Similarly, network-produced programs declined to 15 this year from 22½ in 1963 and 31 in 1957.

On the other hand, in 1965 the number of producer-supplied shows licensed to the networks rose to 79 from 66½ in 1963 and 51 in 1957. (Fractions appear in data for 1963, an FCC source said, because in that year some programs were controlled for part of the year by the networks and for the rest of the year by advertisers. In 1965, according to network officials, this practice did not occur.)

Negotiations Drop ■ Another development emerging from the BROADCASTING study is that in 1965 the networks appear to be moving away from

negotiating as much as they had in the past with so-called sales representatives—the talent agencies serving program packagers and the distribution arms of the major film studios, who earn up to 10% of the production cost of a series for their services in “putting together” a series and for selling it to a network.

This development points up a tendency on the part of the networks to work more closely with independent producers in arranging for a series. Although network officials could not pinpoint the extent of this activity, an examination of the nighttime schedules showed that 56% of shows were sold through sales agents (see page 31). In 1963, this figure stood at 74% (BROAD-

Rulemaking on program proposal is expected

The FCC staff's proposal to limit network control of prime time programming as a means of stimulating competition in the program-production field was put through the wringer of a special commission meeting Thursday.

No final decisions were taken, but officials said the commission was still moving steadily in the direction of issuing a notice of proposed rulemaking, “perhaps in a few weeks.” The commission will consider the proposal at least once more before voting on whether to request industry comments on it.

No major opposition has developed to the key elements of the proposal. These would bar networks from owning or controlling more than 50% of the non-news programs they carry in prime time, eliminate them from domestic syndication business and prohibit them from acquiring or distribution or profit-

sharing rights in the syndication and foreign sales of independently produced programs. Most of the changes being made in the draft are editorial. The document has already been trimmed to less than half its original bulk of 66 pages, and further compression is in prospect.

However, Commissioner Lee Loevinger, who is sympathetic to the proposal in principle—and to its basic approach—has objected to a provision that would require the networks to report on their programming. He feels this could be turned into a tool for program control, and at the meeting Thursday argued for its removal.

There were signs last week that Commissioner Rosel H. Hyde, thus far the only commissioner to express opposition to the proposal, may have an ally. Commissioner Robert E. Lee was said to have serious doubts about the measure.

WHO'LL TAKE NEW PROGRAM RISKS? continued

CASTING, Jan. 7, 1963).

The issue of the networks' hold on nighttime schedules was brought into center-stage by disclosure of the FCC staff proposal that would prevent them from owning or controlling more than half of the nonnews programming in the 6-11 p.m. period. The FCC plan, which has yet to be approved, also would prevent networks from engaging in domestic syndication and would curtail sharply their activity in overseas syndication.

Although still a proposal by the FCC's network study staff and not officially released or publicly acknowledged, the plan reportedly has at least the tentative support of five of the current six commissioners.

The proposed rule is based on the premise that network and syndicated programming is coming increasingly under the control of the three television networks, and consequently, broadcast licensees are denied an opportunity to choose programming from a sufficiently wide range of sources. The proposed cure is intended to stimulate competition by reducing the amount of prime hours the network could control, thus enabling program sponsors to bargain on a more equitable basis in the production field.

Half Nighttime Schedules ■ The FCC proposal, if approved and implemented, would mean that advertisers would have to supply networks with 50% of the nighttime entertainment program schedules. Based on this year's prime-time weekly production tab of \$9.1 million for such shows, this would mean an investment by advertisers of more than \$4.5 million weekly—more than five times the amount they now spend on programming.

Most agency officials checked by BROADCASTING doubted that sponsors would be willing to take the risks involved in supplying this amount of prime-time product to the networks. But there was a smaller group of agencies and a large number of producers who felt that the back-to-the-advertiser movement could gain momentum if and when the FCC action is passed.

For the FCC proposal to become practicable, there must be a strong renaissance in advertiser-provided programs. The trend over the past eight years has been sharply in the other direction.

An analysis of individual networks' licensing procedures shows some variations in detail, though each showed a drastic dip in advertiser-supplied programs since 1957, a substantial decrease in network-produced properties and a comfortable increase in packager-supplied series licensed to the networks.

Only one advertiser-supplied pro-

gram is on ABC-TV this year (*Bewitched*, licensed by Quaker Oats), as against three in 1963 and 12 in 1957.

Five advertiser-controlled shows currently are on NBC-TV (*Branded*, Procter & Gamble; *Bell Telephone Hour*, Bell System; *Hazel*, Ford Motor Co.; *Como-Kraft Suspense Theater*, Kraft Foods; *Bob Hope Presents—Chrysler Theater*) as against five in 1963 and 19 in 1957.

Prime-time programs controlled by sponsors on CBS-TV in 1965 total three (*Lassie*, Campbell Soup Co.; *Many Happy Returns* and *Gomer Pyle*, both

Independents gaining?

An example of the growing cooperation between independent producers and TV networks (story, p. 29) is pointed up in last week's announcement that QM Productions and ABC-TV have concluded a new three-year, partnership contract.



Mr. Martin

QM Productions, headed by Quinn Martin, currently has two programs on ABC-TV, *The Fugitive* in association with United Artists TV and *12 O'Clock High*, in association with 20th Century Fox TV. Both of these series were ordered by ABC-TV without benefit of a sales representative.

For the fall season, a third series, *The FBI Story* will be produced by QM Productions in association with Warner Brothers for ABC-TV. The pilot on a fourth series, *Will Banner* (ABC, also), has just been completed. Mr. Martin serves as executive producer on all his programs.

General Foods), compared with five and one-half in 1963 and 17 in 1957.

The overall network decrease in sponsor-controlled shows in 1965 can be attributed to the reduction in the number of these programs on ABC-TV and CBS-TV. NBC-TV's output was constant with 1963's total at five.

Cut on Production ■ All three TV networks cut back on the number of programs they produced themselves or through their own subsidiaries.

Four such shows are on ABC-TV during the 6 p.m.-11 p.m. spread (*The Big News*, *Combat*, *Shindig*, and *Wide World of Sports*), down from eight in

1963 and six in 1957.

CBS-TV has seven of its own properties on the air in 1965 (*What's My Line?*, *I've Got a Secret*, *Rawhide*, *World War I*, *Twentieth Century*, *CBS Reports* and *CBS News with Walter Cronkite*), declining from 10 in 1963 and 16 in 1957. On NBC-TV this year, network-produced shows total four (*Kentucky Jones*, *Meet the Press*, *Bonanza* and *Huntley-Brinkley Report*), as against four and one-third in 1963 and nine in 1957.

Substantial gains emerged in 1965 in the number of packager-produced programs licensed to the networks. The increases were particularly noticeable at ABC-TV and CBS-TV. At ABC-TV this figure swelled to 29 this year from 23 in 1963 and 22 in 1957. Packager-supplied series at CBS-TV this year rose to 28, up from 22½ in 1963 and 12 in 1957. The 1965 tally at NBC-TV is 22 up from 20¾ in 1963 and 17 in 1957.

In addition to the tighter network control pattern of prime-time shows, the BROADCASTING analysis pointed to an increase on the part of networks in dealing directly with independent production companies.

Networks are more likely to acquire syndication rights, domestic or overseas or both, from independent sources since the latter do not maintain their own syndication sales forces. On the other hand, major film studio suppliers of network series also are active in syndication, and often, though not always, insist on retaining subsidiary rights to series they produce.

There are no pat answers to the question of syndication rights. Independent producers often by-pass the network on which their program is appearing. A recent example is the *Branded* show on NBC-TV. The producer, Goodson-Todman, awarded the overseas syndication rights to the series to ABC Films, not NBC Films.

WBC to syndicate news commentators

Westinghouse Broadcasting Co. is introducing specially produced commentaries into news programs on its stations, effective today (Feb. 15). They also will be made available to other stations by syndication.

Erwin D. Canham, editor-in-chief of *The Christian Science Monitor* and a veteran radio-TV commentator; Eliot Janeway, economist, and Rod MacLeish, chief of the WBC European news bureau, will comment on news developments in opinion segments usually not more than five minutes in length. These will be taped or filmed for TV and recorded for radio and will be used

Sales agents' position weaker by the year

The position of sales agents (talent agencies serving program packagers, and the distribution arms of the major studios) in network television programming has weakened in the last two years.

A BROADCASTING study last week indicated that the agents, who receive up to 10% of the production cost of a series for putting it together and selling it, figured in the sale of 56% of this year's prime-time schedule, as compared to 74% two years ago (see page 29).

MCA-TV is sales representative for 8½ hours of weekly programming this year, down from 11½ hours in 1963. Ashley-Famous is sales agent for six hours of nighttime shows, up from two and a half hours a week in 1963. Artists Agency Corp. represents three and a half hours a week as compared with one hour in 1963.

Here is a list of sales representatives on prime-time shows this year, the programs they represent and how their totals in 1965 compare with those of 1963:

MCA-TV: *Wagon Train*, *Broadside*, *McHale's Navy*, *My Three Sons*, on ABC-TV; *Karen*, *Andy Williams Show*, *Alfred Hitchcock Hour*, *The Virginian*, *International Showtime*, *Jack Benny Show* on NBC-TV;

The Munsters on CBS-TV. Total: 8½ hours (down three hours from 1963).

William Morris Agency: *The Tycoon*, *Patty Duke Show*, *Burke's Law*, *Jimmy Dean Show* on ABC-TV; *The Rogues* on NBC-TV; *My Favorite Martian*, *Andy Griffith Show*, *Gomer Pyle*, *Joey Bishop Show*, *The Lucy Show*, *Living Doll* and *Dick Van Dyke Show* on CBS-TV. Total: 7½ hours (down two hours from 1963).

Ashley-Famous: *For the People*, *Candid Camera*, *The Doctors & the Nurses*, *Danny Kaye Show*, *The Defenders* and *The Entertainers* on CBS-TV; *The King Family* on ABC-TV. Total: six hours (up three and a half hours over 1963).

MGM-TV: *Man from Uncle*, *Mr. Novak*, *Flipper*, *Dr. Kildare*, *Saturday Night* and *Wednesday Night at the Movies* on NBC-TV; *Many Happy Returns* on CBS-TV. Total: five and a half hours (up two and a half hours over 1963).

General Artists Corp.: *Voyage to the Bottom of the Sea*, *Hollywood Palace* on ABC-TV; *Hullabaloo*, *That Was the Week that Was* on NBC-TV; *Jackie Gleason Show* on CBS-TV. Total: four and a half hours (down half hour from 1963).

Paramount Pictures: *Wednesday*

and *Saturday Night at the Movies* on NBC-TV. Total: four hours (up two hours over 1963).

Artists Agency Corp.: *Bing Crosby Show*, *Ben Casey* on ABC-TV; *Daniel Boone* on NBC-TV; *Slattery's People* on CBS-TV. Total: three and a half hours (up two and a half hours over 1963).

Screen Gems: *Jonny Quest*, *Donna Reed Show*, *Flintstones*, *Farmer's Daughter*, *Bewitched* on ABC-TV. *Hazel* on NBC-TV. Total: three hours (down three hours from 1963).

United Artists TV: *Sunday Night at the Movies* on ABC-TV. Total: two hours (same as 1963).

20th Century-Fox TV: *Peyton Place I and II* and *Valentine's Day* on ABC-TV. Total: one and one half hours (down half hour from 1963).

Warner Brothers Television: *No Time for Sergeants* and *Wendy and Me* on ABC-TV. Total: one hour (down three hours from 1963).

Marty Kummer: *Jack Paar Show* on NBC-TV. Total: one hour (up one hour over 1963).

Creative Management Associates: *Gilligan's Island* on CBS-TV. Total: half-hour (down half hour).

(MGM-TV and Paramount each supplied one half of the motion picture periods on NBC-TV thus earning two hours each of credit.)

within prime-time news programs.

Mr. Canham, who told newsmen last week that his commentaries would usually run about two minutes in length, will be presented on Mondays and Wednesdays; Mr. Janeway on Tuesdays and Mr. MacLeish on Thursdays and Fridays.

WBC President Donald H. McGannon said that both broadcasters and the public "not only miss but regret that today in broadcasting we don't have the opinions of such eminent figures as H. V. Kaltenborn, Edward R. Murrow, Elmer Davis and others of note. We hope that this step will be an initiative to reinstate broadcasters of that tradition, closing the gap between news and editorial comment that now exists in electronic journalism."

Mr. McGannon said all three commentators would have professional freedom in choosing subject matter, with "no policy position or point of view" to be imposed by Westinghouse.

Rates for syndication of the commentaries to other stations were not disclosed.

Westinghouse stations are WJZ-TV

Baltimore; WBZ-AM-TV Boston; WIND Chicago; KYW-AM-TV Cleveland; WOWO Fort Wayne, Ind.; KDKA-AM-TV Pittsburgh; KPIX(TV) San Francisco and WINS New York.

NBC-TV buys two

Screen Gems shows

Screen Gems has sold two half-hour comedy series to NBC-TV to start this fall, according to John H. Mitchell, vice president in charge of sales. One, *I Dream of Jeannie*, co-stars Barbara Eden and Larry Hagman as a disappearing and materializing genie and an astronaut who frees her from a bottle found on a tropical isle. Sidney Sheldon, who created the series, wrote and produced the pilot episode and will be head writer and executive producer of the series. Gene Nelson directed the pilot and will be director for the series.

The other SG series, *Camp Runamuck*, is based on two summer camps, one for boys, the other for girls, located across a lake from each other. It will be filmed in color. David Swift

created the series and was executive producer, writer and director of the pilot film. He will write 13 episodes for the 1965-66 season and will direct at least that many. David Ketchum, Hermione Baddeley and Arch Johnson are co-starred.

Douglas show in more than 40 markets

With sale of *The Mike Douglas Show*, 90-minute daytime variety program, to WRCV-TV Philadelphia and WOR-TV New York, the five-time-a-week series has been sold in more than 40 major markets, according to Alvin Sussman, vice president and general sales manager of WBC Program Sales Inc.

The program begins a Monday-through-Friday schedule on WRCV-TV next Monday. The program, which originates at KYW-TV Cleveland, went into syndication in August 1963 and is carried in Los Angeles, Chicago, Cleveland, Boston, Pittsburgh, Detroit, San Francisco, Baltimore and other major markets.

One state ad tax killed, but . . .

Broad-based 3% bill would include everything but medical and funeral expenses in its bite

A bill to put a 2% tax on advertising was killed in the North Dakota Senate last week, but a 3% broad-based bill which would include a sales tax and a tax on all services—except medical and funeral—is still alive in the state house of representatives.

The bill, which includes advertising among the services to be taxed, is due to be brought out of committee early this week for floor debate. And broadcasters in the state are expecting it to pass. They feel, however, that the bill—in its present form—would not get through the senate.

Originally the bill was also a 2% measure, which would have permitted the state to eliminate its personal property tax by 1969. Then the House Finance and Taxation Committee approved the 3% measure with a planned

elimination of the property tax by 1966.

Turned Down ■ Larry Mills, news director of KFYZ-AM-TV Bismarck, N. D., said he had been given permission for a live committee telecast of a public hearing on the 2% bill. However, a snowstorm the day before the hearing caused a postponement and when the hearing was rescheduled, the coverage was denied by committee chairman, Representative Richard Backes (D).

John Warren, newsman for KBOM Bismarck, said his request to tape the hearing for replay was also denied.

Both men said that they had received invitations from State Senator Edwin Becker (R), chairman, to cover hearings when all the tax measures reach his committee. He expects to hold hearings within two weeks and is opening them for complete media coverage.

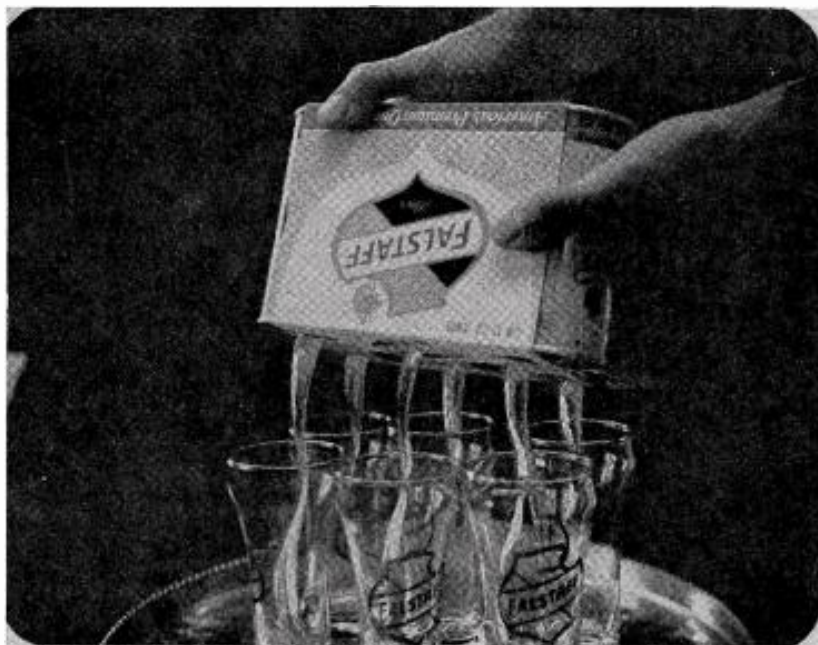
Mr. Mills said he would seek permission for live coverage of the House debate this week on KFYZ.

Representatives of the North Dakota Broadcasters Association and the North Dakota Press Association have both appeared at hearings and stated their opposition to the measures. A spokesman for the Advertising Federation of America said the AFA was marshalling forces in the district to oppose the bill. He noted that there is a scarcity of advertising clubs in the state.

The AFA said that attempts in other states to levy a tax on advertising had been unsuccessful. Such measures were introduced last year in Wisconsin and Indiana.

Reportedly, the North Dakota bill would replace a 2% sales tax now in effect, and would be in lieu of a general one-quarter of 1% increase in the state income tax.

A Republican poll of 3,000 residents in 47 counties showed 64% of the people for the broad-based measure, 33% against it and 3% undecided. The same survey showed 78% against an increased income tax and 14% favoring it.



COMMERCIAL PREVIEW: Falstaff beer

The old rule about never trying to put across more than one point in a single commercial is cheerfully broken in a new 20-second TV spot for Falstaff beer. Moreover, the commercial is essentially and almost

entirely visual; the audio part consists of cocktail party sounds plus just five words.

The spot opens on the hands of a woman setting down an obviously expensive silver tray holding six

empty glasses, each bearing an outline of the new "Bikini" Falstaff label. Over the party noise she says: "Charles—six more Falstaff, please."

The camera cuts to the new Falstaff "Bikini" pack as a man's hand picks it up, inverts it and fills the six glasses from the six cans of Falstaff inside the cardboard container. Soft laughter of men and women, "perhaps coming from the pouring beer, perhaps from the cocktail crowd," says the script, is heard as the man's hand removes the "Bikini" pack from the camera's view and the woman's hands pick up the tray with its six glasses, now full of Falstaff, and a woman's laugh rises over the background sound.

The commercial's two purposes are to present the idea of Falstaff as a pleasant accompaniment to a pleasant occasion, the continuing theme of Falstaff's advertising, and to give visual presentation of the new "Bikini" label in such a way as to associate it firmly with Falstaff. The spot was produced at John Urie and Associates, Hollywood, under the supervision of Wade Advertising, agency for Falstaff's Pacific division (California, Nevada, Hawaii, Alaska).



What Sounds Best?

The question is posed before a musical arrangement goes on WSB Radio. Guidelines to answer the question: audience surveys, time of day it'll be scheduled and critical auditions from experts like Bob Van Camp, our music director. Thoroughness applies to every program category. It's why WSB Radio is unique. It's why WSB is the Voice of the South, preferred by listeners and advertisers alike.

WSB RADIO/ATLANTA

NBC affiliate. Represented by Edward Petry & Co., Inc.



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOX AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC, Pittsburgh.

Top 75 spend \$16.7 million

Radio figures for third quarter show GM continues as biggest network buyer

The leading 75 advertisers in network radio spent an estimated \$16,780,000 at gross rates in the third quarter of 1964.

The Radio Advertising Bureau, in releasing the gross billing estimates last week, reported General Motors Corp. was the leading advertiser in network radio expenditures. GM put \$1,832,000 into network radio that quarter, and, based on earlier six-month figures, was tops for the first nine months of 1964, spending more than \$4.6 million.

Other leaders in the quarter were Bristol-Myers, The Mennen Co., Campbell Soup, P. Lorillard Tobacco, Sterling Drug, William Wrigley, R. J. Reynolds Tobacco, Armour & Co. and Metropolitan Life Insurance in that order.

The first six months network expenditures were disclosed by RAB late in the year (BROADCASTING, Dec. 7, 1964). Combining the leading advertisers in that period with the third quarter, places Mennen second with \$2.24 million, Bristol-Myers next at more than \$2 million, Sterling Drug fourth at \$1.6 million and Campbell fifth with \$1.59 million.

Other Leaders ■ Also in the top 10 for the nine-month period: William Wrigley (\$1.57 million), R. J. Reynolds Tobacco (\$1.45 million), Metropolitan Life Insurance (\$1.22 million), International Minerals & Chemical Corp. Ac'cent International Division (\$1.17

million) and Mars Inc. (\$1.1 million). Ford Motor Co. and Wynn Oil also spent a little over \$1 million in network radio for the nine months.

In the third quarter, three advertisers, International Milling Co., Charles Pfizer & Co. and Scholl Manufacturing Co., were tied with \$55,000 at the bottom of the top 75 list.

RAB's estimates are based on reports from all four national networks. A similar report on spot radio activity will be issued shortly, the bureau said, and year-end totals for spot and network will follow soon after.

The third-quarter estimates, all gross before discounts and agency commissions and as compiled for RAB by Peat, Marwick, Mitchell & Co., an accounting firm, follow:

Rank	Company	Estimated expenditure
1	General Motors	\$1,832,000
2	Bristol-Myers	818,000
3	Mennen	635,000
4	Campbell Soup	618,000
5	P. Lorillard	563,000
6	Sterling Drug	551,000
7	Wm. Wrigley Jr.	517,000
8	R. J. Reynolds	512,000
9	Armour	431,000
10	Metropolitan Life Insurance	416,000
11	Eversharp	
	Schick Safety Razor Div.	412,000
12	Gulf Oil	403,000
13	Liggett & Meyers	310,000
14	International Minerals & Chemical Corp.	
	Ac'cent International Div.	306,000
14	Shulton	306,000
16	Ford Motor	286,000
17	American Motors	277,000
18	Nestle	275,000
19	Wynn Oil	264,000
20	Pepsi-Cola	262,000
21	AFL-CIO	248,000
22	Standard Brands	245,000
23	Mars	232,000
24	Chrysler	223,000
25	National Dairy Products Kraft Foods Div.	219,000
26	American Express	218,000
27	Newsweek	215,000
28	W. F. Young	197,000
29	Cities Service Oil	194,000
30	Borden	191,000

Rank	Company	Estimated expenditure
31	Pet Milk	\$184,000
32	Curtis Publishing	183,000
33	American Dairy Association	176,000
34	AT&T	173,000
35	Aetna Casualty & Fidelity	170,000
36	Foster-Milburn	163,000
37	Raymond Research	143,000
38	Hartford Insurance Group	136,000
39	Miller Brewing	134,000
40	Sun Oil	131,000
41	Aluminum Co. of America	128,000
42	H. J. Heinz	126,000
43	Mail Pouch Tobacco	123,000
44	Bankers Life & Casualty	120,000
45	Retail Clerks International Assn.	117,000
46	Cowles Magazine & Broadcasting	101,000
47	Kerr Glass Manufacturing	100,000
48	General Mills	99,000
48	Stewart-Warner (Alemite Div.)	99,000
50	Ocean Spray Cranberries	97,000
51	Corn Products (Best Foods Div.)	95,000
51	Billy Graham Evangelistic Assn.	95,000
51	Interstate Bakeries	95,000
54	Sinclair Refining	92,000
55	Church & Dwight	90,000
55	Norex Laboratories	90,000
55	Pennzoil	90,000
58	Purex	89,000
58	Smith, Kline & French Laboratories Menley & James Labs Div.	89,000
58	Westgate-California Products	89,000
61	Mutual of Omaha Insurance	85,000
62	American Plywood Association	84,000
63	Minnesota Mining & Manufacturing	78,000
64	Macfadden-Bartell	71,000
65	Ball Bros.	68,000
66	Devoe & Reynolds	66,000
66	Mack Trucks	66,000
68	Pillsbury	65,000
69	Lehn & Fink	62,000
70	Institute of Life Insurance	61,000
71	Adolph's Ltd.	59,000
72	American Tobacco	57,000
73	International Milling	55,000
73	Chas. Pfizer	55,000
73	Scholl Manufacturing	55,000
Top 75 Total		\$16,780,000

Source: Radio Advertising Bureau, Inc.
Expenditures: Gross before any discounts or agency commissions.

Papert calls for creative communications

Frederic Papert, chairman of the board, Papert, Koening, Lois, New York, cautioned last week that new ideas are not enough in the advertising business unless expressed by new methods of communications. He suggested agencies make substantial investments in what he termed as "creative" communications.

Mr. Papert, speaking Feb. 9 in New York before a creative management conference sponsored by the Television Advertising Representatives Inc. and recipient of the station representative's crystal Owl award, attacked the safe course and stressed the need for innovation, particularly in the TV commercial approach for a client's product. The award was for "creative management accomplishment."

Age, not income, found 'more realistic' measure

KJR Seattle did some homework on the composition of America's population and concluded that "age, not necessarily income, has become the more realistic measure of consumer demand." The station found that the two peak periods of family buying are associated with newlywed couples and married couples with teen-agers.

First, the median age for marriage is lower than it used to be—22.7 for men and 20.3 for women—and these couples "now expect to buy immediately many of those items (homes,

furniture, appliances, etc.) which had taken their parents years to accumulate."

Second, "the greatest concentration of spending power is in those households where the head of the family is between 35 and 54." These households have the most teen-agers, and they are "the source of influence triggering the major purchases."

The station is using these facts in its presentations and plans to make them available to clients and agencies.

The incredible TV hour special...
The Swinging World of
SAMMY DAVIS JR.
is now available. What more can we say...



**Except:
Peter Lawford,
Billy Daniels,
and Lola Falana
are his guests.**

Sammy's great one hour special is available wherever you are in the world.
OFFICES: CHICAGO • BEVERLY HILLS • NEW ORLEANS • TORONTO • LONDON • ROME • ZURICH • TOKYO • MEXICO CITY • RIO DE JANEIRO • MADRID • SALISBURY, SO. RHODESIA

ABC FILMS, INC.
1501 Broadway, N. Y. 10036 • LA 4-5050

BBDO reports on audience size and cost

AVERAGE NETWORK TV NIGHT MINUTE: \$35,000-\$45,000

BBDO has released its fourth edition of "Audience Coverage and Cost Guide" which gives basic costs, coverage and audience data for each advertising medium.

The following data was culled last week from the more than 50 pages of tables and listings in the pocket-size booklet:

- In TV, costs of an average nighttime network show in the winter season fall in the range of \$35,000-\$45,000 per minute, obtaining an average rating in the area of 15 to 23, delivering 7,890,000 to 12,100,000 households for an approximate cost per thousand in the range of \$3.75 to \$4.50. In the summer, the average minute cost falls to \$22,500 to \$30,000 and the households delivered to the 5,200,000-8,940,000 level, bringing also the cost per thousand down to the \$3.35-\$4.25 range.

- Daytime network TV costs are considerably lower, ranging among the three TV networks from a low of \$2,700 per commercial minute to a general high of \$11,000. The cost per thousand among the three networks ranges from \$1.10 up to \$1.50 in daytime periods (up to 5 p.m. in the BBDO compilation).

Presented are similar analyses for program categories and specific program types in sports, children shows and early or late network newscasts.

- In its tabulations on spot TV, the BBDO computations note the following "representative" cost per thousands for spot announcements: \$1 to \$2 for

daytime minutes, \$2-\$3 for minutes in fringe time (5-7:30 p.m. and 11 p.m. to sign off) and \$2.50-\$3.50 for 20-second spots in prime time (7:30-11 p.m.).

Also shown is a table that presents a rundown of costs and market coverage in spot TV as well as TV household rating levels for spot TV announcements by market groups.

- In radio, individual estimates are given for the cost of a minute and for a 30-second segment on the four radio networks, with one-minute ranges from a low of \$480 to a high of \$1,300, and 30-second ranges from \$300 to \$940. Spot radio market coverage and costs as well as household ratings by market groups are also shown.

Included in the booklet is data on the percentage of households using TV by season and by time zone, a schedule of network TV nighttime programs and also basic information about the agency itself. Additional quantities of the booklet, over and above the original distribution, are available from BBDO, 383 Madison Avenue, New York, at \$1 each.

Also noted in the tabular material, though not commented upon by BBDO: The percentages of households using TV in the various seasons by time periods indicate that contrary to popular conception viewing in the summer compared with the winter does not decrease drastically during the Monday-Friday hours of 10 a.m.-noon, or of noon-5 p.m. As interpreted by one BBDO media spokesman: Viewing by youngsters who are out of school activates the home set, and fattens the percentages.

BBDO also showed this compilation of nighttime TV network program mortality:

In the 1960-61 season, 19 of the 41 programs new to that season returned in the following season. A year later (in 1961-62), 14 of the 37 programs new to the season returned in the next year. For the 1962-63 season, 9 out of 32 starters made the schedule the next season; and 13 out of 33 in the 1963-64 season.

Opening statements on Regimen due this week

The trial of Kastor, Hilton, Chesley, Clifford & Atherton, New York agency, et al, for alleged preparation and dissemination of fraudulent advertising for Regimen No-Diet reducing pills opens today (Feb. 15) in U. S. District Court

for the Eastern District of New York.

Late last week the court had yet to rule on two pretrial motions of the agency: one for severance of its case from that of other defendants named by the government, and another which would prevent the government from entering a guilty plea made by the agency in a parallel case in New York county court as evidence in the federal proceeding (BROADCASTING, Feb. 8).

The agency had attempted to withdraw its guilty pleading in the New York state case but that request was denied last week.

Opening statements by agency and government and selection of a jury were expected to be completed by mid-week. The trial itself, according to attorneys involved, could last two months or more.

Ford buys alternate hours of FBI series

An alternate-week one-hour sponsorship by Ford division (Ford Motor Co.) of *The FBI Story*, which ABC-TV has slotted for colorcasting in the Sunday, 8-9 p.m. EST period next fall, was announced last week.

The Ford order was placed through its agency, the J. Walter Thompson Co. Joining in the ABC announcement last week was Robert J. Fisher, car and truck advertising manager of the Ford division. The Federal Bureau of Investigation will cooperate in the preparation of the series that will be based on the bureau's investigation of crime and subversion.

The FBI Story, it was noted, will be produced for ABC by Warner Brothers in association with Quinn Martin Productions. Mr. Martin will personally produce the program series.

Business briefly . . .

B. F. Goodrich Co., Akron, Ohio, through BBDO, New York, will sponsor *Man Invades the Sea*, a news special on ABC-TV, March 18, 10-11 p.m. EST, pre-empting *The Jimmy Dean Show*.

Sears, Roebuck & Co., Los Angeles, through Davis, Johnson, Mogul & Colombatto, same city, is starting a six-week radio campaign for its 17 stores in Southern California. It's the company's first use of radio for anything except special events, such as store openings, in some years. Eight Los Angeles area radio stations will be used, with schedules ranging from 100 to 400 spots a week. A new musical jingle, "Swinging Years," produced by Chuck Blore Creative Services, is designed to

Chryslers replace Silver

The Lone Ranger rides again for Detroit area Chrysler and Imperial dealers. More than 325 one-minute spots will be used each week for the next two months on nine area radio stations. Spots feature many aspects of the long-time radio-TV series including the Lone Ranger theme, the hoofbeats and the opening cry of "Hi-yo, Silver! — the Lone Ranger." Voice is Brace Beemer who starred in the radio version for most of the western drama's 20 years and who now lives in Oxford, Mich., raising horses. Young & Rubicam is the agency for the Greater Detroit Chrysler and Imperial Dealer Advertising Association.

At a time when the audiences of all three networks are closer than this, NBC has been attracting by far the largest number of adult viewers. And adults, after all, are the kind of audience advertisers value most.

NBC has earned the title of the "Adult Network" this season because of its outstanding schedule of diversified entertainment, ranging from Andy Williams to Bonanza, from Walt Disney to Chrysler Theatre, from The Virginian to Saturday Night at the Movies.

In Sports, NBC has offered broadcasting's most impressive line-up of top flight contests: the Summer Olympics from Tokyo, baseball's World Series, NCAA football, the biggest schedule of Bowl Games and the weekly Sports in Action series. NBC Sports has broadcast all of this season's ten most popular sports events.

NBC's unparalleled Special programming has boasted such brilliant productions as The Louvre, the Hall of Fame dramas, NBC White Papers and the Bob Hope Christmas Show.

It's been a season, too, in which NBC News

has won unprecedented audience leadership and critical acclaim. The Huntley-Brinkley Report continues to be TV's most watched news program. NBC News' outstanding coverage of the Presidential Conventions, Election and Inauguration attracted more viewers than the other networks combined. With 25% of the NBC Television schedule produced by NBC News, this network continues to be the public's leading source of information for national and world events.

Finally, in a year when color has really taken hold, NBC has been the only network presenting most of its schedule, day and night, in color.

What do we do for an encore? Go all out for next season, of course, with an unprecedented outpouring of creative effort on new program development. Never before has one network had such great variety, quality and volume of new programming from which to choose. And only the very best of these programs will be taking their places next season in TV's outstanding line-up of entertainment, news and sports.

Small wonder that NBC Television expects a—

GREAT SEASON TO FOLLOW...





"I SPY"

OVERSEAS UNDERCOVER

To most of the people they bump into on their world travels, suave Kelly Robinson and quick-witted Scott Alexander are just what they seem to be: a globe-girdling tennis bum and his trainer-masseur.

But the two are involved in a much deadlier game than tennis. They're American undercover agents, and life for them is just one trouble-shooting, neck-risking mission after another. Starring in this adventure-filled espionage series are Robert Culp, one of Hollywood's most sought-after leading men, and young comedian Bill Cosby, here making his acting debut.

"I SPY" will be produced by that master of hits, Sheldon Leonard. Much of its action will be shot in such locations as Hong Kong, Japan, Mexico and Tahiti. These exotic foreign locales; the acting of Messrs. Culp and Cosby; and the promise of suspense-filled scripts have already made the hour-long "I SPY" one of NBC's most talked-about television properties of the new season.

Somebody must have blabbed.





“THE DEAN MARTIN SHOW”

THE HOST WITH THE MOST

Easily the most animated host on television next season will be a brilliant entertainer named Dean Martin. But Dino will be filling more than the role of host on his weekly, full-hour, color vaudeville-variety show on NBC come autumn.

He'll be bringing his free-and-easy song styling; his great knack for throwing away a comedy line; and his matchless gift for on-camera by-play with other stars. On the new “DEAN MARTIN SHOW,” these stars will be selected from among the best-known variety artists on today's scene.

With Dino himself on hand each week as host-entertainer, the “DEAN MARTIN SHOW” promises to be a genuine standout.





"I DREAM OF JEANNIE"

TV'S SPRITE-LY NEW COMEDY

Television's most alluring new comedy heroine arrives on the scene in a beautiful puff of smoke.

For the girl in question is a delectable, wish-granting genie—named Jeannie. She's played by lithe and lovely Barbara Eden—which should insure Paradise for the Aladdin of her choice. Jeannie's Aladdin (handsome Larry Hageman) is an astronaut—and an astronaut who's engaged to the General's daughter.

The complications? Hilarious, (super)-naturally. Look for "I DREAM OF JEANNIE" to become a magical must for the millions every week.

Where there's a wish, there's a way.

This Fall, have the time of your life with



break the old image of Sears as a "farmer's store" and to replace it with a new image as a youthful, up-to-date place to shop. As the jingle puts it, "Sears today is on display" and "people in the swinging years shop and save at Sears."

Advertisers buying new participations in NBC-TV programs, announced last week included **California Packing Corp.**, through McCann-Erickson, both San Francisco, in *Mr. Novak*, *Wednesday Night at the Movies*, *Daniel Boone*, *International Showtime*, *Flipper* and *Saturday Night at the Movies*; **Standard Brands Inc.**, through Ted Bates & Co., both New York, in 11 prime-time programs; **E. R. Squibb & Sons Division** of Olin Mathieson Chemical Corp., through Benton & Bowles, both New York, in *Karen*, *Alfred Hitchcock Hour*, *Mr. Novak*, *International Showtime*, and *The Jack Paar Program*; **Beech-Nut Life Savers Inc.**, Canajoharie, N. Y., through Benton & Bowles, New York, in *Hullabaloo* and *Karen*, and **Bristol-Myers**, through Needham, Harper & Steers, both New York, in *Karen*, *The Man from U.N.C.L.E.*, *Hullabaloo*, *International Showtime* and *Flipper*. **The U. S. Time Corp.** (for Timex watches), through Warwick & Legler, both New York, will sponsor *The Best on Record*, featuring winners of the recording industry's Grammy awards, to be telecast May 18 (8:30-9:30 p.m. EDT).

Xerox Corp., Rochester, N. Y., through Papert, Koenig, Lois, New York, has signed over 100 TV stations to carry a one-hour documentary, *Let My People Go*. The program, produced by David Wolper, will be televised the week of April 4, and concerns the history of the Jewish people's struggle for a homeland.

General Mills, Minneapolis, in behalf of three new Betty Crocker cake and frosting mixes plans a heavy schedule of daytime network-TV participations plus local spot in various markets. Agency: Needham, Harper & Steers, Chicago.

Eastern Air Lines, through Young & Rubicam, both New York, is sponsoring a one-year series of one-hour classical music programs under the title of *First Hearing* on FM stations in New York, Boston, Philadelphia, Washington, Chicago, Atlanta, Houston, and Miami. The sponsorship which began Feb. 6, ties in with Eastern's substantial FM commitment disclosed a few weeks ago (BROADCASTING, Jan. 25).

Yardley of London Inc., through Gardner Advertising, both New York, started a network TV campaign Feb. 6 for its *Luxury Perfumed soap*, featuring participations on a rotation basis in

CBS-TV's *Jackie Gleason Show*, *The Doctors and the Nurses*, *Slattery's People*, *My Living Doll*, *What's My Line*, *Joey Bishop*, *The Defenders*, *On Broadway Tonight*, and *CBS News*, and on NBC-TV's late-night *Johnny Carson Show*. The campaign will run at least two months and possibly longer, according to Yardley.

Campbell Soup Co. (soup line), Camden, N. J., is running a new FM campaign on six stations in Los Angeles, using ten 30-second and twenty 10-second spots each week for 12 weeks. The campaign through BBDO, New

Soap pad singer

Comedian Allan Sherman has joined the ranks of TV commercial spokesmen with new singing commercials for Brillo Manufacturing Co. Mr. Sherman demonstrates the strength of Brillo soap pads by pulling apart a competitive soap pad—then a Brillo pad. The Brillo pad, according to the



commercial, has more steel wool, more soap and less air.

The new commercials will be telecast on ABC-TV, CBS-TV and NBC-TV daytime programs as well as NBC-TV nighttime specials. The spots, produced by J. Walter Thompson, New York, will also be carried on TV stations in 11 major markets.

York, started Feb. 8 and is scheduled for 12 weeks and may be extended to another metropolitan market. FM Group Sales Inc., New York and Chicago, handled the Campbell business for KBIG, KBMS, KGLA, KRHM, all Los Angeles, KNOB Long Beach and KUTE Glendale, both in Los Angeles area.

Gradiatz, Annis Division of General Cigar Co., through Mogul Williams & Saylor, New York, begins a 12-week radio campaign today (Feb. 15) on four New York stations for Gold Label Swagger brand. The radio test marks first move by Gradiatz, Annis in broad-

cast and according to the agency will be the "forerunner for further use" of radio.

Bonomo Candy Division of Gold Medal Candy Corp., through Hicks & Greist, both New York, started its spring television advertising campaign Feb. 8 for Bonomo Turkish Taffy, consisting of 400 one-minute and 20-second commercials per week in 46 major markets. The campaign represents a 15% increase in spot TV over Bonomo's fall campaign.

Waterman-Bic Pen Corp., Milford, Conn., through Ted Bates, New York, to introduce its new Fine-Point pen, has expanded its network and spot TV schedules from 13 to 17 weeks. The campaign, which started Feb. 8, calls for participation in six ABC-TV programs and spots on 331 stations.

First Western Bank through Wyatt, Dunagan & Williams, Los Angeles, is starting a one-year campaign on 14 radio stations in California: KMJ, KYNO, Fresno; KFWB, KMPC, KNX Los Angeles; KFBK, KRAK Sacramento; KABL, KCBS, KSFO, KYA San Francisco; KDB, KTMS Santa Barbara; XETRA Tijuana (Los Angeles). For first four weeks the 60-second spots will be run three-a-day on each station; less frequently thereafter. Newspapers will also be used.

Aamco Transmissions, Philadelphia, in its first substantial use of radio is scheduling a spot campaign on several radio stations in New York City, starting this month. The campaign is expected to run 10 to 13 weeks. Advertiser, which has automatic transmission repair shops in Philadelphia, New Jersey and in metropolitan New York, will direct listeners to a central phone number for information on the nearest shop for a checkout. Miller Advertising, New York, is the agency.

Ballantine names new ad agencies

P. Ballantine & Son, Newark, N. J., announced last week that it is placing its beer advertising with Young & Rubicam, and its ale account with Sullivan, Stauffer, Colwell & Bayles, both New York.

The assignments marked the ending of a long-standing relationship with William Esty Co., New York, which had handled all of Ballantine's advertising since 1955.

In 1964 Ballantine beer billed approximately \$6 million and Ballantine ale, \$2 million. "The bulk" of this sum was in television and radio, according to a company spokesman.

Ballantine is listed among the top

half-dozen American breweries in sales, selling about 4 million barrels of beer a year. The ale is distributed nationally, while the beer is distributed mostly in the East.

Ballantine currently owns the radio and television rights to New York Yankee baseball games. In a contract that runs until the end of the 1965 baseball season, Ballantine will sponsor one-third of each game played, and will lease the remaining two-thirds of its rights equally between the R. J. Reynolds Tobacco Co., Winston-Salem, N. C., and the eastern division of the Tidewater Oil Co., New York.

New Danish changes agencies

Young & Rubicam, New York on March 1 becomes the agency for New Danish margarine, a product of Borden Co., New York. The account bills an estimated \$1.5 million, of which about \$1 million is in TV-radio.

Although no reason was given for leaving its current agency, Needham, Harper & Steers, New York, latter also handles several Kraft Foods margarine products. It acquired New Danish margarine when Doherty, Clifford, Steers & Shenfield merged with Needham, Louis & Brorby on Jan. 1.

Agency appointments . . .

▪ Sawyer's Inc., Portland, Ore., names BBDO San Francisco and Portland, to handle its View-Master stereo viewers and packets advertising effective April 25. The account bills an estimated \$500,000 with about \$125,000 allotted for TV.

▪ The Arnold & Yearwood Agency, New York agents for Federal Life and Casualty Co., have named Harry W. Graff Inc., New York, to handle advertising. Their campaign will include use of radio.

Rep. appointments . . .

▪ KHFI Austin, Tex., and WMAX Grand Rapids, Mich.: Adam Young Inc., New York.

▪ KSLN-TV Salina, Kan.; WWOM New Orleans, and KOMT Tulsa, Okla.: Vic Piano Associates, New York.

▪ KMBC-FM Kansas City, Mo.: Weed Radio Corp., New York.

▪ WOND and WMGM(FM) Atlantic City, N. J.; WENY Elmira, N. Y.; WMAD Madison, Wis.: Paul H. Raymer Co., New York.

▪ KAVE-AM-TV Carlsbad, N. M.: Savalli/Gates Inc., New York.

Also in advertising . . .

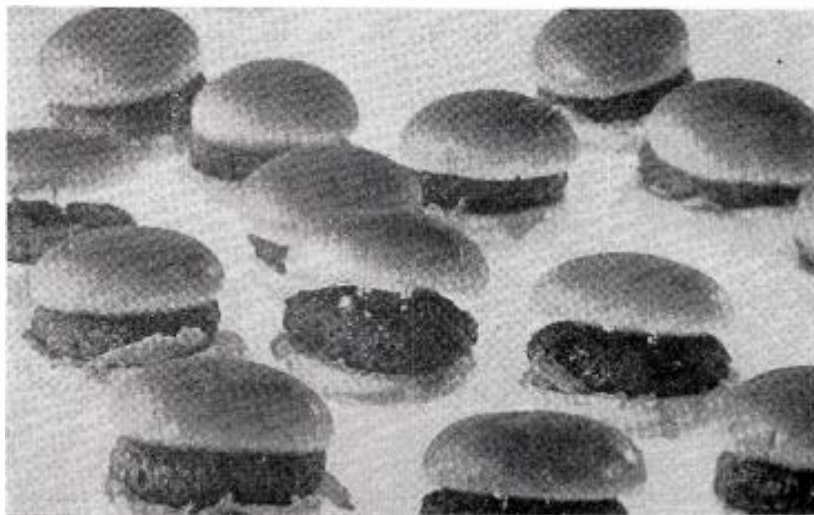
EW moves ▪ Erwin Wasey Inc. has moved its Chicago office to 919 North Michigan Avenue.

More room ▪ Cooper, Strock & Scannell, Milwaukee, will move to larger quarters March 1 in the Bankers building at 208 East Wisconsin.

New division ▪ E. H. Russell, McCloskey & Co., Chicago, has added as a new autonomous division the public relations firm of Public Relations Inter-

Fla., shows area consumption of low-calorie soft drinks up considerably from May 1964, with a coincident slight decline in regular soft drink usage. Since 1961, the station has sponsored 11 area market surveys as a service to advertisers and agencies.

New home ▪ New York Services for Advertising Inc. has moved to 45 West 45th Street, New York 10036. Phone: HA 1-4480. The firm services out-of-town advertising agencies needing professional aid in New York and serves as TV-radio department for a number of New York agencies.



How those burgers applaud their heads off

Springs, taken from chattering false teeth sold at almost every novelty store, are used to create the illusion of applauding hamburger buns in a commercial for a condiment.

The message, for Hunt's flavored catsups, made its debut early this month on *My Three Sons*, which Hunt's co-sponsors on ABC-TV.

Chris Peterson, whose Peterson Production Co. produced the commercial, explained the technique this way. "We got a bunch of chattering false teeth from a novelty store, re-

moved the teeth and kept the springs, which we then inserted in the buns. We all got together, put our hands on the buns and then, when the camera started, lifted our hands so the buns could applaud, as called for in the script."

The "Hamburger convention" commercial was created by Tom Sexton, art director of Young & Rubicam, Los Angeles, agency for Hunt Foods, and Bill Frankey, Y&R copywriter. Richard R. Rucker, art supervisor, was agency producer.

national, founded in 1960 by James J. McGuinn who also becomes the agency's publicity director.

Ad scholarship ▪ A scholarship fund honoring the late E. Ross Gamble, for many years vice president, treasurer and media director of Leo Burnett Co., Chicago, has been placed with Michigan State University's department of advertising. East Lansing. The winner will also work at Burnett during summer vacation.

Diet pop up ▪ A December 1964 market survey by WJXT(TV) Jacksonville,

LaRoche adds

Charles Pfizer & Co. Inc., New York, has reorganized its Leeming-Pacquin division's advertising account. Silk 'n' Satin, Pacquin products, Barbasol and Ben-Gay, formerly with William Esty, New York, have been assigned to C. J. LaRoche, that city. The products involved in the agency switch spent an estimated \$2.5 million in network TV during 1964. C. J. LaRoche dropped its Dorothy Gray account because of product conflicts with the newly acquired Pfizer business.

\$8.5 million sales approved

FCC okays Rust Craft purchase of WROC stations and sale of WYTV(TV)

Two station properties were given FCC approval last week to change hands in a combined total of almost \$8.5 millions in considerations, loans, consulting fees and non-competitive agreements.

The two properties: WROC-AM-FM-TV Rochester, N. Y., sold by Veterans Broadcasting Co. to Rust Craft Broadcasting Co., for \$4,423,600 and \$2,575,000 loan, and WYTV(TV) Youngstown, Ohio, sold by Communications Industries Inc. to Adam Young Inc. and others for an aggregate of \$1.5 million.

The WROC approvals were made contingent on Veterans Broadcasting withdrawing its application for Syracuse channel 9. It is understood that Veterans already had planned to do this. The commission also said Veterans must withdraw from interim channel 9 station WNYS(TV).

Commissioners Robert T. Bartley and Kenneth A. Cox dissented, with Commissioner Bartley stating that because none of the buyers live in Rochester and because the buyers already own four VHF and two UHF stations and four AM and three FM stations, he thought a hearing should be held.

Rust Craft Broadcasting, a subsidiary of Rust Craft Greeting Cards Co., already owns WSTV-AM-FM-TV Steuben-

ville, Ohio; WRCB-TV Chattanooga, Tenn.; WRDW-TV Augusta, Ga.; 40% of WVUE-TV New Orleans; WJKS-TV Jacksonville, Fla.; WHTO-TV Atlantic City, N. J., WWOL-AM-FM Buffalo, N. Y.; WPIT-AM-FM Pittsburgh, and WSOL Tampa, Fla.

Principal Rust Craft owners are Jack N., Louis and Allen Berkman. Fred Weber is executive vice president of Rust Craft Broadcasting.

WROC, founded in 1947, is full-time on 1280 kc with 5 kw; WROC-FM, in 1959, is on 97.9 mc with 18 kw, and WROC-TV, in 1949, is on channel 8 and was bought by Veterans and WHEC-TV in 1961, with WHEC-TV remaining on channel 10 which both had shared, and WROC-TV moving to channel 8.

Consulting Agreement ■ The buyers of channel 33 WYTV in Youngstown are paying \$1,050,000 for the station plus \$1,666 per month for 10 years (but with the total not to exceed \$125,000) for consulting services and with \$325,000 to Samuel W. Townsend, a stockholder of the selling company, for an agreement not to compete in radio or TV broadcasting for eight years within 50 miles of Youngstown.

The buyers consist of Adam Young Inc., station representative firm, 30%; Edwin G. Richter and Edgewood Investment Co., 25% each, and Howard D. Duncan Jr., 20%.

WYTV, founded in 1957, is affiliated with ABC.

Lawyers study proposal for procedure change

A group of communications lawyers is studying whether the federal rules of civil procedure should be applied to FCC practice. The group, headed by Ben C. Fisher, chairman of the practices and procedures committee of the Federal Communications Bar Association, consists of Paul Dobin, Carl H. Imlay, Thomas H. Wall, Harold D. Cohen and Stanley S. Harris.

Although some federal rules are not applicable to FCC cases, Mr. Fisher said, others might be applied. For example, he said, the federal rules on "discovery" permit lawyers to examine opposition witnesses before trial. This might be adopted by the FCC, especially in adjudicatory cases where the FCC has lodged a complaint against a licensee. It would not be feasible, Mr. Fisher pointed out, in comparative cases where engineering, program, and policy proposals are spelled out in applications which are put on file with the commission before a case is listed for hearing.

Six-man FCC deadlocks

New commissioner, if ever named, will be swing vote on commercial practices

For want of a seventh commissioner the FCC deadlocked last week on whether to grant the license-renewal applications of two radio stations or inquire into their commercial practices.

The 3-3 votes on the two cases pointed up the fact that whoever is named to succeed Frederick W. Ford as commissioner will have the swing vote on whether the commission is to resume in earnest its controversial practice of policing "excessive commercialization" on a case-by-case basis.

But the new commissioner will not, apparently, have the same role in the equally controversial area of policing the local-live programming practices of licensees at renewal time. The commission, by 4-2 votes, overrode staff recommendations for letters of inquiry to three television stations and granted their renewal applications.

The licenses of all five stations were due for renewal Feb. 1.

The stations whose commercial practices were under scrutiny last week were KBOA Kennett, Mo., and WIL St. Louis. The staff had recommended that, before acting on the renewal applications, the commission inquire into apparent discrepancies between the stations' proposals and practices on commercial spots. KBOA was said to have exceeded the number of spots it proposed to carry—three per 14½-minute time segment—in 58% of those segments in its composite week. In the case of WIL, which expressed its proposal in terms of hours—the average number of commercial minutes were not to exceed 14 per hour in any week—the discrepancy was said to be 31.4%.

Deadlock ■ Chairman E. William Henry and Commissioners Kenneth A. Cox and Robert E. Lee voted to send the letters. Commissioners Lee Loevinger, Rosel H. Hyde and Robert T. Bartley voted to grant the renewal applications. As a result, the applications go into a kind of administrative limbo. The letters won't be sent. But neither will the applications be approved. The dilemma won't be resolved until either a new commissioner takes the place left vacant Dec. 31, when Mr.

McLendon files suit

John M. McLendon, owner of WYOU Tampa, Fla., has filed a \$30,000 civil suit against a New Yorker for "loss of bargain." Mr. McLendon, who was the principal owner of the McLendon Ebony Group of radio stations, said in the suit filed in Tampa federal court that Sal Gianquinto of West Sayville, N. Y., gave him \$5,000 in an escrow agreement to buy the station, but then refused to close the deal. Mr. McLendon asked that the agreement be upheld by the court.



Boston

Peter Faneuil gave Boston this hall in 1742. When Boston was a town, its Town Meetings met here, winning for it the name "The Cradle of Liberty." This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian... Buy WHDH

TELEVISION: CHANNEL 5  RADIO: AM 850 KC 50,000 WATTS  FM 94.5 MC
REPRESENTED NATIONALLY BY BLAIR TELEVISION-RADIO

BROADCASTING, February 15, 1965

Ford departed to become president of the National Community Television Association, or one of the present commissioners changes his mind.

Commissioners Loevinger and Lee proposed a compromise under which the commission would both send letters to the stations and grant their renewal applications. But their colleagues wouldn't budge from their positions.

The commission began the case-by-case policing of commercial practices last year, after it abandoned its proposal to set commercial time limits by rule. But the campaign sputtered and all but died last summer after the commission, by 4-3 votes, twice refused to adopt staff recommendations for letters of inquiry into commercial practices (BROADCASTING, July 27, 1964).

On those occasions, former Commissioner Ford voted with Commissioners Loevinger, Hyde and Bartley. They felt that commercial-counting had become a "petty" operation and that the present reporting form doesn't provide adequate information for measuring promise vs. performance.

The Henry-Cox-Lee group, however, says that the commission committed itself, in abandoning the rulemaking, to scrutinize renewal applicants' commercial practices on a case-by-case basis

and to build a body of rulings that would constitute policy.

Former Commissioner Ford's successor will have the vote to determine which viewpoint prevails.

The stations whose local-live practices were questioned by the staff are WHO-TV Des Moines and WOC-TV Davenport, both Iowa, and KMBC-TV Kansas City, Mo. The staff reported that they had scheduled no local live programing in prime time other than news and that their record of pre-emptions for local live programs in prime time was meager.

The Loevinger-Hyde-Bartley group, bolstered by Commissioner Lee, successfully opposed what it considered interference in the stations' programing decisions. Chairman Henry and Commissioner Cox had argued that the stations, which they said were earning substantial profits, were not licensed merely to make money but to meet community needs. They said the stations were not doing that if they didn't carry local live programing in prime time.

Changing hands

ANNOUNCED ■ *The following sales of stations were reported last week subject to FCC approval:*

■ WLAU Laurel, Miss.: Sold by Stewart

Gilchrist, Mrs. Norma Leggett and Gene Tibbett to Holton J. Turnbough, George J. Sliman and F.M. Smith, for \$90,000. Messrs. Turnbough and Sliman are Gulfport businessmen while Mr. Smith is associated with WROA Gulfport. WLAU is 5 kw daytimer on 1430 kc. Broker: Blackburn & Co.

■ KDov Medford, Ore.: Sold by W. H. Hansen to Robert A. and Nancy S. King and Victor M. and Carol Ives, for \$48,000 in cash. KDov is 5 kw daytimer on 1300 kc.

■ WSTS Massena, N. Y.: Sold by Leland Heyward and associates to Robert D. Stoehr, for \$35,000. WSTS is on 1340 kc with 1 kw day and 250 w night. Broker: Chapman Inc.

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

■ WROC-AM-FM-TV Rochester, N. Y.: Sold by Veterans Broadcasting Inc., to Rust Craft Broadcasting of New York Inc., for \$7 million (see page 46).

■ WYTV(TV) Youngstown, Ohio: Sold by Youngstown Television Inc. to WYTV Inc., for \$1.5 million (see page 46).

■ WGSM Huntington, N. Y.: Sold by Edward J. Fitzgerald to Peter A. Bordes and Joseph L. Rosenmiller Jr., for \$452,000. Messrs. Bordes and Rosenmiller own WCTC-AM-FM New Brunswick, N. J., with controlling interest in WESO Southbridge, Mass., and majority interest in Sentinel Publishing Co., East Brunswick, N. J., publisher of several weekly newspapers. WGSM is 5 kw full-timer on 740 kc with 1 kw Canadian restriction.

■ WFQM(FM) Chicago: Sold by Lester Vihon to Gordon and B. R. McLendon and associates for \$400,000. The McLendon Corp. own controlling interest in KABL Oakland, Calif.; WNUS Chicago; KLIF-AM-FM Dallas; KILT and KOST(FM) Houston; K TSA San Antonio, Tex., and WYSL-AM-FM Buffalo, N. Y. Commissioner Cox dissented stating that he disapproved of the grant because it was inconsistent with FCC policy to curtail the use of FM stations in major markets to duplicate the programs of sister AM stations. WFMQ on 107.5 mc broadcasts with 36 kw fulltime.

New TV stations

As of Feb. 11 there were 104 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's, 55 were commercial UHF's, 6 were educational

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VHF's, and 23 were educational UHF's.

New station going on the air last week:

KHFI-TV (ch. 42) Austin, Tex. Southwest Republic Corp. licensee, went on the air Feb. 12 with program test granted Feb. 5. Address is 908 West 19th Street, Austin. KHFI-TV goes on the air with 479 kw visual and 120 kw aural with an antenna 1,199 feet above ground. Principals of Southwest, licensee of KHFI-AM-FM, are E. G. Kingsbery (20%), John R. Kingsbery, Ralph E. Jane Jr., Bryant M. Collins, Victor L. Brooks, Texas Longhorn Broadcasting (each 11.42%) and Marion B. Findlay (5.71%).

Information received regarding plans of another holder of a CP includes:

KPOL-TV (ch. 22) Los Angeles. Coast Television Broadcasting Corp., licensee, then KPIX-TV went off the air last summer but plans to return on March 1 with new call letters. Coast TV is licensee of KPOL Los Angeles. Station, which is Negro programed, plans to utilize all films at first with live news and discussion programs to be added in a few months. Station has obtained a number of half-hour series described as "old but good" by program director Bob Scott.

Telemeter joins Calif. pay-TV court fight

International Telemeter Corp., pay-TV subsidiary of Paramount Pictures, has joined Subscription Television Inc. in a court effort to have the anti-pay-TV amendment adopted by the California voters Nov. 3 declared unconstitutional. STV, which had been operating a closed-circuit program service in Los Angeles and San Francisco, shut down after the state's voters approved an initiative proposition which in effect outlawed pay TV.

International Telemeter for some years has operated a wired pay-TV system in a suburb of Toronto. It also has granted franchises for use of its equipment in Atlanta, Miami, Dallas and Houston.

The action, filed Feb. 5 in superior court in Sacramento, Calif., asks that Proposition 15 be declared unconstitutional and that the secretary of state of California expunge it from his records. It also asks that pay TV be declared not contrary to public policy, that the California public is entitled to receive pay-TV program service at home and that International Telemeter is legally entitled to conduct a pay-TV service in California if it so wishes.

Microwave's permit revocation sought

The FCC has been asked to revoke the service test authority of a microwave common carrier serving a community antenna TV system in Burley, Idaho, for operating "in flagrant violation" of the "interim" conditions attached to its permit.

The action, sought by KMVT-TV Twin Falls, Idaho, is directed against Idaho Microwave Inc., which was ordered by the commission late last month to refrain from duplicating KMVT's programming (BROADCASTING, Feb. 8).

Idaho Microwave furnishes four Salt Lake City TV signals to Cable View of Burley Inc., a CATV operating about 45 miles from Twin Falls and within KMVT's grade A service area.

KMVT in a petition for revocation alleges that the common carrier has continued to furnish TV signals to the Burley CATV that duplicate its programming. The petition also claims that the picture quality of KMVT's programming, when carried on the CATV, is "very poor" in comparison with the CATV's Salt Lake City signals.

The commission's January order, which among other things permitted Idaho Microwave to again operate with

service test authority, stemmed from the microwave company's refusal last October to accept a license subject to the nonduplication and nondegradation conditions.

The commission, however, made the renewed test authority subject to the interim conditions,

Idaho Microwave last week asked the U.S. Court of Appeals for the District of Columbia to "set aside, vacate and declare unlawful" the condition that was made a part of its license, and remand the matter to the commission for final disposition.

In its petition the microwave operator claims that the commission's interim conditions are "an unlawful effort by the FCC to extend authority beyond statutory jurisdiction." The company also noted that it intends to ask the commission to stay its order, and if denied, will seek the same relief from the appeals court.

A spokesman for Idaho Microwave last week described KMVT's petition for revocation as a "premature" action.

He noted that the company, in complying with the FCC order, has filed a revised tariff containing the new conditions attached to its operating authority, and that the company has 30 days grace by law from the date the tariff was filed before it has to comply with the nonduplication provisions.

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Taft seeks transfer of licensee control

Taft Broadcasting Co., last week, sought FCC approval of a transfer of licensee control following an application to the Securities & Exchange Commission by 13 Taft principals for registration of 176,000 shares of their stock for public sale (BROADCASTING, Feb. 8).

The related Taft and Ingalls families now own about 54.56% (895,292 shares) of the outstanding stock. Following the proposed sale of 10.72%, they would be left with 43.84%. Taft's application to the commission stressed that the transfer is pro forma and not de facto, since the next largest stockholder holds less than 3.5%, and only eight other stockholders hold more than 1% individually. Technically, the families are relinquishing control, but control would not pass to any other single group or combination after they have done so.

In June 1961, the families sought and were granted FCC approval to sell a 25% interest in the firm, which would have reduced their holdings to approximately 38%. According to Taft, "for economic and market reasons, however, it was not effectuated."

A list of the individuals involved and the proposed change in holdings follows.

	Before	After
Anne Ingalls Warburton	2.8%	2.2%
William H. Taft III	2.3	1.9
Robert Taft Jr.	2.4	2.1
Lloyd B. Taft	5.0	3.5
Horace Taft	2.7	2.1
Eleanor Taft	1.9	1.3
Douglas A. Warner, Lloyd B. Taft, Robert Taft Jr., Margo T. Tytus and John H. More, trustees of Charles Phelps Taft Memorial Fund	4.0	2.8
Hulbert Taft Jr.	6.4	3.5
Charles P. Taft	0.9	0.8
Katherine Benedict	0.7	0.4
Estate of David G. Taft	4.7	3.2
Margo T. Tytus	1.0	0.5
Batrus & Co. (trust for Lloyd B. Taft's minor children)	0.2	0.1

Five firms may seek CATV in Pittsburgh

Five firms have indicated an interest in a community antenna television franchise in Pittsburgh, it was learned last week.

A sixth proposal was understood to be in the works.

The city, with three network-affiliated television stations and one noncommercial ETV is being urged to ask the

CATV interests for more information on what services they would perform, the rates they would charge and for comment on what regulations they believe should prevail to obtain a franchise.

City Solicitor David W. Craig submitted a preliminary report to the mayor and city council last week that outlined what CATV is, how it is regulated and proposing that the city request further information from the interested parties.

The Television Accessory Manufacturers Institute (TAME) has written the city of its opposition to franchising systems pending federal action on regulation.

Those indicating interest in a Pittsburgh CATV franchise: Teleprompter Corp., New York, a major multiple owner of CATV systems; Valley Cable TV Co.; Westinghouse Broadcasting Co., group owner of radio and television stations and licensee of KDKA-AM-FM-TV Pittsburgh; P G Publishing Co., owners of the *Pittsburgh Post-Gazette & Sun-Telegraph* and former owners of WIIC-TV Pittsburgh, and the Hearst Corp., group station and newspaper chain owner (WRYT-AM-FM, WTAE-TV Pittsburgh).

Overmyer wants okay to exceed U limit

The D. H. Overmyer Communications Cos. last week filed an application for its seventh UHF station—channel 17 in Rosenberg, Tex.—and at the same time petitioned the FCC for a waiver of its rule to permit Overmyer to file for an eighth UHF, channel 53 in Pittsburgh.



Mr. Adams

Robert F. Adams, executive vice president of Overmyer Communications, told a news conference in New York it has requested the commission to waive its rule which limits a broadcast group to the ownership of seven TV stations, of which no more than five may be in the VHF band. He stressed that waiver of the rule would provide "impetus" to the growth of UHF TV by encouraging operations that can result in economies through group programming.

Overmyer has been awarded an initial decision for UHF channel 79 in Toledo, Ohio, and has applications

pending before the FCC to purchase WNOP-TV Newport, Ky. (74); Atlanta WATL-TV (36) and KBAY-TV (20) San Francisco. Applications for new station grants have been filed for Dallas (29) and Stamford, Conn. (55).

Overmyer Communications is an affiliate of Overmyer Warehouse Co., New York, said to be the largest organization of its kind in the U. S. Mr. Adams, the operating head of Overmyer Communications, had been associated for more than 10 years with ABC in New York and Chicago in top-level posts, including general sales manager of WBKB-TV Chicago. Earlier he had been with various New York radio stations and with the Du Mont Television Network.

NAB wants sale rule withdrawn

The National Association of Broadcasters has urged the FCC to withdraw its Dec 18 notice imposing a virtual freeze on the sale of VHF stations in the top 50 markets to anyone already owning a VHF outlet in those markets.

The NAB, in comments filed with the commission last week, said the procedures followed in adopting the notice violate "the spirit if not the letter of the Administrative Procedure Act [which] is designed to assure reasonable uniformity and fairness in administrative procedures. . . ."

The commission adopted it without warning, describing it as an interim measure to be employed pending the formulation of more comprehensive proposals for tightening the multiple-ownership rules.

The notice requires a hearing on any application that would result in a party being licensed to operate more than one VHF station in the top-50 markets. Since few if any VHF channels in those markets are unused, the notice would apply almost exclusively to sales.

The NAB said the procedure followed by the commission could be justified only "by a compelling public concern in this area." The association said that no such concern has been indicated.

Some 100 VHF and UHF stations, most of them licensed to group owners, are already represented in filings with the commission protesting the Dec. 18 notice.

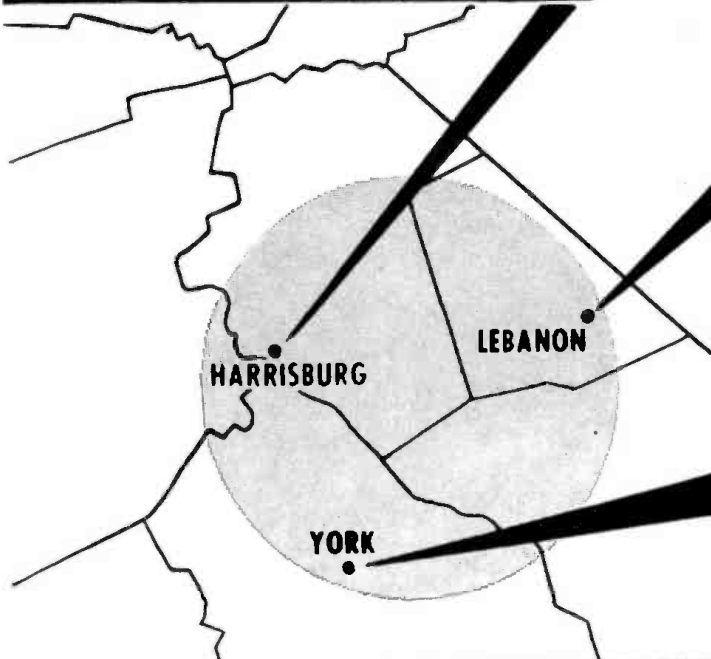
Commission officials have shown no disposition to withdraw the notice, at least until new multiple-ownership rules are proposed. At that time, it is assumed, the commission will substitute the proposed rules for the Dec. 18

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notice as an interim policy.

Commission officials concerned with what they regard as a continuing trend to concentration of control of television stations in the largest markets say an interim policy is needed to prevent the situation from "worsening" while the commission considers rules to deal with it.

There are no firm estimates as to when the commission will be ready to issue a notice of proposed rulemaking. Staff members have been urged to draft a proposal as quickly as possible, but those designated for the task are burdened with other, equally high priority work.

Five-year-license bills introduced in House

Four bills have been introduced in the U. S. House of Representatives to extend the term of broadcast licenses from three to five years. But that's apparently only a starter.

Representatives J. Arthur Younger (R-Calif.), second-ranking Republican on the House Commerce Committee, and Robert Dole (R-Kan.), have been working on members of their state delegations to stir up interest.

The five-year license is a long-term goal of the National Association of Broadcasters and was discussed at the conference of state association presidents in Washington two weeks ago (BROADCASTING, Feb. 8).

Representatives Younger and Dole and a few other Republican colleagues introduced similar legislation last summer (BROADCASTING, July 6, 1964), but it was too late in the congressional session to win a hearing. Now the hope is that enough representatives can be persuaded to sponsor the bill that a hearing may be ordered.

Already introduced are HR 928 (Younger), HR 3362 (Dole), HR 3613 (Representative Garner E. Shriver [R-Kan.]) and HR 4486 (Representative Robert F. Ellsworth [R-Kan.]). Kansas Republicans Joe Skubit and Chester L. Mize were expected to offer similar bills shortly.

AMST stand on CATV endorsed by TAME

The Television Accessory Manufacturers Institute (TAME) said last week it liked the stance on community antenna television regulation taken by the Association of Maximum Service Telecasters (BROADCASTING, Feb. 8).

"City councils should now table all

applications for CATV franchises" until congressional action is taken on CATV regulation, TAME said in a statement.

Pointing to the CATV policy of the Association of Maximum Service Telecasters announced following a board meeting two weeks ago (BROADCASTING, Feb. 8), the antenna manufacturers said the CATV policy announced by AMST following its board meeting is "fresh and striking testimony of the threat that CATV has become to the American system of free off-the-air television broadcasting."

TAME has been calling for rigid federal control of CATV and finds itself in the same neighborhood with the AMST's philosophy. TAME's statement pointed out, however, that it also favors FCC licensing of CATV's, not called for by other groups that have made public proposals in this area.

Celler resubmits bill to block pay TV

Representative Emanuel Celler (D-N.Y.) introduced legislation last week that would prohibit television stations from engaging in pay TV.

The bill, HR 4472, is similar to others Representative Celler has offered in the last several Congress. It provides a \$10,000 fine and imprisonment up to five years or both for violations.

The bill would specifically outlaw pay TV in the home, but is silent on pay TV in theaters.

Known in the 88th Congress as HR 3281, the legislation failed to receive a hearing in 1963-64. It was referred then, as was the one introduced last week, to the House Commerce Committee.

Witnesses called for baseball probe

Officials representing the television networks, the major league broadcasting committee and professional baseball have been invited to testify before the Senate Antitrust & Monopoly Subcommittee beginning Thursday (Feb. 18).

The senators are concerned about CBS Inc.'s purchase of 80% of the New York Yankees and what ramifications, if any, the transaction may have on a proposed bill that would change the way the antitrust laws apply to professional team sports (BROADCASTING, Feb. 1).

Senator Philip A. Hart (D-Mich.), subcommittee chairman, said in announcing the hearing last week that "concern has been expressed in several quarters that the CBS purchase of the Yankees may pose questions not con-

sidered last year" when the subcommittee approved the same legislation it has again taken under consideration.

The bill, S. 950, would bring organized baseball under the antitrust laws for the first time and then proceed to exempt it and hockey, football and basketball in those activities considered unique to professional team sports (contracts, recruiting, etc.). This done, Senator Hart said, all four sports would be "on an equal footing."

The subcommittee also is understood to be concerned whether CBS's ownership of the Yankees affects opportunities for other broadcasters to bid on broadcast rights to their home games.

Scheduled to represent CBS Inc. Thursday are Dr. Frank Stanton, president; William S. Paley, chairman of the board, and Mike Burke, vice president for development. Dan Topping, president of the New York Yankees Inc., is to follow the CBS witnesses.

Scheduled later: Friday (Feb. 19), Joseph E. Cronin, president, American League, and Ford Frick, commissioner of baseball; Feb. 23, Thomas W. Moore, president, ABC-TV, and Julian Goodman, vice president, NBC News; Feb. 24, Arthur Allyn, president, Artwell Co., owner of the Chicago White Sox, and John Fetzer, owner of the Detroit Tigers and chairman of the Joint American-National League Radio-TV Committee. Mr. Fetzer also is president of Fetzer stations.

Adelman turns in WHZN's license

Louis Adelman, licensee of WHZN Hazelton, Pa., surrendered the station's license to the FCC last week and asked the commission to cancel a hearing scheduled for Feb. 18.

Last October WHZN's renewal application was set for hearing for several alleged rule violations. Mr. Adelman was also notified at the time that the station had incurred an apparent liability of \$10,000 (BROADCASTING, Jan. 25). In subsequent filings for reconsideration, Mr. Adelman advised the FCC he would be unable to participate in a hearing because of his financial condition. He asked that the commission grant the station's sale to John R. Dorsey, 50% owner of WSMD(FM) Waldorf, Md.

The requests were denied, however, and a pre-hearing conference was held Jan. 29. Mr. Adelman informed the FCC at that time that he would return the station's license by Feb. 9.

He also noted that WHZN has been off the air since Jan. 15 as a result of a union strike called by the National Association of Broadcast Employees and Technicians.

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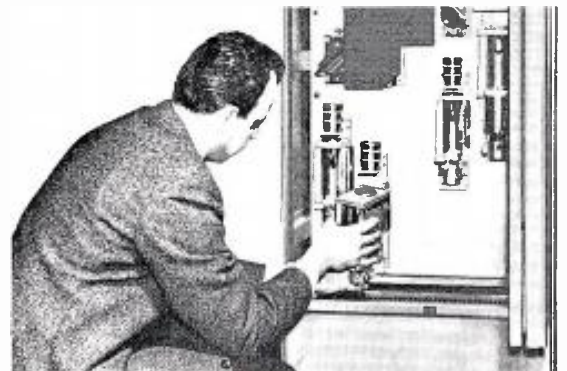
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ABC-TV plans big expansion

\$5 million project will include world's biggest TV studio

An expansion program that will cost well over \$5 million and will take more than a year to complete is now in the preliminary planning stages at ABC's Television Center in Hollywood, James G. Riddell, vice president in charge of ABC's Western Division, revealed last week.

First item on the program will be the erection of two new studios, Mr. Riddell said, with one to be the largest studio in the world. The largest studio in use at this time measures 90 by 140 feet with a grid of 43 feet (a grid being the height to which the TV cameras can pick up a picture). The new ABC-TV studio will be at least 100 by 150 feet with a 45-foot grid, according to Theodore Grenier, chief engineer of ABC's Western Division.

The studios are urgently needed, Mr. Riddell said, because of the increase in live programming, especially in the daytime program field, which has used up all available studio space. The problem currently occupying the planners, he noted, is to determine the probable extent of this increase in the next five years, so the center can have adequate studio facilities and yet not find itself with unneeded space should its estimates of future needs be overly optimistic.

The Austin Co., Cleveland-based organization of designers, engineers and builders of broadcasting facilities, has been retained to make a survey of the situation, a task expected to take another three or four months and to submit recommendations to the network. These will be compared with the recommendations already drafted by Mr. Grenier's staff and eventually a final set of plans will be approved by the board of directors of ABC's parent company, American Broadcasting-Paramount Theaters Inc. A budget will be allotted, working designs prepared and bids requested. Hopefully, construction will begin before the end of this year and be completed before the end of 1966.

The studios are only the beginning, Mr. Grenier noted. More production will call for more rehearsal space, and it is probable that the second new studio will be used as a rehearsal area. More dressing rooms and other facilities for

talent, more film and video-tape facilities, more office space, and more storage space will be needed. The administration building, now two floors above a full basement, will get two more floors.

Much of this expansion will begin immediately, without waiting for the master plan to be put into operation. "We're bursting at the seams right now," Mr. Grenier observed. "Officewise, we're out of space and are beginning to put desks in the hallways. Storage-wise, we've been using the hallways for a long time. We literally can't add another show until we can have more space to work in."

Fortunately, there's plenty of space for ABC-TV to expand in in Hollywood. The Television Center, which was a motion picture studio (Vitagraph) before ABC took it over in 1948, covers 23 acres, much of it currently unoccupied. A lot of the area will be kept open for the parking of studio workers' cars, a necessity in the Hollywood area, but there is still ample room to erect the new studios and other facilities.

Committees finally getting their funds

Congressional committees of interest to broadcasters surmounted housekeeping hurdles last week and either were granted operating funds or were on their way toward getting them.

The House Commerce Committee, held up by a general dispute over how much say the House Rules Committee has in allotting funds to legislative committees, overcame this last Wednesday (Feb. 10) when the rules panel largely conceded its position and voted out a host of authorizing resolutions. The measures have been referred to the House Administration Committee, which historically has handled the budgets of House committees.

When things get straightened out, the commerce unit will be asking for upwards of \$300,000 for various studies and personnel, in addition to about \$240,000 funded for permanent staff. The Senate Commerce Committee last week was authorized \$442,700 to spend on special studies for the same period. This is in addition to the \$168,000 regularly provided (see page 68).

The House panel has a new Republican vacancy since the resignation of Representative Albert W. Watson (R-S.C.), who bolted the Democratic party last month and plans to run as a Republican in a special election.

Two Senate subcommittees were given their funds last week, too, but without renewed criticism from Senator Allen J. Ellender (D-La.), who says the

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What is the job of the NAB chairman?

SCHROEDER EXPECTS TO HAVE SOME SUGGESTIONS FOR HIS SUCCESSOR

The National Association of Broadcasters entered a new era last week when the chairman of the NAB joint boards moved into his office in Washington.

With the arrival of Willard Schroeder at NAB headquarters, the association had two men at the top, a condition that was directed by the boards at their meeting in Palm Springs, Calif. (BROADCASTING, Feb. 1). But Mr. Schroeder, in an interview with BROADCASTING last Wednesday (Feb. 10), spelled out for any doubters that "Vince Wasilewski is the president" of the NAB in fact and in title, and that during the five months the board chairman will be in Washington there is no reason to expect any "radical changes" in the NAB staff or structure.

The NAB chairman is on a leave of absence from his post as vice president and general manager of Time-Life's WOOD-AM-FM-TV, Grand Rapids, Mich. He will work at the executive level until his board term expires in June. The naming by the board of the next chairman, who will be a paid official named on a year-by-year basis, will on the recommendation of the NAB selection committee. The committee members are Mr. Schroeder and the other six retiring members of the radio and television boards: James D. Russell, KKTU(TV) Colorado

Springs; Robert F. Wright, WTOK-TV Meridian, Miss.; Ben B. Sanders, KICD Spencer, Iowa; Ben Strouse, WWDC-FM Washington; Carleton D. Brown, WTVL Waterville, Me., and Ray Johnson, KMED Medford, Ore.

Guide to Future ■ Mr. Schroeder sees his job as providing guidance which will reflect the point of view of a practical broadcaster. He will act as an on-the-scene liaison between the staff, the boards and ultimately the membership.

He said he intends to gain what insight he can and make recommendations to the boards at their June meeting on the role his successor should play and what changes, if any, should be made in the association's structure. The chairman said his ambition is to "set some precedents and set a modus operandi that the next chairman can inherit and expand."

After LeRoy Collins resigned as NAB president to take a federal post last summer, the selection committee, which Mr. Schroeder headed, went after ideas, opinions and suggestions on who should run the NAB. They asked: What should the association do that it was not doing? What shouldn't it do that it was doing? And they were willing to listen to just about anything else that anyone wanted to comment on.

As a result of these comments, the

boards felt that the top job at NAB had gotten too big for one man to handle. "You couldn't have a front man—a spokesman for the industry—fulfilling all his obligations properly," Mr. Schroeder explained.

The boards settled on the present concept of a president who knows Washington and can handle the government and public relations, and a chairman who is familiar with broadcasting and would become "more deeply involved" in the internal workings of the association than previous chairmen.

Vincent Wasilewski fills the first part of this arrangement very well, Mr. Schroeder said, adding there is a "conscientious desire" on the part of the executive committee, the boards and himself to "project Vince as a personality."

Mr. Wasilewski will be the spokesman for the NAB and will continue to run the association, but the board purposely made no fine distinctions between the duties of the president and chairman along policy lines. What the boards are seeking, Mr. Schroeder feels, is a "blending of two personalities. When two men view the problems in a positive, congenial sense as Vince and I do, you approach things from a team effort."

The boards wanted a broadcaster rather than a public official for the

senators spend too much money on unneeded staffs. Picking up the attack he began last month, and which has become an annual fight (BROADCASTING, Jan. 18), Senator Ellender singled out special subcommittees of the Senate Judiciary Committee.

He attacked Senator Thomas J. Dodd's (D-Conn.) Juvenile Delinquency subcommittee for asking for (and getting) \$220,000 for studies through Jan. 31, 1966. The panel has only exposed evils that result from delinquency, the senator said, "and has done very little about it." Senator Dodd defended his group, saying it has led the enactment of significant legislation.

Senator Ellender also turned on the Antitrust & Monopoly subcommittee. It asked for (and was granted) \$543,500 through Jan. 31, 1966. Its first task this year is a probe of the CBS Inc. buy of the New York Yankees to see whether it affects proposed sports antitrust legislation (see page 52).

AM granted despite concentration issue

The differences of opinion within the FCC on the question of concentration of control of media were reflected again last week in a commission action granting an application for a daytime-only AM station in Kaukauna, Wis.

Stockholders, officers and directors of the applicant, Fox River Communications, Inc., have interests in WSAU-AM-FM-TV Wausau and WFHR-AM-FM Wisconsin Rapids, both Wisconsin, and in five newspapers in that state.

Chairman E. William Henry and Commissioner Kenneth A. Cox voted for a hearing on the application to determine whether a grant would create a concentration of control of mass media in Wisconsin. But Commissioners Lee Loevinger, Rosel H. Hyde, Robert T.

Bartley and Robert E. Lee voted for the grant.

The largest stockholder in Fox River Communications (30%) is Wisconsin Valley TV Corp., which is the licensee of WSAU-AM-FM-TV, and which is owned by the five newspapers—the *Wausau Daily Record Herald* (25.33%), *Marshfield News Herald*, (12.66%), *Merrill Herald* (8.42%), *Rhineland News* (8.42%), *Wisconsin Rapids Tribune* (12.66%). The Rhineland Publishing Co., publisher of the *Rhineland News*, is a 10% owner of Fox River.

The commission action was of interest to observers attempting to ascertain the kind of policy it will settle on in the multiple ownership rules it is in the process of formulating.

Concentration-of-control cases always result in split decisions even in cases involving relatively small stations and markets. Usually, Chairman Henry and Commissioner Cox favor a hearing. Occasionally, they are joined by Commis-

chairmanship, he said, but most broadcasters were loathe to leave their businesses on a permanent arrangement. We couldn't get away from the fact that we didn't need some yahoo who just came to Washington to visit. What we did need was a person with government savvy."

Make It Desirable ■ Although he may strive for perfection, the chairman expects that "we'll make some mistakes, but I think it's going to be fun and interesting. My hope is that by words and deeds I can make the position look like, and make it legitimately seem to be, something that a worthwhile broadcaster will seek out."

During the period that the selection committee was making the rounds, there were many persons in the industry who expressed opinions on what the NAB should be doing. Some talked of reorganization, of picking up newer methods of operation, of more emphasis on central authority and of de-emphasis of central authority.

To these suggestions, Mr. Schroeder said there is always room for improvement, but he is clearly committed to a policy of moderate change. "It is not logical that just because something is old it should be discarded, or just because it is new it should be rejected."

Some common sense has to be incorporated into this thinking, he added. "It's a mistake to categorically say the NAB needs reorganizing," the chairman pointed out, because "there are umpteen associations representing different levels of interest" and each has its own way to do the job.



Mr. Schroeder
He is no yahoo

The "attitudes, ideas and philosophies of the staff will be reflected" in any recommendations Mr. Schroeder makes to the boards. At the moment, Mr. Schroeder, who has moved into the office left vacant since Mr. Collins's resignation, is new on the job. However, by June, he indicated he will probably have some ideas to talk about.

FM wants same yardstick as AM

Rating services for FM and plans for the NAB's annual convention were discussed last Tuesday (Feb. 9) by the National Association of Broadcasters' FM Radio Committee.

The committee asked that rating services measure AM and FM by the same yardstick and that the NAB notify the services and the All Radio Methodology Study committee of this request.

Everett L. Dillard, WASH(FM) Washington, a member of the committee, said FM is "now becoming concerned with the numbers." He said a need for management to know how its programming is accepted by the audience is just as important as having figures to use when approaching advertisers.

Ratings will also be a panel discussion topic during the convention's FM Day program, Sunday, March 21. "Measuring the FM Audience"; "FM—Class? Mass? or Mass-Class?"; and "The FCC Rule on 50% Nonduplicated Programming" will be panel subjects.

A presentation on "Vertical Polarization of FM Antennas" is also on the day's agenda.

Attending last week's committee meeting in Washington were: Ben Strouse, WWDC-FM Washington, chairman; N. L. Bentson, WLOL-FM Minneapolis; Fred Rabell, KITT(FM) San Diego; Henry W. Slavick, WMC-FM Memphis; Harold Tanner, WLDM(FM) Detroit, and Mr. Dillard.

sioner Loevinger or Commissioner Robert T. Bartley. But in virtually all such cases in recent years, a majority has always been found for a grant.

The commission will be confronted soon, possibly this week, with six concentration-of-control questions. It will be asked to pass on that many applications by newspapers for the only FM channels in their communities.

Media reports . . .

New affiliation ■ WGAC Augusta, Ga., will become a CBS Radio affiliate, effective March 1, at which time WRDW Augusta, will terminate its CBS Radio affiliation. A. C. (Jess) Willard will continue as president of WGAC, which operates with 5 kw day and 1 kw night on 580 kc.

Long wait ■ WMMJ Lancaster, N. Y., began operations on 1300 kc. 1 kw day, last month after five years of comparative hearings at the FCC. The

dedication of the new station was attended by local and state officials and religious leaders. Stanley Jasinski is president of the licensee, Seaport Broadcasting Corp.

New NET affiliate ■ WVIZ-TV Cleveland, last week became the first National Educational Television affiliate to go on the air in 1965. According to NET projections, 15 noncommercial stations will be activated and will join the educational network during the year.

Four join ABC Radio

ABC Radio last week announced the signing of four affiliates, KBUY Amarillo, KVET Austin and KLBK Lubbock, all Texas, and WMQM Memphis.

A new station, WMQM operates with 5 kw day on 1480 kc. KBUY is on 1010 kc with 5 kw day and 500 w night. KVET operates fulltime with 1 kw on 1300 kc. KLBK is on 1340 kc with 250 w.

RKO General to hold session in Memphis

RKO General Broadcasting, New York, will hold a Feb. 16-17 meeting for its television station managers at WHBQ-AM-TV Memphis, covering the operation and programming of RKO General's five TV stations, as well as plans for public affairs programming and community involvement.

Station executives to attend include Robert J. Leder, vice president and division director, and Robert S. Smith, station manager, WOR-TV New York; William M. McCormick, vice president and general manager, WNAC-TV Boston; Malcolm C. Klein, vice president and general manager, KHJ-TV Los Angeles, and S. C. Ritchie, vice president and general manager, CKLW-TV Windsor-Detroit; D. A. Noel, vice president and general manager, WHBQ-TV, and host of the meeting.

Bell System companies revise CATV tariffs

SERVICE OFFER IS MADE MORE ATTRACTIVE

The Bell System telephone companies of AT&T apparently are continually revising their proposed rates to furnish community antenna television service.

These rates vary from state to state, but some reports indicate that Bell companies have reduced their proposals—at least in negotiations with prospective customers, not in formal tariff filings—as much as 50%.

The changes, it's said, are making the idea of using Bell-owned equipment increasingly more attractive than the present almost uniform practice of building and operating one's own system.

Bell spokesmen remain officially quiet when it comes to quoting figures in public, but revisions they'll talk about in a few southern states prove the revising is going on, although they don't bear out the reports of 50% cuts.

Negotiations are understood to be going on throughout the 48-state Bell System, and while proposed CATV tariffs have been filed in quite a few, none are believed to have been filed in two of the most active CATV states, Ohio and Pennsylvania.

Southern Bell Telephone Co. (nine states) has just filed a revised tariff with the North Carolina Utilities Commission. It offers some lower rates and extends the proposal statewide rather than only in communities where CATV applications are pending, as in the initial filing. The new version guarantees suitable facilities for color. (Southern's original North Carolina tariff was examined in BROADCASTING, Nov. 9, Oct. 26 and 19, 1964.)

Feeder Cable Fee Reduced ■ On rates, Southern has reduced the largest single cost—a monthly charge for each

quarter-mile of sheathed feeder and distribution cable—from \$18 to \$16.50. This, a Southern spokesman said, was "to achieve uniformity among its [Southern's] states on this service." It also has reduced the monthly charge on drop lines from 50 cents to 30 cents. CATV operators, a Southern spokesman said, preferred the telephone company not furnish lines into houses but stop at the protector on the outside of the house; thus, the reduced charge.

Ohio Bell Telephone Co., although it hasn't filed a tariff, is believed to have reduced some of the monthly rates it's quoting in negotiations. It is reported to have once offered \$26 monthly for each quarter-mile of cable.

An official responsible for CATV in parts of the Ohio system, while refusing to give figures, said last week he imagined that "rates to be filed in Ohio and other Bell systems would be in the same 'ballpark' as Southern Bell."

The 50%? ■ Since Southern is now just about uniform on this service at \$16.50, that seems close to a 50% drop from \$26.

Ohio hopes to be able to file a tariff soon and has been negotiating "with a lot of customers," as a spokesman put it last week.

The status of tariffs in the rest of Southern's system:

Florida: Statewide and the same as the original North Carolina proposal except the channel charge is reduced to \$16.50.

Georgia: Not statewide and the same as North Carolina original.

Kentucky: See Georgia.

Louisiana: See Georgia.

Mississippi: A statewide revised tariff identical to the revised North Carolina proposal.

South Carolina: Same as North Carolina original but now statewide and suitable for color.

Tennessee: Same as original North Carolina and not statewide.

Southern's tariffs will be extended statewide as the need arises, a company spokesman said.

Engineers report on CATV FM microwaves

FCC research engineers recommend technical boundaries for the use of the 12,000-13,000 mc band for community antenna television microwaves in a report issued last week. But they also suggested that before these stand-



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Bigger exhibits for NAB

A record amount of exhibit space will be used by 80 broadcast equipment manufacturers who will display their wares at the National Association of Broadcasters Convention and Broadcast Engineering Conference in Washington, March 21-24.

The exhibits in five halls at the Sheraton Park hotel will use 35,000 square feet, 3,000 square feet more than at the 1964 convention in Chicago.

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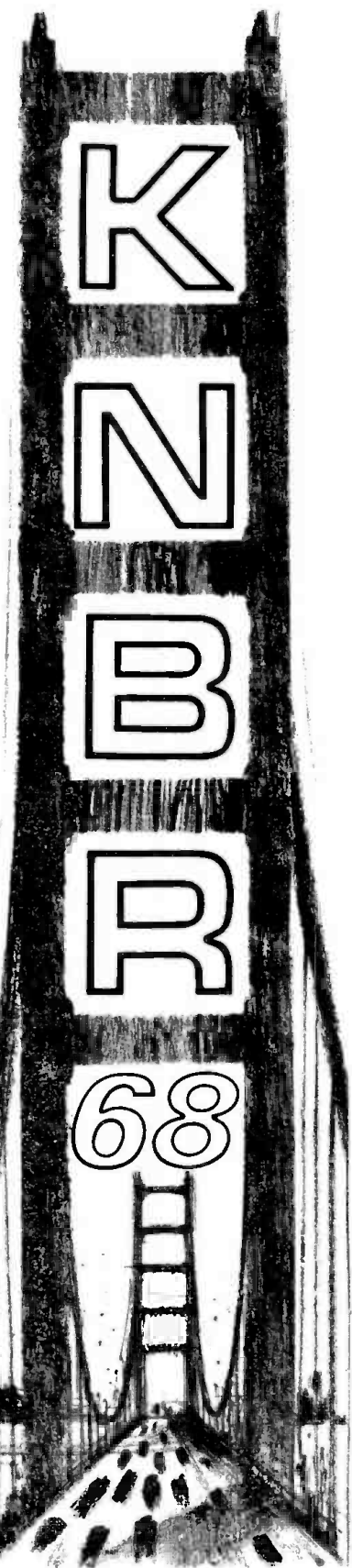
Tony Bennett
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Another broadcaster applies for Daniels' money

Jack Lee, vice president and general manager of WSAZ-AM-TV Huntington, W. Va., and NAB Radio Board vice chairman is a charitable man.



Mr. Lee

may be part of the generosity.

Mr. Daniels has offered \$10,000 to any broadcaster who "can prove that any CATV operator has purposely degraded any TV station's signal receivable at the master antenna site of said system" (BROADCASTING, Jan. 18). He continued by saying, "The same reward will be applied to altering a program, as I frankly am at a loss to know how a CATV operator, in its present state of the art, can alter a broadcaster's program. The same will apply to advertising that a local CATV operator would 'take off the air'."

Comes now Mr. Lee to claim the money complete with a film of the alleged 'degradation' of programming as shown over the Parkersburg CATV system (Durfee's Cable TV Co.) on Feb. 3. Mr. Lee charges that the system has been carrying WSAZ-TV's programming but that it deletes the station's commercials and substitutes WTAP-TV Parkersburg commercials.

This, Mr. Lee asserts, is both "degrading and deleting" his station's

programming.

He asks for a showing date of the film to be held in Washington, and stipulates that if Mr. Daniels agrees to the terms of the offer, he can donate the \$10,000 to the UF of Huntington and Charleston.

Mr. Lee is not the first broadcaster to lay claim to the money offered by Mr. Daniels. William C. Grove, Frontier Broadcasting Co., in a letter dated Jan. 26, claimed the \$10,000 on the ground that a cable system in Casper, Wyo., degraded a TV signal purposely. Mr. Daniels said the offer did not apply because "the degradation was caused by cable technical difficulties and was not the 'purposeful' intent of the cable operator" (BROADCASTING, Feb. 1).

However the case in question at that time involved mutual interference between Ktwo-TV Casper, on channel 2, and its position on channel 3 on the cable. The case in point here is between channels 3 (WSAZ-TV Huntington) and 15 (WTAP-TV Parkersburg) in West Virginia. The latter are not co-channels, nor are they adjacent, nor are they the same type of frequencies as channel 3 is clearly a VHF station and channel 15 is just as definitely a UHF.

Mr. Lee, in addition to the copies sent to BROADCASTING and to Mr. Daniels, also sent copies of the letter to Willard Schroeder, board chairman of the National Association of Broadcasters; Vincent Wasilewski, president of NAB; Frederick Ford, president of the National Community Television Association; Lester Lindow, president of the Association of Maximum Service Telecasters; David Adams, executive vice president of NBC; WTAP-TV, and the Durfee TV Cable Co. Inc.

ards are adopted a program of laboratory measurements should be undertaken.

The report, signed by Edward W. Allen, FCC chief engineer, and Harry Fine, chief of the FCC's research division, is Report No. R-6408, entitled: "A study of the technical factors pertaining to the assignment of FM CATV microwave relays."

The study relates to the FCC's proposal last summer to assign noncommon carrier microwave relay systems serving CATV operators to the 12,700-13,200 mc band (BROADCASTING, Aug. 9).

Conclusions by the FCC's engineers: (1) use as high a modulation index as

possible for most efficient FM operation; this would mean that the swing on both sides of the carrier should be at least 4.5 mc on each side, if not more; (2) with this wide a swing, there will be adjacent channel spillover, but this should be "permitted and encouraged" limited by adjacent channel interference; (3) back-to-back operation on the same channel should be required when necessary.

Standards that permit a wide swing permit longer relay links and the use of lower transmitter power for a given relay link length, the report stated. It would also permit use of solid-state equipment it added.



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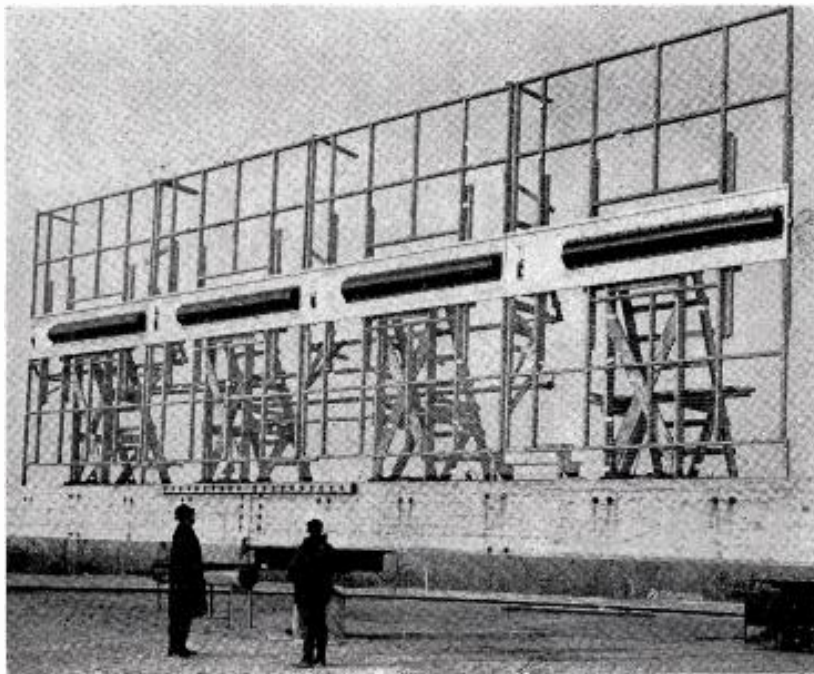


WBZ-TV BOSTON
WINS NEW YORK
WJZ-TV BALTIMORE
KDKA-TV PITTSBURGH
KYW-TV CLEVELAND
WOWO FORT WAYNE
WIND CHICAGO
KPIX SAN FRANCISCO

WESTINGHOUSE BROADCASTING COMPANY

Source: PULSE, Oct.-Nov. 1964, Average Quarter Hour, Mon. to Fri. 6 A.M. to 12 Midsnight.

The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.



WNJU-TV to have new 'pylon' antenna

A new "pylon" antenna system designed by RCA, and consisting of eight tubular panels, will be used to transmit signals for WNJU-TV Linden-Newark, N.J., the New York City area's first commercial UHF station, scheduled to open in late April. Picture shows a 52-foot array

of four tubular panels—half the complete antenna system—each section of which will be installed atop the north and south sides of the Empire State Building in New York. The screening is not part of the new system, but simulates another station's antenna already on the building.

Tower case ended after eight years

The FCC last week issued a final decision in an eight-year-old case in which ABC and KRON-TV San Francisco have sought commission approval—and aviation authorities' clearance—for increases in the heights of their towers in the Bay area.

ABC came out a winner. The fate of KRON-TV's proposal is uncertain.

The commission granted ABC's petition for a grant without hearing of the network's proposal to raise the tower of its owned station, KGO-TV San Francisco, from 1,348 feet to 1,811 feet above mean sea level. The tower is located on Mount Sutro.

The commission kept KRON-TV's application in hearing. It also denied KRON-TV's request for review of a review board decision denying the station's proposal that a comparative issue be added to the hearing in which its

application had been consolidated with ABC's. KRON-TV is seeking an increase of its tower, located on San Bruno Peak, from 1,480 feet to 2,049 feet above mean sea level.

The commission said a comparative issue is not warranted since there is no indication that "either but not both" proposals would be "tolerated from an air safety standpoint."

The decision followed a Federal Aviation Agency finding, adopted last May, that the KRON-TV proposal would create an air hazard while the ABC proposal would not. The FAA considered the proposals separately, not on whether the grant of one would bar the grant of the other as an air hazard.

Conditions ■ The commission's order was conditioned on ABC agreeing to make its tower available for use, on a fair and equitable basis, to stations in the San Francisco area. The terms and conditions under which the tower would be available are to be submitted to the commission within 60 days.

This was a reversal of the finding originally entered by authorities when

the case was fresh. In 1957 a regional office of the old Civil Aeronautics Administration, the FAA's predecessor, recommended approving the KRON-TV proposal and disapproving ABC's. The decision was reached after a comparative consideration of the two proposals.

In 1959, the commission set the two applications for consolidated hearing. But delays developed, years passed and conditions changed.

The group that made the original air hazard study was abolished and its findings were withdrawn by the FAA as being obsolete. The FAA made its own study. Its conclusion was that both proposals were an air hazard. But it agreed to grant the two parties a hearing. This was held over a five-month period in 1962.

For more than a year the parties awaited a decision. Finally, KRON-TV, unopposed by ABC, asked the commission for an immediate hearing on the applications. But conditions had changed so drastically since 1959, all parties agreed, that the hearing order should be redrawn.

The review board issued a hearing order which included air hazard issues as to each of the applicants but rejected a request—by ABC—to include a comparative issue.

The review board's order was released June 4, 1964, the same day the FAA's determination favoring ABC's proposal and objecting to KRON-TV's became available.

Minneapolis tower farm set for joint hearing

Three Minneapolis television stations seeking to relocate their transmitters into an "antenna farm" area and to increase the height of their antennas will have to convince the FCC of the soundness of their proposals in a consolidated hearing.

The commission set a hearing on the applications of WTCN-TV (ch. 11), WCCO-TV (ch. 4), and KMSP-TV (ch. 9) after protests about each of them were received from the Federal Aviation Agency and the Minnesota Department of Aeronautics.

The aviation authorities said the proposals constituted air hazards. In addition, the Association of Maximum Service Telecasters objected to the KMSP-TV proposal on the ground it would result in a less than standard co-channel separation between that station and WAOW-TV (ch. 9) Wausau, Wis.

The stations, which now have their towers on the same building in downtown Minneapolis, want to move to a site between five and nine miles north-east of the city. WTCN-TV would increase its tower height from 470 to

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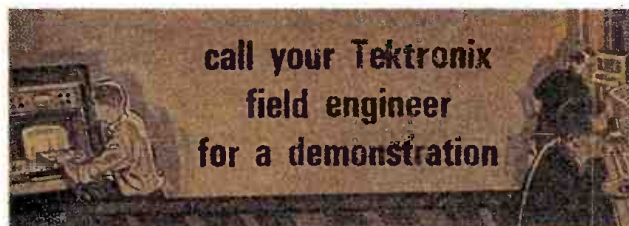
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1,702 feet above average terrain, KMSP-TV from 450 to 1,693 feet, and WCCO-TV from 540 to 1,603 feet.

KMSP-TV and WAOW-TV are already short-spaced by 13.2 miles as a result of a commission action in November permitting the Wausau station to move its transmitter to a point 175.8 miles from KMSP-TV. The move requested by KMSP-TV would bring the stations some eight miles closer together.

One of the hearing issues is whether the standard mileage separation requirement should be waived for the KMSP-TV move and, if so, whether that station should be required to afford WAOW-TV "equivalent protection" against interference.

Tower dispute gets Hill airing Feb. 18

The House Commerce Committee has scheduled a hearing this week to seek answers to jurisdictional disputes between the FCC and the Federal Aviation Agency as to who should have authority to limit heights of radio and television towers.

Representatives of federal agencies, the National Association of Broadcasters, the Association of Maximum Service Telecasters, the National Association of Educational Broadcasters and aviation groups have been invited to testify.

Scheduled for Thursday (Feb. 18) are FCC Chairman E. William Henry and Federal Aviation Agency Administrator Najeeb E. Halaby.

The immediate issue before the committee is HJ Res 261, a resolution that would limit tower heights to less than 2,000 feet unless the FCC "makes a special finding" after consultation with the Department of Defense, the FAA and other interested parties that the tower isn't a hazard to air navigation.

The jurisdictional question alone would be sufficient cause for a hearing, but it's possible an airing of the tower matter may also raise questions about antenna farms. The FCC has been considering proposing a rule-making on this, but is said to have held off at the request of Representative Oren Harris (D-Ark.), committee chairman (BROADCASTING, Feb. 8).

New TV-tape-recording system shown by Ampex

Ampex Corp., Redwood City, Calif., last week demonstrated a new television-tape-recording system priced at \$3,950—considerably less than similar equipment previously available in the \$10,000 to \$12,000 range.

The new model, the "VR-303," ac-

ording to Ampex Vice President C. Gus Grant, was designed primarily for the closed-circuit television market.

The recorder weighs 95 pounds, uses quarter-inch tape and has a tape speed of 100 inches-per-second. A 50-minute reel of tape would be \$58.

GE tube developed for smaller TV cameras

The General Electric Co., Schenectady, N. Y., has developed a new "hybrid" focus projection and scanning vidicon tube which will permit the design of smaller, lighter-weight, high-resolution television cameras for commercial use.



The company stated that the vidicon tube might make possible the development of a portable

color TV camera and could also be used commercially for standard color TV cameras and for educational TV.

Compared with a typical six-inch, all-magnetic vidicon, the new GE FPS tube measures four inches in length—excluding pins—and one inch in diameter. Despite this small size, the FPS tube has a resolution of 800 TV lines with only 750 volts beam acceleration. GE said the FPS tube would also have space and military applications.

Bill to repeal 10% TV-set tax introduced

Legislation seeking repeal of the 10% manufacturers excise tax on television sets, radios and phonographs was proposed last week by Representative James A. Burke (D-Mass.), a member of the House Ways & Means Committee, the panel that handles tax matters in the House.

The measure, HR 4471, is the first of an expected wave of companion bills to be introduced in the House and the Senate at the urging of the Electronic Industries Association.

Set manufacturers have been after reduction or outright repeal of the 10% levy for many years. Now the Treasury Department is expected to offer a proposal recommending reduction or elimination of some manufacturers excise taxes, and the EIA has been striving to see that the set tax is included in the tax cuts (BROADCASTING, Dec. 28, Nov. 23, 1964.)

Stations protest transmitter move

The FCC was asked last week to set aside its order adopted last month permitting KBMT(TV) Beaumont, Tex., an ABC affiliate, to move its transmitter to a site 33.5 miles north of its present location (BROADCASTING, Jan. 11).

The station claimed that it was unable to compete effectively with Beaumont's two other TV stations and that it had been operating at a continual loss since going on the air.

The commission last month, finding that a "serious competitive imbalance" did exist, granted KBMT's application. The move, however, was granted on the condition that KBMT afford "equivalent protection" to KSLA-TV Shreveport, La., a co-channel station which would be short spaced by about 18 miles.

Seeking reconsideration of the commission's decision last week were KPAC-TV Beaumont-Port Arthur and KSLA-TV. The stations asked that the order be rescinded or designated for hearing.

KSLA-TV argued that the FCC's order had not afforded the station "equivalent protection" as intended. The station also pointed out that the order had fewer protective conditions than KBMT had specified in its engineering report. KSLA-TV urged that the FCC reconsider its decision and deny the move, or at least add the protective proposals submitted by KBMT.

KPAC-TV alleged that the commission had "prompted" KBMT and enabled the station to receive a more favorable grant than it had proposed itself.

Both KSLA-TV and KPAC-TV urged the commission to reconsider and deny KBMT's application, but in the alternative amend its order and add the protective conditions originally called for.

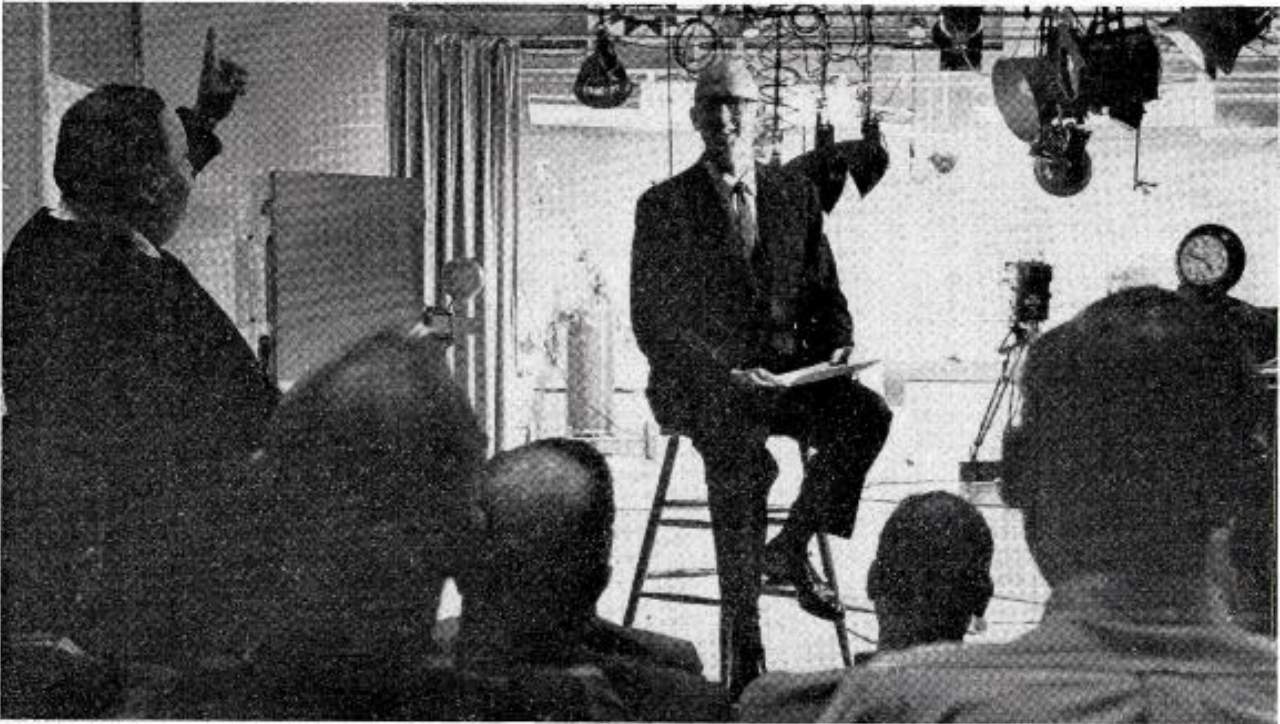
Technical topics . . .

Multiplicity ■ Broadcast Electronics Inc., Silver Spring, Md., will introduce a new solid-state multiple-deck cartridge-tape playback system, the Spotmaster Tenspot, at the National Association of Broadcasters convention, March 21-24. The Tenspot consists of two banks of five playback decks, which can be preprogrammed for automated use, or be used manually. There are front panel controls for all decks and the unit is designed for table top or rack-mounted operation.

KNAL liable ■ The FCC notified KNAL Victoria, Tex., last week that it was liable for a \$1,000 fine for operating at night with daytime power, unauthorized daytime operation of remote control, operating without a licensed engineer and failure to keep an accurate operating log. Licensee, Victoria

ANNUAL REPORT WROC-TV

“Who is **FIRST**?”



“I’m glad
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that question.”

Just as you would expect, WROC-TV is **FIRST** in Viewers in the Rich Rochester Market

* **FIRST** from Sign-on to Sign-off. 7 days a week
37% of the Metro Area sets tuned to Roch-
ester stations are tuned to WROC-TV.

* **FIRST** from 5 to 7:30 P.M.—Monday thru Friday.
42.9% of the Metro Area sets tuned to
Rochester stations are tuned to WROC-TV.

* **FIRST** from 7:30 to 11 P.M.—7 days a week.
36% of the Metro Area sets tuned to Roch-
ester stations are tuned to WROC-TV.

* **FIRST** in News and Weather (early 6:15 P.M. and
11 P.M.). 50% of all adults watching TV
at these times watch Decker and Mills.

* **FIRST** in women who want to be well informed.
81% of all Rochester women watching the
early news watch Tom Decker at 6:15 P.M.

Ervin F. Lyke
President and
General Manager



*Figures according to November '64 ARB

ROCHESTERIANS LOOK TO WROC-TV FOR THE BEST COMBINATION OF NEWS, ENTERTAINMENT AND SPORTS

Broadcasting Inc., has 30 days to reply or pay the fine.

Distributor named ■ S. S. Krinsky & Associates, Hollywood, has been selected by Chrono-Log Corp., Broomall, Pa., to act as distributing agent for its Sequential Television Equipment Programmer in Arizona, California and Nevada. Mr. Krinsky said the agreement with Chrono-Log will enable the firm to offer complete studio and control systems and components by add-

ing to the Riker Industries' line of vertical interval solid-state switchers.

Interference bill ■ A bill to authorize the FCC to regulate the manufacture and sale of devices that cause radio interference, S 1015, was introduced last Monday (Feb. 8) by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. The proposal was requested by the FCC (BROADCASTING, Feb. 8).

Higher power opposed ■ Two state

broadcast associations — Pennsylvania and Indiana—informed the FCC last week of their opposition to proposals to increase to 750 kw the operating power of certain class 1 clear channel stations. They warned that the power increases would result in widespread interference to regional stations and noted that an FCC endorsement of the proposal would encourage countries in South and Central America, and broadcasters in Canada, to seek similar power hikes.

FINANCIAL REPORTS

Foundations are tax target

Treasury report cites examples of those active in businesses

Houston Endowment Inc., established by the late Jesses Jones, was cited as an example of endowment foundations heavily in business in a report by the U. S. Treasury issued last week. The Houston Foundation has interests in 50 kw KTRH Houston, ch. 13 KTRK-TV Houston and the *Houston Chronicle*.

The Treasury report, submitted to Congress, recommended among other things that foundations be prohibited from owning 20% or more of business corporations, since, the Treasury said, foundations receive tax exemptions on the ground they are engaged in charitable, educational, religious, social and other welfare activities. Ownership of 20% or more of an operating business requires the major efforts of the trustees, the report said, and thus interferes

with the primary purpose of the organization: charity.

In one of the examples of foundations with extensive outside business activities, the Treasury listed an unidentified "Foundation A" which owned 18 operating companies, including a "large and competitive" newspaper in a metropolitan city, the "largest" radio station in the state, a life insurance business (sold in 1965) a lumber company, several banks, three large hotels, a garage and a "variety" of office buildings.

This has been identified unofficially as Houston Endowment Inc., which is listed in a table in the back of the report among other foundations with assets of \$10 million or more owning 20% or more of the stock of business corporations (as of 1962).

Houston Endowment Inc. owns KTRH and the *Chronicle*. KTRH owns 32% of KTRK-TV. The foundation's holdings, according to the Treasury report, are "concentrated largely in one city [and] present an economic empire of substantial power and substance."

Other broadcasting-related foundations listed in the report:

Amon G. Carter Foundation—Owns 20% of Carter Publications Inc. (*Fort Worth Star-Telegram*) which in turn

owns WBAP-AM-FM-TV Fort Worth.

Sid W. Richardson Foundation—Owns 69% of the Texas State Network.

William Randolph Hearst Foundation—Owns all nonvoting stock of Hearst Corp., representing 54% of the value of all shares of Hearst Corp.

MPO Videotronics' earnings up in '64

MPO Videotronics' annual report announces a new peak volume of \$12,277,200 for fiscal 1964, ended Oct. 31. The figure compares with \$10,088,773 in 1963 and is more than double 1959 sales.

The firm showed a loss for the first quarter of fiscal '64, but reports "substantial progress" since then.

The New York-based company produces TV commercials, industrial films and audio-visual aids.

For the year ended Oct. 31:

	1964	1963
Earnings per share	\$0.54	\$0.44
Revenue	12,277,200	10,088,773
Earnings before federal income tax	287,086	431,789
Net earnings	*252,297	206,789
*Includes \$89,011 gain on sale of investment in Eastern Effects Inc.		

Capital Cities net up for 9th year

Capital Cities Broadcasting Co.'s yearend statement shows profit up 36% in 1964. Record earnings were achieved for the ninth consecutive year including 27% gain in 1963. Capital Cities report covers operation of recently acquired WJR-AM-FM Detroit and WSAZ-AM-TV Huntington, W. Va., since Sept. 9, 1964.

	1964	1963
Earned per share	\$2.02	\$1.48
Net broadcasting income	20,424,362	16,981,084
Operating profit	6,917,862	5,403,955
Net income	2,739,151	2,006,777
Cash flow	4,120,754	3,312,308

BROADCASTING, February 15, 1965

"One of the most exciting things ever put on celluloid!"—*Saturday Review*

LAURENCE OLIVIER
in THE ENTERTAINER



ANOTHER QUALITY MOTION PICTURE FROM WALTER READE/STERLING, INC. 241 E. 34TH STREET, N.Y.C. 10016

CBS Inc. has a record year

1964 sales were up 13% while net earnings increased 19% over '63

Sales and earnings for CBS reached record levels in 1964 according to a statement released by the company last week. CBS's best year to date saw sales climb 13% and earnings increase 19% over their 1963 levels.

The fourth quarter was also a record period with earnings per share reaching 84 cents compared to 70 cents in the final quarter of 1963. Earnings for the last three months reached \$16,262,231 on sales of \$188,245,945.

The annual report to stockholders will be issued March 10.

Comparative figures in the CBS statement reflect 52 weeks of operation in 1963 but a 53-week period for 1964 since the CBS fiscal year runs to the closest Saturday to Jan. 1 of each year. A spokesman for the company said the extra week in 1964 had been taken into account in the third quarter and does not effect the records achieved in the fourth period.

The CBS board voted last week to continue the quarterly dividend rate at 30 cents a share and said the next quarterly payment would be made to stockholders of record Feb. 19 on March 12.

Year ended Dec. 28, 1963 and Jan. 2, 1965:

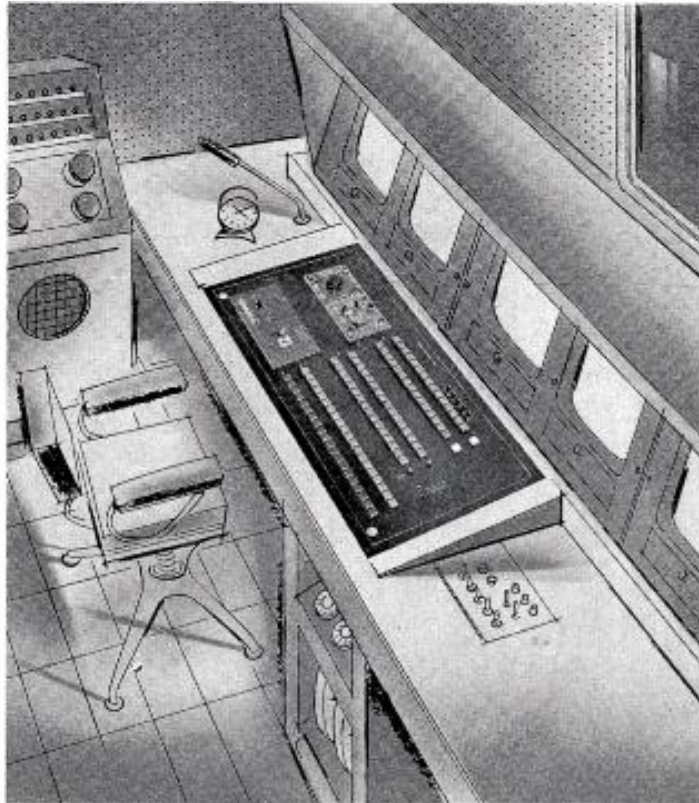
	1964	1963
Earned per share	\$ 2.57	\$ 2.20
Net income	49,655,739	41,811,476
Sales	638,076,567	564,818,039
Shares outstanding	19,327,351	18,992,230

Financial notes . . .

▪ American Broadcasting-Paramount Theaters has declared its regular quarterly dividend of 35 cents a share payable to stockholders of record Feb. 19 on March 15.

▪ Wometco Enterprises Inc., Miami, group radio-TV broadcaster also in other businesses, has acquired two automatic vending operations in Florida and South Carolina. It purchased Mar-Tab Vending, for \$425,000, and Kwik Kafé Distributors Inc., Columbia, S. C., for \$100,000. Both acquisitions are in the food and refreshment vending business. Wometco also has established its vending operations in Tennessee as a separate subsidiary, Wometco Vending of Tennessee Inc., Nashville. Other Wometco enterprises: a motion picture theater chain, bottling plants, and the Miami Seaquarium.

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KAIT
WTSJ
WCYB
KCMT
WKBD
KSUD
KIIK
KTWO
WEAT
WHIO
WRAMC-TV
BOL-TV
PTV

A political look at fairness

Senate subcommittee study of FCC doctrine's effect on political broadcasts probably will include the controversy about right-wing shows

An exhaustive review of the FCC's fairness doctrine and its application to political issues will be undertaken by the Senate Communications Subcommittee. The review will start soon—perhaps in March.

Senator John O. Pastore (D-R.I.), chairman, confirmed this last week following a report that the parent Senate Commerce Committee was seeking increased operating funds for its 1965 activities to explore broadcasting problems (BROADCASTING, Feb. 8).

The study, Senator Pastore said, will begin "as soon as I get the proper man for it." He indicated that the subcommittee could take up the fairness matter as early as March.

The Senate last week approved a resolution authorizing the full committee to spend up to \$442,700 for its operations through Jan. 31, 1966. (This is in addition to the panel's regular annual authorization of \$168,000.) This is an increase of about \$80,000 over last year, and roughly two-thirds is understood to be especially for the fairness study.

Just where this study will lead is anybody's guess, but it's known that members of the full committee are aware that it's likely to run directly into the controversy surrounding syndicated right-wing radio programs. They discussed this during a closed organization session Feb. 2 where Senator Pastore made first mention of his intention to go into the fairness doctrine during this session of Congress. The senators indicated they expected the whole problem of extremism in political life could be dragged into the probe.

There were expressions of concern that the investigation also might border dangerously close to censorship. Senator Pastore said last week, that he is "absolutely averse to anything that would even touch on the area of censorship."

Senator Gale W. McGee (D-Wyo.), who was not available for comment last week, is understood to have a special interest in the probe and has been singled out by Senator Pastore

as one who would have a large responsibility in the subcommittee's activity on fairness.

Senator Pastore said he had a person in mind to head the fairness study, but refused to divulge his name. He hadn't spoken to the man yet, the senator said, adding, "I don't even know if he's interested."

The staff of the now-extinct Freedom of Communications (Watchdog) Sub-



Senator Pastore
Averse to censorship

committee is rushing to complete a mammoth compilation of speeches and newscasts from the 1964 presidential campaign. The panel's authorization ended Jan. 31, but its staff is being retained through March 15 to finish the project.

While it's not expected that the new fairness activity of the Communications Subcommittee will be in quite the same area as the old watchdog group, there are some parallels. The compilation will include a set of recommendations on refining laws relating to political broadcasting.

The communications panel an-

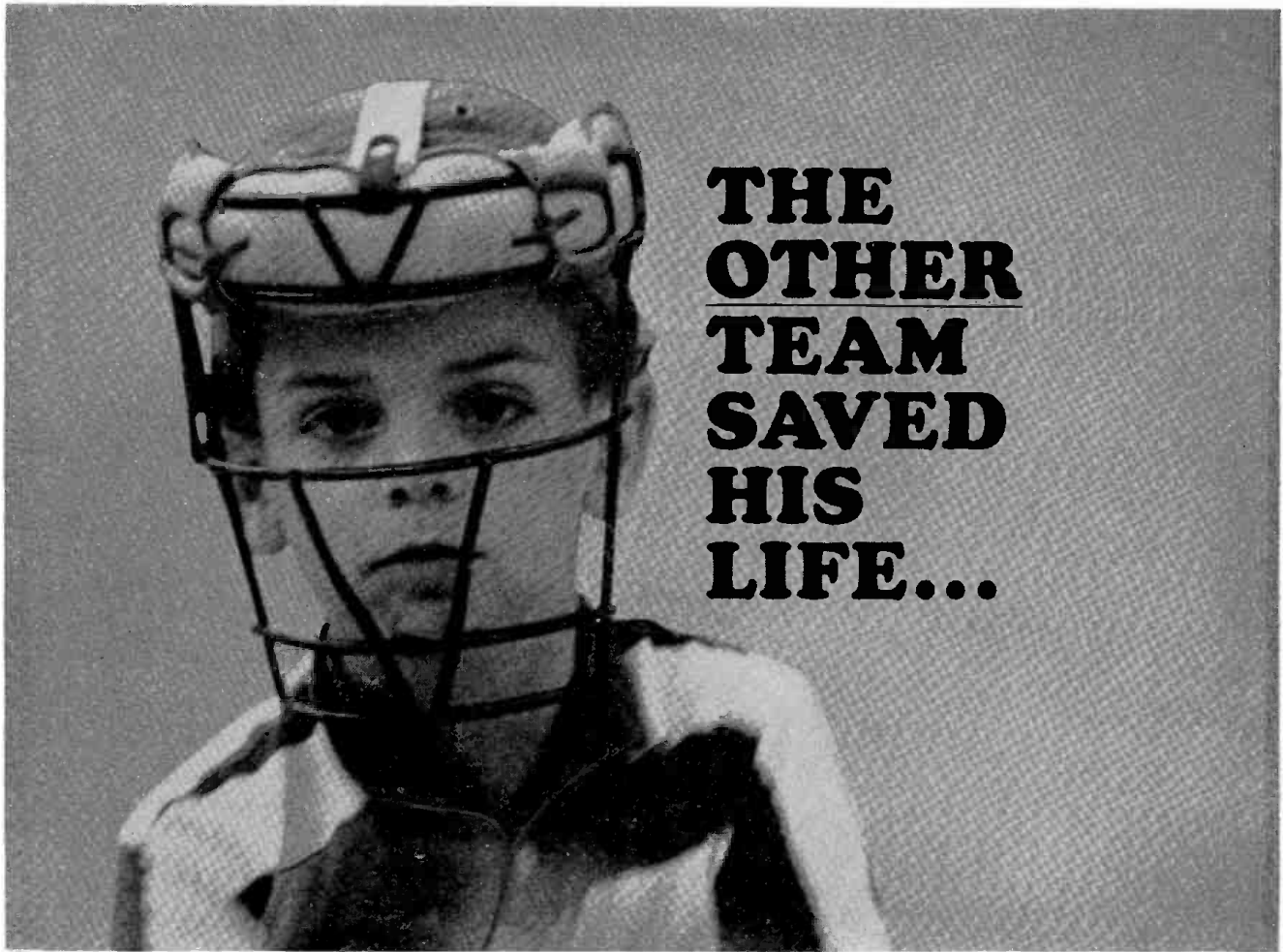
nounced last week that it would hear a progress report from the FCC on political broadcasting, educational television, fairness, the all-channel receiver law, space communications and community antenna television Feb. 25. All members of the commission have been urged to be present.

Several additions have been made to the subcommittee's membership. In addition to Senator Pastore, chairman, the members are Senators A. S. Mike Monroney (D-Okla.), McGee, Vance Hartke (D-Ind.), Philip A. Hart (D-Mich.), Ross Bass (D-Tenn.), Hugh Scott (R-Pa.), Winston L. Prouty (R-Vt.) and James B. Pearson (R-Kan.).

The FCC has been up to its ears in fairness problems, and only two weeks ago received a formal complaint from the Democratic National Committee calling for action against 10 radio stations. The Democratic committee charged there had been "flagrant disregard" of the fairness doctrine by the stations. The Democrats have been pursuing a campaign to obtain free time to air the party's views on stations that carry broadcasts they feel attack its policies. A group of nine syndicated radio programs singled out for special treatment by the Democrats has been in the center of the fairness controversy.

But the fairness issue involves much more than this, although these programs have received closest attention from the Democrats and other groups. Broadcasters have been editorializing with increasing frequency over the past few years, and as their subject matter has moved farther into controversial fields, the stations have found themselves the subjects of fairness complaints.

Chief complaint of the broadcasters, though, is that they will be required to furnish free time for answers to controversial views expressed during paid broadcasts on their facilities. The FCC insists that there are a "thousand and one ways" (to quote FCC Chairman E. William Henry) that broadcasters may demonstrate they've provided an opportunity for the other side to be heard without giving free time (through



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Do you play it straight, classical, country style? The Heart Fund Radio or TV Kit we've sent you for use in Heart Month—February—has material specially tailored to your format. Use it, won't you?

time
MORE WILL LIVE THE MORE YOU GIVE

ADVERTISING COUNCIL: The 1965 Heart Fund campaign has been accepted by the Advertising Council and is included in its January-February Bulletin as a project recommended to the broadcasting industry for support.

All campaign broadcast materials available from:

**HEART COMMITTEE OF THE BROADCASTING INDUSTRY
AMERICAN HEART ASSOCIATION**

44 EAST 23rd STREET, NEW YORK, N. Y. 10010



newscasts, public affairs programs, discussion programs and so on).

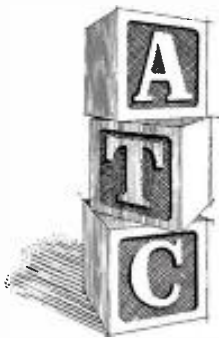
Pending before the House Commerce Committee, meanwhile, is a bill intended to save broadcasters from this free-versus-paid time dilemma. HR 925 of Representative J. Arthur Younger (R-Calif.) says broadcasters needn't give free time to answer paid broadcasts. He offered the bill last year, too, but it didn't come to hearing. Senator Pastore has taken the view that the broadcaster is obligated to provide the public with an opportunity to hear all sides of controversial issues regardless whether they are aired in paid broadcasts.

Representative Walter Rogers (D-Tex.) has promised the fairness matter will be aired this spring, after the House Communications subcommittee is established.

CBS wants its FM's to duplicate AM's

CBS last week became the first of the networks to seek a blanket exemption from the FCC's new nonduplication rule for its seven owned FM stations.

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The rule is to go into effect Aug. 1.

Adopted last July as a result of a rulemaking proceeding on AM allocations and engineering standards, the FM rule will prohibit any FM station from duplicating more than 50% of the programming of a commonly owned AM facility in cities of 100,000 or more. (BROADCASTING, Feb. 1 et seq.).

In an earlier pleading, still pending before the commission, CBS asked that the FCC stay the Aug. 1 effective date of the rule and institute a new rulemaking dealing with the nontechnical relationship between the two aural services.

Supporting the new rule last week, however, and urging the commission to deny petitions for reconsideration and stay, was a statement by the National Association of FM Broadcasters. The association noted that the mere awareness of the rule has already generated a significant increase in FM radio sales, and purchases are expected to accelerate rapidly as the order becomes effective.

In its petition for exemption, CBS pointed out that all of its FM stations serve major metropolitan areas that have a multiplicity of AM and FM broadcast services. The network noted that in the New York area alone, there are 56 different aural services.

To increase from 56 to 71 the program services currently available in the New York area, CBS added, will not increase the diversity of program choices available to the FM-oriented listener, except in the most nominal sense.

CBS stations seeking exemption are WCBS-FM New York; WEEI-FM Boston; WCAU-FM Philadelphia; KNX-FM Los Angeles; WBBM-FM Chicago; KCBS-FM San Francisco, and KMOX-FM St. Louis.

Also requesting exemption from the nonduplication rule last week were Buckley-Jaeger Broadcasting Corp.'s KKHI-AM-FM San Francisco and WDRG-AM-FM Hartford, Conn.

The company asked that both operations be excused for the balance of their current license terms, and for an additional three-year period after that.

Film sales . . .

Clutch Cargo (George Bagnall & Associates): WPTZ(TV) Plattsburg, N.Y.; WBAY-TV Green Bay and WISN-TV Milwaukee, both Wisconsin; KODE-TV Joplin, Mo.; WCYB-TV Bristol, Va.-Johnson City, Kingsport, Tenn.; WCIV(TV) Charleston, S. C.; WAVY-TV Portsmouth-Norfolk-Newport News, Va.; KARD-TV Wichita, Kan.; KTTV(TV) Los Angeles; WGN-TV Chicago; WFIL-TV Philadelphia; WKRC-TV Cincinnati, and WBRC-TV Birmingham, Ala.

Space Angel (George Bagnall & Associates): WPTZ(TV) Plattsburg, WRGB(TV) Schenectady and WNYS(TV) Syra-

cuse, all New York; KODE-TV Joplin, Mo.; WCYB-TV Bristol, Va.-Johnson City, Kingsport, Tenn.; WCKT(TV) Miami; WJIM-TV Lansing, Mich.; WAVY-TV Portsmouth-Norfolk-Newport News, Va.; KENS-TV San Antonio, KTBC-TV Austin and KOSA-TV Odessa-Midland, all Texas; WTAE(TV) Pittsburgh; WIBW-TV Topeka, Kan.; WISN-TV Milwaukee; WKJG-TV Ft. Wayne, Ind., and WALB-TV Albany, Ga.

It's a Small World (George Bagnall & Associates): WLWT(TV) Cincinnati; KOMO-TV Seattle and KXLY-TV Spokane, both Washington; KATU(TV) Portland, Ore.; KJEO(TV) Fresno and KTLA(TV) Los Angeles, both California, KREX-TV Grand Junction, Colo.; WJAC-TV Johnstown, Pa., and WNEM-TV Bay City-Saginaw, Mich.

Ensign O'Toole (Four Star): KTRG-TV Honolulu; KATU(TV) Portland, Ore.; KBTV(TV) Denver.

Zane Grey Theatre (Four Star): KTAR-TV Phoenix-Mesa; KRNT-TV Des Moines, Iowa, KWTV(TV) Oklahoma City.

Target: The Corruptors (Four Star): WTRF-TV Wheeling, W. Va.-Steubenville, Ohio.

The Rifleman (Four Star): Wsva-TV Harrisonburg, Va.; WKBT(TV) La Crosse, Wis.; KHFI-TV Austin, Tex.; KFDX-TV Wichita Falls, Tex.; KCOY-TV Santa Maria, Calif.

Dick Powell Theatre (Four Star): KRIS-TV Corpus Christi, Tex.

Rifleman II (Four Star): WTCN-TV Minneapolis-St. Paul; KTLA(TV) Los Angeles; WSIX-TV Nashville; KRNT-TV Des Moines, Iowa, and KBTV(TV) Denver.

The Titan, Over There (Four Star): KPHO-TV Phoenix; KXLY-TV Spokane, Wash.; WINK-TV Ft. Myers, Fla., KOVR(TV) Stockton-Sacramento, Calif.

Award Four, Top Draw (Trans-Lux): WXYZ-TV Detroit; WPHL-TV Philadelphia, WTEN(TV) Vail Mills-Albany, N. Y.

Guest Shot and *The American Civil War* (Trans-Lux): WPHL-TV Philadelphia.

Podrecca Piccoli Theater (Triangle): KARK-TV Little Rock, Ark.

Outer Limits (UA-TV): KTVU(TV) Oakland-San Francisco; WDAF-TV Kansas City, Mo.; KCPX-TV Salt Lake City; KWWL-TV Waterloo, Iowa; KMMT(TV) Austin, Minn.; WTHI-TV Terre Haute, Ind.; WAGA-TV Atlanta; WFRV(TV) Green Bay, Wis.; WHCC-TV Rochester, N. Y.; KLAS-TV Las Vegas; WHYN-TV Springfield, Mass.; KGMB-TV Honolulu;

WILX-TV Lansing, Mich.; KPRC-TV Houston.; WEHT(TV) Evansville, Ind. Now in 50 markets.

The Big World of Little Adam (Banner Films): KOGO-TV San Diego; KSL-TV Salt Lake City and KLAS-TV Las Vegas.

Bold Journey (Banner Films): WTCN-TV Minneapolis.

Debby Drake (Banner Films): KTSM-TV El Paso, Tex.

AP comments on newswire probe

The Associated Press told the FCC last week that "long term" contracts with broadcasters for newswire services are necessary for stability, minimum charges and long-range planning.

The company's comments were in response to the commission's inquiry, initiated last December, into contracts of broadcast licensees with newswire services. The investigation resulted from numerous broadcaster complaints received by the agency relating to the length of AP and UPI contracts (BROADCASTING, Dec. 7).

The AP noted that of the nearly 2,400 contracts now held with broadcasters, approximately 60% are for five-year terms, with the balance for two- or three-year periods. The company said that the five-year contracts have been found to be mutually beneficial to both the company and its subscribing members, as they permit long-range planning necessary to maintain high-quality news service.

The AP said that to release a licensee from its contractual obligations after a station has been sold or transferred, could only be accomplished at the expense of other stations since the com-

pany's rates are established on a pro-rata basis in the various regions.

The company also noted, however, that its contracts with broadcast subscribers are subject to termination if a station fails to receive a license renewal. The AP pointed out that license revocations seldom occur, while station sales take place frequently, and if the company were to terminate contracts with each transfer, there would be little stability and opportunity for long-range planning.

As a matter of policy, the company said it wouldn't refuse to provide service to a station that already holds a contract with another newswire service or that has had a dispute with that service, provided the station has "demonstrated financial ability."

Short-term contracts, the company indicated, would increase the costs of a news service.

Also commenting on the inquiry last week was the Georgia Association of Broadcasters. The association said that it was alarmed about the "ever-increasing tendency" of the commission to probe the ancillary aspects of broadcasting, particularly those which are of a business nature between private corporations.

Directing its comments to specific questions sought by the commission, the GAB said that the consensus of the organization is that possession of a wire service does not inhibit programing in any area, as the FCC was led to believe.

However, the association said it believed that short-term contracts would be more helpful and encourage broadcasters to contract for a wire service knowing that they could get out quickly if not satisfied.

The GAB also said that it was the opinion of its members that short-term contracts would increase competition between wire services and improve their product.

Deadline for comments in the inquiry was last Friday (Feb. 12); reply comments are due Feb. 26.

Tennis to get TV exposure from SNI

Sports Network Inc. will telecast live the final of the National Indoor Tennis Championships at Salisbury, Md., Sunday, Feb. 21, 2-3:30 p.m. EST. Jack Kramer and Jim McArthur will be commentators.

In another tennis development, Richard J. Yates Film Sales Inc., New York, announced that it has acquired worldwide distribution rights to *International Pro Tennis*, 10 one-hour shows hosted by Jack Kramer, and featuring such tennis stars as Ken Rosewall, Lew Hoad and Earl Buchholz.

Networks plan Gemini coverage

The networks plan live television coverage of the Project Gemini two-man space flight scheduled for launch in late March or early April.

NBC News reported it is assigning a staff of about 70 people to the coverage, with Frank McGee and Merrill Mueller serving as anchormen.

CBS announced that at least 10 correspondents headed by Walter Cronkite will provide coverage of the event. ABC's coverage plans will be announced at a later date.

Coverage of the flight is expected to last approximately four-and-a-half hours.

'Profiles' syndicated

NBC Films has announced that it is placing the *Profiles in Courage* series into syndication in the U.S. at the end of March. *Profiles*, which has been sold in overseas markets during its network showing on NBC-TV (Sun., 6:30-7:30 p. m.) will end its network run May 9.

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* WNAC TV-Boston. ARB November 1964
Tues. & Thurs. average 5:30-6:00 P. M.
Rating 10.0 • Share 36 • Homes 143,100.

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Montana may regulate music license groups

Legislation would give broadcasters a choice of three types of licenses

The Montana legislature at the behest of state broadcasters is moving to put music licensing organizations under state control. And the music licensing firms are against the bill.

Under the bill, broadcasters would be able to choose from three types of licenses, and recording companies and motion picture firms could get at-source licenses if they desired.

The bill was introduced in late January and passed the state house 86-3 with five abstentions. Among those abstaining were Richard D. Smiley, president of KXXL Bozeman, a Republican, and Thomas L. Judge, executive secretary of the Montana Broadcasters Association, a Democrat. Both said they felt abstention was proper since they had an interest in the legislation.

A hearing on the measure has been set for Tuesday (Feb. 16) by the Senate Judiciary Committee. Broadcasters expect the bill to get through the com-

mittee, and feel they have a good chance on the Senate floor.

Mr. Smiley explains the bill as telling the "music licensing industry it can be regulated by laws of Montana." He said virtually everyone in the state is currently paying the American Society of Composers, Authors & Publishers (ASCAP), Broadcast Music Inc. (BMI) and Society of European Songwriters, Authors & Composers (SESAC). He charged the licensing firms with setting the fees elsewhere; "fees that don't fit the needs of Montana broadcasters."

Catalog Files ■ The bill written by Seattle attorney Ronald Murphy and Helena, Mont., attorney Ross Cannon, calls for the music licensing firms to annually file a catalog of their repertoires and pay two cents per title. (Current estimates put the ASCAP library at more than one million pieces, BMI close to 500,000 and SESAC at more

than 100,000.) It also calls for an annual filing with a state copyright commission, a copy of each license "in effect with any user within the state."

There are also provisions in the bill for broadcasters to seek intercession by the copyright commission if the licensing organization and the station can't get together on a contract. "The burden of proof," the bill says, shall be on the licensing firm. The commission is also empowered to fix an interim "reasonable" fee if either party requests it.

If there is no request for an interim fee, the station would have the right to use the music "without the payment of any fee or other compensation. . . ."

License Choice ■ The bill provides for issuance "upon request" of a license for any record company or motion picture producer; a blanket license for networks or music services "without a separate license" for each station or subscriber; a license to one or more compositions with payment "each time the composition is performed" a license for one or more compositions "without regard to the number of times" the composition is performed, or a blanket license."

In addition, the bill would not let the music licensing firms bill against the station's overall gross: "Charges and fees under any blanket license . . . shall be valid and enforceable only to the extent that they are based and computed upon a program or programs in which such compositions are rendered. . . ."

There is also a provision making it unlawful for a music licensing agency or copyright owner "to use infringement suits or threats of infringement suits" to "unlawfully" extend performing rights.

Licensors' Views ■ A BMI spokesman reacted to the Montana legislation. He said: "It would be with great reluctance that BMI would be forced to stop doing business in the state of Montana if the pending bill becomes law. Its passage would make it impossible for BMI to offer extensions of its current contracts, which expire March 11. Because BMI operates under a consent decree which requires it to offer uniform rates to all broadcasters it cannot allow state bodies to fix those rates.

"The obligation BMI has to the authors, composers and publishers who have entrusted their performing rights to it would make this action mandatory. We hope that the Montana broadcasters will realize the tragic consequences of this bill to themselves and urge its defeat or its veto."

Herman Finkelstein, general counsel of ASCAP, was out of New York and unreachable according to ASCAP authorities. In his absence they would not

Financial judgments entered in music cases

Judgments totaling \$59,450, plus \$15,000 in attorneys' fees, have been entered against a broadcaster and three Washington state radio stations found guilty of infringing copyrights of Irving Berlin, Richard Rodgers and other music writers and publishers (BROADCASTING, Sept. 21, 1964).

Under the judgments the defendants, Rogan Jones and KGM1 Bellingham, KPQ Wenatchee and K1X1 Seattle, also are "enjoined and restrained permanently from publicly performing plaintiffs' copyrighted musical compositions and from causing or permitting said compositions to be publicly performed by defendants' radio station(s) or in any place owned, controlled or conducted by defendants and from aiding or abetting the public performance of such compositions in any such place or otherwise."

Judge Gus J. Solomon of the

U. S. district court in Seattle, who heard the case, assessed damages as follows: against Mr. Jones and his KGM1, \$47,950 plus costs including \$12,098.40 in attorney fees, or a total of \$60,048.40; against KPQ, also principally owned by Mr. Jones, \$10,500 plus costs including \$2,649.29 in attorney fees, or a total of \$13,149.29; and against K1X1, \$1,000 plus costs including \$252.31 in attorney fees, or a total of \$1,252.31.

Mr. Jones and the stations had contended that a state law prohibited their taking per-program or blanket licenses from the American Society of Composers, Authors and Publishers, which licenses the works of the plaintiffs. Judge Solomon ruled, however, that "they failed to take licenses only because they wanted to avoid paying license fees on the same basis charged other broadcasting companies." The defendants have applied to Judge Solomon for reconsideration.

Ratings race still tight

CBS-TV continues with an edge over its competitor networks in the Nielsen Television Index (NTI) report. According to the NTI of last Monday (Feb 8) for the two weeks ended Jan. 24, CBS-TV had an average rating of 21.3 for the 7:30-11 p.m. EST period covered by the report, ABC-TV had 20.9 and NBC-TV had 19.9. CBS-TV in the immediate preceding NTI led by the same margin, two-fifths of a percentage point, and NBC and ABC were tied.

comment on the bill beyond saying that ASCAP, like BMI and SESAC, was opposing it.

Albert Ciancimino, head of the legal department of SESAC, said that if the bill were enacted and held to be constitutional, music-licensing organizations would "have no choice" but to find some way to live under it. But he said he had serious doubts about its constitutionality and expressed hope that Montana broadcasters would oppose it both for their own sakes and in the interests of harmony in the broadcasting and music businesses.

BMI's reference to being unable to offer extensions of its current contracts to Montana broadcasters if the bill is enacted concerns a BMI license-renewal plan made public last week (*Closed Circuit*, Feb. 8; also see page 75). BMI licenses of radio and TV stations throughout the country expire March 11. BMI has offered to extend them indefinitely, subject to termination on three months' notice by either signer.

Rebuttal ■ Mr. Smiley said the bill is not designed "to beat anybody out of their licensing fees." He said that following House passage, ASCAP, BMI and SESAC began a campaign to defeat the bill in the Senate. He charged the firms with wanting "to continue their rather faraway control of broadcasters in Montana. They have hired lobbyists for salaries reportedly as high as \$8,000 each to defeat the bill. It is indicative of their attitude to keep broadcasters divided."

Mr. Judge reported the state association was 100% behind the bill. He said of the 38 stations in the state between 25-30 are members of the All-Montana Music Committee, which was organized a few months ago and retained Mr. Murphy to draft the bill. (Mr. Murphy was the attorney for three Washington state stations which lost an ASCAP copyright decision last year

[BROADCASTING, Sept. 21, 1964, also see page 72].)

Mr. Judge said the music committee was preparing to raise a \$20,000 fund to combat possible court litigation. He said that the state association last week mailed copies of the bills to all other state broadcaster groups urging them to try and get the measure enacted in their own legislatures.

New copyright bill is being studied

How a proposed revision of the Copyright Law of 1909 would affect broadcasters is under study in the legal departments of the broadcasting networks, the National Association of Broadcasters and many stations around the country.

But for now, opinions are few, as almost futile efforts to survey spokesmen showed last week. There was little question, however, that from the broadcaster point of view some changes should be made.

The copyright proposal was offered as a bill in the House (HR 4347) and the Senate (S 1006) on Feb. 4. An earlier version was introduced last year, but the 1965 model includes "a number of technical changes intended to improve or clarify the language of the bill, and a few changes on matters of substance," according to the Copyright Office.

Douglas A. Anello, NAB general counsel, ventured a brief view last week that the new version incorporates attempts to remedy some problem areas for broadcasters.

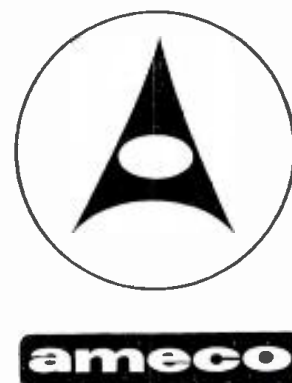
It's plain, Mr. Anello explained, that the measure would require community antenna television systems to obtain permission of copyright owners to carry their programs. This was the case in the 1964 version, but it apparently has been clarified further in the new rendition.

One change is on "ephemeral" recordings," that is, when broadcasters tape record a phonograph record only to facilitate technical operations and to retain better quality after frequent plays. The new bill, Mr. Anello said last week, appears to "recognize" this problem by permitting only one copy of any copyrighted work to be made and used solely for "the organization's [quoting the bill] own lawful transmissions or for archival preservation, if the copy or phonorecord is not used for transmission after six months from the date it was first made. . . ."

The other area is a freedom of information problem. Mr. Anello said. The rewritten bill omits a provision

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that would have given federal agencies the right to obtain copyrights on certain materials.

The NAB is organizing an ad hoc committee representing the networks and stations to examine the copyright bill and prepare comments in great detail for the use of the appropriate congressional committees.

Teleprompter answers CBS

Denies copyright charges, counters with claims of antitrust violations

Teleprompter Corp. last week denied charges by CBS that its community antenna television systems have violated copyright law by carrying CBS-originated programming without permission—and at the same time lodged counter claims accusing the network of antitrust violations through its contracts with program producers and sponsors.

Teleprompter also charged CBS with violation of the Communications Act in

attempting to restrict reception of CATV subscribers and suggested that tacit approval of community antenna television by CBS, in instances where CATV increased the network's circulation, could be inferred from its failure to pursue the copyright issue earlier.

The contentions were contained in an answering brief filed in district court in New York where, two months earlier, CBS had brought suit against Teleprompter for alleged copyright infringement (BROADCASTING, Dec. 14, 1964).

The CBS-Teleprompter battle is one of two test cases—both pending in the same court—where the applicability of copyright law to CATV operation is in question. The other, involving United Artists Television and the Fortnightly Corp., a West Virginia CATV operator, has languished in the court for four years without coming to trial. Attorneys following that case have said that one deterrent to speedier adjudication has been an antitrust charge by the CATV company against UA-TV, a charge parallel to several of the Teleprompter accusations last week.

CBS had asked the court to enjoin Teleprompter systems in Farmington, N. M.; Johnstown, Pa., and Elmira, N. Y., from transmitting CBS-TV programs and asked minimum damages for infringements involving seven specified programs over a two-week period.

In explanation of its move CBS said that once copyright is established it would grant CATV systems permission to use its programs in cases where such systems provided the only satisfactory TV service. For this it would require "a nominal fee to cover administrative costs."

According to Teleprompter's answering brief the programs referred to by CBS are in the public domain and not protected by copyright.

Teleprompter asserted "no broadcaster may impose a charge on any member of the public for the reception of telecasts made over the publicly owned channels. . . ."

"Members of the public," it continued, "have the right by providing the necessary receivers and antennas of their choice to receive telecasts. . . ."

CBS waived all copyright infringements alleged in its complaint, Teleprompter claimed, because the prices CBS-TV has charged sponsors have reflected potential audiences to affiliated-station programming including audiences added by community antenna systems.

Unclean Hands ■ A good portion of Teleprompter's response attacked CBS for having "misused" the claimed copyrights by a string of alleged antitrust violations. Among the practices alleged in the "unclean hands" argument:

- Entering agreements amounting to "block booking" . . . "by refusing to deal with sponsors except on the con-

dition that [they] contract to acquire from [CBS] rights to telecast more than a single program."

- "By tying sponsor's or advertiser's right to contract for specific segments of broadcast time on the CBS network to having contracted with CBS for such programs" as those referred to in the complaint.

- By product protection agreements which guarantee sponsors that competitive products of another advertiser will not be advertised "through a telecast by affiliated stations telecasting the alleged copyrighted programs, during and within specified periods. . . ."

- By program production agreements with producers or sponsors which grant the network control over production and content and the rights to participation in the profit from such production and subsidiary rights.

- By refusing to deal with program producers on a basis other than an exclusive license for distribution and later syndication.

- By requiring sponsors to order a longer list of affiliates than the sponsors may desire.

- By attempting to require affiliated stations to limit or prevent reception of their programs by antenna system subscribers.

CBS withheld comment last week on the Teleprompter arguments.

'Peyton' compared with daytime serials

A special January TVQ study shows that ABC-TV's *Peyton Place* outranks the average daytime serial in popularity among women in the 18 to 49 year old age group. In addition, both Tuesday and Thursday episodes scored higher than all but three of 11 daytime serials, according to TVQ.

TVQ's popularity measure indicates what proportion of those exposed to a show rate it "one of my favorites."

The TVQ survey also showed that *Peyton Place* registered much greater exposure than the average of either of the three most popular daytime serials.


Seven Arts, REA join

Seven Arts Productions and R E A Express (formerly Railway Express Agency Inc.) announced last week that they have formed a new company, REA-Seven Arts Transvision Inc. It will provide the installation, programming and servicing of advanced multiple sound and visual presentations for airline, bus, railroad and other passenger carriers domestically and worldwide.


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Another BMI extension

Radio and television contracts would have no definite time limits

Radio and television stations last week were offered indefinite extensions of their current contracts for the use of the music of Broadcast Music Inc., terminable by either signer on three months' notice (CLOSED CIRCUIT, Feb. 8).

The current contracts expire March 11. The renewals would continue the same terms, conditions and rates, effective March 12.

The extension was worked out in negotiations between BMI and the respective radio and TV station committees. Both the All-Industry Television Station Music License Committee, headed by Charles Tower of Corinthian Broadcasting, and the All-Industry Radio Station Music License Committee, headed by Robert T. Mason of WMRN Marion, Ohio, have recommended acceptance of the extension offer. Each station, however, must decide for itself whether to accept.

Authorities said similar extensions were being offered to radio and television networks.

Robert J. Burton, BMI president, sent the offers to radio stations last Monday and television stations last Thursday, saying "it is obviously necessary that this agreement should be signed by you and accepted by us and a copy returned for your files before the expiration of your present contract on March 11."

Repeat Pattern ■ The extension, if accepted, would be the second. A one-year renewal was offered and accepted a year ago. Both then and now the all-industry radio and TV committees, TV and radio networks and some group station operators are engaged in a round of litigation and negotiation for new music contracts with the American Society of Composers, Authors and Publishers.

When new ASCAP contracts have been set, presumably either the stations or BMI would give notice of termination of the BMI contracts, and negotiations for new terms could then get under way. The notice could, however, be given before the ASCAP issues are settled if either BMI or stations should choose that course.

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Pa. newsmen plan to offer court guide

Pennsylvania radio and television newsmen are considering a proposed guideline for coverage of magistrate court proceedings, submitted by the Pennsylvania News Broadcasters Association which spells out what is and what is not proper in covering court trials.

The proposed code is expected to be submitted to the state supreme and superior courts as a substitute for the complete ban of still, movie and TV cameras and audio equipment during trials in the courtrooms of magistrates, aldermen and justices of the peace which went into effect Jan. 1 (BROADCASTING, Jan. 18).

The PNBA draft expresses concern with the rights of defendants to a fair trial but points out that the "evidence at present warrants neither hasty nor unconsidered action." There is no concrete proof, the statement says, "that the filming or taping of hearings, utilizing modern equipment techniques . . . in any way infringes on the rights of the individual, making it impossible or even difficult for him to receive anything less than a fair and just hearing."

The purpose of the code, the PNBA says, is to insure that the "tools of the news media be used in such a manner as to not be a distraction or obstruction to an orderly proceeding and not to be a deterrent to a fair trial."

Essentially, the draft provides that broadcast equipment—tape recorders, microphones, wiring, etc.—be installed by five minutes before the start of proceedings and that they not be moved during the proceedings. It also provides that the equipment may not be removed until there is a natural interruption of

Who should be controlled?

Initial controls should be placed on newsmakers rather than the media to alleviate the misuse of information, R. Peter Straus, president of the Straus Broadcasting Group, told the New York Civil Liberties Union's annual Lasker award dinner last week.

Mr. Straus added that he did not mean that news media should be "allowed to run rampant," but said that restraint must come initially from those involved directly in the legal proceedings. He commented: "Newspapers don't normally extract confessions; people do. Broadcasters don't usually present evidence; prosecutors do."

the proceedings, like a recess.

For television, the proposal recommends the use of natural, existing light. Where artificial illumination is required this should be pooled among TV newsmen and this lighting must remain fixed and constant until there is a natural interruption of the proceedings, the code suggests.

Recommended also is that all wiring be as inconspicuous as possible.

To enforce this code the presiding officer of the court is empowered to use his contempt of court powers. He also may order a newsman to cease making audio, film, television or still picture recordings, and he may expel newsmen for violating the code.

The draft was submitted to newsmen members of the PNBA and their comments and observations requested by Joel R. Albert, president of the association, WFIL Philadelphia.

'Beeper' reports made from courtroom

A new dimension to the Canon 35 fight for courtroom access was added last week by a Coshocton, Ohio, radio station.

Newsman Terry Geese, WTNS Coshocton, stationed in the courtroom filed an estimated 40 "beeper" reports direct to the station during a three-day manslaughter trial. These were aired promptly, with care being taken, John Terry, news director of the station said, that they were not heard by the jury.

Some members of the local bar claim that this procedure violated Canon 35 of the Code of Ethics of

the American Bar Association. Canon 35 prohibits taking pictures or broadcasting a trial.

Others, including the presiding judge at the trial, brushed the objections aside. Judge Aubrey Wendt said the reporting did not disturb the decorum of the court. County prosecutor James W. Freeman, who presented the state's case in the trial said: "I can see no basis whatever for the charge that Canon 35 has been violated."

The case ended with the acquittal of the defendant, so no test of the reportorial ingenuity is anticipated.

ABA to appear as a friend to Estes

Billie Sol Estes, convicted of fraud in connection with the lease of ammonia tanks in Texas won a powerful ally in his fight to get his state conviction reversed by the U. S. Supreme Court: the American Bar Association.

ABA voted overwhelmingly last week in convention in New Orleans to appear as a friend of the court on Estes' side.

The ABA's board recommended to the delegates at the New Orleans meeting that they approve the filing of a brief upholding Estes' appeal: that in being televised live during his trial against his protests, he was denied a fair trial. The delegates voted overwhelmingly in favor of this recommendation.

Determined to defend the right of TV newsmen to cover courtroom trials is the National Association of Broadcasters, which will also file a friend of the court brief upholding the contention of the state that Estes suffered no harm because of the TV coverage of his trial.

The U. S. Supreme Court granted Estes' request for a review of his conviction, but only on one issue: whether the live TV coverage of his trial in Tyler, Tex., jeopardized his right to a fair trial (BROADCASTING, Dec. 14, 1964).

Program notes . . .

Live radio comedy ■ WJRZ Newark, N.J., will revive live radio comedy on Feb. 20 from 3-4 p.m. EST, when Vaughn Meader, assisted by Renee Taylor and Rini Santoni, will be heard in comic improvisations taken from subjects suggested by listeners.

Religious news ■ *The World of Religion*, a new 25-minute, worldwide review of religious news and developments, will begin on CBS Radio, Feb. 18, with Douglas Edwards as anchorman.

Arlene and Hugh ■ Arlene Francis and Hugh Downs will join NBC Radio's *Monitor* the weekend of March 6. Miss Francis will be heard in two five-minute segments each weekend and Mr. Downs in three five-minute segments.

Churchill funeral ■ A special 13-minute *British Calendar* newsreel devoted to the state funeral of Sir Winston Churchill, Jan. 30, is available to stations until the end of February from British Information Services, New York.

Ford, Nizer tilt over control of CATV

Frederick Ford, president of the National Community Television Association, and attorney Louis Nizer joined battle last week on the issue of a community antenna television system's right to carry copyrighted programs and the broader subject of federal control of CATV in a *Broadcasting Forum* program telecast by WNDT(TV) New York, a noncommercial station.

Also participating were Richard Salant, CBS vice president and James Marlowe, assistant to the president of Springfield Television, operator of WRLP(TV) Greenfield, Mass., a UHF station that claims that competition from CATV systems in its coverage area brought financial hardship and eventually forced it to discontinue local programming efforts.

Mr. Nizer, who is counsel to United Artists Television, in a court fight to establish the present copyright law's application to community antenna use of programs, charged Mr. Ford had revised his views on CATV since he left the FCC and became president of the NCTA.

Mr. Nizer, referring to a speech delivered by Mr. Ford as an FCC member appearing before the NCTA last June, (BROADCASTING, June 29,

1964), said he then "thought it [CATV] might drive these local stations out of business."

Conditions Change ■ "But history has proven that this was wrong," answered Mr. Ford.

The NCTA president denied any reversal in his position and asserted that many assumptions and myths had been spread on the subject. He said that "there's no question in my mind that a local television station is entitled to protection of its programming, and it should be carried on the [local CATV] system."

Mr. Nizer asked if local stations are not apt to be injured by antenna systems that pipe in programs from other cities. Mr. Ford responded that in the Communications Act "there is no guarantee that anyone is free from competition . . . It's basically a freedom of entry business . . ."

Mr. Salant questioned Mr. Ford on the NCTA's position on originating programs over cable systems.

"I don't think it has a position," said Mr. Ford. "There are some members of the association that feel that this is the only way that local live programming will ultimately get to the public, through origination of programs. . . ."

Three Xerox U.N. specials are delayed

Telsun Foundation, nonprofit production organization set up by the Xerox Corp. to develop five United Nations TV specials, announced last week that three of the five shows originally scheduled to be televised this spring, will be shown in the fall of 1965. Xerox is underwriting the project at a cost of \$4 million.

Telsun reported the delay was caused by "foreign locale shooting, together with other ambitious production values scheduled for the programs." The first program in the series was on ABC-TV Dec. 28. The second program is scheduled for Feb. 19, also on ABC-TV. The final three shows in the series probably will be on either ABC-TV or NBC-TV.

LaBrie offers radio service

A new radio service—The Performing Arts Network—has been announced by LaBrie Associates, New York.

The service will provide a lineup of

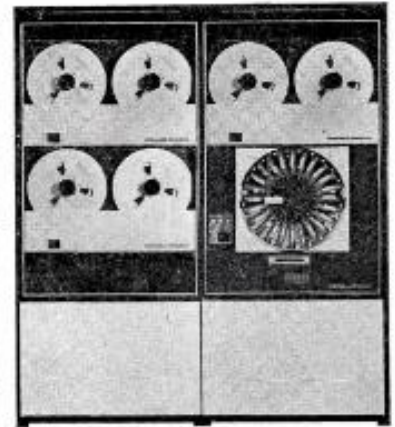
25 FM stereo and AM stations in major markets with nationally advertised programs produced by LaBrie, according to the company.

One program, *The Girl Watcher*, a daily entertainment service feature for women, will be produced in association with Nardi Enterprises, New York.

KNBR changes format

A new program format was to begin today (Feb. 15) at KNBR San Francisco. The NBC-owned radio station previously had signed off at 1 a.m. but now operates 24-hours daily. Michael Joseph, vice president, NBC Owned Stations, who the network said has restyled 39 stations in many different forms across the country, has been responsible for the new format.

Features of the new format: A doubling of local newscasts from 300 minutes to 600 minutes a week; the broadcasting of "only quality popular music and the best-selling standards, 50% singles and 50% albums; scheduling of 192 one-minute vignettes per day treating topics of varied interest, and the adding of new on-air personalities.



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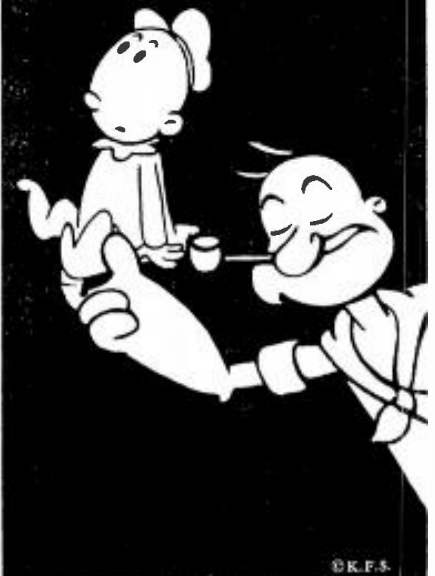
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WTIC receives 'Mike' at Pioneers' banquet

Tributes from President Johnson, FCC Chairman E. William Henry and veteran broadcaster Clair McCollough, president of the Steinman Stations, highlighted a presentation Feb. 8 of the fifth annual Mike award to WTIC Hartford, Conn.

The award, a golden ribbon microphone, was accepted by Paul W. Morency, president of Broadcast Plaza Inc., owner and operator of WTIC-AM-FM-TV, at ceremonies held at a Broadcast Pioneers' banquet in New York. The microphone was presented in recognition of WTIC's 40 years of "dedicated adherence to quality, integrity and responsibility in programing and management."

The Mike award has been made annually since 1961 by the Broadcasters' Foundation Inc. Purpose of the foundation is to provide aid to persons who are in need and who have had some association with the broadcast field.

The President in a wire to Robert J. Burton of Broadcast Music Inc.,



L-r: Messrs. McCollough, Henry, Morency

president of the Broadcast Pioneers, extended his "warm personal congratulations" to "this pioneer broadcasting company." The President said, "May WTIC always sustain this enviable reputation [of distinguished and reliable service] and may its audience continue to derive both education and entertainment from its many fine programs."

Mr. McCollough, president of the

foundation, presented Mr. Morency with a plaque and microphone. In reviewing radio's accomplishments, Mr. Morency noted that the medium "has a future more challenging than its past" and observed that it was "still young, still growing and still changing." During these changes, he said, "radio and broadcasters will always be dedicated to preserving and defending our basic freedoms, including that cornerstone of democracy, freedom of speech."

Guests included FCC Commissioners Henry, Robert E. Lee, Robert T. Bartley, Rosel H. Hyde and Kenneth A. Cox, and National Association of Broadcasters President Vincent T. Wasilewski.

Golf tourney for NAB

A one-day golf tournament for registrants of the National Association of Broadcasters annual convention in Washington has been set by MGM-TV.

John B. Burns, MGM-TV vice president in charge of sales, said the tournament is scheduled for registration day, Sunday, March 21, at the Washingtonian Country Club. A special bus shuttle for players and kibitzers will be run between the Washingtonian and the Sheraton Park hotel. Top prize will be the perpetuating Golden Lion trophy to be given the low-gross scorer.

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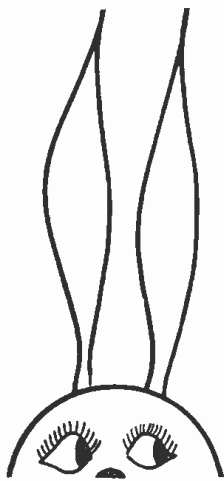
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Station rep chooses 'Colonel'

William L. McGee, TV sales manager, San Francisco, at Peters, Griffin, Woodward was announced today (Feb. 15) as the station representative's choice for its "Television Colonel of the Year" award.

The presentation of the award—an inscribed scroll citation and a bonus check—was made by H. Preston Peters (r), president, and Lloyd Griffin (l), president-TV, PGW.

The "colonel" award recognizes contributions to growth of the firm. Mr. McGee joined PGW in 1962 as a TV account executive and recently was promoted to the sales manager post, succeeding John Brigham who in turn was elected a vice president and named radio sales manager as well as moving to the rep firm's New York quarters (BROADCASTING, Feb. 8).

KQV sponsors Pittsburgh career exposition

Responding to the need for continuing education and training of the unemployed and underemployed, and to show the many career and training opportunities available in the area, KQV Pittsburgh sponsored the first Greater Pittsburgh Career Exposition, Feb. 5-7.

"We felt," said John D. Gibbs, vice president and general manager of KQV, "that by an on-the-air public service campaign dramatizing the career and job opportunities available in Pittsburgh by continued

education, we would contribute to the well-being of this community."

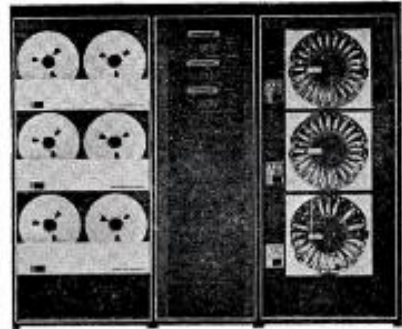
The exposition, which was in preparation for nearly a year, was composed of more than 110 exhibits by area universities, trade and professional organizations, industrial firms and government agencies. It offered special career seminars, films on training and job opportunities, and \$10,000 worth of scholarships.

More than 36,000 people attended the exposition, which KQV says will return next year.



Watching Pittsburgh Mayor Joseph M. Barr (r) cut the ribbon to open the Greater Pittsburgh Career Exposition are (l-r): Hal C. Neal Jr., president of ABC-owned radio sta-

tions; John D. Gibbs, KQV Pittsburgh manager; James C. Hagerty, vice pres. of American Broadcasting-Paramount Theaters, and W. D. McClelland, county commissioner.



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Drumbeats . . .

Award for Paley ■ William S. Paley, chairman of the board of CBS, has been named to receive the 1965 Concert Artists Guild award. The award, which previously has been given to Isaac Stern, Artur Schnabel, Rudolf Bing and John D. Rockefeller III, will be presented to Mr. Paley at a dinner-concert April 15 in New York. Mrs. Philip Wise, president of the guild, said the award was being presented "in recognition of his pioneering leadership in bringing fine music into millions of American homes through radio, television and recordings."

Tape story ■ Eastman Kodak, Rochester, N. Y., is distributing a comprehensive,

24-page booklet on magnetic sound recording tape. Aimed at the "advanced amateur," the booklet contains thorough, non-technical explanations of such factors as the recording process, brilliance, bias, sensitivity and frequency response, print-through, output, signal-to-noise ratios, etc. Single copies are available from Kodak's Magnetic Products Department, 343 State Street, Rochester.

All together ■ Los Angeles' seven VHF TV stations will broadcast the same program, in prime time, each on consecutive nights during the week of March 28-April 3. The program, an hour symphony concert to be taped March 21, will be sponsored by up-

to 20 advertisers, but there will be no commercials, only credits preceding and following the concert. The station will donate time; the sponsors will send their payments directly to the Southern California Symphony Association; the orchestra's director and the musicians will donate services, as will the guest performer, Jack Benny. The money raised will be applied towards a fund to carry on the Los Angeles Philharmonic Orchestra for another season.

Brotherhood Week ■ The National Conference of Christians and Jews has distributed its radio and TV kits to all stations for Brotherhood Week (Feb. 21-28). The kits contain spot announcements and editorials which can be used during this period.

Fund raising concert ■ WLIB New York, a Negro-oriented station, reports that a Carnegie Hall Concert it was to stage on Feb. 13 to raise camping funds for underprivileged Negro children, and

headlined by comedian Dick Gregory and actress Diana Sands, was a sellout. WLIB says it may schedule future Carnegie Hall concerts, the proceeds of which would go to other charitable organizations.

Women drivers? ■ High fashion came to Washington skies today (Feb. 15) as two WWDC-AM-FM 'copter girls' began broadcasting the morning and evening traffic situation from the station's helicopter. (The helicopter is being piloted by a man.)

Sloan nominations deadline is March 15

Nominations for the 17th annual Alfred P. Sloan radio-TV awards for highway safety are now open, it was announced last week. Deadline is March 15 with the awards to be presented May 25 at a banquet in the Waldorf

Astoria, New York.

The Alfred P. Sloan Foundation, said two awards of \$1,000 each will be given a writer and a producer of programs showing unusual talent in presenting highway safety material.

In addition, a bronze plaque will be given a station and an advertiser in each of the following categories: radio outlets of 1 kw or less; radio stations with more than 1 kw, regional radio networks and group-owned stations; national radio (network or spot); TV stations and national television (network or spot). The station-network awards are for sustaining programs. Awards to advertisers are for sponsored shows.

Plaques also will be given for sustaining programs to regional TV networks and group-owned stations; educational radio stations, and educational TV stations.

Nominating blanks and further information are available from 200 Ring building, Washington 20036.

INTERNATIONAL

UK cigarette ban to cost TV \$16.8 million

Chorus of protest comes from broadcasters,
government officials and advertisers

The British government's decision to ban all cigarette advertising on TV, representing an estimated \$16.8-million loss to the commercial medium, has evoked a storm of protest in that country. And in the U.S., where the tobacco-cancer issue has been a long-standing controversy, there was split reaction:

(1) "It can't happen here" and (2) the British move will speed up smoking legislation here (see page 81).

Announcement of the British ban came last Monday (Feb. 8) from Health Minister Kenneth Robinson. Reportedly, a similar action is being considered for print and outdoor media

though extension of the restriction to this area would require an act of Parliament. The TV action last week was possible, without parliamentary approval, under provisions of the 1964 Television Act.

Discrimination Charged ■ Labor Member of Parliament Will Wilkins, who represents a constituency noted for its cigarette factories, strongly objected to the way the tobacco industry had been singled out. He said linking lung cancer with smoking was purely fortuitous and that it was wrong when one was told what one could advertise and what one can't.

Paul Adorian, chairman of the Independent Television Companies Association, protested the singling out of one medium rather than by tackling the matter at its source. He pointed out that cigarette commercials were already banned before 9 p.m., and style and content were strictly controlled. Dealing with this point earlier in the House of Commons, the health minister had said that his statistics showed that 20% of children between 11 and 15 watch TV at 9 p.m. and 10% were still viewing at 10:15 p.m.

Revenue Slashed ■ The TV companies' loss of \$16.8 million dollars annually represents approximately 6% of their current revenue.

James Bredin, managing director of Border TV, said that as one of the smallest companies it was "likely to be hit badly."

Latest available figures, for the first half of 1964, show a 20% increase in TV company time sales for cigarette commercials. Income of one company,



Networks, agencies doubt U.S. will follow suit

The reaction of advertising agency and TV network executives in the U. S. to the announcement that Britain plans to prohibit cigarette advertising on TV was summarized by one American agency man who said: "It probably cannot happen here."

But elsewhere in this country there was a feeling that last week's action in England would stimulate action toward similar goals in this country.

Network television officials appeared unconcerned and preferred not to comment. Agency executives with tobacco accounts expressed interest in the news but generally held to the view that the drastic step in Britain would not be followed here.

Their rationale was that the tobacco industry is "too powerful" in this country and is supported by a strong tobacco lobby in Washington. One executive said that legislators from tobacco states exert too much influence to "stand for a ban on cigarette advertising."

Another explanation mentioned by several agency officials is that the ban was a predictable move in Britain with advent of the Labor Government but doesn't seem possible here in a free enterprise economy that is becoming more and more oriented to the business economy under President Johnson.

George Huntington, executive vice president of the Television Bureau of Advertising, noted a confusion among many people between the issue of "advertising" and that of "labeling". The smoking and health issue, he said, is one of labeling.

As long as an advertising product can be legally marketed, Mr. Huntington asserted, there's no justification for the government to curtail the advertising of it. If the product itself were illegal or its advertising in poor taste, he continued, these would be separate con-

siderations.

Other Reaction ■ "Such restrictions on advertising will not help resolve questions about smoking," George V. Allen, president of the Tobacco Institute, said. "We are confident the American people want a conscientious program to determine the scientific facts, which the tobacco industry is supporting," he added.

Senator Maurine B. Neuberger (D-Ore.) said the British action "emphasizes the importance of immediate action by our government."

The senator, author of pending legislation to require ad warnings in all cigarette advertising and a member of the Senate Commerce Committee, said "it is encouraging to know" that the committee will soon hold hearings on her legislation and other pending bills.

Similar legislation is also before the House Commerce Committee whose chairman, Representative Oren Harris (D-Ark.), has promised action early in this session of Congress. It appeared last week, however, that the Senate group might begin sooner than the House panel, which has been working on drug control legislation and seems headed toward several other matters given high priority before it turns to smoking and health.

Paul Comstock, vice president for government affairs, of the National Association of Broadcasters, felt the British government action would have some effect on Congress. He said if Congress didn't act before July 1—the date a Federal Trade Commission ruling on cigarette labeling and advertising goes into effect (BROADCASTING, Jan. 27, 1964 et. seq.)—broadcasters will face an "extreme burden."

The FTC rule, requiring a warning with all advertising that smoking may be injurious to health, is being fought by broadcasters, advertisers and other media.

Television Wales and West, from cigarette commercials went up by 42% in the period. Rediffusion and ATV, the two London area companies, increased their revenue by more than 30%.

James Williams, director general of the Advertising Association, called the ban "discrimination." He said that it could be the start down a slippery slope of censorship. "Where would it end?" he asked. "What about drinking or too much sugar in our tea? The ban is

pure censorship and censorship in a democratic society is dangerous." Commander D. C. Kinloch, director of the Incorporated Society of British Advertisers, said it was dangerous to use legislation to limit freedom of action of one legitimate section of industry.

The Tobacco Advisory Committee, representing all UK tobacco manufacturers, likewise called the ban unjustified and said it did not believe any advertising restriction would help solve



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the smoking and health question.

John Partridge, chairman of Imperial Tobacco Co., which has just under 60% of the UK cigarette market, said his firm considers the ban neither right in principle nor justified. He did not believe it would affect total cigarette consumption.

A more reasonable move would have been some legislation on the amount of TV time after 9 p.m. allowed for cigarette commercials, he contended. The industry would have been ready to cooperate on this. Imperial has been spending about \$7 million dollars a year on TV advertising.

Stocks Sag ■ Prices of TV and tobacco companies' stock fell on the London Exchange following the ban.

The government acted under 1964 Television Act which empowers the postmaster general to issue orders to ITA as to "classes and description of advertisements which must not be broadcast." The ban will go into effect on an as yet unspecified date. Postmaster General Anthony Wedgwood Benn has said he will issue the ban to ITA after consulting the authority.

New stations authorized by Canadian regulators

Few new stations were recommended for licensing by the Department of Transport at the January meeting of the Board of Broadcast Governors at Ottawa, Ont. Lewis R. Roskin, formerly of CKLG Vancouver, B. C., and CHED Edmonton, Alta., has been recommended for 10 kw on 1110 kc at Edmonton.

George F. Heathcote has been approved for a license for 1 kw on 580 kc at Kapuskasing, Ont.

CFCL-TV Timmins, Ont., will be able to build a new TV rebroadcasting station at Malartic, Que., on channel 5 with 9.35 kw video and 4.675 kw audio power.

A number of 5-watt TV satellites have been approved in various parts of the country, including Whitecourt, Alta., for CFRN-TV Edmonton, Alta.; at Murdochville, Que., for CKAM-TV Upsalquitch Lake, N.B.; at Chilliwack, B.C. for CBUT(TV) Vancouver, B.C.; and at Grand Bank, Nfld., for CJOX-TV Argen-

East Germans buy

WPix(TV) New York said last week it has made a sale of a documentary TV film to the East German government, the station's first to a Soviet bloc nation. The documentary, *Danger: Continent 7*, produced 18 months ago and syndicated by WPix, is based on the coordinated efforts of United States and Soviet scientists in explorations during the Antarctica "Operation Deepfreeze" project. The East German government-controlled TV operates nine outlets. It was pointed out that a large portion of the film shows the friendly relationship existing between the U. S. and Soviet scientists. The sale, announced by William L. Cooper Jr., WPix's sales manager, was made direct.

tia, Nfld.

Cbz Fredericton, N.B., has been given permission to move from 1480 kc to 970 kc with 10-kw power.

FATES & FORTUNES

BROADCAST ADVERTISING

Henry Hoople, former creative group supervisor at Erwin Wasey, Ruthrauff & Ryan (now Erwin Wasey), Los Angeles, has joined Hixson & Jorgensen, that city, as a senior copywriter.



Mr. Vernon

William S. Vernon, VP of Blair TV, New York, resigns effective March 1, to establish his own company in that city to acquire and manage TV properties. New company will be William S. Vernon Associates located at 230 Park Ave. Mr. Vernon joined Blair in 1952 as account executive and was named VP last year.

Mike Kievman, central sales manager of Warner Brothers Television Division, appointed sales manager of WLWD(TV) Dayton, Ohio.

Nicholas J. Ungard, with WKEF(TV) Dayton, Ohio, named local sales manager.

John Lego, on Chicago staff of RKO General Inc., Broadcasting Division, joins AM Radio Sales Co., that city as account executive.

Santo Longo, advertising manager of special campaigns for Quality Bakers of America, New York, named advertising manager for General Baking Co., that city.

James Ware, VP of McCann-Erickson, Atlanta, transferred to McCann-Erickson de Mexico, Mexico City, where he will supervise all advertising for Coca-Cola in Mexico.



Mr. Spierer

William McK. Spierer, VP and general manager of Merchandising Programs Inc., subsidiary of Norman, Craig & Kummel, New York, named VP and general manager of Kudner Agency's sales promotion and merchandising division, same city.

Michael A. Wiener, radio salesman at H-R Representatives, Philadelphia, named to New York sales staff of Metro Radio Sales, division of Metromedia.

George W. Underwood and **Adrian C. Barcel**, formerly in marketing and advertising departments at Revlon, New York, respectively, join Pharmaceutical Laboratories division of Schieffelin & Co., that city, as marketing manager and advertising manager, respectively.

Thad Horton, VP and account supervisor, **Henry Seiden**, VP and creative director, and **Harry Thompson**, VP and account supervisor, elected senior VP's at Marschalk Co., New York.

Erwin Fishman, manager of Foote, Cone & Belding research department, New York, elected VP.

Nicholas J. Ungard, in sales depart-

ment at WKEF(TV) Dayton, named local sales manager.

George W. Underwood, formerly with Revlon, New York, named marketing director of Pharmaceutical Laboratories division of Schieffelin & Co., New York.

Nicholas Pappas, VP and group head art director of Cunningham & Walsh, New York, named to head company's art department.

Ross Lindsay, manager of Campbell-Ewald's Chevrolet merchandising account, Detroit, named VP.

Allan Eisenberg, account executive at WFUN South Miami, and WLCY St. Petersburg, Fla., named sales manager



Mr. Black

Jim Black, national sales manager at KTUL-TV Tulsa, Okla., promoted to general sales manager. Mr. Black joined KTUL-TV sales staff in 1954; was named local sales manager in 1957, and national sales manager in 1958.

Robert E. Bowden, previously general manager at KCUE Red Wing, Minn., and **Robert R. Hansen**, regional account executive for Plymouth account for N. W. Ayer & Son, Minneapolis, join KDWB Minneapolis-St. Paul as account managers.

Tom McCollum, sales manager at

KPQ Wenatchee, Wash., joins Del Day Inc., radio and TV representatives, Seattle, in charge of all radio properties.

Dale Anderson, VP and senior account director, New York; **Albert A. Klatt**, VP and creative director, Chicago; **Irving Sonn**, VP and creative di-



Mr. Anderson



Mr. Klatt



Mr. Sonn



Mr. Vedder

rector, New York, and **Blair Vedder**, VP in charge of media and programming, Chicago, elected to board of directors of Needham, Harper & Steers.

Don P. Propst, account executive at KRKD Los Angeles, joins H-R Representatives' sales staff, that city.

J. Desmond Slattery, senior VP-account services at Pritchard, Wood Inc., New York, named executive VP and **Andrew S. Jenkins**, VP-creative director of agency, named senior VP.



Mr. Corcillo

Ronald Corcillo, with National Export Advertising Service as media director and assistant advertising coordinator for Cyanamid International, joins ABC International Inc., New York, as sales account executive.

Irene Hess, with Erwin Wasey, Chicago, joins media staff of Earle Ludgin Co., there.

Margaret Jennisch, formerly with KCBC Des Moines, Iowa, joins BBDO, Chicago as copywriter.

Diana Kraushaar, assistant to traffic manager at KTLA(TV) Los Angeles, named manager of sales services in charge of operations and traffic.

J. A. Baldrige, formerly with Bozell & Jacobs, Indianapolis, joins creative staff of Griswold-Eshleman Co., Chicago.

LeRoy A. Reader, formerly with Lincoln-Mercury Division of Ford Motor Co., joins St. Louis research staff of

Gardner Advertising Co., as senior analyst. **Don Bange**, junior analyst, promoted to senior analyst. **Kathleen Hogan Walsh**, formerly with McCann-Marschalk, joins Gardner's New York office as copywriter.

Roland Elliott, assistant director of advertising for University of California at Los Angeles Alumni Association for three years, joins Tilds & Cantz, Los Angeles, in creative department.

Ralph Trieger, national sales coordinator at WIND Chicago, promoted to sales staff.

Frederick B. Thompson Jr., account supervisor at J. Walter Thompson, New York, named VP-account supervisor at Ted Bates & Co., that city.

Henry A. (Ham) Mattoon, manager of the Los Angeles office of McCann-Erickson, transferred to similar post with M-E in Houston, succeeding **Joseph Wilkinson**, who is retiring.

Margaret Breeden, formerly media buyer for Wunderman, Ricotta & Kline, New York, appointed advertising manager of Capitol Record Club, Hollywood.

Earl Timmons, VP and research director of Fuller & Smith & Ross, Los Angeles, promoted to newly created post of marketing director.

William H. Tewell, sales manager for Steury Bottling Co., Bluffton, Ind., joins wowo Fort Wayne, Ind., as junior sales executive and national sales coordinator.

Milt Lewis, sales manager for WATI Indianapolis, named local sales manager for WIRE, that city.

Alan Kayes, manager of record club operations in liaison with Reader's Digest Music Inc. for RCA Victor Records, New York, named manager, marketing, record club, responsible for merchandising, advertising, promotion and market research.

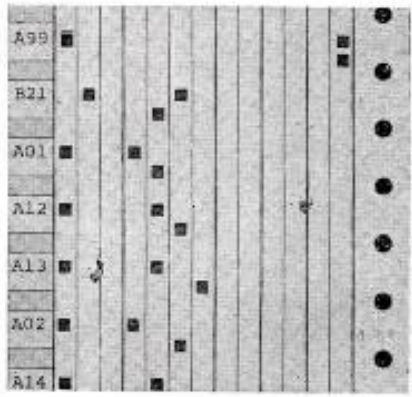
James Galvin, account executive at KPHO-TV Phoenix, named local sales manager.

William B. Moseley, VP-TV production at Norman, Craig & Kummel, New York, named senior VP-director of TV production there.

John Sicks, for 11 years with Clinton E. Frank Inc., Chicago, moves to Wade Advertising there as copy chief. **Mary Afflick**, Wade VP, named associate creative director. **Paul Hay**, senior art director at Campbell-Mithun, returns to Wade as executive art director.

J. L. Jasper, formerly with Compton Advertising and BBDO, both Chicago, joins Market Measurements Inc. there as research supervisor. Firm is subsidiary of Clinton E. Frank Inc.

Mark D. Munn, formerly associate research director of Gardner Advertising,



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Eight-member board named at ARB



Mr. Barrett



Mr. Eurich



Mr. Hehmeyer



Mr. Hemry



Mr. Holland

American Research Bureau, Beltsville, Md., division of C-E-I-R Inc., has elected its own board of directors in move to operate ARB as independent subsidiary.

Board members are: **Edward W. Barrett**, dean of Columbia University School of Journalism; **Alvin C. Eurich**, executive director of Aspen (Colo.) Institute of Humanistic Studies; **Alexander Hehmeyer**, partner in law firm of Paul, Weiss, Rifkind, Wharton & Garrison, New York; **Leslie P. Hemry**, general counsel and executive VP of American Mutual Liability Insurance Co.;



Mr. Robinson



Mr. Wilson



Mr. Dick

Robert D. Holland, executive VP of C-E-I-R Inc.; **Herbert W. Robinson**, president and chairman of board of C-E-I-R Inc.; **Elmo C. Wilson**, president of International Research Associates Inc., New York, and **George W. Dick**, president of American Research Bureau.

St. Louis, joins Leo Burnett Co., Chicago, as manager of media and program analysis.

Charles H. Ohlsson, for five years with Campbell-Ewald Co., Detroit, joins D. P. Brother & Co. there as creative supervisor of merchandising group on Oldsmobile account.

Allen C. Evans, previously account executive with wwca Gary, Ind., and before that manager of wcvb Springfield and wpeo Peoria, Ill., has been appointed sales manager of wjdd-am-fm Chicago.

Phil Burrell, former program supervisor in broadcast department of Ogilvy,

Benson & Mather, New York, named producer for La Brie Associates Ltd., that city, radio program-television commercial producers.

Nicholas Tridemas, free-lance designer and staff designer with Mel Richman Inc., joins S. E. Zubrow Co., Philadelphia, as executive art director.

John L. McConchie Jr., with *Parent's* magazine as Boston advertising representative, named account executive at Hoag & Provandie Inc., that city.

John Gruenberg II, Philadelphia news correspondent for McGraw-Hill Inc., New York publishers of major industrial magazines and books, named ac-

count executive at Lewis & Gilman Inc., Philadelphia.

John J. Howley, former owner-operator of regional advertising media representative office in Oklahoma City, named to local sales staff of WFAA-TV Dallas-Fort Worth. **Ward Huey**, with WFAA-TV sales staff, named regional sales manager, newly created post at station.

Marshall Ginsburg, salesman for WPIK Alexandria, Va. (Washington), named assistant sales manager.

Roy J. Quiriconi, marketing consultant for George Fry & Associates, Chicago, named VP-research for John W. Shaw Advertising, that city.

Bill Kelley, with KDKA-TV Pittsburgh, joins WTAE(TV), that city, as local sales manager replacing **John Conomikes**, who moves to newly created post of regional sales manager.

C. Richard Stigelman, account supervisor at Whitney Advertising Agency, Tulsa, Okla., joins Al Paul Lefton Co., Philadelphia, as account executive.

Frances Heaton, with programing and promotion departments of WGN Inc., Chicago, joins R. I. David & Co., that city.

Earl Beall, salesman for WDAF-TV Kansas City, Mo., named local sales manager.

James C. Webster, media buyer at Young & Rubicam, Chicago, appointed account executive.

Edward M. Gallagher and **Richard H. Hurley**, VP's and management supervisors at Compton Advertising, New York, elected senior VP's. Mr. Gallagher also named assistant to president, **Wilson A. Shelton**.

Howard Gorman, advertising and merchandising manager for Cook Chemical Co., named VP in charge of market development at Potts-Woodbury Inc., agency in Kansas City, Mo.

Barry Hersh, account executive at WKRC-TV Cincinnati, joins WLWT(TV), that city, in similar capacity.

James P. Clinton, with Charles W. Hoyt Co., New York, elected VP of media and programing.

David B. Symonds, manager of consumer research at Ceco Marketing Consulting Research Inc., subsidiary of Campbell-Ewald Co., San Francisco, joins Guild, Bascom & Bonfigli, that city, as account executive on Ralston account with primary responsibility for Hot Ralston and Ry-Krisp, products of company's grocery products division.

Ron Brodie, sales manager at CHEK-TV Victoria, B. C., joins Harlan G.

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Oakes Inc., Hollywood, station representatives.

Norman Taylor, with KNXT(TV) Los Angeles, joins KTVU(TV) Oakland-San Francisco as account executive.

Hal Hoag, with Peters, Griffin, Woodward, Los Angeles, named account executive at KFAC, that city.

William J. Merritt joins Clayton-Davis & Associates, St. Louis, as production manager.

THE MEDIA



Mr. Devine

John Devine, general manager of KVOO-TV Tulsa, Okla., named VP. Mr. Devine joined station as promotion manager January 1955 and has served as commercial manager and station manager.

Arthur H. Simmers, sales manager at WPTR Albany, N. Y., joins WTRY Troy, N. Y., as VP and general manager.



Mr. Harris

E. Blaney Harris, general sales manager, elected VP in charge of sales, and **Frank X. Tuoti**, director of advertising, promotion and research, elected VP in charge of advertising and sales development at WPIX(TV) New York.

Dave Wayne, announcer-director at KID-TV Idaho Falls, Idaho, named TV operations director replacing **Roy L. Southwick Jr.**, who becomes KID-FM manager when that station goes on air this spring.



Mr. Nason

Richard Nason formerly with CKLW Windsor, Ont.-Detroit, KFCR San Francisco and WSAI Cincinnati, named station director of WCPO Cincinnati.

Arthur Hamilton, former NBC-TV and Outlet Co. executive, named to manage educational TV project of Shenandoah Valley Educational Television Corp., Harrisonburg, Va., which intends to apply for UHF license in northwestern Virginia area. **Hamilton Shea**, president of Shenandoah Valley Broadcasting Inc. (WSVA-AM-FM-TV Harrisonburg), elected VP of corporation and Mr. Hamilton will serve as secretary.

Richard L. Venturino, with KSDD-AM-FM San Diego, named VP and assistant general manager of stations. KSDD-FM is scheduled to go on air March 1, 1965.

Hal Shore, regional sales manager of WNEM-TV Bay City-Saginaw-Flint, Mich., joins KSO Des Moines, Iowa, as VP and general manager.



Mr. Land



Mr. Hodous

Allan Land, manager of WHIZ-AM-FM-TV Zanesville, Ohio, named group manager for Zanesville Publishing Stations: WHIZ-AM-FM-TV Zanesville and WNXT Portsmouth, both Ohio, and WTAP-AM-FM-TV Parkersburg, W. Va. Pending FCC approval is purchase of WOMP-AM-FM Bellaire, Ohio. **Robert F. Hodous**, present WHIZ sales manager, replaces Mr. Land as manager of Zanesville stations.

Denson Walker, local sales manager for WFAA-AM-FM Dallas, named station manager replacing **Dan Hydrick**, who resigns.

Eugene W. Wilkin, VP of Guy Gannett Broadcasting Services, Portland, Me. (WGAN-AM-TV Portland), named president of Northeast Hearing and Speech Center, that city, division of United Fund.

PROGRAMING



Mr. Snowden

George W. Snowden, on production staff of CBS New York, since 1957, named TV production manager for WOR-TV, that city.

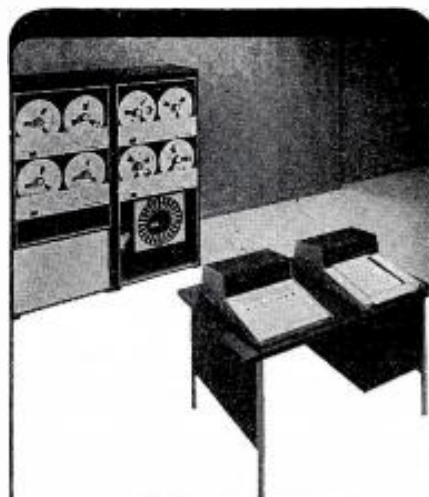
Bill Boodman, disk jockey at WADK Newport, R. I., joins WORC Worcester, Mass., as announcer.

Stanley Jaffe, in charge of east coast packaging and production for Seven Arts network TV department, New York, named assistant to president of Seven Arts Productions, **Eliot Hyman**.

Alvin Thaler, producer and director for CBS News, New York, appointed director of program production of WCBS-TV program department.

Gary Kay, assistant program manager at ABC International Television, New York, named manager, programing business affairs, there.

Dick Brown and **Bill Sutton**, both disk jockeys at WROV Roanoke, Va., join



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WSVA-AM-FM-TV Harrisonburg, Va., as announcers.

Bob L. Thomas, with WSB-TV Atlanta since 1956, named producer-director.

Howard Rodman, formerly associated with *Naked City* and *Route 66*, appointed associate producer on *Peyton Place* at 20th Century-Fox Television. **Maurice R. Morton**, director of business affairs for 20th Fox TV named VP in charge of business affairs.

Ernie (Les) Davis, formerly with WPTR Albany, N. Y., joins programing and production staff, WOLF Syracuse, N. Y.



Mr. Skaggs

Vic Skaggs, director of production and operations for WBC Productions, Hollywood, named program director at WIIC(TV) Pittsburgh.

Jim Stern, assistant general sales manager of Allied Artists Television, New York, named general sales manager of company.

Jim Kelsey, formerly with WAMO Pittsburgh, named to announcing staff of WWRL New York.

Stephen White, CBS associate producer of *NATO in Danger and Drama at the Vatican: The Council Versus the Curia*. named a producer of *CBS News Special Reports* broadcasts.

Bob Benecke, weatherman-personality at WMBD-AM-FM-TV Peoria, Ill., joins announcing staff of WLW Cincinnati.

Bill Colleran, co-director of Mary Martin holiday special for NBC-TV, named to produce 26 segments of hour-long Dean Martin variety show which begins in September on NBC-TV.

George Dessart, director of public affairs at WCAU-TV Philadelphia, named executive producer at WCBS-TV New York.

Vera Jean (Scotty) Renner, sales service representative of WICS-TV Springfield, Ill., named continuity director for WQAD-TV Moline, Ill.

Ron Reynolds, air personality at KOLM-AM-FM Seattle, named program director.

Hal Pickens, program director and personality at KDEO San Diego, named disk jockey at KFWS Los Angeles.

Walter J. Stiles III, production supervisor of WITN-TV Washington, N. C., named production manager.

Budd Burton Moss, who has handled talent for motion pictures and television since joining General Artists Corp. five years ago, promoted to associate of Herman Rush, president, GAC-TV, in TV packaging department.

Gene Brent, announcer at WLW Cincinnati, joins KDKA-TV Pittsburgh, as announcer.

NEWS

George Rosen, TV-radio editor of *Variety* for over 22 years, named coordinator of NBC News information services, Europe, March 15. Mr. Rosen, reporting directly to William R. McAndrew, executive VP of NBC News, will be based in New York for brief indoctrination before moving to London. He will be involved with NBC News bureaus in Europe, Middle and Far East and will coordinate various activities of NBC Enterprises Division and NBC-TV's program department. He is succeeded by **Les Brown**, who transfers from *Variety* Chicago bureau.

Leo Anavi, member of Associated Press New York broadcast news staff for 23 years and writer of *Between the Lines*, retires Feb. 20. Mr. Anavi's summary will be replaced by *Perspective*, five-minutes of background and facts on the news.

Art Keeney, formerly of WLUX Baton Rouge, La., and WCOA Pensacola, Fla., joins WKRG Mobile, Ala., news staff.

Marvin Arrowsmith, former White House correspondent for Associated Press, named to new position of assistant chief of Washington bureau.

Robert Pierpoint named CBS News White House correspondent. Mr. Pierpoint covered presidential campaign activities of Barry Goldwater for CBS News, New York.

William M. McCormick, VP and general manager of WNAC-TV Boston, elected president of UPI Broadcasters Association of Massachusetts, succeeding **Walter Kearsy**, of WBRK Pittsfield. Other officers elected include **Curt Gowdy**, WCCM Lawrence, VP, and **Alan B. Wade**, UPI Boston, executive secretary.

Robert Rutherford, WXLW Indianapolis, newscaster, named news director.

Alfred R. Kelman, public affairs producer at WBZ-TV Boston, named director of public affairs department.

Virgil W. Napier, newscaster-writer at WKIC-AM-FM Hazard, Ky., named director of news and public affairs.

K. Charles Jones, news director at WMRB Greenville, S. C., named to similar capacity at WIST Charlotte, N. C.

FANFARE

Hal Gold, formerly editor of *Radio-Television Daily*, named public relations manager at WPIX(TV) New York, succeeding **Andrew McCaffrey**, who resigned.

Ray Connors, director of public relations of MacManus, John & Adams, Los Angeles, appointed VP in charge of western operations of Public Relations Programs Inc., newly formed PR subsidiary of MJ&A.

Marilyn Augburn, from *New Yorker* magazine, joins Phil Dean Associates, New York, as account executive.

Shirley Mix, former secretary-treasurer of Idaho Broadcasters Association 1962-64, named promotion director and newscaster for KTVB(TV) Boise, Idaho.

John E. Jones, with WFGM and WMIT (FM) Black Mountain, N. C., named public relations and advertising representative for WFBC-TV Greenville, S. C., in Asheville, N. C. offices.

Noel H. Rhys, executive VP of Keystone Broadcasting System, New York, named national radio chairman of Brotherhood Week (Feb. 21-28), sponsored by National Conference of Christians and Jews Inc.

Joe Wolfe, trade press contact in Columbia Pictures publicity department, New York, named radio-TV contact.

Richard R. Beach, assistant director of public relations and director of general publicity for University of Dayton, Dayton, Ohio, named director of special broadcast services of WLWD(TV), that city.

EQUIPMENT & ENGINEERING



Mr. White

Thomas J. White Jr., senior VP of Avery-Knodel, New York, named VP of Schedumatic Corp., New York, operator of Programmatic Broadcasting Service. **Robert E. Fender**, VP-sales manager of Schedumatic, named executive VP.

Thomas J. Nicholson, formerly executive VP at Irvington Corp., Portland, Ore., named VP at MVR Corp., Palo Alto, Calif.

David Brody, formerly VP and general manager of Philco Distributors Inc., Philadelphia, appointed operations manager of community operations division of Jerrold Electronics, division of Jerrold Corp., that city.

Richard T. Parks promoted to manager of technical operations for KGO San Francisco. He joined KGO in 1937, was made assistant chief engineer in 1954. Sistant chief engineer in 1954.

C. S. Rossate, VP of Admiral Corp., Chicago, and with firm 30 years, named to new position of VP-operations for

electronics division with complete responsibility for both consumer and government electronics in all functions except marketing and sales.

INTERNATIONAL

Vernon Burns, previously VP and manager in charge of European operations for Cine-Miracle, named director European operations for Screen Gems Ltd., with offices in London.

Danny Dooner appointed retail sales manager of CFCF-TV Montreal.

R. A. Stevenson, director of TV and radio department of Spitzer, Mills & Bates Ltd., Toronto agency, named VP of broadcast services.

Donald R. Dawson, manager of CKCK-TV Regina, Sask., named general manager of CKOC Hamilton, Ont.

Arnold Acton, Television Sales Bureau, Toronto, elected president of newly formed Broadcast Research Council at Toronto. Others elected are: **Tommy Thomas**, All-Canada Radio and Televi-

sion Ltd., Toronto, VP; **Ian Grant**, of Paul L'Anglais Ltd., secretary, and **Evelyn Crandell**, Stovin-Byles Ltd., treasurer.

R. L. McGhee, national sales supervisor of CJAY-TV Winnipeg, Man., named manager of its new Toronto office.

W. D. Mills, secretary of Canadian Board of Broadcast Governors, Ottawa, has resigned to join another government department.

ALLIED FIELDS

Bernard Levine, with General Foods Corp., White Plains, N. Y., has formed Decisions Center Inc., New York, to specialize in marketing research. **Frank Ettus**, VP of Commercial Analysts, that city, joins Decisions Center as executive VP, and **Jody Brockway**, with Satterthwaite Research Services, named field director for Decisions Center.

S. S. Street, director of advertising and public relations at Telesystems Corp., Glenside, Pa., has resigned to

form his own community antenna TV consultation firm with offices in Southampton, Pa. Before joining Telesystems in 1962, Mr. Street was president of his own advertising and PR firm.

DEATHS

Stanley P. Costan, 46, executive assistant to director of media and marketing at D. P. Brother & Co., Detroit, died Feb. 8 at Mount Carmel hospital there after long illness. He had been with agency since 1950.

Eugene F. (Stormy) McDonald, 23, co-heir to \$24-30 million Zenith radio fortune, found dead Feb. 3 at his home in Tucson, Ariz., with slashed wrists and gunshot wound in his head. Police are investigating cause of death to determine if death was murder or suicide.

Oscar Borrelli-DuMont, 48, who as Oscar DuMont was bandleader for CBS Radio during early 1950's, died Feb. 3 in Edgewood General hospital, Berlin, N. J. More recently he was associated with WKDN Camden, N. J.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 4 through Feb. 10 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

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. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTION BY FCC

Moscow, Idaho—Regents of University of Idaho. Granted CP for new TV on VHF channel 12 (204-210 mc); ERP 115 kw vis., 58 kw aur. Ant. height above average terrain 1,057 feet, above ground 123 feet. P.O. address University of Idaho, Moscow. Estimated construction cost \$163,834; first year operating cost \$51,170. Geographic coordinates 46° 40' 36" north latitude, 116° 58' 25" west longitude. Trans. location near Moscow, studio location Moscow. Type trans. RCA TT-10AH, type ant. RCA TF-12AH. Legal counsel not listed, consulting engineer H. W. Toedtmeier, Boise, Idaho. Principal: board of regents. Action Feb. 4.

APPLICATIONS

Kansas City, Mo.—Pershing Television Corp. UHF channel 65 (776-782 mc); ERP 54.1 kw vis., 13.5 kw aur. Ant. height above average terrain 482.8 feet, above ground 502.54 feet. P.O. address 530 Fifth Avenue, New York. Estimated construction cost \$268,200; first year operating cost \$260,000; revenue \$300,000. Geographic coordinates 39° 06' 12" north latitude, 94° 34' 57" west longitude. Studio and trans. locations both

Kansas City. Type trans. RCA TTU-2A, type ant. RCA TFU-30J. Legal counsel Welch & Morgan, consulting engineers Raymond E. Rohrer & Associates, both Washington. Principal: Richard E. Bailey (100%). Mr. Bailey has 95% interest in Sports Network Inc. Ann. Feb. 9.

Omaha—Nebraska Educational Television Commission. UHF channel 16 (482-488 mc); ERP 46.24 kw vis., 29.72 kw aur. Ant. height above average terrain 428 feet, above ground 409 feet. P.O. address Temple Building, 12th and R Streets, Lincoln, Neb. Estimated construction cost \$223,449; first year operating cost \$182,600. Geographic coordinates 41° 15' 28" north latitude, 96° 00' 32" west longitude. Studio and trans. locations both Omaha. Type trans. RCA TTU-2A, type ant. RCA TFU-30J. Legal counsel Dow, Lohnes and Albertson; consulting engineers Jansky & Bailey, both Washington. Principal: Nebraska Educational Television Commission, Jack G. McBride, general manager. Omaha facility is proposed addition to state ETV network. Ann. Feb. 2.

Albany, N. Y.—Adirondack Television Corp. UHF channel 35 (596-602 mc); ERP 41.8 kw vis., 8.36 kw aur. Ant. height above average terrain 380 feet, above ground 242.8

feet. P.O. address 530 Fifth Avenue, New York. Estimated construction cost \$260,300; first year operating cost \$250,000; revenue \$275,000. Geographic coordinates 42° 38' 25" north latitude, 73° 41' 08" west longitude. Studio location Albany; trans. location East Greenbush, N. Y. Type trans. RCA TTU-2A, type ant. RCA TFU-24DM. Legal counsel Welch & Morgan; consulting engineer Jules Cohen & Associates, both Washington. Principal: Richard E. Bailey. See TV application for Kansas City, above. Ann. Feb. 9.

New AM stations

ACTION BY FCC

Inverness, Fla.—Citrus Broadcasting Co. Granted CP for new AM on 1560 kc, 1 kw, unl. P.O. address c/o Herman W. Goldner, 7527 Fourth Avenue North, St. Petersburg, Fla. Estimated construction cost \$43,250; first year operating cost \$55,000; revenue \$60,000. Principals: Herman W. Goldner (33.33%), Chester Levine (16.66%), Alfred Warner (33.33%) and Herman Kobrin (16.66%). Mr. Goldner is attorney, Mr. Levine has interest in building supply companies, Mr. Warner owns Warner Construction Inc. and American Investment & Management Corp. and

EDWIN TORNBERG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 10

	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS
	Lic.				for new stations
AM	4,003	50		71	398
FM	1,232	66		221	285
TV	550 ¹	41		95	198

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 10

	VHF	UHF	TV
Commercial	509 ²	163	672
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Dec. 31, 1964

	AM	FM	TV
Licensed (all on air)	3,958	1,176	555
CP's on air (new stations)	51	94	31
CP's not on air (new stations)	68	198	83
Total authorized stations	4,077	1,468	669
Applications for new stations (not in hearing)	183	192	72
Applications for new stations (in hearing)	65	49	63
Total applications for new stations	248	241	135
Applications for major changes (not in hearing)	193	61	39
Applications for major changes (in hearing)	28	4	9
Total applications for major changes	221	65	48
Licenses deleted	0	1	0
CP's deleted	1	4	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

(100%). Mr. Griffin is radio and TV entertainer. Ann. Feb. 5.

Waterbury, Conn.—Thomas R. Reynolds. 102.1 mc, channel 271, 20 kw. Ant. height above average terrain minus 95 feet. P.O. address Middle River Road, Danbury, Conn. Estimated construction cost \$25,393; first year operating cost \$36,000; revenue \$40,000. Mr. Reynolds is director of operations, radio and TV, for RKO General Inc., New York, employed at WOR-TV New York. Ann. Feb. 8.

***Ypsilanti, Mich.—Eastern Michigan University.** 88.1 mc, channel 201, 10 w. Ant. height above average terrain 119 feet. P.O. address c/o Verne W. Weber, University Instructional Broadcasting, Eastern Michigan University, Ypsilanti. Estimated construction cost \$2,932; first year operating cost \$3,200. Principal: board of regents. Ann. Feb. 5.

Sparks, Nev.—Silver Circle Broadcasting Inc. 98.3 mc, channel 252A, 3 kw. Ant. height above average terrain minus 387 feet. P.O. address Box 1270, Sparks. Estimated construction cost \$17,307; first year operating cost \$36,000; revenue \$48,000. Principals: Edward J. Jansen (60%), Edith V. Jansen (15%) and J. K. Rudd (25%). Mr. Rudd is vice president of certified public accounting firm. Silver Circle is licensee of KBUB Sparks. Ann. Feb. 5.

Glen Falls, N. Y.—Olean Broadcasting Corp. 102.3 mc, channel 272A, 1.6 kw. Ant. height above average terrain minus 9 feet. P.O. address Everts Avenue, Glen Falls. Estimated construction cost \$13,000; first year operating cost \$19,000; revenue \$25,000. Principals: Haut's Cookie Shops Inc., Edward Haut, president. Olean is licensee of WSET Glen Falls. Ann. Feb. 8.

Celina, Ohio—WCSM Radio Inc. 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 123 feet. P.O. address 1625 Covington Avenue, Piqua, Ohio. Estimated construction cost \$12,509; first year operating cost \$12,000; revenue \$14,400. Principals: Marshall Rosene (50%) and WPTW Radio Inc., stock voted by C. Oscar Baker. Applicant is licensee of WCSM Celina. Ann. Feb. 8.

Ownership changes

ACTIONS BY FCC

KIFW Sitka, Alaska—Granted transfer of control of licensee corporation, Sitka Broadcasting Co. from Howard C. and Edith L. Bradshaw (32.85% before, none after) and Harry Lanz (32.85% before, none after) to Roy Pascal (none before, 65.7% after) Consideration \$15,000. Mr. Pascal has 0.158% interest in Juneau Broadcasters Inc., licensee of KINY-AM-TV Juneau, Alaska, and is employed by corporation. Action Feb. 4.

WSEF Chattahoochee, Fla.—Granted acquisition of positive control of licensee corporation, Chattahoochee Broadcasting Co., by Emory L. Pope (30% before, 50% after), through purchase of stock from Ralph D. Watts Jr. (30% before, none after). William D. Graham acquires 10% of Mr. Watts' interest. Consideration \$3,940 by Mr. Graham to Mr. Pope for 20 shares and \$7,220 by Mr. Pope to Mr. Watts. Action Feb. 5.

WMMB-AM-FM Melbourne, Fla.—Granted relinquishment of positive control of licensee corporation, Indian River Radio Inc., from Franklin A. Hardy (30%), deceased, to Elizabeth A. Hardy (10% herself and 30% as administratrix of estate of Franklin A. Hardy). Action Feb. 5.

WOMN Decatur, Ga.—Granted assignment of license from Joel E. Lawton, to WOMN Inc., owned by Vassar Eslinger and Paul H. Chapman (each 50%). Consideration \$53,000. V. Eslinger owns Hi-Valu Shopper clothing store in Milledgeville, Ga. Mr. Chapman has 40% interest in Chapman Inc., Atlanta business brokers. Action Feb. 5.

WSEM Donalsonville, Ga.—Granted assignment of license from William M. Forshee, Ester W. Shepherd and Donald H. Wingate d/b as Radio Donalsonville, to William M. Forshee, Ester W. Shepherd and Maxine E. Robinson d/b as Radio Donalsonville. Consideration cancellation of \$10,000 indebtedness. Action Feb. 9.

KGU Honolulu—Granted transfer of control of licensee corporation, Communications Hawaii Inc., through transfer of control of parent corporation, Advertising Publishing Ltd., from Margaret Twigg-Smith (15.08%), Lorrin P. Thurston (16.3%), Thurston Twigg-Smith (12.19%), David Twigg-Smith (6.57%) and others, to Messrs. Twigg-Smith and Jack Heintz, as trustees under voting trust. Action Feb. 9.

KSKI Sun Valley, Idaho—Granted relinquishment of negative control of licensee corporation, Radio Sun Valley Inc., by David E. Robinson Jr. and Julie Robinson (each 25% before, none after), through sale of stock to licensee corporation Roger L. Hagandone with 50% interest before, is now

Mr. Kobrin has interest in building supply companies. Action Feb. 8.

APPLICATIONS

Dumas, Ark.—Alan W. Eastham, Mrs. T. W. Eastham and Thomas O. Graves. 1560 kc, 500 w. D. P.O. address Box 215, Dumas. Estimated construction cost \$12,900; first year operating cost \$24,000; revenue \$32,500. Principals: Alan W. Eastham (50%), Mrs. T. W. Eastham (25%) and Thomas O. Graves (25%). Mr. Graves is chief engineer at KATQ Texarkana, Tex. Mr. Eastham is owner of electronics service firm, is mail contractor and farm manager. Ann. Feb. 8.

Kingstree, S. C.—Williamsburg County Broadcasting Co. 1090 kc, 1 kw, D. P.O. address Box 648, Hillsville, Va. Estimated construction cost \$20,683; first year operating cost \$51,929; revenue \$60,105. Principals: Dale W. Gallimore, Harold Y. Hodges and M. H. Jacobs (each 33 1/3%). Mr. Gallimore has 50% interest in WHHV Hillsville. Ann. Feb. 8.

Logan, Ohio—Logan Broadcasting Co. 1510 kc, 500 w CH, 5 kw D. P.O. address c/o George D. Charles, 973 Betty Avenue, Logan. Estimated construction cost \$18,465; first year operating cost \$6,000; revenue \$20,000. Principals: Dannie M. Devol (75%), George D. Charles (20%) and E. D. Ellison (5%). Messrs. Devol and Ellison have nonbroadcast business interest in Logan, while Mr. Charles is new director, announcer and salesman for WATH Athens. Ann. Feb. 4.

East St. Louis, Ill.—East St. Louis Broadcasting Inc. 1490 kc, 250 w N, 1 kw D, uni. P.O. address 816 North 84th Street, East St. Louis. Estimated construction cost \$35,301; first year operating cost \$96,000; revenue \$108,000. Principals: Wendell Hansen (50%), Ray A. Reese (2.9%), Robert Kemper (2.9%), Dorris G. Beard (8.7%), Bill and Gladys Cooper (7.3%), Evelyn Whitford (11.6%), and others. Mr. Hansen has 33 1/3% interest in WMNE Menomonee, Wis., others have nonbroadcast business interests in St. Louis and vicinity. Ann. Feb. 5.

New FM stations

ACTIONS BY FCC

Adrian, Mich.—Lenawee Broadcasting Co. Granted CP for new FM on 103.9 mc, channel 280, 3 kw. Ant. height above average terrain 300 feet. P.O. address Room I, State Bank Building, Adrian. Estimated construction cost \$25,401; first year operating cost \$19,920; revenue \$21,000. Principals: John W. Koehn (67.9%), Gaylord L. Baker (10.7%), Norman A. Haft (10.7%) and James B. Hazen Jr. (10.7%). Mr. Baker is attorney;

others are Adrian businessmen. Action Feb. 3.

Hattiesburg, Miss.—Hub City Broadcasting Inc. Granted CP for new FM on 103.7 mc, channel 279, 50 kw. Ant. height above average terrain 130 feet. P.O. address Box 1008, Hattiesburg. Estimated construction cost \$29,351; first year operating cost \$18,000; revenue \$24,000. Principals: Charles W. Holt (51%), Connie I. Holt (24.5%) and Robert N. Robinson (24.5%). Mr. Holt has 70% interest in Broadcast Service of Montgomery Inc., licensee of WHHY Montgomery, Ala.; 60% interest in Broadcast Service Inc., licensee of WHNY McComb, Miss., and 55% interest in Broadcast Service of Mobile Inc., licensee of WSM Prichard, Ala. Connie Holt has 10% interest in WHHY and 15% interest in WSM. Mr. Robinson has 20% interest in WHHY, 30% interest in WSM. Action Feb. 3.

Logan, Ohio—Logan Broadcasting Co. Granted CP for new FM on 98.3 mc, channel 252A, 3 kw. Ant. height above average terrain 300 feet. P.O. address 444 Henrietta Avenue, Logan. Estimated construction cost \$35,081; first year operating cost \$24,000; revenue \$30,000. Principals: Dannie H. Devel (75%), George D. Charles (20%) and E. D. Ellison (5%). Action Feb. 3.

State College, Pa.—Edorea Corp. Granted CP for new FM on 96.7 mc, channel 244A, 3 kw. Ant. height above average terrain 78 feet. P.O. address 2237 Oliver Building, Pittsburgh. Estimated construction cost \$17,784; first year operating cost \$10,000; revenue \$12,000. Principals: Lily D. Pamphilon, Howard S. Frazier Inc., Glenn L. Musser (each 33.16%) and Harry J. J. Bellwoar Jr. (0.52%). Applicant is licensee of WRSC State College. Action Feb. 3.

APPLICATIONS

Fairhope, Ala.—Eastern Shore Broadcasters Inc. 92.1 mc, channel 221A, 3 kw. Ant. height above average terrain 219.8 feet. P.O. address Box AS, Fairhope. Estimated construction cost \$12,645; first year operating cost \$9,600; revenue \$10,000. Principals: J. Dige Bishop (98.2%) and Julia H. Bishop (1.8%). Mr. Bishop has 89% interest in WJDB Thomasville; 70% in WJAM Marion; 20% in WCTA-AM-FM Andalusia, all Alabama; 44% in WBMK West Point, Ga., and 10% in WTOT Marianna, Fla. Ann. Feb. 5.

Waterbury, Conn.—Northeast Broadcasting Inc. 104.1 mc, channel 281, 20 kw. Ant. height above average terrain minus 140 feet. P.O. address c/o Royal E. Blakeman, 430 Park Avenue, New York. Estimated construction cost \$22,335; first year operating cost \$5,000; revenue not listed. Principal: Merv Griffin

sole owner. No financial consideration. Action Feb. 8.

KCIJ Shreveport, La.—Granted relinquishment of negative control of licensee corporation, Universal Broadcasting Corp., through sale of stock by KREB Inc. (50% before, 29% after), to Lawrence Brandon (none before, 21% after). Consideration \$7,500 notes payable on call. Marvin E. Kosofsky retains 50% interest in corporation. Action Feb. 5.

WITH-AM-FM Baltimore—Granted assignment of license from Thomas G. Tinsley to Reeves Broadcasting Corp., owned by Hazard E. Reeves (41.6%), J. Drayton Hastie (5.24%) and others. Consideration \$1 million. Reeves is licensee of WUSN-TV Charleston, S. C.; WHTN-TV Huntington, W. Va., and KBAK-TV Bakersfield, Calif. Mr. Reeves owns ten shares of Capital Cities Broadcasting and five shares of Taft Broadcasting. Action Feb. 3.

WMKT South St. Paul, Minn.—Granted assignment of CP from Roger D. Wilson tr/as South St. Paul Broadcasting Co., to South St. Paul Broadcasting Co., owned by Roger Wilson (100%). Consideration \$7,200. Action Feb. 5.

KOYN Billings, Mont., and KUTT Fargo, N. D.—Granted assignment of licenses from D. Gene Williams (50%), deceased and Delbert Bertholf (50%), to Eileen S. Williams (50% as executrix of estate of D. Gene Williams) and Delbert Bertholf (50%). No financial consideration. Action Feb. 8.

KWHG(FM) Lincoln, Neb.—Granted assignment of CP from Lincoln Broadcasting Service, owned by Wendell H. Graham (100%), to Capitol Broadcasting Inc., owned by Wendell H. Graham (13.33%), James E. Kamas (52.22%) and Everett A. Evnen (36.67%). Consideration 120 shares of Capitol Broadcasting stock. Action Feb. 3.

KRZE Farmington, N. M.—Granted assignment of license from Leola Randolph and John Burroughs (each 50% before), to John Burroughs (100% after). Consideration \$10 and other consideration. Action Feb. 8.

WGSM Huntington, N. Y.—Granted assignment of license from Fifth Market Broadcasting Inc., owned by Edward J. Fitzgerald (100%), to WGSM Radio Inc., owned by Metro Area Communications Inc., which is owned by Peter A. Bordes and Joseph L. Rosenmiller Jr. (each 50%). Consideration \$452,000. Mr. Rosenmiller has 69.33% interest in Raritan Valley Broadcasting Co., licensee of WCTC-AM-FM New Brunswick, N. J.; has 58% interest in WESO Broadcasting Corp., licensee of WESO Southbridge, Mass., and has 40% interest in Sentinel Publishing Co., East Brunswick, N. J. publisher of weekly newspapers. Mr. Bordes has 30.67% interest in Raritan Valley Broadcasting; has 17% interest in WESO Broadcasting, and has 40% interest in Sentinel Publishing. Messrs. Rosenmiller and Bordes are partners in management services firm. Action Feb. 8.

WROC-AM-FM-TV Rochester, N. Y.—Granted transfer of control of licensee corporation, Veterans Broadcasting Inc., from Ervin F. Lyke (8.5% before, none after), both acting as agents for remaining stockholders included in transfer, to Rust Craft Broadcasting of New York Inc., owned by Rust Craft Greeting Cards Inc., a publically owned corporation whose principal stockholders are Louis Berkman Co. (21.62%), Louis Berkman (4.88%), Parkersburg Steel Co. (10.73%), Jack N. Berkman (2.7%), Allen H. Berkman (2.01%) and others. Consideration \$7 million. Rust Craft Greeting Cards or subsidiary Rust Craft Broadcasting owns WSTV-AM-FM-TV Steubenville, Ohio; WRCE-TV Chattanooga; CP for channel 17 WJKS-TV Jacksonville, Fla.; WRDW-TV Augusta, Ga.; WSOL Tampa, Fla.; WPIT-AM-FM Pittsburgh; through Radio Buffalo Inc. owns WWOL-AM-FM Buffalo, N. Y.; has 40% interest in New Orleans Television Corp., licensee of WVUE-TV New Orleans, and has interest in Neptune Broadcasting Co., permittee of WHTO-TV channel 46 in Atlantic City, N. J. Action Feb. 10.

WYTV(TV) Youngstown, Ohio—Granted assignment of license from Youngstown Television Inc., owned by Communications Industries Inc. whose stock is voted by Lazar Emanuel, to WYTV Inc., owned by Adam Young Inc. (30%), Edgewood Investment Co. (25%), Edwin G. Richter Jr. (25%) and Howard D. Duncan Jr. (20%). Consideration \$1.05 million, plus \$1,668 per month for ten years to Samuel W. Townsend for consulting services, and \$325,000 covenant not to compete in radio or TV for 8 years within 50 miles of city. Adam Young Inc. is New York based rep firm, owned by Mr. Adam Young (86%) and others. Edgewood Investment is business and real estate investment company. Mr. Richter was president and had 20% interest in WEHT Inc., licensee of WEHT(TV) and WEOA Evansville, Ind. Mr. Duncan had 4% interest in WEHT Inc. and KGUN-TV Inc., licensee of

KGUN-TV Tucson, Ariz. Adam Young Inc. has less than 1% interest in KRAK Sacramento, Calif. Action Feb. 5.

KDDH Dimmitt, Tex.—Granted relinquishment of negative control of licensee corporation, High Plains Broadcasting Co., by Jay Taylor (50% before, 15% after) and Steve Taylor (50% before 40% after), through sale of stock to J. B. Linn (20% after), Andrew J. Taylor (3.33% after), Stephen Y. Taylor Jr. (3.33% after) and Amy E. Taylor (3.33% after). Consideration \$1,200 for Mr. Linn's 20%. Remaining transfers were gifts within Taylor family. Action Feb. 5.

KRIG Odessa, Tex.—Granted assignment of license from Auchincloss Broadcasting Corp., owned by Bayard C. Auchincloss (98.5%), Marion O. Richardson (1.2%) and Grady A. Sanders (0.3%) to KRIG Inc., owned by Earl J. Garrison, R. D. Brown and D. L. Adcock Jr. (each 33 1/3%). Consideration \$125,000 and five demand notes at \$5,000 each for covenant not to compete for five years within a radius of 50 miles of Odessa. Mr. Garrison is owner of KVWC Vernon, Tex. Mr. Brown has 56.6% interest in First National Bank, Vernon, Tex. Action Feb. 3.

KSPO Spokane, Wash.—Granted assignment of license from D. Gene Williams, deceased, to Eileen S. Williams, executrix of estate of D. Gene Williams. No financial consideration. Action Feb. 8.

APPLICATIONS

WBIL Leesburg, Fla.—Seeks assignment of license from Thompson K. Cassel, to Alpha B. Martin. Consideration \$110,000. Mr. Martin was owner of WZST Tampa, and WPRY Perry, both Florida. Ann. Feb. 3.

WCRY Macon, Ga.—Seeks relinquishment of negative control of licensee corporation, Middle Georgia Broadcasting Co., by John J. Wheller (50% before, none after), through sale of stock to Billy R. Mercer (25% after) and Ben G. Porter Jr. (25% after). Consideration \$15,000. Messrs. Porter and Mercer are announcers and salesmen at WCRY. Ann. Feb. 5.

KULR-TV Billings, Mont.—Seeks acquisition of positive control of licensee corporation, Crain-Snyder Television Inc., by estate of Paul Crain (27% before, 51% after), through purchase of stock from corporation. Consideration \$1. Estate has chosen to exercise stock option acquired by Mr. Crain before death in April, 1964. Ann. Feb. 5.

KKIT Taos, N. M.—Seeks assignment of license from Art Capitol Broadcasting Co., owned by Jack W. Hawkins (75%), Louise Hawkins (10%), Donald Boston (10%) and John Himes (5%), to Sam Inc., owned by Stephen A. and Barbara C. Machcinski (each 50%). Mr. Machcinski had interest in WICC Bridgeport, Conn., and KRAK Sacramento, Calif., and Adam Young Inc., New York rep. firm. Ann. Feb. 3.

WRNW(FM) Mt. Kisco, N. Y.—Seeks assignment of license from Incorporated Meliphon, owned by William J. McCarren (22.4%), C. Edward Dombert (21.4%), Julius F. Geilenkirchen (2.5%), Raymond Staube (10%), Richard W. Burden (12.5%), Gordon W. and Bertha Edwards (15%) and John Lennon (2.5%), to Tri-County Broadcasting Corp., owned by Stanley Adelman, Richard Burden, David Wolper and Walter T. Phillips Jr. (each 25%). Consideration \$48,000. Mr. Adelman is airline pilot. Mr. Burden is broadcast engineer and is partner in engineering and sales firm in Mt. Kisco. Mr. Phillips is accoustical contractor. Mr. Wolper owns hardware distributing firm. Ann. Feb. 8.

WPOW New York—Seeks relinquishment of negative control of licensee corporation, WPOW Inc., by John M. and Ruth S. Camp (each 50% before), through transfer of stock to five Camp children (each 6% after), John M. (32% after) and Ruth S. Camp (38% after). No financial consideration. Ann. Feb. 4.

WOXF Oxford, N. C.—Seeks transfer of control of licensee corporation, Oxford Broadcasting Corp., from Atlas N. Critcher (55%), deceased, to Magdalene R. Critcher (5% before, 60% after) as executrix of estate of A. N. Critcher. No financial consideration. Ann. Jan. 28.

WHDM McKenzie, Tenn.—Seeks assignment of license from Tri-County Broadcasting Inc., owned by Earl S. and Gladys Nolting (100% jointly), to Northwest Tennessee Broadcasting Inc., owned by Ben. M. Gaines (49%), Ludie M. Gaines (1%), Edgar R. Perkins (49%) and Demetra Perkins (1%). Consideration \$50,000. Mr. Perkins is employed at WHDM. Ann. Feb. 8.

KFMK(FM) Houston—Seeks assignment of license from James R. Corry, to Liberty Communications Corp., owned by J. G. Bertman Jr. (46%), R. A. Buchanan, Joe D. Harris III and C. O. Roberts (each 18%). Consideration \$125,000. Assignees have business interests in Liberty and Dayton, both Texas. Ann. Feb. 1.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward (1) granting application of Middle Tennessee Enterprises Inc., for new FM on channel 269 (101.7 mc) at Columbia, Tenn., and (2) denying application of Middle Tennessee Broadcasting Co. for same facilities. Action Feb. 10.

■ Hearing Examiner Forest L. McClenning issued errata to his Jan. 19 initial decision which looked toward granting application of D. H. Overmyer for new TV on channel 79 in Toledo, Ohio, and waiving Sec. 73.613-(a) of rules to permit location of main studio outside Toledo. Errata adds ordering clause granting petition filed Sept. 17, 1964, by Overmyer for leave to amend application to specify new trans. site and accepting tendered amendment. Action Feb. 10.

DESIGNATED FOR HEARING

KXYZ Television Inc., Crest Broadcasting Co. and Warner Bros. Pictures Inc. Houston—Designated for consolidated hearing applications for new TV's on channel 29. Issues include determinations as to financial qualifications of KXYZ and Crest; whether Warner is authorized to do business in Texas; whether grant to Warner would be consistent with provisions of Sec. 310(a) (4) of act concerning citizenship of stockholders and with Sec. 73.636 of multiple ownership rules and, in light of past conduct, whether Warner has requisite qualifications to be broadcast licensee. Action Feb. 3.

Gross Broadcasting Co. and California Western University of San Diego, San Diego—Designated for consolidated hearing applications for new TV on channel 51. Action Feb. 3.

WINF Manchester, Conn.—Designated for hearing application to increase ant. height; made WNEB Worcester, Mass., which filed opposing petition, and WERI Westerly, R. I., and WHUC Hudson, N. Y., parties to proceeding. Action Feb. 3.

OTHER ACTIONS

WROC-AM-FM-TV Rochester, N. Y.—Granted transfer of control to Rust Craft Broadcasting of New York Inc.; consideration \$4,423,600 and \$2,575,000 loan; conditioned that Veterans Broadcasting dismisses its application for new TV on channel 9

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in Syracuse and withdrawals from Channel 9 Syracuse Inc., interim permittee for Syracuse, prior to consummation of transfer of control. Transferee is 100% owned by Rust Craft Broadcasting Co., which is wholly owned by Rust Craft Greeting Cards Inc. This gives Rust Craft 7 TV's, of which 2 are UHF. Its other stations are WSTV-AM-FM-TV Steubenville, Ohio; WRCB-TV Chattanooga; WRDW-TV Augusta Ga.; WVUE-TV New Orleans; WJKS-TV Jacksonville, Fla.; WHTO-TV Atlantic City; WWOL-AM-FM Buffalo, N. Y.; WPIT-AM-FM Pittsburgh, and WSOL Tampa, Fla. Commissioners Bartley and Cox dissented, former with following statement: "Five of the assignor's six officers and eleven of its eighteen directors are listed as residents of Rochester, where WROC is licensed to operate. None of officers and directors of assignee is resident of Rochester. Moreover, parties to assignor have interests in one other broadcast station, the interim operation on channel 9, Syracuse, N. Y., whereas parties to assignee have interests in four VHF-TV's two UHF, four AM and three FM. Thus, in public interest indicia of 'local residence' and 'diversification of control of mass media' assignor has better showing than assignee, and assignee shows nothing to indicate superiority in other pertinent public interest indicia. On basis of information before us, I believe that assignee has not made affirmative showing of overall superiority to assignor, and I cannot make determination that assignment could be expected to bring about improvement in general structure of broadcasting. I vote for evidentiary hearing to determine how assignment could be expected to serve public interest, convenience and necessity." Action Feb. 10.

By memorandum opinion and order in proceeding on applications of Chronicle Publishing Co. and American Broadcasting-Paramount Theaters Inc. to increase ant. heights of KRON-TV and KGO-TV, respectively, in San Francisco, commission (1) denied applications by Chronicle for review of review board's denials of applicant's requests to add comparative issue, and (2) granted petition by American Broadcasting-Paramount for reconsideration and grant without hearing application to increase ant. height of KGO-TV from 1,348 feet to 1,811 feet above mean sea level (an increase from 517 feet to 980 feet above ground), located on Mt. Sutro, conditioned that ant. structure be made available for use, on fair and equitable basis, to present any future broadcast facilities in San Francisco area on request and, further, that within 60 days KGO-TV file with commission terms and conditions under which proposed structure will be made available to potential users. Action Feb. 10.

By order, commission denied application by Al-Or Broadcasting Co. for review of Oct. 28, 1964, decision of review board which denied Al-Or's application for new AM in Mebane, N. C. Action Feb. 10.

In proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM in Dover-New Philadelphia and New Philadelphia, Ohio, respectively, commission granted petition by Dover for stay of further hearing scheduled to resume Feb. 10, until disposition by commission of applications for review of Dec. 23, 1964, and Jan. 22 actions of review board which (1) denied Dover's request for waiver of FM multiple ownership rules and (2) dismissed Dover's application and granted petition by Tuscarawas for leave to amend. Action Feb. 8.

Commission has issued technical Research Division Report No. R-6408 entitled "A Study of the Technical Factors Pertaining to the Assignment of FM CATV Microwave Relays." Report has been entered into record as part of Doc. 15586, concerning proposed amendments of rules relative to licensing of microwave radio stations used to relay TV signals to community antenna television systems. Ann. Feb. 8.

By report and order in Doc. 15670, substituted 289 for 257A at Appleton, Wis., and 257A for 289 at Neenah-Menasha. Action Feb. 3.

By first report and order in Doc. 15690, assigned 288A to West Terre Haute, Ind.; substituted 243 for 238 at Cedar Rapids, Iowa, and assigned 237A to Iowa Falls; assigned 244A to Larned, Kan.; assigned 291 to Hyannis, Mass., in lieu of proposal to assign it to Orleans; added 269A to Pittsfield, Mass., and 224A to Elmira, N. Y. Remaining channel changes proposed in proceeding will be dealt with later. Action Feb. 3.

By report, memorandum opinion and order in Doc. 15514, (1) added 225 to Dubuque, Iowa, substituted 237A for 228 at Muscatine, and substituted 243 for 235 at Cedar Rapids (latter also accomplished in Doc. 15690), and (2) denied petition by Bruce John Micek and Robert A. Jones for rulemaking to add 224A to Madison, Wis., which conflicted with move of 225 from Muscatine to Dubuque. Commissioner Cox dissented. Action Feb. 3.

By report and order in Doc. 15513, re-assigned 233 and 271 from Minneapolis to St. Paul, in order to make fair and equitable distribution of available facilities and thus serve public interest. Concurrently, commission (1) lifted stay of proceedings in Doc. 15541 concerning application of Hubbard Broadcasting Inc., for new FM on channel 233 in Minneapolis, further proceedings in case to be conducted in light of action taken in report and order in Doc. 15513 and (2) held pending application of Hennepin Broadcasting Associates Inc., for new FM on channel 271 in Minneapolis, and afforded applicant time to March 20 to submit appropriate amendments to specify St. Paul operation, but if amendments are not timely filed, application will be dismissed. Action Feb. 3.

By letter, commission waived Sec. 73.682 of rules to permit Community Television of Southern California to scramble certain programs of medical nature over its noncommercial educational TV KCET (*ch. 28), Los Angeles, for period of one year, subject to specified conditions. Programs, which will not exceed 2 hours day, will be produced in cooperation with Medical School of University of California and be geared to educational needs of medical profession. TV sets in about 15 cooperating hospitals in Southern California will be converted to decode signals. Similar experimentation has been conducted over WJCT-TV Jacksonville, Fla., and *WNDD-TV Newark, N. J. Action Feb. 3.

By memorandum opinion and order, commission (1) approved merger agreement by Iliana Telecasting Corp. and Fort Harrison Telecasting Corp., competing applicants for channel 2, Terre Haute, Ind., whereby latter's application will be withdrawn, and (2) waived Sec. 73.610 (short-spaced operation) of rules and granted Iliana's amended application for new TV on that channel to operate with ERP of 100 kw vis. and 25.7 kw aur. with ant. height of 950 feet. It makes possible second TV for Terre Haute. Action Feb. 3.

Routine roundup

By letter, commission denied request by Bowie Broadcasting Corp. for waiver of Sec. 73.37 of rules and returned its tendered application for new AM on 1340 kc, 250 w, unli. in Bowie, Md. Commissioner Hyde concurred. Action Feb. 3.

By memorandum opinion and order, commission (1) granted application of Youngstown Television Inc. for renewal of license of WYTV (ch. 33) Youngstown, Ohio, and (2) denied opposing petition of Sanford Schaftz, former permittee of WXTV (ch. 45) in Youngstown. Action Feb. 3.

By memorandum opinion and order, commission (1) granted in part petition by KAAV Inc. (KAAV), Little Rock, Ark., for reconsideration of Oct. 9, 1964 action which granted application of Effingham Broadcasting Co. for license covering increase in power of WCRA Effingham, Ill., from 250 w to 1 kw, continued operation on 1090 kc, D; (2) set aside grant and designated for hearing WCRA's license application; made KAAV party to proceeding; and (3) reinstated and modified WCRA's May 28, 1964 program test authority to operate with 250 w. Action Feb. 3.

By memorandum opinion and order, commission dismissed as moot petition by Meredith WOW Inc., Norfolk, Neb., for reconsideration of Oct. 14, 1964 action which granted applications of Peoples Broadcasting Corp. for two new UHF-TV translators on channel 80 to serve Neligh, Tilden, Elgin and Elkhorn Valley and on channel 74 to serve O'Neill and Inman, all Neb., by re-broadcasting programs of KVTM (ch. 9) Sioux City, Iowa; also dismissed as moot related pleadings. Action Feb. 3.

ACTIONS BY REVIEW BOARD

By memorandum opinion and order dismissed as moot petition to enlarge issues by Christian Fundamental Church insofar as it requests addition of ant. site availability issue as to Lorenzo W. Milam & Jeremy D. Lansman and denied petition in all other respects in proceedings on their applications for new FM in St. Louis, in Doc. 15615, 15617. Action Feb. 8.

By memorandum opinion and order denied petition by Broadcast Bureau for reconsideration of Oct. 9, 1964 decision of review board which denied, as inconsistent with Sec. 73.24(b) of rules, application by Brainerd Broadcasting Co. to change operation of KLIZ, Brainerd, Minn., on 1380 kc from 1 kw, D to 5 kw, unli., DA-N and change trans. site. Members Nelson and Kessler not participating. Action Feb. 5.

By memorandum opinion and order denied motion by Marion Moore to delete financial qualifications issue in proceeding on her application for new AM in Joshua Tree, Calif. Action Feb. 5.

By memorandum opinion and order in proceeding on applications of Berkshire Broadcasting Corp. (WLAD), Danbury, Conn., Chambersburg Broadcasting Co. (WCHA), Chambersburg, Pa., South Jersey Broadcasting Co. (WKDN), Camden, N. J., and Eaglecon, Rockville, Conn., in Docs. 15384-7, denied WLAD, WKDN and Eaglecon joint petition for severance and immediate grant of AM applications. Member Nelson not participating. Action Feb. 5.

Granted petition by Broadcast Bureau to extend time to Feb. 15 to file exceptions to initial decision in proceeding on AM application of Ottawa Broadcasting Corp. (WJBL), Holland, Mich., in Doc. 15180. Action Feb. 5.

Granted petition by Broadcast Bureau to extend time to Feb. 15 to file exceptions to initial decision in proceedings on AM applications of Southern Radio & Television Co., Lehigh Acres and Robert Hecksher (WMYR), Fort Myers, Fla., in Doc. 14909-10. Member Nelson not participating. Action Feb. 5.

By memorandum opinion and order in proceeding on applications of Tri-Cities Broadcasting Co. and Dawson County Broadcasting Corp. for new AM in Cozad, Neb., in Doc. 15679-80, (1) granted motion by Dawson to extent of enlarging issues to determine whether Tri-Cities has misrepresented or concealed facts in connection with prosecution of application, and whether in light of evidence adduced relative thereto applicant has requisite qualifications to be licensee of commission; and (2) granted in part Dawson's motion to strike portions of Tri-Cities opposition. Action Feb. 3.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

Designated Examiner Jay A. Kyle to serve as presiding officer in proceeding on

Broadcasting

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application of Effingham Broadcasting Co. for license to cover CP for power increase of WCRA Effingham, Ill.; scheduled prehearing conference for March 10 and hearing for April 15. Action Feb. 9.

■ Designated Examiner Basil P. Cooper to serve as presiding officer in proceeding on AM application of Information Radio of Connecticut Inc. (WINF), Manchester, Conn.; scheduled prehearing conference for March 2 and hearing for April 12. Action Feb. 5.

■ Designated Examiner Millard F. French to serve as presiding officer in proceeding on applications of Gross Broadcasting Co. and California Western University of San Diego for new TV on channel 51 in San Diego, Calif.; scheduled prehearing conference for March 2 and hearing for April 27. Action Feb. 5.

■ Designated Examiner Chester F. Naumowicz Jr. to serve as presiding officer in proceeding on applications of KXYZ Television Inc., Crest Broadcasting Co. and Warner Bros. Pictures Inc. for new TV on channel 29 in Houston; scheduled prehearing conference for March 1 and hearing for April 26. Action Feb. 5.

By Hearing Examiner James D. Cunningham
 ■ Granted motion by Tree Broadcasting Co. to continue Feb. 8 hearing to March 9 in proceeding on application for new AM in Greensburg, Indiana. Action Feb. 4.

By Hearing Examiner Thomas H. Donahue
 ■ Pursuant to agreement at Feb. 5 prehearing conference, specified certain procedural dates and continued Feb. 8 hearing to March 9 in proceeding on application of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind. Action Feb. 5.

■ In accordance with agreements reached at Feb. 3 prehearing conference in proceeding on applications of Television San Francisco and Jall Broadcasting Inc. for new TV on channel 26 in San Francisco, scheduled further prehearing conference for Feb. 17. Action Feb. 3.

■ Granted motion by respondents United Broadcasting Co. of New York Inc., Havens and Martin Inc. and Pillar of Fire to extend time to Feb. 10 to file pleadings addressed to petition by Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn., for leave to amend its AM application, and for postponement of certain procedural dates in Doc. 15658; hearing was continued from Feb. 11 to Feb. 24. Action Feb. 3.

By Hearing Examiner Charles J. Frederick
 ■ In proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM in Lubbock, Tex., in Doc. 14411-2, granted Mid-Cities' motion to continue Feb. 5 hearing to Feb. 25. Action Feb. 4.

■ In proceeding on applications of Nelson Broadcasting Co. and Ubiquitous Frequency Modulation Inc., for new FM in Kingston and Hyde Park, N. Y., respectively, in Doc. 15535-6, granted Ubiquitous motion to extend time from Feb. 5 to Feb. 8 to file proposed findings. Action Feb. 4.

By Hearing Examiner Millard F. French
 ■ In proceeding on applications of WENY Inc. and Elmira Heights-Horseheads Broadcasting Co. for new FM in Elmira, N. Y., in Doc. 15434-5, granted petition by WENY Inc. for leave to amend application to specify operation on channel 224A (92.7 mc) in lieu of proposed operation on channel 232A

(94.3 mc), removed amended application from hearing docket and returned it to processing line, and retained in hearing status Elmira Heights-Horseheads application. Action Feb. 8.

■ Granted petition by Bigbee Broadcasting Co. to extent of dismissing, but with prejudice, application for new AM in Demopolis, Ala., approved modified agreement by Bigbee and Demopolis Broadcasting Co. (WXAL), Demopolis, whereby latter would reimburse Bigbee amount not in excess of \$5,000 for out-of-pocket expenses, and terminated proceeding. Action Feb. 2.

By Hearing Examiner Walther W. Guenther

■ In proceeding on applications of Triad Stations Inc. and Marshall Broadcasting Co. for new FM in Marshall, Mich., in Doc. 15548, 15614, granted Triad's request to continue Feb. 8 hearing, and continued hearing to date to be fixed by subsequent order pending commission action on Triad's petition for rulemaking to assign channel 244A to Marshall. Action Feb. 3.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Broadcast Bureau to extend time from Feb. 6 to March 8 to file proposed findings and from Feb. 23 to March 23 for replies in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nevada. Action Feb. 3.

By Hearing Examiner David I. Kraushaar

■ In proceeding on applications of Charles L. Hamilton Sr. and Mildred B. Hamilton and Richard C. Brandt for new FM in Newton, Iowa, in Doc. 15681-2, granted Hamilton's motion to continue Feb. 23 hearing to April 22, subject to further order in premises in the event circumstances may require it. Action Feb. 9.

■ In proceeding on applications of Middle Tennessee Enterprises Inc. and Middle Tennessee Broadcasting Co. for new FM in Columbia, Tenn., in Doc. 15587-8, granted Middle Tennessee Broadcasting Co. motion to correct in various respects transcripts of testimony, and made correction to examiner's Jan. 22 order. Action Feb. 9.

■ In processing on applications of WTUV Radio and Progressive Broadcasting Co. for new AM in Tupelo and Corinth, Miss., respectively, in Doc. 15703-4, granted motion by WTUV Radio for waiver of Sec. 1.594(a) of rules with regard to publication of notice of hearing. Action Feb. 5.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Tuscarawas Broadcasting Co. to continue without date hearing scheduled for Feb. 10 pending commission action upon certain interlocutory matters pending before it in proceeding on Tuscarawas application for new FM in New Philadelphia, Ohio. Action Feb. 5.

■ Upon verbal request by Broadcast Bureau and with consent of other counsel, rescheduled Feb. 25 hearing conference for Feb. 26 in proceeding on AM application of Progress Broadcasting Corp. (WHOM), New York. Action Feb. 5.

By Hearing Examiner Forest L. McClenning

■ In proceeding on applications for 1110 kc in Pasadena, Calif., area in Doc. 15751-15766, granted petition by Pacific Fine Music Inc., Whittier, Calif., for waiver of Sec. 1.594(a) of rules with regard to publication of notice of hearing. Action Feb. 8.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ On own motion, scheduled consolidated prehearing conference for March 1 in following UHF-TV proceedings: Chicago, Houston, and Fort Worth, and direct parties to be prepared to discuss desirability of consolidation for hearing purposes of all three proceedings, as far as common issues are concerned. Action Feb. 9.

■ In Chicago, TV channel 38 proceeding in Doc. 15668 et al., (1) denied Chicago Federation of Labor and Industrial Union Council motion to quash notice of deposition filed by Chicagoland TV Co. and (2) granted request by Broadcast Bureau to continue dates to Feb. 23 for commencement of depositions specified in Chicagoland notice, to Feb. 25 for exchange of certain exhibits, and to March 11 for commencement of hearing. Action Feb. 8.

■ Formalized by order certain agreements reached and rulings made at Feb. 4 further prehearing conference in proceeding on applications of Symphony Network Association Inc. and Chapman Radio and Television Co., for new TV on channel 54 in Fairfield and Homewood, Ala., respectively, in Doc. 15460-1, and scheduled certain procedural dates and hearing for March 8. Action Feb. 4.

By Hearing Examiner Sol Schildhouse

■ On own motion, scheduled resumption of hearing for May 3 in proceedings on applications for new UHF-TV's in Houston, Boston and Lorain, Ohio. Action Feb. 4.

By Hearing Examiner Herbert Sharfman

■ Scheduled certain procedural dates in proceeding on applications of Tri-Cities Broadcasting Co. and Dawson County Broadcasting Corp. for new AM in Cozad, Neb., and rescheduled Feb. 17 hearing for March 15. Action Feb. 2.

By office of opinions and review

■ Dismissed as moot petition by Broadcast Bureau to extend time to file replies to exceptions in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc. for renewal of license of KSHO-TV Las Vegas, and for transfer of control to Arthur Powell Williams. Action Feb. 9.

■ In proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM in Dover-New Philadelphia and New Philadelphia, Ohio, respectively, granted petition by Broadcast Bureau to extend time to Feb. 18 to file response to application for review of memorandum opinion and order of review board denying petition for waiver, or, in alternative, for modification of issue. Action Feb. 8.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Feb. 9

WGCL Mendota, Ill.—Granted license for AM.

WOSH Oshkosh, Wis.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

KITY(FM) San Antonio, Tex.—Granted mod. of license to use old main trans. as auxiliary trans. at main trans. site.

■ Following were granted extensions of completion dates as shown: WJPA-FM Washington, Pa., to July 27; WJET-FM Erie, Pa., to July 1; WFAC(FM) Mount Dora, Fla., to Aug. 18; KECL(FM) Albuquerque, N. M., to July 1.

WYNR Brunswick, Ga.—Granted mod. of CP to change ant.-trans. location to Thalman Division, Ga., and studio location to trans. site; conditions.

WMAG-FM Forest, Miss.—Granted mod. of CP to change studio location; type trans. and type ant., and make engineering changes; ant. height 235 feet; delete remote control operation; conditions.

WCON-FM Cornelia, Ga.—Granted mod. of CP to change type trans. and type ant., and make engineering changes; conditions.

■ Granted licenses for following VHF-TV translators: K04DK, Southern Oregon Broadcasting Co., Cave Junction, Ore.; K05AA, Gray Butte Televiewers Inc., Terrebonne, Ore., and change type trans.; K09EN, Export TV Association, Eagleton, Illiad, Hopp and Spring Coulee, Mont.; K10ET, K12EJ, Petan Co., Petan Ranches, Nev.

■ Granted licenses for following UHF-TV translators: K80BS, Turner-Farrar Association, Chaffee, Mo.; K80BR, Circle 1 Inc., Carson City, Nev.; K78BF, K80BO, K82AX,

Continued on page 99

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BROADCASTING 1735 DeSales St., Washington, D. C. 20036

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).
 - 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 larger than No. 10 envelope submitted, \$1.00 charge for mailing (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

Young man who feels he is ready for station managers job. Must have clean character record, substantial sales experience and be willing to work long and hard. Box B-1, BROADCASTING.

California major market. Good music. Need employed man strong in personal sales. Daytimer. Wear several hats. Opportunity. Box B-174, BROADCASTING.

Southern New York—Experienced manager with sales experience—top salary & benefits—send photo & full particulars. Box B-185, BROADCASTING.

Manager, strong on sales, good voice, for small-town midwest daytimer. In sales, looking for that moveup? This could be it! References, resume to Box B-229, BROADCASTING.

See ad STAFF on page 97.

Sales

Southern California \$150 per week plus percentage . . . "Self Starter" salesman who can sell in a tough market. Ready or managing now. Multiple group. Box A-68, BROADCASTING.

Detroit—Immediate opening for solid salesman, capable of management, good starting salary. Box B-35, BROADCASTING.

How would you like to join the team of a swinging operation that is showing fabulous gains in sales volume. You will be furnished a good account list and plenty of sales aids. You will work with one of the top radio salesmen in the business. If you want to go places in radio don't pass up this opportunity to join the lively ones. This is a group operation offering a young energetic salesman plenty of room to grow and prosper. Send complete resume, picture if you have one, and salary requirements to Box B-179, BROADCASTING.

Experienced salesman for highly rated Southeastern New York station. Excellent opportunity. Mail complete story to Box B-187, BROADCASTING.

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box B-214, BROADCASTING.

Salesman with experience for new AM station in the ideal family community of Ocean City, New Jersey. Box B-235, BROADCASTING.

Manufacturers representatives to sell new portable diesel driven Silenced Generator sets 5 to 40 KVA for TV, radio and movie remotes. State lines handled, territory covered, technical background. Box B-251, BROADCASTING.

Southern California station (suburban L. A.) needs two salesmen experienced in big city fringe selling. Send photo and long letter with references. Mgr. KASK, Box 1510, Ontario, Calif.

Iowa. Unusual opportunity to make an active account list grow. Robert Cavanaugh, KSMN, Mason City.

Top flight phone men wanted. Houston Gulf Coast area—year round job—clean deal for clean men only, no other need apply. Write "Bob Greer", KTLW Box 2279, Texas City, 77591, Texas". Strictly commission, good tap. 3 sales daily pay you eighteen to forty dollars depending on package sold. State all first letter. Don't call us we'll call you.

Sales—(Cont'd)

Salesman wanted for Southwest Pennsylvania-killowatt. Good music format. Advancement opportunity for right man. No phone calls, please. Send replies to General Manager, WCVI Radio, Conneltsville, Pa.

Lansing, Michigan is a land of great opportunity. We need a young, creative, imaginative, salesman to grow with our station. Send resume and photo to Chuck Mefford, WITL. Good starting guarantee plus commissions.

WRMF, Titusville, Florida, Cape Kennedy Space Center. Immediate opening, announcer and salesman.

Ambitious local salesman for solid station. Salary, commission and car allowance. Prefer man with some experience in upstate New York or New England. Send resume to C. L. Murn, WOKO, Albany, New York. Replies kept confidential.

Video sales engineer—Ampex Corporation has immediate opening for salesman with broad experience in broadcast and CCTV studio equipment EE Degree or equivalent required. Do not phone send complete resume with salary requirement to Mr. R. Sirinsky, 947 York Road, Abington, Penna. All replies handled confidentially. An Equal Opportunity Employer.

See ad STAFF on page 97.

Announcers

First phone combination man, mid-Atlantic metropolitan market. Good starting salary. Excellent working conditions. Box A-53, BROADCASTING.

We're looking for a mature voice. If you qualify and are interested in re-locating in a Southeastern vacationland, send audition tape, picture, resume, and absolute minimum salary requirements to Box B-8, BROADCASTING.

Bright, mature morning personality needed now by stable, expanding adult-programmed Virginia station. Some sales experience helpful. Box B-108, BROADCASTING.

New England five thousand watt full time station needs experienced top 40 dj with 1st phone, no maintenance. Stable job with good pay and living conditions. Send air check, resume photo and references. Box B-136, BROADCASTING.

Midwest group cities under 50,000 population interviewing announcers who want to break into fulltime sales. Active account list. 90 day guarantee. Box B-151, BROADCASTING.

Immediate opening, Michigan-announcer first phone middle of the road format, salary open dependent on experience. Send tape, picture, and resume. Box B-210, BROADCASTING.

Fulltime Southeastern major market 5000 watt station has opening for man 25-30 for board. Must know music—not a rocker—good mature voice essential, also experienced cutting commercials. No drifters or drinkers wanted. Fine opportunity for right man. Start at \$125 weekly. Send tape, picture, and resume to Box B-236, BROADCASTING for quick reply

Experienced announcer for 5 kw 24 hour Pacific Northwest regional with good music format. Two million in primary coverage. Must have first phone. Send tape, references to: Mr. John Sherman, Operations Manager, Radio station KARI, Bellingham, Washington.

Announcers—(Cont'd)

Immediate opening for young man willing to work hard for low pay in small station in small market. Pop music—non rock sound. Opportunities to gain experience in all phases of small market operation, including sales and news. Send, tape, picture and complete details in first letter by air mail to Birt Hilson, KSEW, Box 258, Sitka, Alaska.

Mid-day man, experienced, stable, authoritative voice. Send photo, reference names, tape. KTFI, Twin Falls, Idaho.

Have opening for relief announcer. Station WAMD, Aberdeen, Md.

Immediate opening, announcer first phone, middle of the road format, light maintenance, salary open dependent on experience, send tape, picture and resume—WAVN, Stillwater, Minnesota.

Immediate opening. Experienced dj. Mature voice, enthusiastic delivery. New broadcast center. Home of Purdue. Resume, tape to: WAZY-AM-FM, Lafayette, Indiana.

Immediate opening for jock-production getter. Send tape to Dave Walker, Program Director, WBIL, Leesburg, Florida.

Top announcer for top station in market . . . We want a professional on his way up . . . looking for a stepping stone to better things. We will give you the experience and training . . . in return for a better than average voice. Send tape to Roger Carter, WGKV, Charleston, West Virginia.

Immediate opening top grade board man (some news) for up beat good music station heavy on news and sports. 3rd class ticket, good commercial voice, start mid-day shift. Tape, resume, pix to WGST, Box 7254, Atlanta, Ga.

Announcer, live singing personality, top 40 operation, WHSL Wilmington, N.C.

Immediate opening for morning man. Should be capable with good work record. Please furnish tape, references, resume. WILO-AM-FM, Frankfort, Indiana.

Wanted—Top 40 jock that's wild with teens. Good salary, excellent working conditions. Airmail special—tape and resume, WIRK, West Palm Beach, Fla.

Experienced format morning man. Personality with few words and production sense. Tape and resume immediately. Cody Owens, WITL, Lansing, Michigan.

Quality, big coverage station requires top notch all around announcer who knows and likes good popular music of the non rock type. \$120 for 40 hour week. Send tape and resume to Winslow Porter, WJTO, Bath, Maine. Studio fire destroyed all tapes and correspondence from previous applicants. We do not know who applied. If you mailed previous application just send letter. Position still open.

Immediate opening for an experienced newscaster-announcer at the No. 1 station in a 3 station market. Preference given married man. Send tape with resume & recent earnings to Jim McDonald, WKNY, Box 418, Kingston, N. Y.

Need announcer with FCC third-class radio-telephone license with broadcast endorsement. Send references, complete background, photo and tape to John M. Spottswood, WKWF, Key West, Florida.

Growing N.C.-Va. group is setting up employment file for future use. Interested in men who want to grow with us and can do good job without pressure. Top 40 and top 100 sounds. We like production men who can handle jocks. DJs should be able to write some copy and do production. Replies confidential. Send airchecks—not telescoped—resume and samples of produced spots to WPVA, P.O. Box 87, Petersburg, Va.

Announcers—(Cont'd)

Experienced man for sign-on shift. The more tricks you have in your bag the more we can pay you. Write all to WTWA, Thomson, Georgia.

Top 40 dj with first phone for swinging all night show. Contact Jim Smith, WSAI, Cincinnati.

Experienced man for FM operation. H. Borwick, WVOS, Liberty, N. Y.

WWDS, Everett, Pa., is now accepting resumes and audition tapes for announcer/salesman. Please list full particulars and salary expected. Basic top 100 and country/western.

Announcer/engineer with 1st phone needed immediately. Phone MOhawk 4-8555 days or evenings MOhawk 4-8293 for Mr. Oyster, Lapeer, Mich.

Expanding!!! Need jocks now. Send tape and experience to Box 1, Selma, North Carolina.

Experienced announcer with good voice and first phone needed. Business is so good we must expand. Job is immediately available so join a real going operation. Call Cliff Willis, Program Director, 219-936-4096, Plymouth, Ind.

See ad STAFF on page 97.

Looking for a job? You'll get better, faster results if FACTOR transfers your 15 minute demonstration tape to LP records. Five records of your tape only \$22.95. Send airmail for overnight service. Factor, Pawleys Island, S.C.

Technical

Chief engineer experienced for Southeastern New York station—excellent pay—send information immediately. Box B-186, BROADCASTING.

Chief engineer FM Stereo station with SCA, limited announcing. New RCA transmitter. Good opportunity in central Indiana market. Box B-215, BROADCASTING.

Washington consulting firm has more work than it can handle. Need 2 staff engineers with or without field experience. Junior or Senior types considered. Salary open and commensurate with training and experience. Our employees know of this ad. Send education and experience, resume. Box B-256, BROADCASTING.

See ad STAFF on page 97.

Production—Programing, Others

Upper Midwest radio-TV group (five stations) has openings for newsmen, sports director and news-sports combinations. Opportunity for advancement in both radio and TV. Retirement plan and other fringe benefits for stable man. Send full resume, tape, photo and salary requirements first letter. Box B-140, BROADCASTING.

Illinois station needs an experienced news director. Heavy voice necessary. Full resume to: Box B-163, BROADCASTING.

Ambitious young broadcast newsmen (or women) who want to obtain an MA and a year's experience with a national network. This is the best graduate study-internship program in the country. Send a detailed resume, references and a letter telling why you want to do graduate work in Journalism. Box B-204, BROADCASTING.

Wanted: A young, literate, articulate radio newsmen whose principal interest is journalism but who can do a professional job on the air. Complete application, including salary required, audio tape, and writing sample must accompany first letter. Outstanding Midwest news station. Box B-220, BROADCASTING.

Good production man, good announcer—knowledge of sports helpful. Must be experienced, willing to work and have pride in doing the best possible job. We don't need bodies, we want a radio man! We can offer you permanency, a nice California town in which to live and \$500.00 a month. Send air check including commercial productions and complete resume. Box B-221, BROADCASTING.

Production—Programing, Others

Continued

New Jersey station wants newsmen-announcer. Send tape, resume, photo—Pat Parson, WERA, News Director, Plainfield.

Combination assistant news director-sports director—immediate opening for enterprising young man with good voice. \$90 a week starting salary—5000 watt station. Top rated in area—good chance to move up with affiliates. Apply: Harry M. Thayer, WGHQ, Kingston, N.Y.

Radio newsmen for suburban station. Minimum two years experience. Must be capable of writing and airing local news. Send tape and resume to WLNA, P.O.B. 188, Peekskill, N.Y.

Situations Wanted—Management

14 years experience all phases radio and sales management. Strong personal sales. First phone. Family man and forty. Prefer Southwest. Write Box A-297, BROADCASTING.

Attention California stations. Administrative know-how; aggressive sales management; integrity. active civic, fraternal, community affairs. Box B-84, BROADCASTING.

Good taste! Success!! Mr. Owner, have you been looking for someone of maturity and integrity, experienced but modern in thought, with a record of success and good taste to manage your station? I am available for large, medium or small market, and at the right price. Lets talk. Write Box B-143, BROADCASTING.

Business manager-controller. Sixteen years experience in AM-FM-TV station in major Eastern market. Currently holding responsible position in heavy industry. Desire to return to broadcasting. Responsible—aggressive—capable. Box B-219, BROADCASTING.

Sales

Experienced professional salesman or sales manager. 11 years in radio. Good billing. Excellent reason for leaving present job. Prefer Midwest medium market. Good references. Box B-155, BROADCASTING.

Announcers

C/W personality-announcer-salesman-musician. Considering change. Slot, free lance. CMA member, own library. Box B-120, BROADCASTING.

DJ—wants to swing. Two years middle of road experience. Single. Box B-129, BROADCASTING.

DJ, good board, solid news, commercials, happy sound. Box B-135, BROADCASTING.

Disc jockey announcer, experienced, steady, 3rd class license, married, relocate. Box B-158, BROADCASTING.

Young dj, Negro, know jazz & R&B. Willing to relocate. Available right away, 3rd form. Box B-160, BROADCASTING.

Young announcer-dj desires to relocate. Single, draft free, 2 years experience. Presently employed, 3rd class. Prefer Oklahoma or Texas. Box B-175, BROADCASTING.

Top 40 only, mature 1st phone dj available (this morning). Prefer South or Eastern U. S. Box B-177, BROADCASTING.

Announcer, newscaster, dj experienced sports. Interested, married, dependable, will relocate. Box B-181, BROADCASTING.

Ambitious Irish announcer. Experienced. Grad American Broadcasting School seeks position anywhere in America. If you want shillings galore I'm the man. Available immediately. Box B-188, BROADCASTING.

Resonant voice with good command of language & yrs. experience. Looking for well established station in need of nighttime personality. Call 716-856-7291 or Box B-190, BROADCASTING.

Young, ambitious, announcer. 20 years old. 2½ years college. One year experience with educational station. Eager to learn. Box B-195, BROADCASTING.

Announcers—(Cont'd)

DJ/newscaster, bright, mature sound, Experience. Willing to travel, 3rd class. Box B-201, BROADCASTING.

4 years experience. DJ or newsmen. Married, prefer West. Box B-206, BROADCASTING.

Announcer, dj. Married authoritative newscaster, tight board 3rd phone. Box B-213, BROADCASTING.

Experienced announcer . . . 1st phone. 23 . . . presently employed. Wants opportunity with good, news oriented station. Box B-216, BROADCASTING.

Young man, speech background, desires beginning position. Endorsement, college. Love radio, ambitious, will learn. Box B-218, BROADCASTING.

Humorous jock-voices—currently employed in major market. . . . Box B-223, BROADCASTING.

Bright sounding dj-announcer, authoritative newscaster, dependable, third phone, will relocate. Box B-224, BROADCASTING.

Northeast—announcer—copywriter; college graduate; third endorsed; draft free; sales. Box B-225, BROADCASTING.

Looking for a bright sounding middle-of-the-road disc-jockey, with PD experience, who has worked in major markets and for present employer eight years, write; Box B-226, BROADCASTING.

Army short-timer; Wants to be radio long timer. Broadcasting school graduate, single, some experience, deejay, baseball play-by-play. Box B-228, BROADCASTING.

All around pro. Now top twenty market. First phone. Let's talk. 206-524-7051 . . . Box B-232, BROADCASTING.

Summer replacement—Michigan area. College student with experience. Will work May through last week in August. Salary open. Box B-238, BROADCASTING.

Negro dj-announcer, newscaster, clear crisp sound. Well trained in broadcasting, seeks starting position in radio. Box B-239, BROADCASTING.

Fun radio, top 40 experience, available immediately. Box B-244, BROADCASTING.

Young announcer/dj. Negro, experienced no prima donna or floater. Adaptable, will relocate, 3rd class phone. Box B-245, BROADCASTING.

Experience, imaginative, middle-of-the-road, morning format, will relocate, 2nd phone, vet, family, \$120. Box B-246, BROADCASTING.

Contact—Imaginative, ability, experience, electronics, 2nd phone, production, announcing, news, with a seeking creative, responsible area, relocate, vet., family \$125, Box B-247, BROADCASTING.

Disc jockey, newsmen, 1st phone, 8 years in radio & TV. Highest references from present employer. Indicate whether you want good music or rock tape. Minimum \$135. Box B-258, BROADCASTING.

Experienced first phone morning deejay. Smooth show, authoritative news. Available two weeks. Box B-261, BROADCASTING.

Announcer, 3rd, endorse, inexperienced, single, 28, relocate. T. H. Schickner, 1338 McHenry St., Baltimore 23, Md.

Top jock ready to rock. Top ratings, college, 3 yrs. experience, 3rd phone, non-screamer. Prefer L. A. area. David Wheeler, 2801 N. Lake, Altadena, Calif. Phone 791-3248.

Announcer-engineer desire position. No area preference—11 years experience in 3 directional stations. Ken Vineyard, 109 N. First, Iola, Kansas. Phone 316 EN 5-3224.

Licensed nut, first phone. Work anywhere, night or day. Married. No problems. Frank Storm, 5203 Denton, Dallas, Texas. 631-1178.

Situations Wanted

Technical—(Cont'd)

Engineer, 20 years experience radio, television, microwave, constructed radio and television station. West or middle West preferred. Box B-117, BROADCASTING.

Just received 1st phone—no actual experience in electronics but eager to learn. B. S. degree in business administration. Age 24. Box B-233, BROADCASTING.

First phone, 3 years experience — John Bowles, 502-447-2779.

Desire position—first class radio telephone license. Washington area preferred. 49A, Melrose Ave., Triangle, Va.

Production—Programing, Others

Mature Virginia broadcaster desiring program—station operations directorship. Married, 29, 12 years experience. Programmer, morning newsmen, award winning newscaster, continuity, limited sales, and television. References excellent. Box B-125, BROADCASTING.

Assistant Program Director, 50,000 watt clear-channel outlet seeking 1st position. 15 years experience all phases radio programming. Consider opportunity above location. Box B-165, BROADCASTING.

Contemporary program director—strong in promotions, looking for right move. Good success story—good ratings. Experienced in all phases: production—air—copy—sales—and have first ticket. Very best references. Box B-176, BROADCASTING.

Newsmen: Presently news director in medium size market. Northwestern University grad, service completed, five years experience, gather, write, on-air work. Wish to relocate in larger market. Box B-178, BROADCASTING.

Farm directors position wanted. Member NATRFD. Experienced radio & TV. Box B-180, BROADCASTING.

Program director—7 years major market programming, news, sports, special affairs. Mid-Atlantic operation needing working P. D. please note. Available for interview at my expense after March 10th. Box B-194, BROADCASTING.

Operations manager, program director. Creative, experienced, successful—top 40 and others. High salary and worth it. Box B-200, BROADCASTING.

Producer-director, 6 years experience. ETV & commercial. College degree. Box B-207, BROADCASTING.

Drama director seeks station, preferably stereo, willing to pioneer a "first." Programs broadcast in many countries. No references—past success is not my business. Box B-208, BROADCASTING.

Copywriter-announcer. Radio and agency experience. Voice better suited to news, commercials, better music. Presently employed. Box B-227, BROADCASTING.

Experienced, accomplished TV/radio personality desires position with modern, progressive organization that has opening for program director. If position not available immediately, consider offer that promises short wait. Excellent character and professional references. Will relocate anywhere. Box B-234, BROADCASTING.

Experienced Negro newsmen. College. Seven years employment in Eastern Market. Experienced all phases of news operations. Authoritative delivery with resonant voice. Good appearance for television. Top references. Available in two weeks, Box B-237, BROADCASTING.

Experienced newsmen. All phases of R-TV: Gathering, writing, editing, airing, shooting—editing film. College grad. Currently with 50 kw medium market. Ready to move up. Box B-255, BROADCASTING.

Music director—dj. Great knowledge of pop music, 5 years experience. . . . Will keep your station first with the latest. . . . College grad. Box B-260, BROADCASTING.

TELEVISION

Help Wanted—Sales

Local-regional sales manager for Midwest network VHF. Experienced organizer who knows how to set up co-op and top area accounts. Local sales in this market less than half the national average. Send full resume, picture if possible and salary requirements. Box B-54, BROADCASTING.

Western Penna. TV station wants creative radio-TV salesman. Immediate on-air account list. This is a five figure opportunity. Box B-189, BROADCASTING.

Announcers

Television announcer wanted by Midwest station. Will consider radio man wanting to move into TV, or man with some commercial TV experience. Send full details with audio tape, salary information, photo to Box A-287, BROADCASTING.

News director. Must be experienced on-air personality who will manage and develop five man staff. Leading network affiliate in Midwest. Will pay right salary to right man. Send requirements, resume and picture. Box B-172, BROADCASTING.

Radio-television personality. 20 years experience. Highly recommended. Family. Box B-259, BROADCASTING.

Technical

Have opening for first class engineer—TV transmitter work—no announcing. Michigan station. Box B-130, BROADCASTING.

Have opening for two first class engineers with 6-8 years TV experience. Strong on maintenance with supervisory experience. Mobile unit experience required. Excellent hours and working conditions. An Equal Opportunity Employer. Box B-241, BROADCASTING.

Technically competent man with experience in television studio equipment operation and maintenance. Must have 1st class license. Contact Chief Engineer, WHCT, Hartford, Conn.

Engineering position now open at WLBC radio and television. Increasing power and expanding operation. Requirements: first phone license, technical school training. Duties: operation, maintenance of radio, television control rooms and transmitters. No announcing. Air Mail complete resume, photo to: Pat Finnegan, Chief Engineer, WLBC AM-TV, Muncie, Indiana.

Production—Programing, Others

Upper Midwest radio-TV group (five stations) has openings for newsmen, sports director and news-sports combinations. Opportunity for advancement in both radio and TV. Retirement plan and other fringe benefits for stable man. Send full resume, tape, photo and salary requirements first letter. Box B-141, BROADCASTING.

Needed now—one good on the air newscaster who can write and whose background is sufficient for him to be news director in short time. Now have 6 men in department. Man we need must be good. Also need two announcers for booth and on-camera work both commercial and MC abilities. Reply to Box B-174, BROADCASTING.

Central Florida network affiliate has opening for creative TV Art director with imagination and ability to supervise. Send resume, picture and exhibits. Box B-202, BROADCASTING.

Central Florida television station has opening for creative TV producer-director who can write and supervise others. Send resume, picture and credits to Box B-203, BROADCASTING.

Big Ten Journalism school needs young TV newsmen who can prove his ability as a reporter, writer and cameraman to teach students in class room and laboratory. High pay, hard work, unusual opportunity. Box B-205, BROADCASTING.

Production—Programing, Others

Continued

New ETV station. Immediate openings for experienced college graduates: Cameraman for crew chief to work into production position; girl for continuity-traffic-promotion to work into research-writing. Box B-212, BROADCASTING.

Television script writer to complete production staff. Five (5) years experience required. Send resume, copy samples and salary required. An Equal Opportunity Employer. Box B-242, BROADCASTING.

News director, KIFI-TV, Idaho Falls, Idaho.

Writer-newsmen wanted. Must be able to script documentaries and specials plus handle on-air talent for news. Send resume, tapes, film copy to Lamar Smith, PD, KUTV, Salt Lake City.

Commercial writer wanted. Must have layout, TV production and creative flair knowledge of film and still photography also desired. Send resume, copy etc., to Lamar Smith, KUTV, Program Director, Salt Lake City.

WINK needs reliable newsmen to gather and write local news. Must have neat appearance on camera. Permanent position with opportunity to advance. Contact: Vernon Lundquist, News Director Channel 11 news, Ft. Myers, Fla. Send full particulars including film audition. Salary commensurate with ability.

Continuity writer, able, young man or woman, with college degree and/or professional experience to write crisp, imaginative television commercials. Maintain slide files. Act as general production assistant. Pleasant people, good working conditions and fine opportunity to learn and advance at first-rate NBC affiliate. \$85 a week. Send resume, samples and snapshot to Phillip Slavick, WMCT, 1960 Union Ave., Memphis, Tennessee.

Experienced radio-Television newsmen wanted for NBC affiliate in Midwest. Send tape, resume and photo to Bob Werly, WSJV-TV, WTRC, Elkhart, Indiana.

Situations Wanted

Management

UHF station general manager with 17 years experience in broadcasting is interested in relocating. Married, industrious, loyal, with proven record in station operation (radio & TV), sales, labor relations, in medium and small markets. Excellent references. Write in confidence to Box B-222, BROADCASTING.

Vast experience, TV and radio. Produced shows on all four networks, New York. Last 10 years operations head large TV station in major market now static. Complete charge program, production, film, art, continuity-traffic departments. Conversant with smallest production details to top-management policies, news, promotion, sales, FCC, dealings. Age, late forties. Wish move to growing market where thoroughly rounded background may be fully utilized. Civic leader. Family man. Best national and local references. Box B-252, BROADCASTING.

Announcers

Four years experience, college, draft free family. Looking for Eastern market with opportunity. Prefer AFTRA. Available now. Phone 703-434-2162 or Box B-209, BROADCASTING.

Announcer-newsmen—8 years TV and radio. 1st phone, family, references. Presently employed. New video tape available on request. Box B-257, BROADCASTING.

Announcer/news. Master's radio/TV & Broadcast journalism, 1st phone, vet., married, 26, 7 years commercial radio, 3 years on-camera ETV, 4006 S. 139th, Seattle, CH 3-8227.

Technical

Experienced construction, operational supervisor. Request resume. Prefer Midwest. Box B-211, BROADCASTING.

Technical—(Cont'd)

Engineering supervisor, 14 years experience, TV construction, maintenance, direction, operations, administration, desires responsible position. Excellent references. Box B-254, BROADCASTING.

Highly experienced television, radio. All phases. VTR. Remotes off air pickups, intercity microwave, directionals. Can modify install and maintain. Presently chief, good health and work record. Want supervisory position in South Central, South West. Write Box 574, Route 1, Yuma, Arizona.

Production—Programming, Others

Radio-Television programming. Eleven years experience; production, directing, film, announcing. College graduate. Married-family. Seeking programming challenge—anywhere! Box B-32, BROADCASTING.

News director: Managing editor, anchorman, administrator. 14 years experience wire service, newspapers and TV. Married, 29, veteran. Employed but looking upward. Will wait for right opportunity. Box B-112, BROADCASTING.

News director. Top-rated on the air delivery couples with proven administrative ability. Extensive special events, public affairs, editorial experience. Box B-182. BROADCASTING.

Young producer-director seeking position with ETV station. Background in television-radio-film. College graduate. Now employed in major market instructional and community operation. Box B-193, BROADCASTING.

Producer-director seeks challenge. 8 years combined experience at major affiliate and UHF independent. Wide remote experience. Interested in production manager opening or new station with management opportunities in near future. Top references. Box B-198, BROADCASTING.

Attention all independents and small-medium affiliates. Thoroughly experienced (12 years) career man now ready for program director position. Formerly production manager with top Eastern station, now with large independent. Sales oriented program ideas and overall formats ready for presentation. Heavy remote experience in sports and special events. Excellent references. Box B-189, BROADCASTING.

Producer—director 12 years creative production experience, commercial-ETV. Married, BA. Box B-243, BROADCASTING.

Married man desires position in production, Clemens Kuhlrig, 2811 W. 27th Ave., Denver, Colorado.

A creative director-announcer who likes hard work? Impossible! Well, not quite. Call 319-652-3144.

WANTED TO BUY

Equipment

Wanted—good used TV equipment new Channel 3 station. Contact Robert Harrison, Salem TV Co., 369 High St., Salem, Oregon.

Want to buy: Schaefer or other automation system. Chief engineer, KDEK, Dexter, Mo.

Guyed tower, approximately 400 feet in height, to support 2700 pound 6-bay channel 11 antenna. Box B-183, BROADCASTING.

2000 mc microwave system, used but good, equipped for audio, color desirable. Box B-196, BROADCASTING.

Need used low band television transmitter any power. Prefer Channel 4—5 kilowatt. Box B-230, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. \$125.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

Bargain for sale: Operating 5 kw Western Electric model 405-B-2 AM transmitter with spare parts. Goodwill Industries, N. G. Cohen, 301-772-7720, 6421 Ardmore Rd., Landover, Maryland.

For Sale—3 year old Gates four-channel studioette. Excellent condition. Original cost \$895.00. First \$500.00 takes it FOB. Available about January 1, 1965, KCOM Comanche, Texas.

Whatever your needs in used broadcast equipment, contact us first. The complete source and clearing house for used equipment requirements . . . Broadcast Equipment Supply Co., Box 3141, Bristol, Tenn.

1 Motorola 60 watt, comp-station, purchased in 1962—in A-1 condition. 1 Motorola, 250 watt base station with remote control. Older model but in operating condition. 1 GAM base whip antenna. 1 GAM mobile antenna. 1 Andrew corner reflector. All equipment now tuned for 161.64 megacycles. Irv Laing, Radio station WQTE, P. O. Box 306, Monroe, Michigan.

Heliac coaxial cable. HJ5-50 type, new 85 ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

New and used towers for sale. Also tower erection and maintenance. Southern States Tank & Tower Co., Phone 1321, Central City, Kentucky.

Giant Easter Bunnies! Beautiful pastel colors—Plush—45" tall—Do Christmas business now! FOB \$15.00—each—SOS—270 Northcrest—Chattanooga, Tennessee—998-3346.

MCJONES 612A 6kw watercooled load 44-1000mc. Save half in new condition at \$375.00 FOB Wilkinson Electronics, 1937 W. MacDade Blvd., Woodlyn, Pa. 19094. 215-874-5236.

FOR SALE: All or part of six station microwave system in Northwest Georgia and Southeast Tennessee. Towers 90 ft. to 300 ft. Westinghouse type FR system with type

FJ 14-channel multiplex equipment. Nordberg diesel stand-by 120-volt AC power. Full particulars available from R.N. Patrick, Manager—Purchasing Department, Plantation Pipe Line Company, P.O. Box 18616, Atlanta, Georgia.

8 hour Crown automatic tape players for sale . . . In good condition. Late model with automatic transfer panel . . . \$325.00 apiece. Radio Station KCFM, St. Louis, Missouri.

New RCA 50kw watercooled load AM with pump and flow indicator. \$1,200.00 value for \$550.00 FOB Wilkinson Electronics, 1937 W. MacDade Blvd., Woodlyn, Pa. 19094. 215-874-5236.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 2,000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm, Box 875, Lubbock, Texas.

"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.

Your most effective sales tool for \$1.00. . . A business questionnaire for use by your salesmen. It forces the answers you need to develop Broadcast sales for any prospect. Send \$1.00 to MEDIAmerica, 9414 Crosley Rd., Silver Spring, Md.

MISCELLANEOUS —(Cont'd)

Radio Transcriptions by Russ Columbo. John Napolielio 1641 S. 13th St., Phila., Penna.

Funny voices, wild lines. 200. Catalogued, on new tape—\$20. Valhalla, Box 8242, Cleveland, Ohio, 44133.

Free star interviews! Record from telephone! For phone number, write: P.O. Box 907, Beverly Hills, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write 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, 333 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 programming, 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.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

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 10, June 16, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks—guaranteed—complete tuition \$295.00—Rooms \$10.00 per week—Classes begin March 16-April 20-May 25-June 29 & Aug. 3. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programming, 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.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting 814 H St. NW, Washington 1, D. C.

Door Opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

RADIO—Help Wanted

Management

STAFF

New Conn. station, Long Island Sound, 60 mi. New York. 5 kw.

Chief Engineer Announcers
Newsman Anncr.—1st cl.
Eng. Executive

Send qualification letter to WFIF, 3504, Time-Life Building, N. Y. C.

Sales

Going Up

The best way to start is with a GOOD ground floor—OPPORTUNITY!

Experienced broadcast reps wanted for New York and Chicago to represent large outdoor company with facilities in major markets throughout U.S.

The ONLY ceiling on money is sales production and willingness to work hard. Radio and TV only. No other media experience will be considered.

Submit resume complete with photograph, references, and present earnings to.

Box B-217, BROADCASTING

MARKETING MANAGERS (2)

Broadcast or
Audio Products

Are you an engineer well grounded in either of the above product lines? Would prefer to report to the President? Are you capable of selling ideas to others.

If so, you likely have qualifications to manage the marketing of our client's expanding product lines from the conception of new products until the product is meeting the customer's needs. Technical knowledge of the products is a prime consideration. Midwest location. Send replies to:

Batten, Batten, Hudson & Swab, Inc.
Consultants to Management
4021 Fleur Drive
Des Moines, Iowa 50315 Dept. M

Announcers

WOMAN WANTED

Top station in one of the top 3 markets wants personable female DJ for nite time to attract male audience. No routine performers wanted. Send photo, tape, resume & references.

Box B-184, BROADCASTING

Announcers—(Cont'd)

PERSONALITY WANTED

Major market station (top 20) wants the best personality around. Send us a sample of what you can do. We are looking for the man who can set the market on its ear and get No. 1 ratings without playing rock. Competition is keen but income is good. Send tape and resume to:

Box B-197, BROADCASTING

If You Are

A high-rated top 40 dj with teenager appeal and ready for a major market, send tape and details to:

Box B-173, BROADCASTING

Technical

WANTED—KEY ENGINEER

Mid-West 4-station radio group looking for key man to join engineering department. We are looking for an experienced maintenance man who is also a top flight audio man.

Salary is open, depending upon experience and ability. Group insurance, Salary Savings Plan and liberal vacation, and other fringe benefits go with this key engineer position.

Please send complete resume and picture along with salary demands, with plenty of references. Do not apply unless you can stand a thorough check. This is a permanent job with a fast growing organization.

Box B-115, BROADCASTING

Junior and Senior Engineers
with consulting background. Replies confidential. Send resume to:

John H. Mullaney & Assocs.
5712 Frederick Ave.
Rockville, Md. 20852

NEED GOOD COMBO MAN

1st phone announcer who has good working knowledge of equipment. Can do maintenance, both preventative and corrective and run good air shift. For such a man we offer top salary for small market and good job security. All applications will be considered.

Contact John Mitchell, KWCL, Oak Grove, Louisiana

Production—Programing, Others

RADIO NEWSMAN

A featured newsman with Boston's leading information station, CBS Owned WEEI. Must have good sound and be able to gather and write news. Five figure salary, excellent benefits, working conditions and future. Rush tape and resume to:

Dom Quinn, Program Director,
WEEI, Boston.

Production—Programing, Others

Continued

GIRL FRIDAY WANTED

Eastern Radio & TV executive wants competent Girl-Friday type secretary, free to travel, must have excellent shorthand and typing speeds, excellent salary, interesting job and travel allowance. Apply with background details, experience, age, references, recent photo to:

Mr. John Burden
Remuda Ranch
Wickenburg, Arizona

RADIO NEWS DIRECTOR

For more than a year, we've been hunting for a man to take direction of our five-man news staff so that our Present director can devote himself full time to public affairs projects. The man we seek writes with verve and color. He has a flair for editing. He wants to guide others in the pursuit of enterprise stories. He automatically sees local angles in national stories. He believes that his first responsibility is to provide the public with the information it most eagerly demands; stories that excite the public interest are stories to which he gives his primary attention. But he believes also that he must give the public information which the public does not seek—information on subjects related to city, state, and federal government, for example. You can see that we're looking for a man who's at least as much of a newsman as he is a radioman. Does all this fit you? Then send us a letter, a resume, and writing sample. (No tapes for now thank you.) We're in no hurry; you'll probably continue to see this ad for quite some time.

Roy Wetzel, Radio Station WBBF,
850 Midtown Tower, Rochester,
New York 14604

NEWSMAN

Metropolitan market, Midwest, good salary. Must be able to dig out local news and coordinate network. Prefer experienced broadcaster but will take beginner with journalism school background. Send tape and resume to

Box A-257, BROADCASTING

NEWS PERSONALITY

Needed immediately for major 50 kw Midwest news department. Must be aggressive, experienced, able to edit, write and report. Documentary experience necessary. Fine opportunity to join top-rated highly-respected staff. Send tape and resume to:

Box B-231, BROADCASTING

Promotion

ARE YOU A PROMOTER?

If so, one of the nation's outstanding stations in a top major market needs you! Only an experienced, aggressive BROADCAST AUDIENCE PROMOTION man need apply. This is your opportunity for an unlimited future. All replies strictly confidential.

Box B-253, BROADCASTING

ADVERTISING PROMOTION

Young man to work with Advertising Director in creating "AWARD WINNING" advertising and promotion; top Eastern Radio and TV operation. Must have thinking and writing abilities; 10M; send resume and other material to:

Box B-7, BROADCASTING

Situations Wanted—Announcers

I WANT TO COME HOME !!

Top man, top chain, top market . . . but I'm tired of draws. If you're a stable organization, radio or television, between Minnesota and Maine, let me surprise you with my versatility, stability, and price.

Box B-248, BROADCASTING

TELEVISION—Help Wanted

Technical

CHIEF ENGINEER WANTED

Outstanding opportunity for chief engineer at one of the nation's great TV stations. Midwest location in one of the nation's top 15 markets. Must be experienced administrator as well as having knowledge of latest broadcasting developments, such as color, video tape, etc. Applicant must be management oriented.

Box B-93, BROADCASTING

Television/Field Broadcast Engineers

1st phone, transmitter and video operation, installation and maintenance experience. Considerable travel involved. Openings in East and South. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

Director of Broadcast ENGINEERING

Multiple Radio-TV operation Midwest has immediate need for director of engineering to supervise current technical operation of all stations and supervise any new construction. Only experienced professional engineers need apply.

Box B-240, BROADCASTING

Production—Programing, Others

NEGRO NEWSMAN WANTED

with college education and reporting, writing, and broadcasting experience for full-time job in radio-TV news department of a major eastern network affiliate. Send resume, photograph, and audio tape to:

Box B-192, BROADCASTING

Situations Wanted

Production—Programing

BROADCAST EXECUTIVE

with an analytical and economic background in CATV, AM-FM, UHF, VHF, including market analysis, growth potential, revenue prospects, profit improvement, wants more challenging job in Washington D. C. area. Currently employed, age 42, married.

Box B-171, BROADCASTING

EMPLOYMENT SERVICE

MR. JOB SEEKER

We have immediate need for qualified applicants. Management, Office, Talent, Engineers, Sales, etc.

Call or write for application:

C.B.I. Placements

Radio-TV Division

641 Equitable Bldg. Denver, Colorado 80202
Phone 303 - 534-0688

CONFIDENTIAL NEGOTIATIONS

We have jobs for exp. announcers, combomn. engineers, salesmen, newsmen, female copywriters. Nationwide service. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

415 Smithfield St., Pittsburgh, Pa. 15222

FOR SALE—Equipment

FOR SALE

1,028' Truscon TV Tower

40 lb. wind load

for sale as stands

for further information contact:

Rupert Bogan, Director of Engineering

WBAP-TV

P.O. Box 1780, Fort Worth
Texas 76101

Phone: Area code 817
JE 6-1981

FOR SALE

RCA TF6BM 6-section
Superturnstile TV Antenna
Channel 4, 5

on the ground, may be inspected

BARGAIN

Contact.

Rupert Bogan, Director of Engineering

WBAP-TV

P.O. Box 1780, Fort Worth
Texas 76101

Phone: Area code 817
JE 6-1981

BUSINESS OPPORTUNITY

COLUMBIA SCHOOL OF BROADCASTING

NOW FRANCHISING

EXCLUSIVE AREAS

Columbia, the nation's largest correspondence institution teaching radio announcing, will license qualified individuals to operate licensed sales offices within protected franchised areas. (No experience necessary!!)

Columbia completely sets you up in a going business. We hire and train your sales personnel, install all bookkeeping and office systems. Our advertising program assures Franchisee ample leads. Our sales system turns 50% of these leads into sales. Courses are taught by "name" professional talent, through extensive long-playing records; each record lesson accompanied by text cover; Announcing, Newscasting, Interviewing, Pronunciation and Voice Improvement.

Just 6 sales weekly assures net profit in excess of \$20,000 per year. If your franchise fails to produce a pre-agreed upon profit, your money is refunded. \$6,000 CASH—Balance financed. Write to:

Marketing Director
Associated Marketing, Inc.
1373 Post Street
San Francisco, Calif.

WANTED TO BUY—Stations

AM FULLTIMER

Wanted for purchase. Now showing profit with potential for improvement. Prefer medium market. Regional okay. Owner/operator will pay 29% down. Include all details.

Box B-250, Broadcasting

FOR SALE—Stations

TAMPA, FLORIDA

10,000 Watts—Non-Directional Day—1550 KC. All new equipment—furnishings—studio. Includes transmitter, property with new building. Ideal opportunity to enter Florida's largest industrial market. Low down payment—very attractive terms to good operator securing paper. Call or write John McLendon—601-948-1617 Jackson, Miss. P. O. Box 197.

FOR SALE:

Arizona full-timer. Medium market. Small cash payment, assume liabilities.

Box B-249, BROADCASTING

SOUTHWEST—Metropolitan Area

AM-FM Station in fast-growing big city market with tremendous potential. Impressive record of sales growth. All A No. 1 equipment. \$175,000. 29% down; terms open. Substantial buyers only.

Box B-191, BROADCASTING

FOR SALE—Stations

Continued

MEDIUM MARKET

AM Daytimer. Small down payment and ten year-pay-out. Excellent opportunity for owner-manager.

Box B-134, BROADCASTING

CHANGE OF A LIFETIME FOR QUALIFIED BUYER

- Choice 610 KC
- Licensed Full Time
- Same management 25 years
- Proven growth market
- Heart of the Industrial Piedmont
- All Station's total revenue over \$2,000,000
- Total national dollars over \$1,000,000
- Ranks 34th C.S.I. Household
- Population 346,000

WAYS CHARLOTTE, N.C. 5,000 WATTS FULL TIME STATION

Contact
HAROLD THOMS
(704) 254-4663 or 253-8659

Ha Rue & Associates Inc.
Media Brokers

654 MADISON AVENUE
NEW YORK CITY

HA 1-0818 TE 2-9362

SOUTHWEST—Major Market 5 kw daytimer serving trading area of 800,000—\$145,000 with \$20,000 down.

Charles Cowling & Associates
P. O. Box 1496 Hollywood 28, Calif.
Phone HO 2-1133

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

Tenn. single	profitable	\$130M	terms
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N. Y. metro	daytime	100M	29%
N. Y. large	daytime	115M	SOLD
S. E. TOP 50	daytime	237M	terms

buying and selling, check with
✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

1. CALIFORNIA. Fulltime. \$50,000 down.
2. SOUTHWEST. Exclusive. Fulltime. \$175,000. 29% down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 92

Franklin County TV Corp., Preston, Idaho. WHLF South Boston, Va.—Granted CP to change auxiliary trans. location; remote control permitted.

KPOL-FM Los Angeles—Granted CP to replace expired permit to make changes in ERP and ant. system.

WPTH(FM) Fort Wayne, Ind.—Granted CP to make changes in transmission line.

Actions of Feb. 8

KSGM St. Genevieve, Mo.—Granted request to continue existing presunrise operation with non-DA and reduced power of 500 w between hours of 4 a.m. and local sunrise until decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

■ Granted CP's for following new VHF-TV translators: Central California Communication Corp., on channel 13, Carmel Valley Village, Calif., to rebroadcast programs of KSBV-TV (ch. 8) Salinas, Calif.; city of Hugo, on channels 3, 7 and 9, Hugo, KOAA-TV (ch. 5) Pueblo, KKTU-TV (ch. 11) Colorado Springs, and KRDO-TV (ch. 13) Colorado Springs, all Colorado, respectively.

*KTEH(TV) San Jose, Calif.—Granted license for noncommercial educational TV; ERP vis. 23.4 kw; aur. 12.6 kw.

WMBC Macon, Miss.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

WSER Elkton, Md.—Granted increased power on 1550 kc, DA, D, from 250 w to 1 kw; and install new trans.; conditions.

KING Seattle — Granted CP to make changes in the daytime directional ant. pattern (DA-1 to DA-2); conditions.

KCCR Pierre, S. D. — Granted CP to change facilities from 1590 kc, 1 kw, D, to 1240 kc, 250 w, unli.; remote control permitted; conditions.

K06BI Manitou Springs, Colo.—Granted CP to make changes in ant. system for VHF-TV translator.

WAPA-TV San Juan, P. R.—Granted request and cancelled CP for auxiliary trans.

■ Following were granted extensions of completion dates as shown: K70DC, *K75BI, K76BV, K83BC, University of Utah, Torrey, Eskdale, Gandy, Millard county, Wayne county, and Virgin, Utah, to Aug. 10; K03CH, Albany Electronics Inc., Laramie, Wyo., to Aug. 8; *WMVT(TV) Milwaukee, to Aug. 8.

Actions of Feb. 5

KIRO Inc., Shelton, Wash.—Granted CP for new VHF-TV translator on channel 2, to rebroadcast programs of KIRO-TV, channel 7, Seattle.

WXUR-FM Media, Pa.—Granted change of remote control authority.

KE2XHX Syracuse, N. Y.—Granted assignment of license of experimental TV to General Electric Radio Services Corp., wholly owned subsidiary of assignor.

K11FK Ganado, Ariz.—Granted license covering operation of VHF-TV translator on channel 11.

K78AZ, K80BD, K83AQ Matador and Roaring Springs, Tex.—Granted mod. of licenses to change primary TV's to KCBD (ch. 11) Lubbock, Tex.; KSWO-TV (ch. 7) Lawton, Okla.; and KLBK (ch. 13) Lubbock, Tex., respectively, for UHF-TV translators.

*WICB(FM) Ithaca, N. Y.—Granted CP to replace expired permit to move main studio and ant.-trans. location.

WNBH-FM New Bedford, Mass.—Granted CP to install new ant.

WDBN(FM) Barberton, Ohio—Granted CP to make changes in transmitting equipment, and make engineering changes; conditions.

WXQR-FM Jacksonville, N. C.—Granted mod. of CP to move ant.-trans. location; change type trans. and make engineering changes; ant. height 240 feet; conditions.

W02AH Mars Hill, N. C.—Granted mod. of CP to make changes in ant. system for VHF-TV translator.

K77BL, K79BB Snyder, Tex.—Granted mod. of CP's to change type trans., and make changes in ant. system for UHF-TV translators.

■ Following were granted extensions of completion dates as shown: WMKT South St. Paul, Minn., to May 15; KNOP North Platte, Neb., to July 1; WCWC Ripon, Wis., to April 1; WIFE Indianapolis, to Aug. 16; WMCS Machias, Me., to Aug. 3; WGBB Freeport, N. Y., to June 15; WKLP Keyser, W. Va., to Sept. 1; KDAY Santa Monica, Calif., to Aug. 13; WVBU-FM Lewisburg, Pa., to April 30; KFNW-FM Fargo, N. D., to March 15; KPFA(FM) (alternate main trans.) Berkeley, Calif., to Aug. 7; KFRE-FM Fresno, Calif., to Aug. 10; WLBJ-FM Bowling Green, Ky., to May 11; WQRB-FM

Pittsfield, Mass., to Aug. 18; WPBF(FM) West Palm Beach, Fla., to July 15.

Actions of Feb. 4

*KWLC Decorah, Iowa—Remote control permitted.

WINY Putnam, Conn.—Granted change in remote control authority.

KWIP Merced, Calif.—Granted change in remote control authority.

WMVG Milledgeville, Ga.—Granted request to cancel license covering use of auxiliary trans.

■ Granted licenses for following AM's: KVIO Cottonwood, Ariz.; WNRK Newark, Del., and specify type trans.; WTCA Plymouth, Ind., and specify main studio location same as trans., and type trans.

■ Granted licenses for following FM's: WZIP-FM Cincinnati; WOOF-FM Dothan, Ala., and specify type trans.; WTAW-FM College Station, Tex., and specify type ant.; WOLI Ottawa, Ill., and specify studio location and remote control point; *WISU Terre Haute, Ind.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KXLE Ellensburg, Wash., and specify type trans.; KAYS Hays, Kan., and specify type trans.; KLMR Lamar, Colo., and specify two main trans.; KRNS Burns, Ore., and specify type trans.

■ Granted licenses covering use of old main trans. as auxiliary trans. at main trans. locations for following: KXLE Ellensburg, Wash.; KAYS Hays, Kan., remote control permitted; KLPR Oklahoma City.

KOLN-TV Lincoln, Neb.—Granted CP to install auxiliary trans. and ant. at main studio location.

WJMO Cleveland Heights, Ohio—Granted license covering increase in daytime power, change in type trans., and remote control operation.

KCHJ Delano, Calif. — Granted license covering change in directional ant. system, type trans., and trans. and studio location.

KTCS Fort Smith, Ark.—Granted license covering change in ant.-trans. and studio locations.

KBAM Longview, Wash.—Granted license covering increase in power, and change in type trans.

KLEF(FM) Houston — Granted license covering installation of new ant. and new trans., changes in ant.-trans. location, ant. system, ERP and ant. height.

WCUY(FM) Cleveland Heights, Ohio — Granted licenses covering changes in facilities, installation of new ant. and new trans., and changes in ant. system; ERP 25 kw; ant. height 245 feet.

WXHR(FM) Boston—Granted license covering installation of new ant., increase in ERP, and decrease in ant. height.

WJBO-FM Baton Rouge—Granted license covering changes in facilities and ant.-trans. location, installation of new trans. and new ant., and remote control operation.

KVAN Vancouver, Wash.—Granted license covering changes in studio, ant.-trans. and station locations, and ant. system.

WSID Baltimore—Granted license covering installation of auxiliary trans.; remote control permitted; condition.

WBFD Bedford, Pa.—Granted license covering installation of new ground system.

*WMSB(TV) Onondago, Mich.—Granted mod. of licenses to change name to Board of Trustees of Michigan State University for TV and auxiliaries.

*WKAR-AM-FM East Lansing, Mich. — Granted Mod. of licenses to change name to Board of Trustees of Michigan State University.

Actions of Feb. 3

WYTV(TV) Youngstown, Ohio—Granted mod. of license to reduce aur. ERP to 20.9 kw.

■ Granted renewal of licenses of following main stations and co-venting auxiliaries: KLCB Libby, Mont.; WLRW(FM) and SCA Champaign, Ill. WIOU Kokomo, Ind.; KVCRC Arkadelphia, Ark. and WOC Davenport, Iowa.

Radio Station KFH Co., Wichita, Kan.—Granted CP for new low power auxiliary.

WWHC(FM) Hartford City, Ind.—Granted mod. of CP to change ant.-trans. location, and decrease ant. height to 155 feet.

Action of Feb. 2

KNRO-FM Conroe, Tex.—Remote control permitted.

Fines

■ Commission (1) granted assignment of license of KRIG Odessa, Tex., from Auchincloss Broadcasting Corp. to KRIG Inc. (equally owned by Earl Joe Garrison and [KVWC Vernon, Tex.], R. D. Brown and D. L. Adcock Jr.), for \$125,000 plus \$25,000 to Bayard C. Auchincloss for agreement not to compete in radio or TV for 5 years within 50 miles of Odessa, but (2) notified KRIG

that it has incurred apparent liability of \$1,000 for willful and repeated violations of Sec. 73.93(a) of rules by failing to have first-class radio operator on duty. Station has 30 days to contest or pay forfeiture. Chairman Henry dissented to transfer grant. Action Feb. 3.

■ By memorandum opinion and order, commission affirmed \$500 forfeiture imposed July 29, 1964, on Lloyd C. McKenney, tr/as Iola Broadcasting Co., for willful and repeated violations of Sec. 73.93(a) of rules by operating KALN Iola, Kan., with directional ant. pattern without first-class operator on duty. Action was taken after commission consideration of response by licensee to forfeiture order. Action Feb. 3.

■ Commission notified Value Radio Corp. that it has incurred apparent liability of

\$500 for four rule violations in operating WOSH Oshkosh, Wis. They included failure to employ first-class operator and lack of transmitting equipment inspection by first-class operator. Licensee has 30 days to contest or pay forfeiture. Action Feb. 3.

■ Commission notified Radio Joliet that it has incurred apparent liability of \$500 for 14 rule violations in operation of WJRC Joliet, Ill. They involved use of excessive power, employing unlicensed operator, inaccurate meter readings and logging violations. Licensee has 30 days to contest or pay forfeiture. Action Feb. 3.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WABI-FM Bangor, Me.—Community

Broadcasting Service. Requests amendment of FM table allocations to substitute channel 276A for 244A in Skowhegan, Me. Received Jan. 29.

■ Point Pleasant, N. J.—Dorothy Fielder Brown. Requests institution of rulemaking proceedings to make following changes in FM table of allocations: (all cities in New Jersey) Eatontown: delete 288A, add 292A; Red Bank: delete 292A, and Point Pleasant: add 240A. Petitioner also wishes order issued to Pleasant Broadcasters directing it to amend application for operation on channel 240A. Received Feb. 2.

■ Marshall, Mich.—Triad Stations Inc. Requests institution of rulemaking proceedings to amend FM table of assignments to add channel 244A to Marshall. Received Feb. 2.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Feb. 10. 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 for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states.

Tarrant, Ala.—The city council has awarded a 20-year CATV franchise to TV Cables Inc.

Blytheville, Ark.—CATV proposals have been offered by Blytheville Cable Co., headed by Harold Sudbury; Telecom Cable Co. of Amarillo, Tex., John Tyler, president, and Blytheville TV Cable Co., headed by C. W. Affick. Applicants said signals of up to 13 TV stations and several FM's could be carried. St. Louis and Little Rock, Ark., signals would be brought in by microwave, it was explained.

Big Bear Lake, Calif.—Merrill CATV, owned by Ameco Inc., Phoenix, has been sold to Bear Valley CATV System Inc., held by E. J. Morrison and his son R. J. The elder Mr. Morrison is a retired telephone company executive. No price was announced.

Orcutt, Calif.—Santa Maria Valley Cable TV Inc. has proposed a CATV system. The board of supervisors announced it would open bids March 1. Santa Maria is associated with Lompoc Valley Cable TV Inc. (H&B Communications Corp., largest owner of CATV systems).

Montrose, Colo.—Rex G. Howell Inc. (Rex G. Howell Stations) has been granted a CATV franchise. Cable TV of Colorado has been given initial approval of a grant and Wentronics Inc., Casper, Wyo., multiple owner of CATV systems in the Rocky Mountain states, has offered a proposal.

Camden, Me.—Kennebec Telecasting Co., Waterville, Mexico Cable TV Inc., Mexico, both Maine, and Young's Community Television Corp., Springfield, Vt., have applied for CATV franchises.

Hagerstown, Md.—A total of seven CATV applications have been filed: Malarkey & Associates, Washington; WARK Hagerstown; WHAG Halfway, Md.; Antietam Cable Co., Baltimore; McCracken Associates Inc., Washington; Tri-State Cable Co., Hancock, Md., and a Portsmouth, Ohio firm. The Malarkey proposal, the latest filed, proposes a 10-channel system, no installation fee and a monthly charge of \$3.95.

Great Barrington, Mass.—The L. P. Television Cable Co. of Springfield, a wholly owned subsidiary of the Springfield Television Broadcasting Co. (WWLP [TV]) has been granted a franchise.

Lee, Mass.—Berkshire TV Cable Corp. has been granted a franchise.

East Grand Forks, Minn.—The East Grand Forks Cable Television Corp. has been granted a nonexclusive franchise. It also has entered into an agreement to use the city's electric poles at a fee of \$3.50 a year and will pay the city \$1 a year for each subscriber. Monthly fees will be about \$5.

Carthage, Miss.—A 20-year franchise has been granted to Scott County Broadcasting Inc. (WMAG Forest, Miss.) for a five channel service. The city will receive 2% of gross receipts.

Canajoharie, N. Y.—Valley Cable Vision Inc. would receive signals of WPIX(TV) and

WOR-TV both New York from Eastern Microwave Inc., Oneonta, N. Y., which was granted construction permits for microwave stations by the FCC last week.

Carthage, N. Y.—Carthage Video Division of Oneonta, N. Y., would receive signals of WPIX(TV) New York, and WNYS-TV and WSYR-TV, both Syracuse, N. Y., from Eastern Microwave Inc., Oneonta, N. Y., which was granted construction permits for microwave stations by the FCC last week.

Cortland, N. Y.—Cortland Video Inc. would receive signals of WPIX(TV), WNEW-TV and WOR-TV, All New York, and *WNDT(TV), Newark, N. J., from Eastern Microwave Inc., Oneonta, N. Y., which was granted construction permits for microwave stations by the FCC last week.

Glens Falls, N. Y.—The city council has granted franchises to Mohican TV Cable Corp., owned by Jerrold Electronics Corp., Philadelphia, and Newhouse Broadcasting Corp., Syracuse, N. Y. Mohican, which has held a CATV franchise for some time with the stipulation that it will pay 2% of gross to city, has withdrawn offer to raise payment to 3% (BROADCASTING, Feb. 8). Newhouse grant calls for 3% of gross and payment of a \$12,000 bonus to the city. The remaining applicant is Normandy Broadcasting Corp. (WWSC Glens Falls).

Middletown, N. Y.—Better TV of Orange County Inc., Monroe, N. Y., has applied for a CATV franchise.

Montgomery, N. Y.—Better TV of Orange County Inc., Monroe, N. Y., has applied to the town board for a CATV franchise.

Montauk, N. Y.—Bosco Cable Co., has been granted extension of time limit to make its CATV system operational. New deadline is June 17.

Ogdensburg, N. Y.—Ogdensburg Video Division of Oneonta Video Inc., Oneonta, N. Y., would receive signals of WPIX(TV) and WOR-TV, both New York, and WNYS-TV and WSYR-TV, both Syracuse, N. Y., from Eastern Microwave Inc., Oneonta, N. Y., which was granted construction permits for microwave stations by the FCC last week.

Ogdensburg, N. Y.—Ogdensburg Video Inc., which has been granted a franchise, has set May 1 as target date for the start of operations. The system will carry programs of two New York stations, three Canadian stations and programs of all three TV networks. Original target date was Feb. 1.

Oneonta, N. Y.—Oneonta Video Inc., would receive signals of WPIX(TV) New York and *WNDT(TV) Newark, N. J., from Eastern Microwave Inc., Oneonta, which was granted construction permits for microwave stations by the FCC last week.

South Glens Falls, N. Y.—Board of trustees has granted a franchise to Mohican TV Cable Corp. Competing applicants were Newhouse Broadcasting Corp., Syracuse, N. Y., and Normandy Broadcasting Corp. (WWSC Glens Falls). Mohican must post \$25,000 performance bond with village board and pay \$2,500 franchise fee, \$2,000 in five years and 3% of gross. Installation fees will be \$25, and monthly charge of \$5. The system will provide eight channels.

Watertown, N. Y.—C&H TV Service Inc. would receive signals of WPIX(TV) New York, and WNYS-TV and WSYR-TV, both Syracuse, N. Y., from Eastern Microwave Inc., Oneonta, N. Y., which was granted construction permits for microwave stations by the FCC last week.

Asheboro, N. C.—Asheboro Broadcasting

Co. (WGWR-AM-FM Asheboro) has applied for a franchise. Monthly fee for eight-channel service would be \$5, and \$2 for each additional set.

Lenoir, N. C.—The city council has tabled consideration of pending CATV proposals and has indicated it will watch CATV developments elsewhere in the country before going further. Applicants are Cablevision Inc., Don Curtis, executive vice president, Cherryville, N. C.; McCracken Associates, Washington, D. C.; Georgia TV Cable Co., and Lenoir Cablevision Co.

Warrensville Heights, Ohio (Cleveland suburb)—Telerama Inc. has applied to the city for a franchise.

Wellsville, Ohio—The city council has overridden a veto by the mayor to grant a CATV system to Rego Industries.

Alsace Township, Pa.—Berks TV Cable Co. has been granted permission to establish CATV system.

Exeter, Pa.—City council has revoked a 25-year franchise of Universal Cable Television Systems Inc., Mahanoy City, Pa., following protests by citizens. Action came a day after the revocation of Universal's franchise in Nanticoke, Pa. (BROADCASTING, Feb. 1).

Farrell, Pa.—The city has asked Mercer county court to declare invalid agreement made with Altoona TV Corp., Hollidaysburg, Pa., to install CATV system.

Lower Allen Township, Pa.—Township commissioners have indicated they will give permission to establish CATV system. Several companies have applied for franchise.

McKeesport, Pa.—Wander Sales Inc. and Valley Cable TV Co., have announced plans to apply for CATV franchise. Application of Tri-City Broadcasting Co. to operate system has been given two of three required readings by city council.

Pittsburgh, Pa.—Proposals have been received from Teleprompter Corp., New York; The Hearst Corp. (WRYT-AM-FM, WTAE-TV) Pittsburgh plus other broadcast stations and newspaper holdings, PG Publishing Co., Pittsburgh, (Pittsburgh Post-Gazette & Sun-Telegraph, former 50% owners of WIIC(TV) Pittsburgh), and Valley Cable TV Co. (see story this issue).

Reading, Pa.—Berks TV Cable Co. has announced plans to expand its system capacity from five to 12 channels.

West Bethlehem, Pa.—Twin County Trans-Video has applied to city council for a CATV franchise.

West Chester, Pa.—International Equity Corp., Bala Cynwyd, Pa., has applied to borough council for CATV franchise.

Williamsport, Pa.—City council has passed an ordinance requiring CATV systems to pay 1% of gross revenues to the city. Williamsport Cable Co., subsidiary of National General Corp., Beverly Hills, Calif., and Citizen Cable Co. of Williamsport, presently operate there.

York, Pa.—Susquehanna Broadcasting Co., (WSBA-AM-TV York) has been granted a 10-year license to operate a CATV system. The city ordinance specifies that no pay TV can be established without city council approval, the connection fee may not exceed \$10 and the monthly fee \$5 or additional \$1.50 for second TV set in one home. An ordinance to grant a similar permit to Television Community Services Inc., (WGAL-AM-TV Lancaster, Pa.) is pending.

If Lew Van Nostrand were to be remembered for anything in his 25 years of selling radio-TV, he would like best to be included among those who worked to strip the traditional city-and-suburbs restrictions from the definition of a marketing area and to win acceptance for the concept of broad regional markets matching station coverage instead.

Now vice president-sales, WMT-TV Cedar Rapids-Waterloo, Iowa, Mr. Van Nostrand earlier held sales executive posts involving WMT radio too. He continues to participate in the formulation of overall sales practices and policies, however, including advisory and coordinating roles for the affiliated interests. These are all-stereo WMT-FM there, the WMT travel bureau and the Cedar Rapids Muzak service as well as KWMT Fort Dodge, Iowa, and WEBC Duluth, Minn.

Mr. Van Nostrand long has been a fighter for the precept that since broadcast stations know no geographic boundaries the "market" they reach cannot be measured by the artificial limitations of a state or county line, a river or a single town. Advertising decisions too long were based on these inadequate measures, he feels, a practice which evolved in part from out-of-date distribution and sales patterns and which sometimes skipped entire states in the buys.

His crusade, of course, has been shared by other broadcasters also outside the major metropolitan centers. He credits too the cooperation of The Katz Agency, representative of the WMT stations for many years.

Sponsor Demand ■ The broadcasting industry as a whole wasn't able to fully win top national advertisers over to this expanded marketing concept, he recalls, because radio accounted for only about 10% of the total advertising budgets of these firms. With television in many cases representing over half of these budgets today, he notes, sponsors demand more detailed and more accurate data on their total markets.

The result: A clear trend on the part of major firms to reorganize their marketing and distribution patterns—their sales territories too, he points out—to conform to television coverage. This growing need for more market data and in much greater depth was recognized by the WMT stations early, Mr. Van Nostrand says, and a couple of years ago such a research project was commissioned for them.

"The time when the rate card, coverage map and rating book will no longer be adequate isn't very far away in the future," Mr. Van Nostrand believes. "It's inevitable," he continues, that agencies will rely on computers to an increasing extent to aid them in buying decisions.

This development "will be a fine

He crusades to show TV has no limits

thing," according to Mr. Van Nostrand. "This will take a lot of selection out of the numbers' game," he notes, "and enable clients, agencies and buyers to look beyond the numbers."

Quality Factors ■ He doubts that the rating services from an economic standpoint will be able to expand their rating information much deeper than it is. The task of adding depth, quality and image factors to the basic measurements will fall to the stations, he predicts, and will call for an even closer partnership between the station and its representative.

Mr. Van Nostrand agrees there is no question about TV's importance to national brands today. Proof enough, he

says, is the new study by the Television Bureau of Advertising which shows that the big spenders with over half of their budgets in television "just earn more money."

Television isn't so much an advertising medium to Mr. Van Nostrand as it is "a selling tool, more a part of the interpersonal selling relationship and the nearest thing to person-to-person selling so far devised."

In his eyes television "almost has a 'calling' in the contribution to the orderly and steady growth and maintenance of our economy. With production leaping over demand, someone has to figure out a way of selling the stuff. Television can do that as effectively and efficiently as anything yet known."

Retail Frontier ■ The next big opportunity for break-through in TV, according to Mr. Van Nostrand, is in the greater use of the medium by retailers and local businesses. He says the argument about TV's high cost is not valid because "nothing is expensive if it pays." Telecasters have devoted a large share of their time and effort in building national sales, he notes, and now must work harder at the local level to overcome "the tremendous misunderstanding" within advertising people steeped in print traditions.

TV's accomplishments in a few short years are "unbelievable" to Mr. Van Nostrand. TV will continue very competitive, he says, with the result that service will broaden, diversify and become even better in quality.

Radio expansion is inevitable, he notes, as population grows and the medium's high flexibility and mobility find further uses. Radio's "great secret," he says, is that it is "the least expensive and most efficient means of communicating an idea. This to me is the very basis of advertising."

Cupid and Broadcasting ■ Back in 1936 Mr. Van Nostrand as a service representative of Northwestern Bell Telephone Co. was helping WMT move to its enlarged quarters in the Paramount Bldg. Seeing the need for new help and feeling blue because his college sweetheart was still living in another town, he applied to the WMT officials in her behalf for a job. It worked.

Harriet Sokol became WMT's new receptionist, and not long after that she also became Mrs. Van Nostrand. Their first home was an apartment rented from William B. Quarton, now president of WMT-TV and executive vice president of WMT, who subsequently offered him a sales post at WMT.

Having grown up in the depression, Mr. Van Nostrand struggled hard over the decision to give up the sure security of the phone company for "upstart" radio. But he did switch and after selling his first sponsor on a campaign that proved highly successful "all shadow of doubt" disappeared.

WEEK'S PROFILE



Lewis Whiting Van Nostrand—VP-sales WMT-TV Cedar Rapids-Waterloo, Iowa; B. Jan. 12, 1915, Fairfield, Iowa; B. A. in business administration, Grinnell (Iowa) College, 1935; service representative, Northwestern Bell Telephone Co., Cedar Rapids, 1936-40; radio salesman, WMT, 1940-43; Navy Lt. (J.G.) aboard troop transport in Pacific, 1943-46; radio sales manager, WMT, 1946-53; general sales manager, WMT-AM-TV, 1953-57; became VP-sales WMT-TV, 1958; past president, Cedar Rapids Chamber of Commerce; chairman of Cedar Rapids United Fund in 1958, Linn County Cancer Crusade in 1960 and Linn County Cancer Board in 1963; director, Cedar Rapids baseball club; treasurer, local YMCA; M. Harriet Sokol of Collins, Iowa, April 16, 1938; children—Susan 22 and Lisa 17; hobby—golf.

Media compensation

THE new system of compensation that BBDO has worked out with the American Tobacco Co. and several other clients is a recognition of the fact that advertising is a more complicated business than it used to be. As reported in this publication last week, the new system promises the agency a reasonable profit and promises the advertiser a reasonable assurance of agency efficiency. If these promises are fulfilled, a new era of stability of agency-client relationships may be dawning.

Media-agency relationships are bound to be affected too.

Under the BBDO system, which is also in effect between the American Tobacco Co. and another of its agencies, Sullivan, Stauffer, Colwell & Bayles, agencies will continue to collect 15% commissions from the media in which their clients' advertising is placed. If the collection of commissions fails to produce a range of profit that the agency and client have agreed upon, the client will make up the difference. If profits exceed the standard range, the client gets the overage, or shares it with the agency.

Essential to this system is the assumption that the 15% commission will continue to be paid by media. Indeed the system may strengthen the commission principle, for it promises to correct at least some of the inequities that have been created by agencies' total dependence upon media payments for their livelihood.

Under the traditional commission system, there is little incentive for an agency to recommend a medium that is priced low unless the medium can be bought, and material prepared for it, at minimum expense to the agency.

In these circumstances radio has no doubt suffered from the 15%-commission system; television has been helped by it. With radio time rates a fraction of television's and radio more complicated to buy if for no other reason than the sheer profusion of stations, radio has lacked compelling appeal as a profit maker for national advertising agencies. Television has been the agencies' angel. As the American Tobacco Co. stated, in announcing its new compensation arrangements:

"The commission system provides no automatic relationship between the amount of agency compensation and the cost of the effort required in preparing television advertising, and the high-cost, high repetition advertising required by such consumer products as tobacco have brought this inequity into particular focus with the rise of TV as a selling medium."

Under the American Tobacco-BBDO plan, agency profitability is assured no matter what media are used. Television will not be damaged; more dollars of agency profit will still flow from it than from other media. Radio ought to get a better break.

Right-wing broadcasts

Agalling irritant to liberal Democrats during the 1964 campaign was the purchase of time over several hundred stations by what they called the "radical right."

Complaints were filed with the FCC. Candidates fulminated against the onslaughts of such programs as *Twentieth Century Reformation Hour*, the *Dan Smoot Report*, *Life Line* and *Manion Forum*. In many instances, time to answer the paid broadcasts was provided by individual stations. Others, however, refused free time but offered to sell equivalent time.

With the Democrats in even tighter control it now be-

comes evident that the party isn't kidding about a full-scale investigation of the "radical right" with particular reference to use of the broadcast media.

Last week there were several seemingly divergent developments which, when viewed together, clearly become part of the same mosaic. Chairman John M. Bailey, of the Democratic National Committee, petitioned the FCC to move against 10 radio stations accused of "flagrant disregard" of the so-called fairness doctrine. Simultaneously, Chairman Warren G. Magnuson (D-Wash.), of the Senate Commerce Committee, sought and got from the Senate Rules Committee an additional \$80,000 for an investigation of the use of radio and TV stations "as they affect the economic and political life of the nation." This inquiry will be conducted by Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee and a leader among liberal Democrats.

Senator Gale McGee (D-Wyo.) who had a tough reelection fight because of purported influx of opposition money from what he calls "right-wing extremists" has fostered an investigation. He contends these groups "spent more than \$30 million" nationally, or more "than the combined expenditures of the two major parties on the presidential race" in 1964.

This whole line of inquiry is explosive and dangerous. Freedom of speech is involved. The "fairness doctrine" which can be twisted to fit any desired circumstance has no validity as the criterion of a station's responsibility.

Some of the outstanding lawyers in government and outside have already been importuned by Senate committeemen to direct the investigation of what amounts to the editorial responsibility and integrity of station licensees. With at least \$80,000 of the committee's budget of \$442,700 earmarked, it is clear that the committee intends to make the inquiry a major project.

Whatever their personal attitudes, station operators should not and generally do not carry the torch for either the radical right or the radical left or any other cause. Most frown upon so-called religious crusades that delve into partisan politics or attack those in public office and solicit money.

It is perhaps just as well to have the whole subject aired between elections, without the heat generated in political campaigns. It could provide the forum in which broadcasters can make their case for complete freedom from bureaucratic control of their programming.



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Five years ago, Jerry Bock and Sheldon Harnick illuminated the world of a little man in a big hat—and *Fiorello!* became a classic in the American Musical Theater. This year, Bock & Harnick have rekindled the world of a Yiddish writer from Kiev, and *Fiddler on the Roof* exploded into a magical hit. Brought together by a music publisher in 1957 ("and shoved toward a piano") Jerry and Sheldon quickly developed a rapport that brought them the Antoinette Perry Award, Drama Critics Circle Award and the Pulitzer Prize. BMI bows to Bock & Harnick and to the many other brilliant composers and lyricists whose music we license for performance.

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