

# Broadcasting

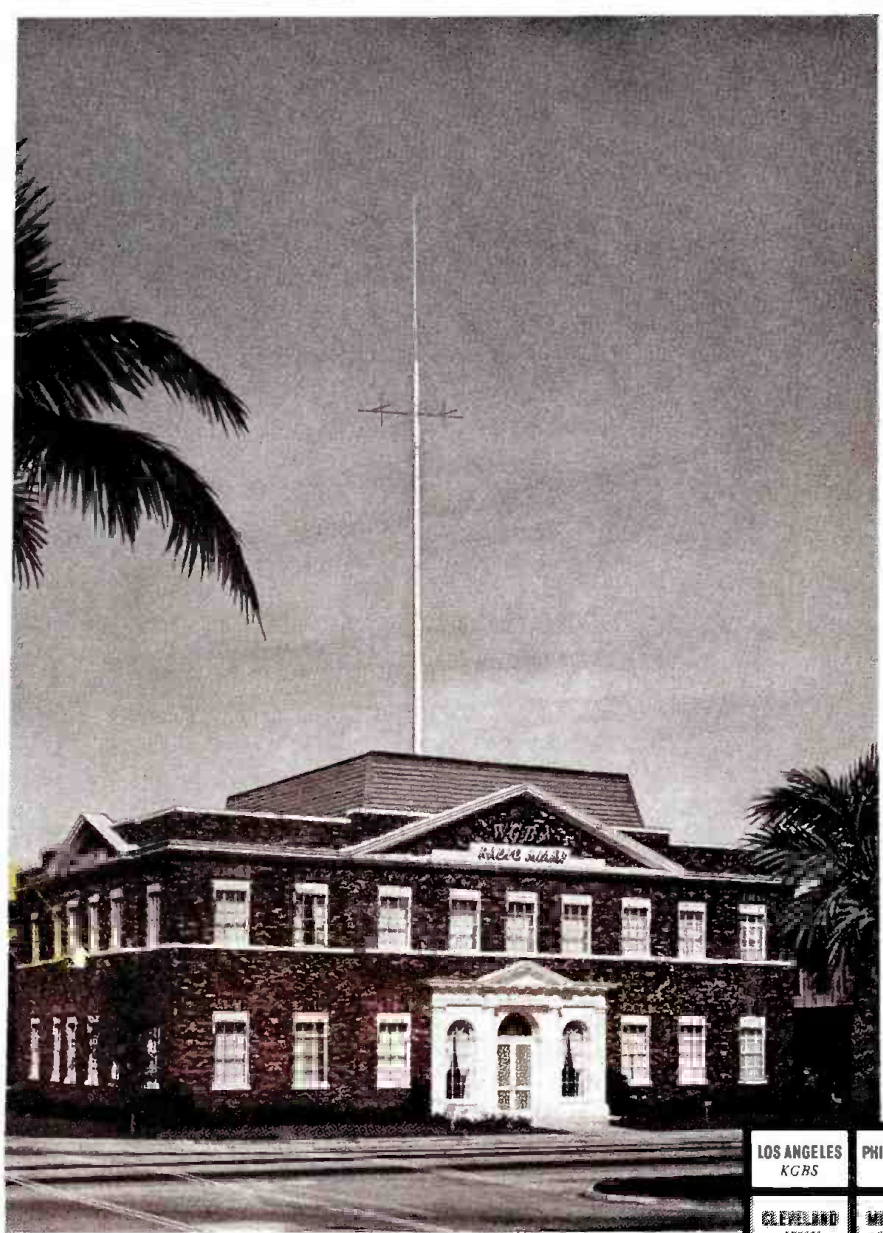
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Received  
Periodical Department  
William D. McIntyre Library  
Wisconsin State University - Eau Claire

Browsing Room

Kintner out; ABC-ITT merger in, and CBS looks within. p31  
Price of music going up: BMI asks rate increase. p66  
JWT shifts top personnel to handle foreign business. p85  
ABC and CBS explain affiliate compensation to FCC. p48

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New Home for  
Radio Miami **WGBS**  
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and most modern  
radio facility.

Impressive new studio-office, "710 Building" in downtown Miami, America's Tropic Metropolis, and a new 50,000 watt transmitter at the epicenter of Eastern America's fastest growing area, reflect Storer Broadcasting Company's confidence in this outstanding Storer market, and in the future of radio.



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CLEVELAND WJBL	MILWAUKEE WVTA-TV	CLEVELAND WVON-TV	ATLANTA WVON-TV	TOLEDO WVON-TV	DETROIT WVON-TV

Storer Standards make every Storer Station a great salesman.

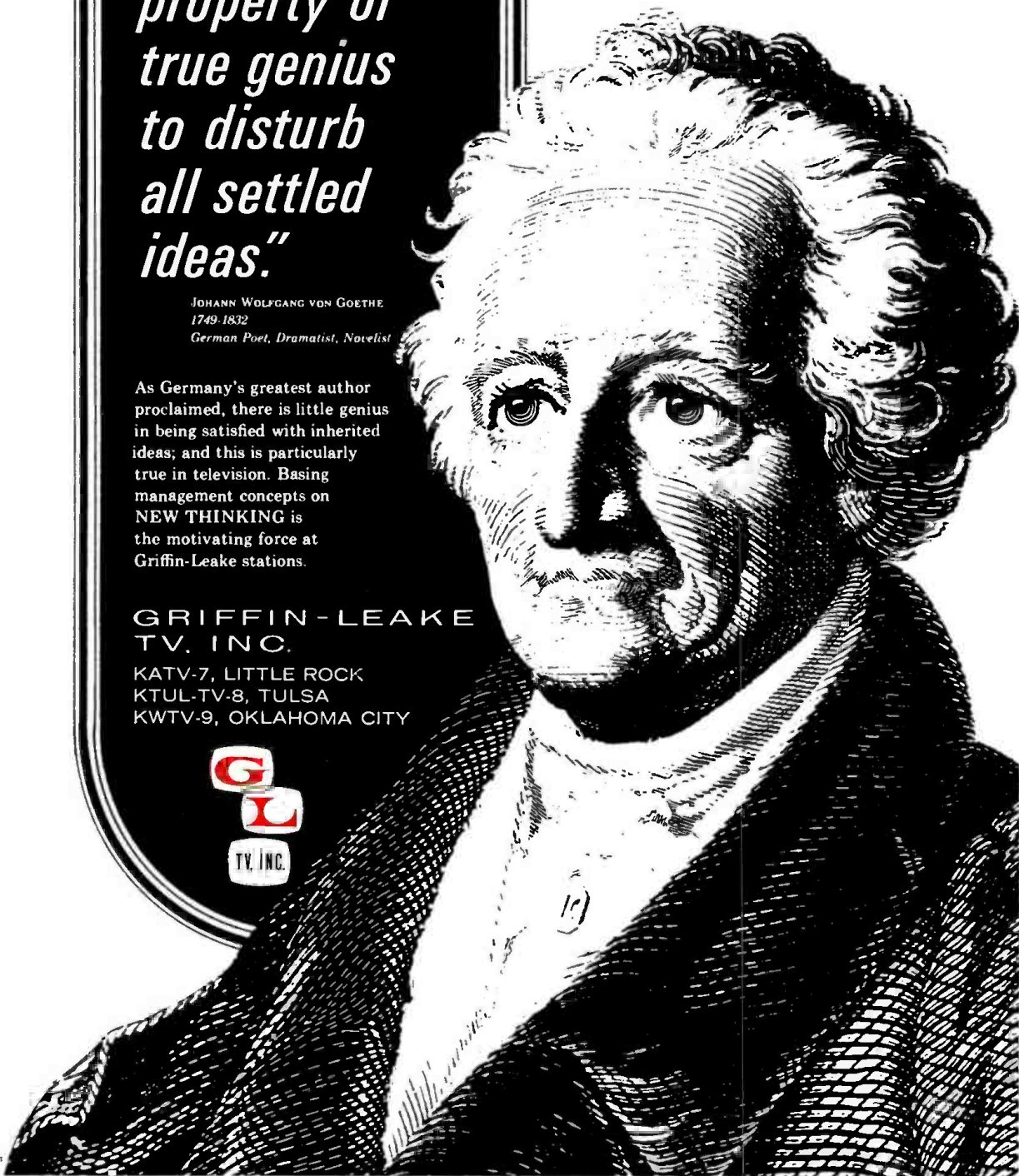
*"It is the  
property of  
true genius  
to disturb  
all settled  
ideas."*

JOHANN WOLFGANG VON GOETHE  
1749-1832  
German Poet, Dramatist, Novelist

As Germany's greatest author proclaimed, there is little genius in being satisfied with inherited ideas; and this is particularly true in television. Basing management concepts on **NEW THINKING** is the motivating force at Griffin-Leake stations.

**GRIFFIN-LEAKE  
TV, INC.**

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



## Their own doing

Some broadcasters are convinced that FCC staff, in Machiavellian fashion, is singling out present or former members of NAB boards for citation on overcommercialization and infraction of very code standards they created. This, they contend, is evident in both letters of inquiry and in actual citations as part of "case by case" evaluation of commercials and "promise vs. performance" commitments in license renewal applications (see editorial, page 102).

## Friend of Johnson

Report that Robert E. Kintner, whose tenure as president of NBC was concluded last week (see page 31), may wind up in government, possibly in foreign service, is not taken lightly in some official quarters. Mr. Kintner has top-level Washington journalistic background and has known President Lyndon B. Johnson since latter's days in House and Senate. It's believed that if Mr. Kintner volunteered, he would be seriously considered—perhaps for ambassadorship.

## Steel's still in

Report making rounds of station rep offices last week that U.S. Steel Corp. had cancelled multimillion-dollar spot TV campaign is at worst premature, and there's still chance that broadcasters in 1966 will get more USS spot TV dollars than they received this year. USS hasn't cancelled any approved campaign, but has frozen — temporarily — agency BBDO's proposal to boost USS's spot spending from nearly \$2 million this year to estimated \$4 million and possibly more than \$5 million next year. "Cancellation" rumor apparently started when BBDO, notified that client would delay action on proposal, withdrew preliminary call for availabilities.

*U.S. Steel's delay was believed to be occasioned by company's year-end financial review, after which BBDO's proposal presumably will be considered. BBDO is known to be well pleased with Steel's 1965 spot TV campaign, which ran up to September in 30 major markets, and especially with its "Innovations"—one-minute commercials depicting "dancing" steel bars. BBDO hopes to continue this approach in 1966, but on full-year basis.*

# CLOSED CIRCUIT

## That ABC-ITT deal

Who sparked interest in network broadcasting of ITT's president, Harold Geneen, which resulted in last week's ABC merger agreement? Insiders say it was Chris J. Witting, until last April ITT vice president and assistant to President Geneen. Mr. Witting was onetime manager of DuMont TV network (1947-1953), became president, Westinghouse Broadcasting Co., and then vice president-general manager, consumer products, Westinghouse Electric Corp. (1953-1955).

*Big question, since last Wednesday's announcement of ITT-ABC merger, was how long it might take to clear Washington regulatory hurdles, including Securities and Exchange Commission, which has begun investigating reasons for last week's ABC stock rise. Clean case, it was thought, might negotiate Washington channels in less than year (two years at outside), and both sides were intent upon making straightforward presentation based on RCA-NBC parallel.*

## Not much relief

FCC is expected to provide little Christmas cheer for most of 119 FM stations seeking relief from commission rule requiring FM's in major markets to do greater amount of independent programming. Deadline for compliance with rule—which prohibits more than 50% duplication of affiliated AM stations in markets of more than 100,000—is Dec. 31 (BROADCASTING, July 6, 1964).

*Nineteen of those seeking relief want relatively short exemptions of up to one year; remainder want to stay outside requirement permanently. But commission staff, which has been working on matter for months, isn't recommending much generosity. If it's views are followed, said one official, "relatively few" FM's will be excused from obeying rule for more than one year.*

## Long haul

Broadcasters in Southwest are getting worried about what may be CATV master plan to relay four Los Angeles independent stations into populous Texas areas and eventually into Oklahoma. Last week FCC said

Bruce Merrill, CATV manufacturer and system owner as well as broadcaster, had applied for 12-hop microwave system to take Fort Worth, San Antonio and Corpus Christi stations into Brownsville - Harlingen - Weslaco market at southernmost tip of Texas—about 650-mile link. But is this only one piece of final system?

*What concerns broadcasters: Mr. Merrill is now relaying Los Angeles indies into Farmington, N.M. They feel he may be planning to continue this leg into Amarillo, Tex., then into Oklahoma City, and eventually interconnect that system with one he now seeks in southern Texas.*

## New news service

Lewis W. Shollenberger, who has resigned as executive director of Radio Liberty, Munich, after two-year stint, shortly is expected to announce formation of TV-radio news bureau in Washington to serve client groups and stations in non-competitive markets. Mr. Shollenberger, who expects to be ready for operation when Congress convenes next Jan. 10, was ABC Washington director of special events and news operations (1962-1963) and before that with CBS News Washington from 1942, assuming directorship of special events in 1949.

## Ratings' pedigrees

Broadcast Rating Council's board and officers are to meet with Federal Trade Commission members in January to update commissioners on council activities and for general exchange of views and information. Council may broach possibility of letting it handle ratings complaints that normally go to FTC. Commission thus far has shown little disposition to share this work, but council members are said to feel they could be helpful even if allowed to act only in advisory way.

*There's been no announcement, but rating council has voted accreditation for A. C. Nielsen Co.'s New York instantaneous audimeter service. It's seventh service, third by Nielsen, to be accredited. American Research Bureau's New York instant Arbitron service meanwhile is undergoing council auditing, looking toward accreditation.*

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**MORE** total listeners  
**MORE** adult listeners

**MORE** total homes in  
**MORE** time periods

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<b>STORER</b> BROADCASTING COMPANY	<b>LOS ANGELES</b> KGBS	<b>CLEVELAND</b> WJW	<b>MIAMI</b> WGBS	<b>TOLEDO</b> WSPD	<b>DETROIT</b> WJFK	<b>WIBG</b> FIRST IN PHILADELPHIA
<b>NEW YORK</b> WHN	<b>MILWAUKEE</b> WITI-TV	<b>CLEVELAND</b> WJW-TV	<b>ATLANTA</b> WAGA-TV	<b>TOLEDO</b> WSPD-TV	<b>DETROIT</b> WJFK-TV	

All estimated and limited as shown in reports: Based on average audience estimates, Monday to Friday, 6 AM to 12 PM, PULSE—July-Sept., 1965; Adult Audience 18-49 (Radio PULSE LQR III—April-June, 1965) Leads all other Philadelphia stations in circulation, Day and Night, Metro and Total, NCS 61; Share of Audience—Total Rated Time Periods, HOOPER—July-Sept., 1965

# WEEK IN BRIEF

## IT WAS A WILD WEEK AT THE NETWORKS

NBC hasn't said it officially yet, but no one is denying that Robert Kintner is out as top man of network. Replacing him is Walter D. Scott, president of NBC-TV. Julian Goodman moves from NBC News to replace Scott. See . . .

### LEAVING UNEXPLAINED . . . 31

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### BRIGHTEN ITS FUTURE . . . 33

BMI seeks higher radio rates for its music. Tells all-industry committee medium depending more and more on BMI music so rates are 'inadequate.' Committee already seeking 22% reduction in ASCAP rates. See . . .

### INCREASE IS 'DUE' . . . 66

J. Walter Thompson, world's number one agency, says overseas billing is more than \$170 million; makes executive changes in Canada and Australia, and names first non-American to board. See . . .

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ABC and CBS respond to FCC Commissioner Lee's request for formulas used in affiliate compensation. But CBS's Salant wants to know what right commission has to look into rates or how they are paid out. See . . .

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Two feminine California judges—one citing Magna Carta, William the Conqueror and Shakespeare, and other looking more like twister than barrister—support move to open courts to microphones and cameras. See . . .

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FCC Commissioner Robert E. Lee, known to appreciate good stories, has some questions about 'indecentcy' on late-night television. He seeks 'dialogue' to determine what is indecent so it can be stopped. See . . .

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## Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

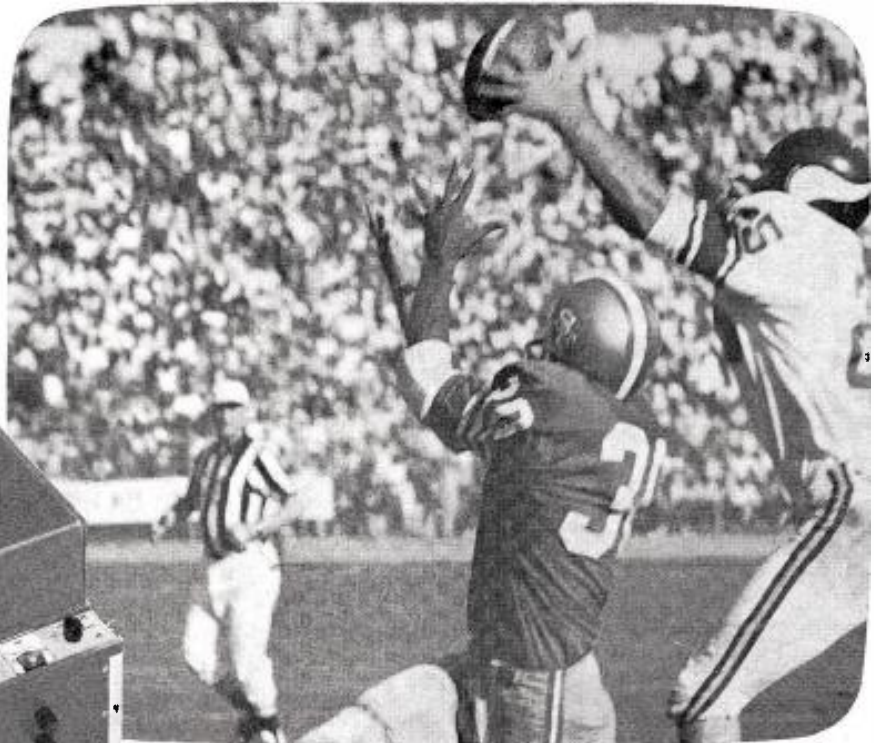
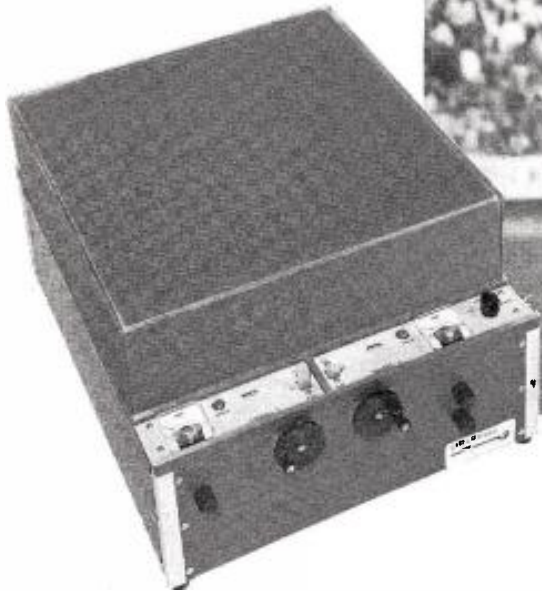
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MVR CORPORATION  
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## Cox is acquiring publishing company

Acquisition of technical publishing company by Cox Broadcasting Corp., group broadcaster and CATV owner, was announced Friday (Dec. 10).

Cox will acquire 80% interest in United Technical Publications, Garden City, N. Y., for approximately \$4 million, it was jointly announced by J. Leonard Reinsch, CBC president, and Arthur I. Rabb, UTP president. Present UTP officers will retain 20%.

Purchase was approved by CBC directors Friday morning. Board also declared cash dividend of 10 cents per share on common stock, payable Jan. 15, 1966, to stockholders of record Dec. 27, and scheduled second annual stockholders meeting for Atlanta on March 10, 1966.

UTP, publisher of nine magazines, catalogues and looseleaf services for electronics, medical electronics and office equipment fields, will continue under present management as subsidiary of CBC.

Garden City firm, which reported combined sales of \$3.7 million in fiscal year ended June 30, was founded in 1935 by Samuel Roth, former distributor of radio parts, to publish "Radio Electronic Master Catalogue" (latest 1,700-page issue has circulation of 100,000). Among other UTP publications: "Electronic Engineers Master Catalogue," "Office Master Catalogue," "Electronic Products Magazine," "American Journal of Medical Electronics."

CBC was established in 1964 as consolidation of James M. Cox Jr. broadcast activities and to separate them from Cox newspaper properties. CBC has TV in Atlanta, Pittsburgh, Oakland-San Francisco, Dayton, Ohio, and Charlotte, N. C.—all VHF. It has radio adjuncts in all above cities except Pittsburgh, Oakland-San Francisco, and in Miami, Fla. CBC is also major CATV group owner.

## Blair offering oversubscribed

Public offering of 345,000 shares of John Blair & Co. at \$22.50 per share was oversubscribed and was being "asked" at same \$22.50 price Friday (Dec. 10).

Proceeds, \$7,762,500, went to Board Chairman John Blair who sold 300,000

shares and Blake Blair, secretary and treasurer, who sold 45,000.

Over 50 underwriters, headed by Kidder, Peabody & Co. took part in secondary offering.

For nine months ending Sept. 30 earnings were up 40% to \$1.48 per share.

## Last chance at bat for Philadelphia CATV seekers

What may be final hearing in Philadelphia community television case is scheduled for tomorrow (Dec. 14) by Committee on Law and Government of City Council.

Hearing on what are now 10 applicants seeking permission to wire up Philadelphia have been held off and on during past 12 months; tomorrow's meeting is to be windup it is presumed.

Committee chairman is Councilman Isadore H. Bellis. Mr. Bellis said after committee hears applicants, it will consider matter, report recommendations to full council. He was unable to estimate when that might be.

Applicants: Triangle Publications Inc. (WFIL-TV, *Philadelphia Enquirer*), Bulletin Co. (WPBS[FM]-*Philadelphia Bulletin*), Jerrold Corp. (group CATV owner-manufacturer), Seaboard Radio Broadcasting Corp. (WIBG-AM-FM-Storer), Telesystems Corp. (group CATV owner), Independence Broadcasting Co. (WHAT), International Equity Corp. (Dan Aarons, executive vice president), Music Fair Enterprises Inc. (Shelley Gross, entertainment producer), and Philadelphia Cable Television Corp. and The Vanderbilt Corp.

## Liberty Bowl game is going regional

Liberty Bowl football game Saturday (Dec. 18), for which ABC-TV had option this year at \$100,000, will be seen instead in color on regional network of about 25 stations in South and Northeast. Network is being set up by C. D. Cheslea, president of Sports Television, Whitford, Pa.

It was learned Friday (Dec. 10), however, that ABC-TV had acquired options on game for next six years—starting in 1966—for price starting at \$100,000 and reaching \$125,000 by sixth year. Network said it paid "modest sum" this year as option for 1966. Original contract in 1964 called for \$100,000 rights that year with options.

Liberty Bowl, which was moved to Memphis this year after several years in Philadelphia and Atlantic City, will be seen on WNEW-TV New York, WTTG (TV) Washington, WPHL-TV Philadelphia and stations in Arkansas, Mississippi, Tennessee, Alabama and Georgia. Game is being bought on stations in five southern states by Ford Dealers through J. Walter Thompson, New Orleans, and Humble Oil through McCann-Erickson, Houston. Each has one-half. In New York, Philadelphia and Washington, game is being sold locally.

ABC-TV said it had to drop game because of scheduling conflict with Bluebonnet Bowl from Houston, which begins at 2 p.m. EST. Network was aware of scheduling difficulty during summer and tried at that time to juggle game time to fit into lineup (BROADCASTING,

## Doing it for 20 years, now FCC says stop

WTOP Washington and KSTP St. Paul, both 1-B stations on 1500 kc, were ordered by FCC Friday (Dec. 10) to halt practice they had followed for 20 years—operating presunrise with daytime facilities.

Order came in connection with complaint filed by Storer Broadcasting Co., in behalf of its WJBK Detroit, Class II station on 1500 kc. Storer held that co-channel presunrise operation caused interference to WJBK.

Commission dismissed that com-

plaint on ground that WJBK is not entitled to protection it was seeking.

But commission, acting on Storer's engineering exhibits, determined that in using their daytime facilities prior to local sunrise, KSTP and WTOP are destroying 100% of secondary and 90% of primary Class 1-B service otherwise available.

Commission said this is "intolerably inefficient use" of frequency and ordered stations to refrain from operating presunrise with daytime facilities.

Aug. 16). Liberty Bowl is now scheduled to start at 4:30 p.m.

Reportedly ABC-TV gave up option this year on condition that any TV coverage would not be in direct competition with Bluebonnet game. Games will have about 15-minute overlap.

Liberty Bowl's starting time will mean game will be played and finished under lights, marking first time it has been nighttime contest. Last year Liberty Bowl became first collegiate game to be played indoors, when teams met on field laid in Atlantic City's Convention Hall.

Charlie Jones and George Ratterman, who cover American Football League games on NBC-TV, will broadcast Liberty Bowl on TV and radio. Radio network will be about 70-80 stations in South.

## Radio stations authorized to look at ASCAP records

Radio stations' bid for access to certain financial, procedural and other records of American Society of Composers, Authors and Publishers has been granted by U. S. District Court in New York as to five-year period 1959 through 1963, it was learned Friday (Dec. 10).

Bid was by All-Industry Radio Stations Music License Committee in its suit to establish "reasonable" rates for radio-station use of ASCAP music. Committee counsel, Emanuel Dannett, contended data for period extending back to 1941 was needed to determine what music is worth. Judge Sylvester Ryan limited order to 1959-63 but left way open for committee to attempt to show later that additional years should be covered.

Move is similar to one in TV rate case involving ASCAP, in which All-Industry TV Stations Music License Committee was granted access to certain ASCAP data for years since 1959 (BROADCASTING, March 22). ASCAP, currently trying to get similar access to files of TV committee and at least some of stations it represents, indicated in court Thursday it will ask Judge Ryan to order material made available if not produced voluntarily. (Other music-license news, page 66.)

## FCC defines extent of 'fairness' policy

FCC has ruled that fairness-doctrine requirements apply to broadcasters irrespective of position taken by other media on issue involved. Commission

## WEEK'S HEADLINERS

John T. Reynolds, senior VP-Hollywood, CBS-TV, moves to New York as senior VP assuming responsibility for affiliate relations, engineering, information services, operations, program practices and sports. He'll continue to be responsible for CBS Studio Center (film facility) in Hollywood. In New York, Mr. Reynolds will



Mr. Reynolds

work closely with John A. Schneider, president of CBS-TV network (see story page 38).

Robert B. Downey, manager, Chicago office, Geyer, Morey, Ballard, promoted to senior VP and elected corporate director. M. J. Pulver named VP for creative services, also in Chicago.

George BarenBregge has resigned as VP of Rollins Inc., Wilmington, Del. His future plans will be announced following vacation.

### For other personnel changes of the week see FATES & FORTUNES

also said that licensees cannot make offer of time for reply to personal attack contingent on payment of money by person attacked—or make it available free only in event person cannot afford payment.

Commission made points in denying request that it reconsider ruling that WGCN Red Lion, Pa., violated commission's fairness doctrine when it refused to make free time available to Fred J. Cook (BROADCASTING, Oct. 11).

Mr. Cook, freelance writer, was object of attack by Billy James Hargis on program carried in November 1964 by WGCN. Nine other stations were also cited in case.

WGCN, in seeking reconsideration, had noted that Mr. Cook had previously attacked Mr. Hargis in magazine article, "Hate Clubs of the Air." Station also said it would make free time available if Mr. Cook stated he was unable to pay.

Commission said requirement of doctrine is that "licensee" afford opportunity for discussion of all sides of controversial issues. "This requirement is not satisfied by reference to what other media" do, commission said.

It added that licensees may inquire whether person attacked is willing to pay

for reply time. But if effort to obtain payment fails, person "must be presented on a sustaining basis."

Commission ruling, in letter to WGCN released Friday (Dec. 10), provides basis for second effort by station to seek judicial review of doctrine.

Station has filed suit in federal district court seeking ruling that doctrine is unconstitutional (BROADCASTING, Sept. 27).

Five commissioners voted for letter. Commissioner Robert T. Bartley dissented because letter is too long and inaccurate, commission announcement said. Commissioner Lee Loewinger concurred in ruling but not in letter.

## David tells Humphrey transistors no toy

Vice President Hubert Humphrey was taken to task by Radio Advertising Bureau President Miles David for saying transistor radio is "regarded largely as a toy in the U. S."

"In your Tufts University speech on Dec. 6," Mr. David wrote in letter made public Friday (Dec. 10), "You discuss with accuracy and eloquence the impact of the transistor radio in foreign lands, but then you seem to minimize the transistor's considerable domestic significance."

Recalling power failure that struck Northeast last month, Mr. David said: "Clearly, sir, the almost 30 million who turned to the transistor for information and reassurance for information and reassurance that night do not consider the transistor a toy."

## Arizona court news gag is hit by Wasilewski

More than freedom of speech and press is involved in Arizona judicial decision forbidding law enforcement officials to speak to newsmen about murder case. Issue involves "right of fair trial itself," Vincent Wasilewski, president of National Association of Broadcasters, said Friday (Dec. 10).

In open letter requested by Tucson (Ariz.) *Daily Citizen*, NAB president said temporary injunction handed down in November by Judge Richard Royston (BROADCASTING, Dec. 6), like other "blanket gag-rule proposals," is not necessarily "conducive to the administration of justice."

Mr. Wasilewski said NAB shares concern of lawyers for fair trial, but said "the public has rights in the administration of justice" and what court, as arm of democratic state, is doing should be open at all times.

Earlier in week, Arizona Broadcasters Association announced it had formally opposed injunction.





Dick Schutte



George Ponte



Bruce Johnson

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## DATEBOOK

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

■Indicates first or revised listing.

### DECEMBER

■Dec. 14—New deadline for reply comments on proposed FCC rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast towers, while protecting air safety. Former deadline was Nov. 30.

Dec. 14—Special stockholders meeting of Storer Broadcasting Co., to authorize conversion rights for \$45 million in convertible subordinated debentures to be issued, and to increase authorized common stock from 3.6 million to 8 million. Miami Beach, Fla.

Dec. 14—Meeting of National Academy of Television Arts and Sciences, Hollywood chapter, to debate, "Is TV as a Mass Medium Doomed to Mediocrity?" Hollywood Palladium.

Dec. 15—Deadline for nominations for Western States Advertising Agencies Association's "Man of the Year" award. Nominations should be sent to Carl Falkenhainre, 435 S. La Cienega Blvd., Los Angeles.

■Dec. 15—Color TV workshop to be held by the Association of National Advertisers. CBS Broadcast Center, New York.

Dec. 16—Annual meeting of shareholders of Filmways Inc., held for the election of directors and for stock option matters. Biltmore hotel, New York.

Dec. 16-17—Meeting of National Association of Broadcasters TV code board. Waldorf-Astoria, New York.

Dec. 31—Deadline for reply comments on notice of FCC's inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

Dec. 31—Deadline for reply comments on FCC inquiry into question of who, besides the international common carriers, is an authorized user of the satellite systems under the Communications Satellite Act of 1962. Former deadline was Dec. 1.

Dec. 31—Deadline for reply comments on FCC rulemaking relating to network programs not made available to certain television stations. Former deadline was Dec. 3.

### JANUARY

Jan. 5—Deadline for reply comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Nov. 15.

Jan. 10—Closing date for 1965 entries for George Foster Peabody Radio and Television awards. Radio and TV entries will be considered in the following categories: news; entertainments, education, youth or children's programs, promotion of international understanding and public service. They should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens.

Jan. 10—Deadline for entries for Paul Sullivan awards for best broadcast or printed news stories reflecting the spirit of the Sermon on the Mount broadcast or published in 1965, offered by the Catholic Press Council of Southern California. Address CPCSC, 1530 West 9th Street, Los Angeles 90015.

Jan. 14—Annual banquet, Federal Commu-

nications Bar Association. Washington Hilton hotel, Washington.

Jan. 14—Winter meeting of Colorado Broadcasters Association. Albany hotel, Denver.

Jan. 14—First annual general meeting of the Florida CATV Association. Quality Motel Court, Orlando, Fla.

■Jan. 15—Deadline for entries in the 1965 Pictures of the Year Newshim Competition sponsored by the National Press Photographers Association and the University of Oklahoma. Entry blanks and rules are available from Edward Sanders, School of Journalism, University of Oklahoma, Norman, Okla.

Jan. 17—Deadline for comments on FCC's proposed rulemaking to allow remote control operation of VHF stations. Former deadline was Oct. 22.

■Jan. 20-21—Midwinter meeting of Florida Association of Broadcasters. Ramada Inn, Cocoa Beach.

Jan. 23-29 — Winter meeting of National Association of Broadcasters joint boards. Colonnades Beach hotel, Palm Beach Shores, Fla.

■Jan. 25—Annual meeting of the Utah-Idaho AP Broadcasters. Owyhee Motor Inn, Boise, Idaho.

Jan. 25-27 — Annual winter meeting of Georgia Association of Broadcasters. University of Georgia, Athens.

■Jan. 25-27 — 21st annual Georgia Radio-Television Institute of Georgia Association of Broadcasters and Henry W. Grady School of Journalism. Speakers include Fred Friendly, president of CBS News; John Chancellor, director of Voice of America, and FCC Commissioner James J. Wadsworth, University of Georgia, Athens.

Jan. 25-27—Twenty-third annual convention of National Religious Broadcasters. Mayflower hotel, Washington.

■Jan. 27—Financial seminar sponsored by National Community Television Association. Among speakers: E. William Henry, FCC chairman, and Gordon Thayer. AT&T. Committee is headed by George Green, Ameco Inc., Phoenix. Americana hotel, New York.

Jan. 27-29 — Annual winter convention and election of officers of South Carolina Broadcasters Association. Francis Marion hotel, Charleston.

Jan. 28-30—Advertising Association of the West midwinter conference. Rickey's, Palo Alto, Calif.

Jan. 31—Deadline for comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Oct. 21.

Jan. 31—Deadline for nominations for annual Russell L. Cecil Awards (\$500 national award and \$100 regional awards) for outstanding scripts on arthritis by the Arthritis Foundation. Submit entries to: 1212 Avenue of the Americas, New York 10036.

### FEBRUARY

Feb. 1 — Entry deadline for annual Sigma Delta Chi awards for distinguished service in journalism. Submit entries to: 35 East Wacker Drive, Suite 856, Chicago 60601.

Feb. 1—Deadline for reply comments on

2

11

17

The latest nationwide Nielsen gives the CBS Television Network 17 of the Top 30 programs, four more than the other two networks combined. CBS also has the biggest average nighttime audience (and 4 of the Top 5 new programs). As any modern schoolboy would say, this is the "solution set" for the latest report. And it's a logical addition to all earlier Nielsen reports. For the entire season to date one network has both the biggest average audience and most of the Top 5, 10, 15, 20, 25, 30...

**The CBS  
Television  
Network**

in the current Top 30: Gomer Pyle, The Lucy Show, Andy Griffith, The Beverly Hillbillies, Hogan's Heroes, Gilligan's Island, My Three Sons, Red Skelton, Dick Van Dyke, The Munsters, Green Acres, Lassie, Ed Sullivan, Candid Camera, I've Got A Secret, Lost in Space, The Wild Wild West.



**THE MIGHTY  
HERCULES**

DELIVERS

**74.7%**

SHARE OF  
CHILDREN VIEWERS  
IN CLEVELAND, OHIO

APR 10 (OCT. 1965) IN "BARNWOOD PLAYHOUSE" WKYC-TV

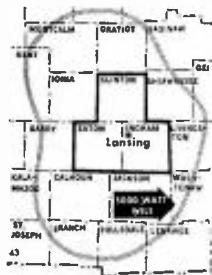
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LANSING  
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WILS delivers all the Lansing Metro area plus most of another seven counties.

**92** National advertisers use WILS. For complete cost/M and other audience data, write or call:

VENARD, TORBET & MC CONNELL

RADIO 1320

**WILS**  
ANSING

5,000 WATTS / 24 HOURS A DAY

FCC's proposed rulemaking to allow remote control operation of VHF stations.

■Feb. 1-4—1966 Western Radio and Television Conference. Speakers include William Harley, president of the National Association of Educational Broadcasters, who will talk on "The Challenge of Broadcast Communications in Tomorrow's World." Jack Tar hotel, San Francisco.

Feb. 2-4 — Institute of Electrical and Electronics Engineers annual winter convention on Aerospace & Electronic Systems, formerly convention on Military Electronics. International hotel, Los Angeles.

Feb. 4 — Western States Advertising Agencies Association "Man of the Year" award luncheon. Ambassador hotel, Los Angeles.

Feb. 8-9 — Eighth annual mid-winter conference on Advertising/Government relations, jointly sponsored by Advertising Federation of America and Advertising Association of the West. Frederick Baker, president of Frederick E. Baker Advertising, Seattle, is general chairman. Shoreham hotel, Washington.

Feb. 9-10—Annual winter meeting of Michigan Association of Broadcasters. Jack Tar hotel, Lansing.

Feb. 14-17—Broadcasting workshop seminar sponsored by Rho Tau Delta, honorary professional radio-TV-drama fraternity at the University of Cincinnati. The theme will be "Radio and Television's Challenge of Tomorrow." Student Union building, University of Cincinnati.

Feb. 17-18—Annual State Presidents Conference of National Association of Broadcasters. Sheraton-Park, Washington.

### MARCH

■March 3-6—Annual Hollywood Festival of World Television. Seminars are scheduled on color television, labor and finance, and programing and sales. Holiday Inn, Palm Springs, Calif.

■March 13-16 — Board meeting, National Community Television Association. Del Monte Lodge, Carmel, Calif.

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

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

■March 16-23—1966 International Television Programme Market to be held in Cannes, France. For information contact Christopher Cross in New York at (212) PLaza 1-5858.

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

March 21-25—Institute of Electrical and Electronics Engineers Inc. 1966 International Convention and Exhibition. Hilton hotel, New York.

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

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

March 27-30—44th annual convention of National Association of Broadcasters and

20th annual NAB Broadcast Engineering Conference. Conrad Hilton, Chicago.

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

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### APRIL

April 1—Deadline for comments on FCC's proposed rulemaking limiting to three, number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets. Former deadline was Oct. 1.

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

April 21-23 — Annual spring meeting of Oregon Association of Broadcasters. Salishan Lodge, Glenden Beach.

April 27-30 — Annual spring meeting and election of officers of Kansas Association of Radio Broadcasters. Bessee hotel, Pittsburg.

April 28-May 1—Annual spring meeting and election of officers of Mississippi Broadcasters Association. Broadwater Beach motel, Biloxi.

### MAY

May 2—Deadline for reply comments on proposed rulemaking limiting to three, number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets. Former deadline was Nov. 1.

■May 12—Annual spring meeting of New Jersey Broadcasters Association. Rutgers University, New Brunswick.

■May 12-14 — Annual spring meeting and election of officers of Montana Broadcasters Association. Northern hotel, Billings.

May 15-17 — Annual spring meeting and election of officers of Pennsylvania Association of Broadcasters. The Inn, Buck Hill Falls.

■May 19-21 — Annual spring meeting of Alabama Broadcasters Association. Parliament House, Birmingham.

### JUNE

June 12-14 — Annual summer meeting of North Carolina Association of Broadcasters. Jack Tar hotel, Durham.

June 16-17—Annual summer meeting and election of officers of Virginia Association of Broadcasters. Hotel Roanoke, Roanoke.

June 17-18—Annual summer meeting and election of officers of Colorado Broadcasters Association. Stanley hotel, Estes Park.

■June 24-25—Annual convention of Texas AP Broadcasters Association. Green Oaks motor hotel, Fort Worth.

■Indicates first or revised listing.

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BROADCASTING, December 13, 1965

## OPEN MIKE®

### Constructive suggestions

EDITOR: Congratulations on your Nov. 29 editorial "Keep the leash off TV." Let's hope it is heeded and that busi-nessmen will join with broadcasters in support of the editorial position you define—"a free market will do more for television than an authorization plan can do."

Keep pitching.—*Carroll R. Layman, director of client services, W. B. Doner & Co., Chicago.*

P. S. It would be great if someone like John Patt [former broadcaster, who is now retired and serving as a consultant] could follow the suggestion in your second editorial (same issue)—"Salvation in a coffee pot." If anyone could do it—he could!

EDITOR: Congratulations on your editorial in the Nov. 29 issue, "Salvation in a coffee pot."

We think you have an excellent suggestion, and our firm, for one, will be willing to help subsidize any move of this nature should industry financing be necessary.—*Robert A. Gates, station manager, WFAH, Alliance, Ohio.*

(The editorial, "Salvation in a coffee pot," suggested that a group of broadcasters buy a station in a fringe market, have a retired broadcaster with a good record take over its policy direction, and then ignore the FCC's renewal form except for technical and nonprogramming, nonbusiness provisions to bring about a test case of the constitutionality of the FCC's actions.)

### Tower to totem poles

EDITOR: . . . [We have just dismantled] our wooden antenna. As far as I can determine it was the last remaining wooden spar on the Pacific Coast being used by a commercial radio station.

It was taken from the Olympic National Park 20 years ago . . . and was originally over 200 feet tall when in the woods. It was 180 feet as we used it.

The wooden antenna has now been sawed up into various lengths from eight feet to two feet, and the local art club and high school and junior college are competing for \$150 in prizes for the best totem pole carved from the wood.—*Bob Eubanks, manager, KONT Port Angeles, Wash.*

### NAB should hinder, not help

EDITOR: The announcement that the National Association of Broadcasters is thinking of joining the Rev. John M. Norris in challenging the FCC's fairness doctrine is characteristic of the public be damned attitude of many broad-

ATLANTA  
 is the 27th U.S. city,\* but—

# WHO RADIO

DES MOINES  
 gives you America's  
**23rd RADIO  
 MARKET!**

Radio stations in only 22 U. S. markets give you a larger audience than WHO Radio, Des Moines. 354,050 homes reached weekly — 42% of all homes in 117 counties. (Authority: NCS '61.) Thus WHO Radio belongs on every list of "the top 25" markets in America. Ask PGW for the proof.

\*Sales Management, June 10, 1965

**WHO, DES MOINES**  
 50,000 WATTS • CLEAR CHANNEL  
 NBC  
 Peters, Griffin, Woodward, Inc.  
 National Representatives

# ONE

...for your money

## WSYR-TV

Again, overwhelmingly the LEADER IN THE CENTRAL NEW YORK MARKET.

WSYR-TV dominates...because of eight years of unbroken leadership in the market, in ARB Reports.

Again, it is number one in homes delivered—

\*41% more than station no. 2  
 \*76% more than station no. 3



\*ARB FOR MARCH 1965.  
 \*STATION NO. 2 TO SIGN OFF. MONDAY THRU SUNDAY

# WSYR-TV

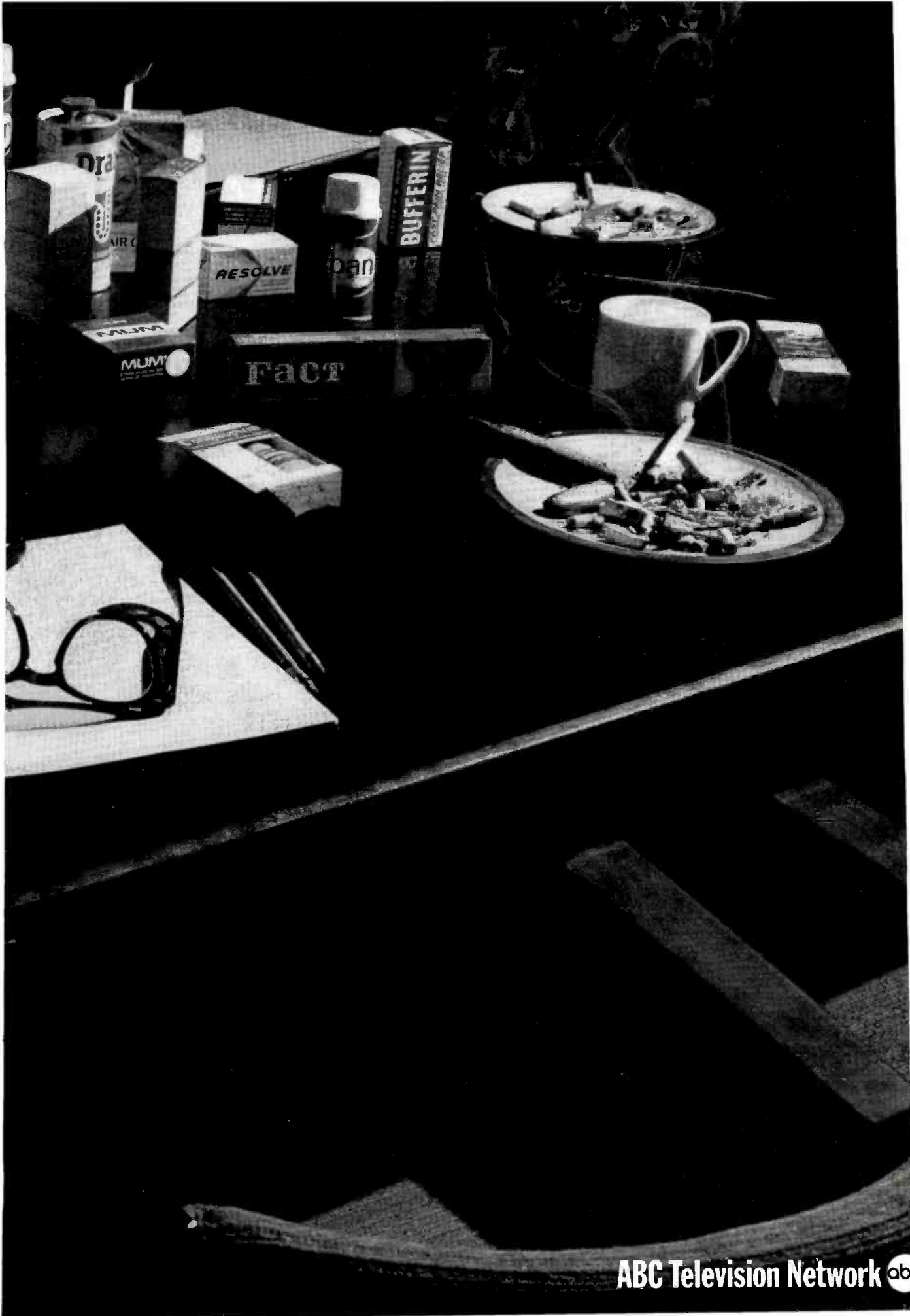
Channel 3 • SYRACUSE, N. Y. • 100 KW  
 Plus WSYR-TV Channel 24, ELmira, N. Y.

Get the Full Story from HARRINGTON, RIGTER & PARSONS



**October 29, 1965. Today, Bristol-Myers got a peek at ABC's plans for '66 and did some concentrated thinking about television. They decided to concentrate the bulk of their dollars on ABC. And their dollars add up to nighttime television's largest budget. What's got companies like Bristol-Myers, Alcoa, Armstrong Cork, Du Pont, Ford and General Electric making major investments on ABC? Could be the spectacular parade of new programming ideas, new talent discoveries, exciting innovations now in the making here.**

**A lot of tomorrow is happening today at ABC.**



# Nobody in Washington argues about which is the important station.



casters.

This writer, over the years, has traveled throughout the country and listened to many radio stations. It has been my observation that much of the so-called religious broadcasting—and there are stations which derive much of their income from that source—is of the type that makes a mockery of Christ's sacrifice. They are filled with the most vicious type of hate propaganda showing complete intolerance of views other than those expressed by the phony ministers who expound them. . . .

The NAB would be on much firmer ground were it investigating ways and means to protect the public against the malicious programing of such as John M. Norris, Carl McIntyre, Billy Hargis and the like than to make it easier for them to broadcast without fear of retaliation. — *Walter Grimes, W. B. Grimes & Co., media brokers, Washington.*

## On the scene

EDITOR: We at KXXI(FM) [Alamogordo, N.M.] read with interest an article in your issue of Dec. 6 concerning the power loss in southern New Mexico.

KXXI returned to the air at 9:10 p.m. and was handling emergency calls and providing information to this area long before KALG [Alamogordo, which the article reported was operating] was on the air.

We do not belittle our AM brother here, but we did want to bring to your attention the importance of FM radio and that we too can provide a service and that in this case, we were first with the most.—*Fred Kaysbier, owner-manager, KXXI(FM) Alamogordo, N.M.*

## BOOK NOTE

*"Radio, Television and the Administration of Justice,"* by a special committee on radio and TV of the Association of the Bar of the City of New York. Columbia University Press, New York. 321pp, with bibliography. \$8.

The New York City bar has performed a service to lawyers, the courts and news media in bringing together a documented survey of cases involving the current controversy over the tenets of a fair trial and the constitutional guarantees of free press.

Divided into two parts, the report covers (1) various types of broadcasts and telecasts that may effect the administration of justice in both criminal and civil cases; (2) letters and documents from law enforcement officials, codes, opinions, statutes and proposals from courts, bar associations, etc.

Retired Circuit Judge Harold R. Medina was chairman of the committee.





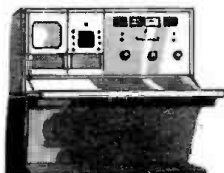
## in UHF planning!

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

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



Ylon antennas



"New Look"  
control equipment



**The Most Trusted Name in Television**

## Advertising's new generation can learn it best by doing it

Some agencies have elaborate college programs to help find fresh young talent and interest youth in the world of advertising.

We at North are particularly proud of our Junior Achievement project. It helps develop new blood for our business. But it also has another important purpose. We believe, as an agency citizen of our area, that community service for its own sake is good for you.

The basic aim of Junior Achievement is to teach youngsters to accept all the responsibilities of establishing and running a business. They conceive of a product (usually a tangible item, but not in our case,) form a manufacturing and sales group and move the product to consumers. Their goal is a profit.

**Radio Basics** ■ J & A Productions Inc. is the North-sponsored group. Based at suburban Highland Park, Ill., it creates a "consumer product" that is sold to local businesses and is perhaps unique for most Junior Achievement activities. J & A's product is a weekly radio show called *Variety* which is broadcast on WEEF-AM-FM Highland Park. Following Junior Achievement's concept, the program was created by the 11 youngsters who make up J & A Productions. It is produced by them, sold by them, and kept sold.

The show is done live each week with the exception of some pre-cartridged music segments and some pre-produced commercials. The group has the usual company officers, and is divided into production, sales and accounting. But when 5:30 p.m. Sunday rolls around, they're all "talent." They write, announce, pick the music and run the board.

**Guidance From Pros** ■ A tape of each program is reviewed by the North advisory team. Thus, quite probably it is the only Junior Achievement product that is not only produced week after week but also improves in quality each time it is delivered.

Is J & A Productions successful? Does the Junior Achievement concept work in producing and selling an intangible? Well, this is J & A's third year in operation as a full-fledged corporation under the Junior Achievement banner. And profits this year look to top the 1964-65 record which return 40 cents on each dollar share sold. Maybe you'd like to hire these kids!

Ours is not the only Junior Achievement group involved in radio and/or TV production or sales. One Junior

Achievement company sells to stations staff-produced program materials. Another we have heard of makes one phase of broadcast production—sales, management or programming—its project for the year. North also has served as a model for a youthful group of broadcasters in Detroit sponsored by D. P. Brother & Co.

From time to time, beginning in 1950, WKRS Waukegan, Wis., has sponsored a group involved in producing weekly 30-minute programs and selling the advertising at a price compatible with the station's rate card. WKRS charged the group about \$200 a year for facilities and at the end of the season returned those funds as a college scholarship.

WBKB-TV Chicago at one time sponsored a group known as "Tele-achievers" which provided live TV entertainment in the form of half-hour programs. The station produced and directed the programs while offering the kids an unparalleled opportunity to learn from behind the scenes.

**Total Experience** ■ But as far as we know, our North-sponsored J & A Productions is the only Junior Achievement group taking the whole bite, assuming complete responsibility for every phase of the program package. The youngsters rent the facilities, produce the show, sell it, bill the clients and keep an eye on stockholder interest as they set up salaries and pay the bills.

If there are other Junior Achievement broadcast groups working this way, we would like to hear from them and trade ideas.

Does the project help the individuals?

Take an example. One youngster, now in his third year with our group, has expanded his interest in radio to a

current full-time job with WEEF, in addition to going to high school.

**Multiple Benefits** ■ First it affords a lot of satisfaction to those of us who work with the group. Here I've got to billboard the real North workers—Marvin White, who carries the load of following up every detail, and Bill Conner, our radio-TV production vice president who keeps his eye on production quality. It's a great chance to carry what we do so routinely each day to fresh young minds who see so many of the problems differently and who often bring us up short with a new angle or better idea.

Second, of course, it fits closely with North's policy of participating actively in every public service where we can make a significant contribution. Not all the rewards in our business come in the form of new accounts. We certainly don't expect a new-business line to form outside because we've newly appointed Jeff Sanford as full time director-coordinator of our community service products.

But we do feel that our many efforts in public service when thoroughly pursued will reflect on North in the same way as a carefully administrated client relationship. We also don't expect a "new community-service line" to form outside, but we are confident that the lessons we've learned from client relationships benefit our public service.

Our appointment of Mr. Sanford as director of community relations is simply an extension of our 10-year policy of participation in any community program where we can be truly helpful. No, it isn't a "new business" venture. It's more a "better North people" venture. And we think we and our clients benefit from it.



James W. Green is vice president and account supervisor at North Advertising Inc., Chicago, where he has been involved in the agency's Junior Achievement project since its inception three years ago. North this month marks the 10th anniversary of its founding by Donald P. Nathanson, president, who has encouraged its heavy participation in varied community projects. Mr. Green joined North in 1957 after many years of work in radio-TV as producer and director for agencies.

# THE NETWORKS' WILDEST WEEK

- NBC deposes Kintner on eve of his becoming chairman
- ABC makes its deal to merge with expansionist ITT
- At CBS the line of executive succession is forming

An upheaval in the executive suite struck NBC last week just as ABC was negotiating a merger that could alter the balance of power among the networks and as CBS was testing its readiness to meet the competition.

Without warning, the top executive layer at NBC was radically rearranged (see story below).

At about the same time ABC agreed to merge with International Telephone & Telegraph (BROADCASTING, Dec. 6)

to form a domestic and international broadcasting-communications combine of formidable size (see story page 33). It's a deal that must clear a number of federal agencies that will look hard at it (see page 34).

Meanwhile, CBS is girding for a future that promises to be different from the past. It's undergoing internal examinations and working on plans for executive succession, with younger executives being put in bigger jobs (see page 38).

## Kintner's leaving unexplained; Scott and Goodman move up

Robert E. Kintner, president and chairman-elect of NBC, was stripped of power in one sudden, unexplained swoop last week, apparently the victim of his own driving personality and appetite for action.

While his attorneys and NBC's were negotiating a settlement, this new top executive lineup was set:

- Walter D. Scott, president of the NBC Television Network, to become chief executive officer of NBC and, eventually, chairman of the board.

- Julian Goodman, executive vice president of NBC News, to become chief administrative officer of NBC and, eventually, president.

- Don Durgin, vice president in charge of NBC TV Network Sales, to succeed Mr. Scott as head of the television network.

- David C. Adams, senior executive vice president, remains in that position, where he has operated at the highest levels of company management and is expected to have no less a hand in the future.

Still undesignated late last week were the successors to Mr. Goodman as number-two man in NBC News under William R. McAndrew, president of that division, and to Mr. Durgin as network TV sales vice president.

Reports circulated that Thomas W. Sarnoff, West Coast executive vice president, would be transferred to a new high-level post in the New York headquarters. In inner circles of top man-

agement, however, it was asserted that no such move was currently planned.

**Reason Unexplained** ■ The suddenness of the moves stunned the broadcasting and advertising businesses. They

were still unexplained—and, officially, still unconfirmed—late Thursday, although reports had begun to leak out on Tuesday and were in the headlines on Wednesday.

Why did it happen?

That was the question of the week.

NBC, it was repeatedly noted, is currently at record levels in sales and prestige. It has led the other networks in ratings in most of the national reports this season, and in the last two Nielsens, although CBS-TV has edged out in front by a fraction of a point, the race is still neck-and-neck.

Nobody questioned Mr. Kintner's key role in propelling NBC to this peak. Personally his prestige and authority were also at an all-time high. There was no doubt of it in September when he was elected to add the chairmanship to the presidency on Jan. 1, when Robert W. Sarnoff, now NBC chairman, moves up to the presidency of RCA.

The situation was far different from that surrounding the equally abrupt departure of James T. Aubrey Jr. from the presidency of the CBS-TV network last February. CBS-TV at that time was suffering its worst ratings slump in years and there had been at least occasional, although quiet, speculation about how long he might last. What happened, then, to remove Mr. Kintner at the age of 56 from one post that he held for seven years and from an even more powerful one that would be his in less



Robert E. Kintner

## KINTNER'S LEAVING UNEXPLAINED continued

than a month?

**No Statements** ■ NBC officials weren't talking. Officially they wouldn't even acknowledge that Mr. Kintner was leaving. Unquestionably authoritative sources acknowledged that he was, but for the most part even they wouldn't advance a reason.

Other associates and friends, however, attributed the move to a combination of factors, all of them related to a hard-driving temperament and gruelling work habits under the endless pressures that beat on executives at that level.

Mr. Kintner has long been known as a demanding executive—no less so of himself than of others. He had a reputation for being the first man in the office in the morning and the last one out at night, and away from the office he was said to sit for hours on end watching not one television screen but three—the programs of his competitors

throughout the week.

NBC's refusal to confirm the changes was attributed—authoritatively but not officially—to the pendency of contract settlement negotiations between NBC and Mr. Kintner's lawyers.

Settlements in such cases often include agreement on what is to be made public and how it is to be announced. Thus, it was said, NBC would be unlikely to have any announcement until all the settlement terms had been set.

Just what was involved in those negotiations was not entirely clear. Kintner was said to be receiving about \$200,000 a year as NBC president, and it had been believed that this would go to about \$250,000 when he added the chairmanship to his duties.

He was expected to receive a new contract, reportedly for a five-year term, when he took over the chairmanship, but there were conflicting reports

This possibility was regarded, unofficially, as one of the factors in the likelihood that Mr. Scott and Mr. Goodman may get their new jobs before they get the formal titles to go with them.

Another element figuring in this likelihood was the obvious fact that there will be no vacancy in the NBC board chairmanship until Jan. 1—the date when Mr. Sarnoff moves from chairman of NBC to president of RCA.

Another potential delay in awarding the chairmanship and presidential titles was seen in the fact that the NBC board does not have another regularly scheduled meeting until Jan. 7.

Some authoritative sources felt that the board would wait until then to act, although the possibility of a special meeting before that time—when Mr. Scott could be named chairman-elect—was not discounted.

Other insiders felt a special meeting definitely would be called to formalize the new assignments if not the titles.



Walter D. Scott



Julian Goodman



Don Durgin



David C. Adams

as well as his own.

When he did relax, friends said, he relaxed with no less fervor than he put into his work.

In addition he had been bothered with eye trouble that led to operations to remove cataracts a few years ago.

It all added up, according to friends, to a pace that couldn't be maintained, and when efforts to get him to temper his habits proved fruitless, the decision apparently was made to seek a settlement of his contract.

Unconfirmed reports said this decision was put to him by Chairman Sarnoff a week ago Thursday, on Dec. 2, and that he did not attend the regular meeting of the NBC board the following day.

**Going Home** ■ Last Tuesday, before reports of his imminent departure became widespread, his office said, in cancelling a tentative appointment, that he had to go to his native Stroudsburg, Pa., "on a matter of family business." He was reported to be in Stroudsburg

as to whether he had already signed the new pact.

Nor could it be learned authoritatively whether he was working as president under a contract that had much or little time to run.

The answers to these questions presumably would have important bearing on the nature of the settlement being negotiated.

Other factors frequently involved in negotiations of this sort include an agreement that the departing executive will not take a position "competing" with his former company for a given period of time. Sometimes the executive is given a contract as consultant to his old employers.

**May Be Delay** ■ In Mr. Kintner's case one of many unconfirmed reports was that discussions included the possibility that he remain with the network for several months, keeping his title or titles but without the usual policy-making authority.

Mr. Kintner, with NBC since Jan. 1, 1957, and president since mid-1958, filed papers with the Securities and Exchange Commission last October, following his election to the RCA board, that showed him as owner of 31,640 shares of RCA common stock. With RCA stock last week selling at \$46 to \$47, these shares would be worth more than \$1,455,000.

**Newsman** ■ Mr. Kintner, a former newspaper man, kept close watch on all phases of NBC operations but maintained special interest in NBC News and was credited with an important role in both its growth as a division and the amount of time given to news in the NBC network program schedule.

He was a key figure in the decision to cancel a full evening's regular entertainment earlier this fall for presentation of a three-and-a-half-hour study of U. S. foreign policy, for a similar move for a three-hour presentation on civil rights a few years ago and, among other NBC moves, for cancellation of

virtually all regular programing in order to present continuing noncommercial coverage during the day-long visit of Pope Paul VI to New York in October.

In sales, he was credited with working out arrangements with Gulf Oil Co. for sponsorship, sight unseen, of "instant specials" put together by NBC News dealing with major news stories as they break.

Before joining NBC he had been with ABC from 1944 to October 1956, as president for the last seven of those years.

Mr. Scott, slated to become chief executive officer and eventually chairman, is a quiet 27-year veteran of NBC who has headed the TV network since 1959, first as executive vice president and, since a few months ago, as president.

Now 50, he has been a salesman most of his professional life. He started with the Oklahoma City *Daily Oklahoman and Times* after graduation from college in 1936, switched to radio the next

year with the New York sales staff of Hearst Radio, then moved to NBC in 1938, selling national spot business for NBC-owned stations first and then moving over to network sales.

He rose to eastern sales manager in 1949, New York radio network sales manager in 1951, administrative sales manager in 1952, vice president and national sales manager of the TV network in 1955 and, in 1958, vice president in charge of TV network sales.

The promotion of Mr. Goodman from NBC News to chief administrative officer of NBC will preserve the Kintner tradition of having a news-oriented executive in the chief operating post—a tradition to which Mr. Scott will also contribute as a journalism graduate of the University of Missouri.

Mr. Goodman, now 43, has been with NBC for the past 20 years, joining as a news writer with the network's WRC Washington in 1945 after college, Army service and a stint as office manager of the Products Resources

Board in Washington.

He was manager of news and special events for NBC Radio in 1950-51, manager of news and special events for NBC in Washington from 1951 to 1959, then moved to New York as director of news and public affairs.

He became vice president, NBC News, in 1961, and received his executive vice presidency in October of this year.

As the number-two man of NBC News he has become known as the alter ego of President William R. McAndrew, supervising a full-time staff of 800 and some 200 part-time correspondents scattered around the world.

Mr. Durgin, 41, a law school graduate and former agency man, was with NBC Spot Sales in 1949-51, then moved to ABC and rose to head its radio network. He returned to NBC in 1957 and was named TV network sales vice president, his present post, in 1959 after heading sales planning and national sales.

## ABC's \$370-million merger expected to brighten its future

The managements of ABC and International Telephone & Telegraph Corp. agreed last week on a \$370 million merger plan (BROADCASTING, Dec. 6) that appeared to enhance ABC's future on both domestic and foreign fronts.

It promised to result in a new prominence for ABC in this country and could possibly add to its dominance among U. S. broadcasting interests abroad.

Such a merger would undoubtedly remove ABC from short-term vagaries of the stock market, might help ABC-TV and the company's owned television stations tool up more quickly for complete color service, and could give ABC a boost in a future of satellite communication—both domestic and international.

ABC reportedly faces a \$75 million capital investment to equip the TV network and owned TV stations for full color capabilities. Presumably the promise of ITT support in such a project could spur the company to faster color retooling.

The extensive and highly regarded research and development programs of ITT were considered another plus for ABC's future broadcasting prospects. ITT has developed the first transportable ground stations for use in satellite transmissions and has been a leader in the development of satellites themselves.

**Active on Market** ■ ABC, which has been last among the three network-owning companies in terms of financial resources, has, also, for related reasons, been the most volatile performer among

them on the stock market.

With a much smaller market capitalization and fewer shares outstanding, ABC stock has had a far more apparent leverage from the potential revenues of its television network. The stock has consequently been subject to wide fluctuation from season to season and from one Nielsen rating report to the next, especially with the introduction of new programing each fall.

With a merger, ABC as an independent but subsidiary operation of ITT, would be working under the shelter of a \$2-billion corporation whose vast market capitalization would have an inertial effect on sudden price changes. In fact ABC's relatively small part in ITT earnings would prevent the parent concern from becoming known as a "broadcast stock," and broadcasting specialists on Wall Street would have one less stock to work with.

ABC's international operations could have a strong complementary relation to those of ITT.

ABC International President Don Coyle says his division has foreign TV stations in 26 countries. It has ownerships of between 5% and 49% in 40 of those stations and acts as program supplier and sales representative for all of them. Heaviest concentration of these interests lies in Central and South America.

**Important Investment** ■ ABC's investment in its international division has been an estimated \$13 million but a recent offer of close to \$8 million for its Venezuela holdings alone indicates a far larger actual worth for its foreign

interests.

ITT's substantial manufacturing and sales in foreign countries, particularly in Latin America, must work to the advantage of ABC's developing broadcast interests there. Essentially stymied from broadcast holdings in Europe because of noncommercial regulations, ABC International is still investigating European TV affiliations in countries where those regulations may be relaxed.

ABC has been pushing for the development of ground stations for satellite communications with emphasis in this direction in Latin America.

As a pioneer in the development of satellite equipment, ITT would presumably be in a position to advance the international designs of ABC.

An ITT-developed ground station is aboard the recovery ship *Wasp* to transmit pictures of the splash down of the manned Gemini 6 and 7 space capsules. The company also designed the Videx system which transmitted slow-scan pictures via audio circuits from the recovery ship for TV coverage of the latest manned space flight.

ITT was one of a group of common carriers authorized by the FCC to offer networks a package service of international satellite communication. In this role it would offer the network the satellite circuit which it would lease from the Communications Satellite Corp. and land lines to ground stations, all of which it would provide for a single fee. If ITT owned ABC it could thus become a supplier to itself in this respect.

A crucial provision in the ITT agree-

## Washington outlook for ABC-ITT: close look, then approval

The bureaucratic thicket through which ABC and ITT must move if their merger is to become effective is tangled but not impenetrable. A reading of the climate in Washington last week found no hard core of opposition, although a number of large questions were raised at the several federal agencies that may have something to say about the merger.

Primary jurisdiction apparently lies with the FCC since both parties are licensees of the commission. Also interested, in descending order, are the antitrust division of the Department of Justice, the Securities and Exchange Commission and the Federal Trade Commission.

At the FCC, officials said the merger would pose "problems"; anything of that size always does. But they also said they had not had enough time to focus on the matter to determine what these problems might be, let alone what the answers are.

Two possible questions that observers have raised, however, involve restraint of competition among common carriers and the commission's interim policy on multiple ownership of television stations which bars individuals from acquiring more than two VHF stations in the top-50 markets. ABC owns five VHF stations—in New York, Chicago, Los Angeles, Detroit and San Francisco.

ITT is one of the owners of the Communications Satellite Corp. and one of the international communications carriers authorized to lease channels of service in the satellite.

One official said the commission might want to consider whether a merger with ABC would give ITT an undue advantage over other authorized carriers in competition for ABC's business.

**Close Look** ■ The interim policy on multiple ownership of VHF television stations in the top-50 markets clearly was not intended to cover the kind of situation posed by the merger of a network with a giant corporation like ITT. But some officials said the FCC would have to take a look at the merger agreement when it is completed and compare it with the interim policy.

At least one FCC official saw neither of these as thwarting the proposed merger. So far as the question of competition among common carriers is concerned, he said, the resulting corporate situation would be virtually identical to that of RCA and its subsidiary, NBC. Another subsidiary of RCA's, RCA Communications, is one of the international carriers that owns part of Comsat and is authorized to lease satellite channels to customers such as the networks.

The creation of a corporation analogous to RCA-NBC, he said, "would help rather than hinder competition."

And he doesn't see the commission's interim policy as necessarily applying to changes in corporate stock. He said that as he currently understands the merger agreement ABC would retain a separate corporate identity. And that, he said,

would be the critical factor in determining that the policy does not apply.

On the other hand, one official said that the policy does apply—even if it was not meant to cover such a situation. But he also predicted that the commission would make an exception and not require a hearing on this point.

The public-interest arguments in favor of the merger provide a substantial basis for a waiver, he said. He noted that the merger would enable ABC to compete more effectively with CBS and NBC—a goal the commission has frequently said it would like to see reached.

"ABC was born in travail, and the commission has been attempting to help it ever since," the official said. He recalled the 1961 proposal to drop VHF channels into seven markets at short spacing—which was later abandoned—was designed to provide ABC with strong affiliates.

And with ITT as a corporate partner, he added ABC won't be able to claim "it can't afford" to affiliate with UHF's. "So even if the top-50 policy applies," he added, "the commission can say it shouldn't, in this case."

**Under Study** ■ Farther down Pennsylvania Avenue, at the Justice Department, officials would say for the record only that the antitrust division is "aware" of the merger plan and is "looking into it." It was stressed that this should not be construed as an investigation; only that antitrust lawyers are alert to the

### ABC'S \$370-MILLION MERGER continued

ment with ABC guarantees the latter autonomy of operation. Just how this would be defined was not explained.

**Safe from Simon** ■ It has been widely reported—and generally accepted in Wall Street—that ABC management would be thankful for the refuge from investor Norton Simon which an ITT acquisition would represent. It was further suggested that Mr. Simon, who is believed to control close to 10% of ABC stock through holdings of McCall Corp. and Hunt Foods Industries, was still intent on acquiring more ABC stock and eventually getting a voice in the company's operations.

Although Mr. Simon could not technically gain a seat on the ABC board without gaining support of over 50%

of the voting stock, he was reported to be seeking more of the company's equity, and his support among shareholders might have gained strength on the basis of the decline in the stock's price prior to reports that the ITT merger was brewing (CLOSED CIRCUIT, Nov. 29). He was said to be attempting to increase his portfolio by acquiring ABC shares from large holders.

Among the many domestic interests of ITT is the Hamilton Management Corp. of Denver, investment adviser and distributor of the Hamilton funds. As of Oct. 31, Hamilton was holding a reported 140,000 shares of ABC stock. Six months before that it was reported to have 190,000 shares, which would mean the fund had sold 50,000

shares over the half-year period.

The exact dollar value of the proposed transaction is impossible to calculate since it is based on a stock transfer of ITT common and a new convertible preferred stock whose stated value would be \$10. For each share of ABC common ITT would offer .5719 of a share of its own common and .5719 of the new convertible preference issue. A rough estimate of the total value of the transaction is \$370 million.

**Dividend Double** ■ ABC and ITT said the convertible preference stock could be converted on a share-for-share basis into ITT common and would carry a dividend equal to twice that of ITT's common but not less than \$2.40 per share. After the merger news last week ITT shares were trading

merger and are considering it.

It was obvious also that the Justice lawyers felt that the merger is primarily the FCC's baby, although some elements are particularly the Justice Department's concern. These include consideration, from a national policy viewpoint, of such matters as the possibility of monopoly, restraint of trade, effect on competition and other areas which in some cases overlap but in others are different from the consideration which the FCC is required to give in cases of this kind.

It was obvious also last week that the Justice Department and FCC intend to maintain close liaison in the ITT-ABC matter.

The FTC is by statute also responsible for overseeing the economic sector of American business and is active in restraint-of-trade situations. It does not move, however, unless the Department of Justice withdraws itself from a situation where it has found no antitrust violations. Its approach stems from the Clayton Act relating to mergers and acquisitions that may be found to restrain trade.

Purely ministerial, however, is the involvement of SEC. Its function is to insure that in all material sent to stockholders relating to the proposed merger full disclosure is made of all pertinent information so that stockholders are fully informed. If, however, a new stock issue becomes an element of the merger agreement, the normal requirement calling for a registration statement to be filed with the SEC before issuance of the stock comes into play.

around 65. ABC's price was 70%.

As recently as Nov. 26, before reports of the ABC-ITT union began to take firm root in Wall Street, ABC stock was trading at 54. By Dec. 1, the day merger talk was confirmed by the companies it had moved to 62. With the Dec. 7 announcement of board approval of the plan the stock moved up 9 more points, closing at 74.

The convertible stock could not be called for 10 years. The redemption price in the eleventh year would be \$150 and its redemption value thereafter would decrease by \$5 yearly to a minimum of \$100. To complete the transaction ITT would issue about 2.6 million shares of its common and about the same number of the convertible preferred.

Complete terms of the transaction

have yet to be worked out and submitted to stockholders of both companies for approval.

Consummation would also be contingent on approval of "appropriate government agencies" in addition to the FCC (see story page 34).

The companies say the deal also hangs on a favorable tax ruling.

Asked whether ITT had requested any Justice Department opinion prior to the merger announcement regarding possible antitrust questions that might crop up, a spokesman of the company

said "none at all."

No dates have been set by either company for the special stockholder meetings which would be required for approval of the plan and it's generally agreed that it would be months before the transaction could be completed.

Neither ABC President Leonard Goldenson nor Harold Geneen, chairman and president of ITT, was available last week for comment on the merger beyond what had already been formally released by the two companies.

## Principal divisions and subsidiaries of ITT

### NORTH AMERICA MANUFACTURING—SALES— SERVICE

**Canada:** ITT Canada Ltd., Montreal; Royal Electric Co. (Quebec) Ltd., Pointe Claire, P.Q.

**Jamaica:** ITT Standard Electric of Jamaica Ltd., Kingston.

**Mexico:** Industria de Telecomunicación S. A. de C. V., Mexico City; Materiales de Telecomunicación S. A., Toluca; McClellan, S. A., Mexico City; Standard Eléctrica de México S. A., Mexico City.

**Panama:** ITT Standard Electric of Panama S. A., Panama City.

**Puerto Rico:** ITT Caribbean Manufacturing Inc., Rio Piedras; ITT Caribbean Sales and Service Inc., Rio Piedras.

**U. S.:** Airmatic Systems Corporation, Saddle Brook, N. J.; Avis Rent-A-Car System, New York; Barton Instrument Corporation, Monterey Park, Calif.; Federal Electric Corporation, Paramus, N. J.; Hamilton Management Corp., Denver.

Industrial Products Div., San Fernando, Calif.; Intelx Systems Incorporated, Paramus, N. J.; International Standard Electric Corp., New York; International Telephone and Telegraph Corporation, Sud America, New York; ITT Arkansas Div., Camden, Ark.; ITT Bell & Gossett Hydronics Div., Morton Grove, Ill.; Stover branch, Freeport, Ill.; ITT Cannon Electric Div., Los Angeles; ITT Data and Information Systems Div., Paramus, N. J.;

ITT Direct Fired Equipment Div., Columbus, Ohio; Mercer, Pa.; Torrance, Calif.; ITT Electron Tube Div., Easton, Pa. and Roanoke, Va.; ITT Export Corp., New York; ITT Federal Laboratories Div., Nutley, N. J.;

ITT Financial Services, Inc., New York; ITT Aetna Finance Co., St. Louis; Kellogg Credit Corp., New York; International Telephone and Telegraph Credit Corp., New York; Great International Life Insurance Co. (50% interest), Atlanta;

ITT General Controls Div., Glendale, Calif.; ITT Gilfillan Inc., Los Angeles; ITT Hammel-Dahl Div., Warwick, R. I.; ITT Industrial Laboratories Div., Fort Wayne, Ind.; ITT Kellogg Communications Systems Div., Chicago; ITT Kellogg Telecommunication Div., New York; Corinth, Miss.; Milan, Tenn.; Raleigh, N. C.; ITT Mackay Marine Div., Clark, N. J.; ITT Marlow Div., Midland Park, N. J.;

ITT Mobile Telephone Inc., San Fernando, Calif.; ITT Nesbitt Div., Philadelphia; ITT Process Systems Div., Lawrence, Mass.; ITT Semiconductors Div., West Palm Beach, Fla. and Lawrence, Mass.; ITT Telephone Corp., Harrisburg, Pa.; ITT Wire and Cable Div., Pawtucket, R. I.; Woonsocket, R. I.; Clinton, Mass.; Jennings Radio Manufacturing Corp., San Jose, Calif.;

### TELEPHONE OPERATIONS

**Puerto Rico:** Puerto Rico Telephone Co., San Juan.

**Virgin Islands:** Virgin Islands Telephone Corp., Charlotte Amalie.

### SOUTH AMERICA

#### MANUFACTURING—SALES— SERVICE

**Argentina:** Compañía Standard Electric Argentina, S. A. I. C., Buenos Aires.

**Brazil:** Standard Eléctrica S. A., Rio de Janeiro; Eletrônica Industrial S. A., Sao Paulo.

**Chile:** Compañía Standard Electric S. A. C., Santiago.

**Colombia:** ITT Standard Electric de Colombia S. A., Bogotá.

**Venezuela:** Standard Telecommunications C. A., Caracas.

### TELEPHONE OPERATIONS

**Brazil:** Companhia Telefônica Nacional, Curitiba.

**Chile:** Compañía de Teléfonos de Chile, Santiago.

**Peru:** Compañía Peruana de Telé-

**...Without Missing A Beat**





**More viewers watched the launching of Gemini 7 on the NBC Television Network than on any other network.<sup>1</sup>**

That happens just about *every* time a major news event is televised on the three networks, but this time the NBC News coverage was even more distinctive than usual.

### **Two-In-One**

For NBC gave a most dramatic demonstration of television's ability to report two events simultaneously—and in color.

Through the skillful use of the split-screen technique, viewers were able to watch both the Gemini 7 blast-off preparations *and* the Penn State-Maryland game.

As exciting as that coverage was, it was no more than typical of the spirit and enterprise NBC News brings to *all* its reporting.

And these same high standards extend to *all* areas of the NBC Television Network's programming. No one is more aware of this than the nation's viewers.

That's why for the season-to-date, NBC

has the: **No. 1 new program—“Get Smart”;**  
**No. 1 of all programs—“Bonanza”;**  
**No. 1 news program—“Huntley-Brinkley”;**  
**No. 1 sports attraction—“World Series”;**  
**biggest audience increase over last season.<sup>2</sup>**

That's why NBC is the leading network with young adult men and women (18-49)—the audience most valuable to advertisers.<sup>3</sup>

### **The Color Picture**

And that's why the NBC Television Network is the undisputed leader in color-set homes, with 89% more homes than the second network and 105% more than the third.<sup>4</sup>

It's true that the simultaneous colorcast of the preparations from Cape Kennedy, Florida, and the football game from College Park, Maryland, *was* a highly unusual event in television journalism.

**But it is the kind of dynamic offering viewers have come to expect from the nation's No. 1 network—the network that continues to lead all competition in news, entertainment, sports and color.**

# **NBC TELEVISION NETWORK**

THE FULL COLOR NETWORK

SOURCES: <sup>1</sup> National Arbitron, Dec. 4, 1965, periods of common network Gemini coverage <sup>2</sup> NTI—Sept. 13–Nov. 21, 1965, Nighttime network average audience, 7:30–11pm <sup>3</sup> NAC Oct. 11–24, 1965, 7:30–11pm <sup>4</sup> ARB National Report, Sept. 22–28, 1965, 7:30–11pm. All estimates subject to qualifications available on request.

fonos Limitada, Lima.

**EUROPE, MIDDLE EAST,  
AFRICA  
MANUFACTURING—SALES—  
SERVICE**

**Algeria:** Société Algérienne de Constructions Téléphoniques, Algiers.

**Austria:** Standard Telephon und Telegraphen Aktiengesellschaft, Czeija, Nisl & Co., Vienna.

**Belgium:** Bell Telephone Manufacturing Co., Antwerp; ITT Europe Inc. (branch), Brussels; ITT Industries Europe Inc. (branch), Brussels.

**Denmark:** Standard Electric Aktieselskab, Copenhagen.

**Finland:** Standard Electric Puhelin-teollisuus Oy, Helsinki.

**France:** Centre Français de Recherche Opérationnelle, Paris; Compagnie Générale de Constructions Téléphoniques, Paris; Les Téléimprimeurs, Paris; Compagnie Générale de Métrologie, Annecy; Laboratoire Central de Télécommunications, Paris; Le Matériel Technique Industriel, Paris; Le Matériel Téléphonique, Paris; Société Industrielle de Composants pour l'Electronique, Courbevoie.

**Germany (West):** Standard Elektrik Lorenz Aktiengesellschaft, Stuttgart, and subsidiaries.

**Iran:** Standard Electric Iran AG, Tehran.

**Italy:** Fabbrica Apparecchiature per Comunicazioni Elettriche Standard S. p.A., Milan; Società Impianti Elettrici Telefonici Telegrafici e Costruzioni Edili S.p.A., Florence; ITT Domel Italiana S.p.A., Milan.

**Netherlands:** Internationale Gas Apparaten N. V., The Hague (joint ven-

ture); Nederlandsche Standard Electric Maatschappij N. V., The Hague.

**Nigeria:** Kollerich (Nigeria) Ltd., Lagos.

**Norway:** Standard Telefon og Kabel-fabrik A/S, Oslo.

**Portugal:** Standard Eléctrica S.A. R.L., Lisbon.

**Republic of South Africa:** Standard Telephones and Cables (South Africa) (Proprietary) Ltd., Boksburg East, Transvaal; Supersonic Africa (Pty.) Ltd., Johannesburg, Transvaal.

**Spain:** Compañía Internacional de Telecomunicación y Electrónica S. A., Madrid; Compañía Radio Aérea Marítima Española S. A., Madrid; Standard Eléctrica S. A., Madrid.

**Sweden:** ITT Norden AB, Barkarby; Standard Radio & Telefon AB, Barkarby.

**Switzerland:** Intel S. A., Basle; ITT Standard S. A., Basle; Standard Téléphone et Radio S. A., Zurich Steiner S. A., Berne.

**Turkey:** Standard Elektrik ve Telekomünikasyon Ltd. Sirketi, Ankara.

**United Kingdom:** Creed and Co. Ltd., Brighton; ITT Industries Ltd., London and subsidiaries; Standard Telephones and Cables Ltd., London; Standard Telecommunication Laboratories Ltd., London and other subsidiaries.

**FAR EAST AND PACIFIC  
MANUFACTURING—SALES—  
SERVICE**

**Australia:** Standard Telephones and Cables Pty. Ltd., Sydney.

**Hong Kong:** ITT Far East and Pacific Inc. (branch), Hong Kong; ITT Far East Ltd., Hong Kong.

**Japan:** ITT Far East and Pacific

Inc. (branch), Tokyo.

**New Zealand:** Standard Telephones and Cables Pty. Ltd. (branch), Upper Hutt, Wellington.

**Philippines:** ITT Philippines Inc., Makati, Rizal.

**INTERNATIONAL**

**COMMUNICATIONS OPERATIONS**

American Cable & Radio Corp., New York; All America Cables and Radio Inc.; Commercial Cable Co.; ITT Cable and Radio Inc.—Puerto Rico; ITT Central America Cables & Radio Inc.; ITT Communications Inc.—Virgin Islands; ITT World Communications Inc.; Mackay Radio and Globe Wireless of the Philippines.

Companhia Rádio Internacional do Brasil, Rio de Janeiro; Compañía Internacional de Radio Boliviana, La Paz; Compañía Internacional de Radio, S. A., Buenos Aires; Compañía Internacional de Radio, S. A., Santiago; Cuban American Telephone and Telegraph Co. (50% interest), Havana; Radio Corp. of Cuba, Havana.

**ASSOCIATE LICENSEES FOR  
MANUFACTURING  
(MINORITY INTEREST)**

**Australia:** Austral Standard Cables Pty. Ltd., Melbourne.

**France:** Lignes Télégraphiques et Téléphoniques, Paris.

**Italy:** Società Italiana Reti Telefoniche Interurbane, Milan.

**Japan:** Nippon Electric Co. Ltd., Tokyo; Sumitomo Electric Industries Ltd., Osaka.

**Spain:** Marconi Española S. A., Madrid.

Employs total 185,000. 34,600,000 square feet.

## CBS takes another step toward building strong second team

A 44-year-old senior vice president was moved last week into a new number-two job at CBS-TV, a platform from which a young man with spring in his step and a strong sense of balance has a chance to jump to higher things.

The move put John T. Reynolds, the 44-year-old, into the line of CBS executive succession next to his immediate boss, John A. Schneider, now 39, the president of the television network. Mr. Schneider got his job early this year after James T. Aubrey Jr., now 47, was fired.

The younger men at CBS can see an opportunity to advance before they get old. William S. Paley, chairman of the board of CBS Inc., is now 64. Frank Stanton, CBS president, though still so active that he outworks most men half his age, is 57.

The standard retirement age for CBS executives is 65. Whether Mr. Paley

intends to stay on beyond that age is not known. If Mr. Paley does leave active duty, it is commonly supposed that Dr. Stanton would succeed him.

**A Plum** ■ If Dr. Stanton stepped out of the presidency, the vacancy would be tempting to almost anyone in the communications business. Dr. Stanton has been paid some \$300,000 a year and has acquired, through favorable options, enough CBS stock to make him a millionaire.

Dr. Stanton has been with CBS since he got out of college and has been president since 1946. So firmly have his own and the corporation's personalities been merged that no one at the company has taken much notice of the fact that his current contract expires at the end of this month (CLOSED CIRCUIT, June 28). It is accepted as a matter of routine that when he and the company's board get around to it, a new contract

will be negotiated.

Mr. Paley's approach to conventional retirement age has precipitated reports of executive head-hunting outside the company to beef up the CBS line of succession. These reports have gained currency since it became known that Booz, Allen & Hamilton, the management consulting firm, was engaged in a study of CBS. At the highest level, however, it is said that BA&H was brought in—largely at Dr. Stanton's initiative—to determine whether improvements could be made in the relationships and organization of the divisional structures that were created some 10 years ago. BA&H is also charged with the job of recommending efficiencies in the use of data processing by the various CBS divisions. BA&H's assignment does not include a recruitment program outside CBS, it is said.

**On the Ladder** ■ In accord with cor-

**BEELINE® COUNTRY...  
AWFULLY BIG  
IN SHIPPING**



**...and BEELINE RADIO KFBK is a proven way to reach this important market.**

From Sacramento's \$55 million port the products of California's Sacramento Valley are shipped around the world . . . one more reason why people in this prime agricultural area have over \$3 billion to spend.

You reach these people effectively when you put your message on Beeline Radio KFBK. KFBK is just one of four Beeline Stations and the key to California's rich Inland Valley.

*Data Source: Sales Management's 1965 Copyrighted Survey*



**McCLATCHY BROADCASTING**

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

**KFBK • Sacramento**

**KBEE • Modesto**

**KMJ • Fresno**

**KOH • Reno**

porate formalities, last week's appointment of Mr. Reynolds to the second job at CBS-TV was announced by Mr. Schneider, the man in the first job.

Mr. Reynolds is a six-year veteran of CBS-TV with the bulk of his background on the West Coast. As senior vice president-Hollywood, he has been the ranking executive for CBS-TV in the West. He will now have his office in New York, working closely with Mr. Schneider.

In his new assignment—he retains the title of senior vice president—Mr. Reynolds has been made responsible for affiliate relations and engineering, information services, operations, program practices and sports.

Programming, sales, business affairs and the television network controller will continue to report directly to Mr. Schneider.

Though Mr. Reynolds will have his headquarters in New York, he will con-

tinue to have responsibility for CBS Studio Center, CBS-TV's film facility in Los Angeles.

Mr. Reynolds was vice president and general manager of KHJ-TV Los Angeles before he joined CBS-TV in December 1959 as vice president: administration, Hollywood. In 1961 he became vice president and general manager of network programs, and in March 1962 senior vice president-Hollywood for CBS-TV.

## BROADCAST ADVERTISING

### TV code board to ponder stronger comparative rule

Strengthening of the television code on derogatory commercials will be one of the main items on the agenda of the National Association of Broadcasters TV code board when it meets in New York Thursday and Friday (Dec. 16-17).

The seeming increase in the practice of advertisers identifying competitors in commercials has moved Howard Bell, code director, to seek stronger, clearer language in the code. He will propose an amendment that would tighten the rules on derogation.

His suggestion will allow advertisers to name competing brands and to make point-by-point comparisons that can be substantiated. But it would ban sweeping generalizations and derogatory remarks.

The present code rule simply says spots should not have "claims dealing unfairly" with competitors, their products or "other industries, professions or institutions." Identical wording is in the radio code.

Support for a tougher rule in this

area is said to have come from broadcasters and several agencies.

The code board will also take up toy commercials and time standards. Members of the code staff will meet with the Toy Manufacturers Association preceding the code board meeting and will report on the TMA talks. One area of concern is the move towards the use of fantasy in toy commercials.

A major point in time-standards discussion will be the possibility of redefining prime time. It is currently defined as not less than three evening hours daily. The problem now seems to be a more precise definition of evening.

### Tobacco code answers FTC, but mum's the word

Spokesman for the Cigarette Advertising Code, New York, said last week that they have replied to the letter sent by the Federal Trade Commission challenging the code's "silence" about measures the code is taking to eliminate advertising that negates the warnings placed on cigarette packages (BROADCASTING, Dec. 6).

The CAC spokesmen did not spell out what they told the FTC and the FTC itself was equally quiet about the matter.

Former Governor Robert Meyner (D-N. J.), code director, has commissioned a "prominent drama critic" to determine the qualities of television programming that appeal to teen-agers so that the code can take steps to curb the placing of ads in spots adjacent to or during such programming. But this was done months ago in response to an inquiry by the Senate Commerce Committee when it was discovered that Kent cigarettes scheduled a commercial immediately prior to an appearance of the Beatles, English singing group, on the *Ed Sullivan Show* (BROADCASTING, Oct. 4).

At that time it was suggested that a hearing might be initiated before the

end of the three-year moratorium imposed on restrictions for cigarette advertising. But the Senate committee has not pursued the matter further and, according to a committee source, the CAC has not filed the report of its critic.

### Grey, DDB may join GF's agency list

In a move understood to be intended to relieve product conflicts at several of its present agencies, General Foods Corp., White Plains, N. Y., is expected to add advertising agencies to its current list. Reports have said that Grey Advertising and Doyle Dane Bernbach were possibilities but confirmation was not forthcoming last week. General Foods said an announcement could be expected after Dec. 20.

GF, a giant company in the foods business, ranks as a top national TV advertiser with heavy investments in network and spot. Current agencies are Foote, Cone & Belding, Benton & Bowles and Young & Rubicam.

### Business briefly . . .

**Tidewater Oil & Refining Co.**, through Grey Advertising, both New York, has purchased one-quarter sponsorship of New York Yankee baseball broadcasts next season on WPIX(TV) and WCBS, both New York. P. Ballantine & Son, Newark, N. J., through Young & Rubicam, New York, holds another one-third sponsorship of the games, and it is reported that **General Cigar Co.**, New York (through Y&R), shortly will announce a one-third purchase, leaving one-twelfth still open for sponsorship.

**Waterman-Bic Pen Corp.**, Milford, Conn., through Ted Bates & Co., New York, on Feb 7 begins a 13-week network and major spot-TV campaign for its low-price ball point pens. Seven-day-a-week participations are scheduled on ABC-TV (daytime and primetime),

### New agency lands client

Carlson Advertising, New York, a new agency which begins operations this week, last week acquired its first major client—Milton Bradley Co., Springfield, Mass. The toy-and-game account bills an estimated \$2 million, of which \$1.4 million is split almost equally between network and spot TV. Richard K. Manoff, New York, was Bradley's previous agency.

The new agency is headed by Walter R. Carlson, whose agency experience includes stints with Manoff, J. Walter Thompson and McCann-Erickson. Carlson Advertising is located at 342 Madison Avenue.



Ladies' Man.



Gourmet chef. Author of a dozen best-selling cookbooks.

Raconteur. Wit. Jim Beard is the most famous man in the food world today.

**"THE JAMES BEARD SHOW"** brings this well-known personality to television, doing the things he is famous for, in a sparkling daily half-hour program.

For details, call Ray Junkin, Domestic Sales Department,

**SCREEN GEMS INTERNATIONAL.**

A DIVISION OF SCREEN GEMS INC.  
711 Fifth Ave. New York 10022 / DL J-4432

## MGM-TV finds economies in video-tape offshoot

"When Ogilvy, Benson & Mather wanted a hospital setting for a commercial for Nationwide Insurance Companies, they didn't have to pay for a special set," Richard M. Rosenbloom, manager of video tape operations at MGM-TV, said last week. "They just took over Stage 11, a permanent set erected for a longtime tenant of ours, *Dr. Kildare*. No sweat, no fuss and virtually no extra expense. We had it; they used it."

"And when the Marschalk people wanted Jeanne Crain to do a Speidel commercial in a setting that would immediately suggest a typical movie star's home, the answer was just as easy. We had a French provincial living room about 30 feet by 40 feet, so we redressed it as a bedroom with a vanity table up front. The set was standing; the lights were there; the advertiser got the richness he wanted and all it cost him was for the redressing."

Mr. Rosenbloom delivers a pretty good commercial himself about MGM's "185 acres of Southern California landscape" with 28 stages and 97 acres of outdoor settings, "with green grass and trees and flowers in bud or bloom if you want to shoot a commercial to use in the spring in a natural setting that you don't have to set up inside," and "we can do the spots on tape or film, whichever you prefer."

MGM got into the TV tape commercial business about five years ago when it bought Telestudios in New York. But when Telestudios wanted to set up a western division, union problems arose, so MGM and some other major studios got together and worked out a tape contract with the International Alliance of Theatrical Stage Employees, so that today the same IATSE members that perform



On the backlot at MGM during production of commercials for Nationwide Insurance by the Video Tape Division of MGM. Agency is Ogilvy, Benson & Mather. L to R: Jim Kil-

gore, lighting director; Dick Rosenbloom, manager, video tape operations; Ted Olson, agency producer; George Gould, president, MGM Telestudios; John Dorsey, director.

all the behind-the-camera duties for motion picture production are now available to work on taped programs and commercials. "We can film and tape on the same stage, almost side-by-side at the same time," Mr. Rosenbloom said. The Speidel commercials, he noted, did just that, with the Jean Crain spots being filmed in color, while Pat Harrington did his commercials on tape in black-and-white.

MGM made a small profit on its tape operation in 1964, "or in other words, we put the main studio into taping at no cost to the stockholders," Mr. Rosenbloom explained. It's been chiefly commercials so far and "the commercials will continue to be an important part of it, although we're also interested in getting into taped program production, both

for ourselves and for other producers, and that could conceivably become our major activity, so far as tape is concerned."

To date the commercials have been about half color and half monochrome, but "the move to color is accelerating rapidly and our color equipment is overtaxed right now."

MGM owns two mobile taping units in the East, but in California they are renting the tape trucks from Mark Armistead, who sends the technical crew along with the machines. "Otherwise, everyone who works on the taping is one of our own studio craftsmen. And they're happy about tape, which they look at as a source of additional activity that will provide more work for them, rather than as a move toward automation that is a threat to their jobs."

along with saturation spot schedules in 250 markets.

**National Airlines**, through Papert, Koenig, Lois, both New York, will sponsor NBC-TV's color coverage of Miami's annual New Year's Eve Orange Bowl parade. The taped highlights will be shown Dec. 31 (8:30-9:30 p.m. EST) and rerun Jan. 1 (10:30-11:30 a.m. EST).





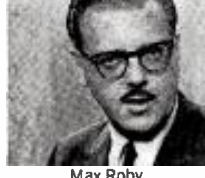
**Sunkist Growers Inc.**, through Foote, Cone & Belding, both Los Angeles, is going to spend some \$350,000 to promote its navel oranges on spot TV. Pro-

motion will start early next year in 15 major markets with black-and-white commercials aimed at children. In addition a color TV spot is being tested in Milwaukee. Copy for all will emphasize that the navel orange is seedless.

Advertiser buys on NBC Radio announced last week were **Great American Insurance Co.**, through Doremus & Co., both New York, for 26 weeks in *Monitor*; **State Farm Mutual Automobile Insurance Co.**, Bloomington, Ill., through Needham, Harper & Steers, Chicago, for 39 weeks in *David Brink-*

*ley Reports and Monitor*; **Foster-Milburn Co.**, Buffalo, N. Y., through Street & Finney, New York, for 48 weeks in *Emphasis*; **General Mills Inc.**, Minneapolis, through Dancer-Fitzgerald-Sample, New York, in *NBC News on the Hour*, and **Wyer Co.**, division of Borden Co., through Compton Advertising, both Chicago, in *Emphasis*.

Sponsors newly signed for NBC-TV special programs: **American Tobacco Co.**, New York (through BBDO); **Sauter Laboratories**, Nutley, N. J., (McCann-Erickson); **Schick Electric**

A	B
 <p data-bbox="331 406 418 427">Jim Jensen</p>	<p data-bbox="532 327 704 374">----- CBS Owned KMOX-TV St. Louis</p>
 <p data-bbox="331 610 418 632">Jerry Dunphy</p>	<p data-bbox="532 527 704 574">----- CBS Owned WCAU-TV Philadelphia</p>
 <p data-bbox="331 810 418 832">Fahey Flynn</p>	<p data-bbox="532 727 704 774">----- CBS Owned WCBS-TV New York</p>
 <p data-bbox="331 1010 418 1032">John Facenda</p>	<p data-bbox="532 927 704 974">----- CBS Owned WBBM-TV Chicago</p>
 <p data-bbox="331 1210 418 1232">Max Roby</p>	<p data-bbox="532 1123 704 1170">----- CBS Owned KNXT Los Angeles</p>

Can you match these well-known local news correspondents (A) with the station on which each appears (B)?

### Unmatched!

Smart advertisers who know the game will have little trouble placing these local television news broadcasters. They *know* that each is synonymous with news in his community.

Correspondents Jim Jensen in New York, Jerry Dunphy in Los Angeles, Fahey Flynn in Chicago, John Facenda in Philadelphia and Max Roby in St.

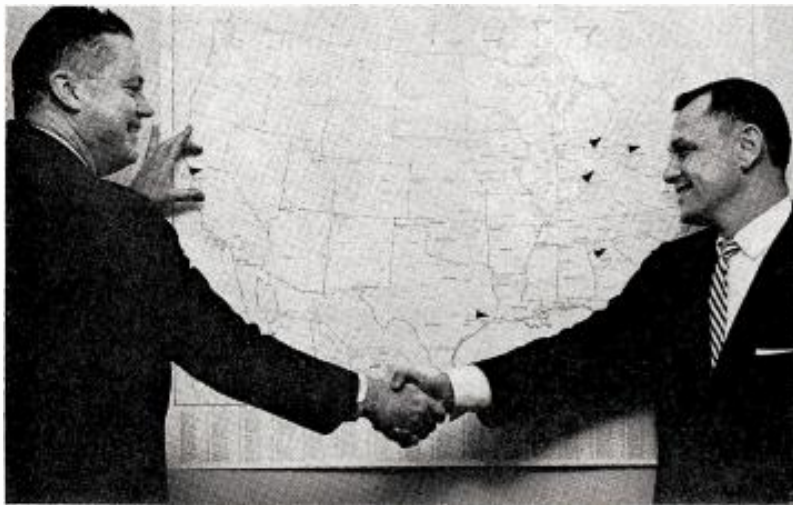
Louis are without peers at providing superb news coverage. Each man knows *who* and *what* makes news *locally*, and delivers it to large audiences on the CBS Owned television station in his area. Each man is representative of local news staffs—reporters, cameramen, technicians—that are among the biggest and best-equipped in the business.

Together, these newsmen have helped boost audience viewing of non-network news on the five stations 73% since 1962...to a whopping current total of 20,814,000 *viewing hours a week*. Obviously, they know their game!

### CBS Television Stations

A Division of Columbia Broadcasting System, Inc. Operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis...represented by CTS National Sales.

Source: NSI estimates, Oct. '62-Oct. '65, subject to qualifications available on request.



## NTS to handle Overmyer across the map

Six stations to be built by Overmyer Communications Co. will be represented nationally by National Television Sales. Exclusive appointment, effective immediately, is for WDHO-TV Toledo, now under construction, and WSCO-TV Newport, Ky.-Cincinnati; WECO-TV Pittsburgh, WATL-TV Atlanta, KBAY-TV San Francisco and WJDO-TV Rosenberg-Houston. Overmyer officials say all six are slated to begin operations

in 1966. In photo, Oliver Treyz (l), president of National Television Sales, is congratulated by Robert F. Adams, OCC executive vice president, before map showing OCC station sites. In addition, the company has an application pending for a seventh station, in Dallas.

Mr. Adams said one of OCC's major criteria in selecting representation firm was an "all under one shelter" concept.

Inc., Lancaster Pa., (Norman Craig & Kummel) and American Chiclé Co. and American Home Products (both Ted Bates) all in New York, in *A Christmas Singalong with Mitch* (Dec. 17, 8:30-9:30 p.m. EST), and *Savings and Loan Foundation*, Boston, (M-E); *Chrysler Motor Corp.*, Detroit, (BBDO); *R. J. Reynolds Tobacco Co.*, Winston-Salem, N.C. and *Chesebrough-Ponds*, New York, both (Wm. Esty) in *Orange Bowl Football* (Jan. 1, 7:45 p.m. to conclusion). *American Photocopy Co.*, Evanston, Ill., (Elias/Sergey/Irwin Inc., Chicago); *Buick Motor Div. of General Motors*, Flint, Mich., (M-E) and *Colgate-Palmolive Co.*, New York (Ted Bates) in *Big Three Golf* (Sundays, Feb. 20, March 20 and April 3, 4-5 p.m., EST).

*Shell Oil Co.*, through Ogilvy, Benson & Mather, both New York, will participate in NBC-TV's *Laredo*, *Mona McCluskey*, *Run for Your Life*, *The Virginian*, *Daniel Boone*, *The Sammy Davis Show* and *Frank McGee Report*.

*Rath Packing Co.*, Waterloo, Iowa, through Earle Ludgin & Co., Chicago, has signed as participating sponsor in NBC-TV's *Frank McGee Report*.

## Needed: critics of business side of TV

Advertisers were urged last week to pay more attention to the business part of the show business that is television. "Television is like an iceberg. Two thirds of it doesn't really show. Two-thirds of it isn't show. It's business."

The speaker was Norman E. (Pete) Cash, president of Television Bureau of Advertising. He was addressing the Advertising Club of Los Angeles on the subject of "Show Business is your Business." Mr. Cash pointed out that everybody has become an expert about the show part of television but that businessmen can also criticize the business function of the medium, a function that has grown by 83% since 1956 to where it now produces some \$2.2 billion in advertising revenues. He invited his listeners "to become a businessman-critic" and hoped that they'd start viewing television "in a more businesslike way . . . as a businessman."

Showing a number of network and

spot-TV commercials to illustrate his points, Mr. Cash stressed how important he thinks it is to view television not only as a living room diversion but as a hard-headed business proposition.

"Next time you see a television commercial on the air," he said, "I hope you will be a businesslike critic and realize that before you can get a share of someone's business, you must first get a share of his mind. If you become a commercial critic, I believe you will see things there that can affect your business."

In a preface to his talk, Mr. Cash predicted that there would be a \$2.6 billion economy in the TV industry by 1966, easily a \$3 billion economy by 1970 and that \$5 billion worth of business would be generated ten years from now.

## TVB offers formula for the little guy

Spot as contrasted to network is recommended for TV advertising by small businesses "for here is a way they can start out small with their big plans, and eventually these advertisers will grow bigger."

This advice, backed by a string of examples of TV successes by small advertisers or small investments for individual products by large advertisers, was presented by Television Bureau of Advertising President Norman E. Cash Friday (Dec. 10) to the small volume forum of The Proprietary Association's convention in New York.

"Television," he said, "can make the small company bigger, the small volume product bigger. Television will show you fast whether to invest in the production of that item, improve it or spend your dollars in some other direction."

Among the TV advertiser stories recounted by Mr. Cash: Purolator, which started with a brief TV campaign in 1962, subsequently increased its investment each year, enjoyed a 44% rise in share of the market in 1963 and an 8% climb in sales in 1964; Teaberry's introduction last year of its new Shuffle gum for an investment of \$58,500; and Richardson-Merrell's spending of about \$300,000 on TV for Clearasil skin soap intended primarily for the teen-age market.

## Rep. appointments . . .

- WTRF-TV Wheeling, W. Va.: Blair Television, New York.
- KREX-AM-TV Grand Junction and satellites KREY Montrose and KREZ Dur-





Louisburg Square on Beacon Hill makes English visitors think of London. The charming little park belongs to the proprietors of the Square. The street is also private. 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, December 13, 1965

45

ango, all Colorado: Devney Organization, New York.

■ **WQMR, WGAY(FM)** Silver Spring, Md.-Washington: Avery-Knodel Inc., New York.

■ **WNOB(FM)** Cleveland: Roger Coleman, New York.

## TVB linked to 13 by closed-circuit TV

Television Bureau of Advertising, New York, has adopted a closed-circuit service at its video-tape facilities, which can simultaneously transmit programs or commercials to six different New York offices at one time. Each location is hooked to the same switching center, according to Walter Vetter, director of member sales presentations.

The TVB service, linked to the New York Telephone Co.'s center, permits feeds of black-and-white or color tapes, and 16mm films to metropolitan area businesses. Of the total of 13 subscribers to the service, all but three are able to receive color.

Companies linked to the system are: Clairrol; Dancer - Fitzgerald - Sample; Foote, Cone & Belding; Lever Bros.; McCann-Erickson; Reeves Sound Studios; Sports Network Inc.; J. Walter Thompson Co.; TV-R (Television Recording); Videotape Productions; Young & Rubicam, and WABC-TV and WCBS-TV, both New York.

Mr. Vetter described the TVB service as of special benefit to a station with a video-taped market program since it could be fed directly from TVB to several agencies "at the same time and at reasonable cost." He added that one-day notice is needed to insure that connections at a set time are cleared with the telephone company.

## Also in advertising . . .

**Expands** ■ Geyer, Morey, Ballard has opened enlarged offices in Chicago at 645 North Michigan Avenue; phone (312) 664-8400. Agency has doubled billings to total of more than \$10 million in Chicago this year including many TV-radio accounts.

**Chicago move** ■ Foote, Cone & Belding's Chicago office moves this weekend to the Equitable Building, 401 North Michigan Avenue. New phone: (312) 467-9200.

**Bigger department** ■ Bonded Services Division, NOVO Industrial Corp., New York, has moved its agency service department to the 10th floor of the Film Center at 630 Ninth Avenue, New York. Bonded distributes commercial

TV films to stations, and provides negative processing and editing services.

**Looking overseas** ■ Mars Candies Division of Mars Inc., Chicago, notified Needham, Harper & Steers there last week that the agency will lose the account effective next April 1. Products involved are Milky Way, Snickers, Three Musketeers, Forever Yours, Mars Toasted Almond Bar and Marsettes, which collectively bill about \$3 million in all media, including broadcast. Mars said it is looking for a new agency with international facilities to help expand foreign marketing.

**New office** ■ Winius-Brandon Co., St. Louis, has expanded its operations by establishing an office at 200 South Michigan Avenue, Chicago.

## Do's and don'ts for hemorrhoid ads

Guidelines for advertising of hemorrhoid remedy products on radio were issued last week by the National Association of Broadcasters Code Authority. The guidelines, which prohibit such descriptive words as "itching," "burning," or "swollen" will become effective Feb. 15, 1966.

Agencies and advertisers known to have commercials that may be in violation of the guidelines have until that date to make the necessary changes. About a half dozen agencies and sponsors are said to be involved. The major national hemorrhoid remedy advertiser is American Home Products' Preparation H, which is handled by Ted Bates & Co., New York. In addition to spot schedules Preparation H has been carried on Mutual.

A new code rule stating that personal product advertising must be in good taste and be presented in a "restrained and inoffensive manner" was adopted by the NAB radio board last June. It replaced an outright ban on personal-product advertising.

In announcing the guidelines, Howard Bell, code director, said they were designed "to help explain the intent of the code language."

The guidelines call for personal-product advertising to be in "good taste" and not to "offensively describe or dramatize distress." Other language banned by the code includes "reference to 'internal' or 'external' hemorrhoids." The interpretation also provides that "an appropriate cautionary statement is necessary within the commercials, indicating that where symptoms or conditions persist after use of the product as directed, consultation with a doctor is recommended."

## Commercials in production . . .

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

**Mel Blanc Associates Inc.**, 1680 North Vine Street, Hollywood 90028.

**Bachman-Jack's Corp.**, Reading, Pa. (snack foods); five 60's for radio, humorous. Noel Blanc, production manager. Agency: Arndt, Preston, Chapin, Lamb & Keen Inc., Philadelphia. Kennard Keen, account executive.

**Martin Century Farms**, Philadelphia (milk); five 60's for radio, humorous. Noel Blanc, production manager. Agency: Arndt, Preston, Chapin, Lamb & Keen Inc., Philadelphia. Kennard Keen, account executive.

**Tanner Motors Ltd.**, Los Angeles (Avis Rent-a-Car); four 60's for radio, humorous. Noel Blanc, production manager. Agency: Cooke-Levitt Inc., Los Angeles. Ed Brandt, account executive.

**Carling Brewing Co.**, Tacoma, Wash. (Heidelberg beer); five 60's for radio, humorous, Noel Blanc, production manager. Agency: Frederick E. Baker Advertising, Seattle. Jerry Wolfe, account executive.

**Frank Brandt & Associates**, 201 Occidental Boulevard, Los Angeles 90028.

**Pacific Gas & Electric Co.**, San Francisco; two 60's for TV, live on film, color. Nancy Wayne, production manager. Agency: BBDO, San Francisco. Jim Bailer, agency producer.

**John LoBuono Associates Productions**, 4565 DeTonty Avenue, St. Louis 63110.

**Lion Oil Co.**, El Dorado, Ark. (service stations); four 60's for TV, music tracks. John LoBuono, Beasley Smith, production managers. Agency: Ridgway Advertising, St. Louis. Ken Bayer, account executive.

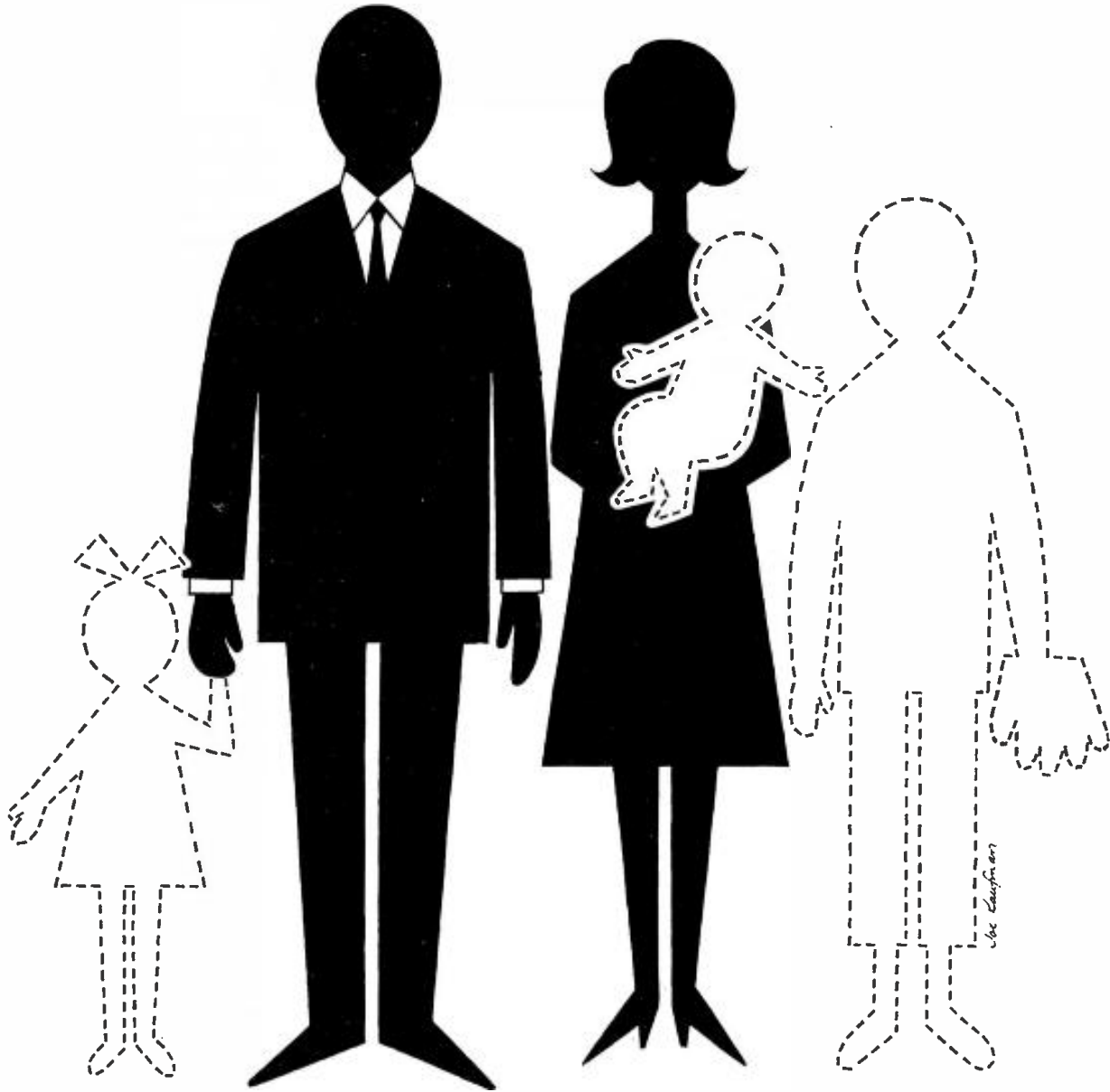
**Bardenheier's Wine Cellars**, St. Louis (wines); one 60 for radio, musical. John LoBuono, Beasley Smith, production managers. Agency: Batz-Hodgson-Neuwoehner, St. Louis. Jack Waterbury, account executive.

**Rocket Citrus Products**, St. Louis (Apple Jack); six 30's, 20's, 10's for radio, novelty humor. John LoBuono, Beasley Smith, production managers. Agency: General American Advertising, St. Louis. Mary Reed, account executive and agency producer.

**Keystone Laboratories Inc.**, Memphis (Bleach & Glow); four 60's, 30's for radio, dramatic. John LoBuono, Beasley Smith, production managers. Agency: Ridgway Advertising, St. Louis. Rodney Hanchett, account executive.

## Agency appointments . . .

■ **Pepsi-Cola Co.**, New York, which is moving its Mountain Dew soft drink account from Geyer, Morey, Ballard, New York, because of "product realignment needs," is expected to select a new agency this week. Mountain Dew, which began its marketing last month, is expected to bill about \$1 million in 1966. Though projected radio-TV billings were not revealed, it was indicated



## It's the adult thing to do

As just about every TV advertiser knows, the adult thing to do is to reach viewers between the ages of 18 and 49. After all, they're the VIPs of the viewing audience—the people who do most of the buying.

Since this is so, there's one extremely significant fact to remember: in prime time, every one of the five NBC Owned Television Stations reaches by far the largest audience of young adults—18 to 49—in its market.

For example, in New York, the NBC Owned TV Station leads its nearest competitor by 30%; in Washington, by 37%; in Cleveland, by 6%; in Chicago, by 9%; in Los Angeles, by 29%.\*

Why are the VIPs so emphatically on our side?

We suspect that our preeminence in color, news, sports and diversified entertainment has much to do with it. Wouldn't you agree?



## Stay up front with the NBC Owned Stations

WNBC-TV, New York / WRC-TV, Washington, D.C. / WKYC-TV, Cleveland / WMAQ-TV, Chicago / KNBC, Los Angeles Represented by NBC Spot Sales

\*Source: ARB Local Reports, Oct. 1965, Prime Time, Mon-Sun, 7:30-11:00pm (6:30-10:00pm, Chicago). Audience and related data are based on estimates provided by ARB and are subject to the qualifications issued by this service. Copies of such qualifications available on request.

both will be used heavily next year.

■ North American Philips Co., has named C. J. LaRoche & Co., to replace Gumbinner-North, all New York, as advertising agency for its Norelco high fidelity products, effective Feb. 25, 1966. The account, which is expected to bill approximately \$1 million in 1965, has used FM and local co-op TV in the past.

■ Glamorene Inc., Clifton, N. J., has appointed Robert Recht Advertising, Beverly Hills, Calif., to handle advertising in 11 western states, with the expectation that a New York agency will be named to handle national advertising within the next week. Present association between Glamorene and Smith/Greenland, New York, will be terminated, it was announced last week. Glamorene is estimated to bill about \$400,000 annually, with about \$265,000 of this amount in spot TV.

■ Houbigant Sales Corp., division of Houparco Inc., has named Altman, Stoller Chalk Advertising, both New York, to handle all Houbigant products. The campaign will include television and radio.

## ABC-TV's cash register rings merrily along

ABC-TV said last week its sales last month hit a record for a November with business signed representing \$55 million, about double the sales written in November 1964, the previous high. The network said the business came from 30 nighttime sponsors and 23 daytime or sports advertisers.

According to ABC, the top sale represented \$17 million in billing by Bristol-Myers, through Young & Rubicam. This investment included renewals and new sponsorships starting in January. Among the highest investments: Armstrong (through BBDO) placed business representing some \$3.5 million in billing, Procter & Gamble (Benton & Bowles) \$2.25 million, 3M Co. (BBDO) \$2 million, Brown & Williamson (Ted Bates & Co.) \$1.7 million, Johnson Wax (B&B) \$1.6 million, Schlitz (Leo Burnett Co.) \$1.5 million, American Tobacco (Sullivan, Stauffer, Colwell & Bayles) \$1.3 million, Lever Bros. (E. H. Weiss) \$1.3 million, Sunbeam (Foote, Cone & Belding) \$1.6 million and U. S. Rubber (Doyle Dane

Bernbach) \$1 million.

Orders amounting to over \$500,000 in sports events were placed by Coca-Cola (McCann-Erickson) and R. J. Reynolds (William Esty Co.). A similar billing in daytime orders was chalked up, ABC said, from Bristol-Myers (Y&R), Florida Citrus Commission (Campbell-Ewald), Golden Grain (M-E), Adolph's (Carson-Roberts), Nabisco (Esty) and United Fruit (BBDO).

## Bankers study radio-TV

The American Bankers Association, New York, last week sponsored a radio-TV workshop for banking representatives from 36 state associations, stressing how the broadcast media can be used as a public relations tool.

Burns Roper, director of research studies at Elmo Roper & Associates, pointed to the importance people now place on TV news for information, as reported by Roper public-attitude studies for the Television Information Office in 1959, 1961, 1963 and 1964.

This research, he said, indicated that TV has become the most believable complete medium, filling the viewers' needs for both "fantasy and information."

## THE MEDIA

# How TV networks pay stations

In answer to Lee's query, methods are described;

but CBS challenges FCC's right to review them

The three television networks have provided the FCC with the formulas they use for determining basic compensation to be paid to stations that carry their programs. But CBS made clear it believes such matters are outside the commission's authority.

CBS and ABC supplied the information in response to queries from Commissioner Robert E. Lee, who acted in his capacity as chairman of the UHF-boosting Committee for the Full Development of All-Channel Broadcasting. NBC had furnished its formula earlier.

Commissioner Lee, in presenting the material to the commission, noted that the basic rates disclosed are not those actually paid the stations. The broadcaster gets only a percentage—sometimes 30%—of the basic rate, he said.

In his letters to CBS and ABC, Commissioner Lee said he was "convinced" that the two networks should "consider the advantage" of an expressed formula for basic compensation "such as that which is used by the National Broadcasting Co."

Richard S. Salant, CBS vice presi-

dent and special assistant to its president, wrote that CBS "provides for a minimum class A rate of \$50, which corresponds to an average quarter-hour



Mr. Salant



Mr. Moore

audience of approximately 3,200 television homes."

He said the percentage of the total network audience, rather than the number of television homes, is the fundamental basis for the rate formula. He also said there "may be, and often are, other factors" which are considered in determining the rate of remuneration.

**Plan Nothing New** ■ Mr. Salant said he thought it "was generally known"

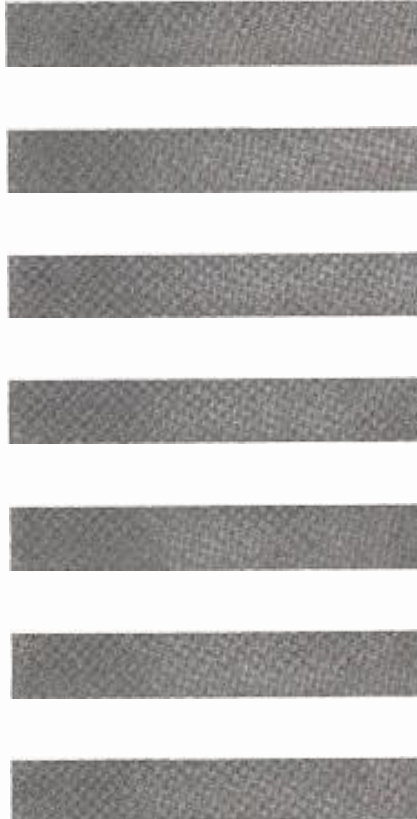
that the network had "long developed, and utilized a station rate curve and formula."

Thomas W. Moore, ABC president, said the network had recently established a minimum rate of \$75 per class A hour for new stations which, in the opinion of ABC, would develop an average evening audience of about 5,000 homes in its first year of operation.

Mr. Moore added that the network periodically reviews the performance of all affiliates "based on the reports from the rating services and, with consideration to a number of other factors," determines whether or not rate adjustments are necessary.

NBC previously told the commission that stations which carry its programs and which have audiences of more than 6,000 homes during an average evening, would be eligible for a network rate beginning at \$100 per class A hour. The network submitted this information in connection with data on its program-distribution and affiliation policies, furnished in March 1964 (BROADCASTING, March 16, 1964).

Commissioner Lee told CBS and ABC that he would not attempt to pass judgment on the fairness of the remuneration formulas—such matters were peculiarly within the networks' judgments, he said. But "the formulation and treatment of the formula is, I believe,



## TO ALL BROADCASTERS:

If you would like to use the five 5-minute programs on "Rights and Responsibilities" presently available, just complete the coupon below.

Mr. R. B. Read  
Taft Broadcasting Co.  
1906 Highland Avenue  
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BROADCASTING, December 13, 1965

'a matter affecting the larger and more effective use of radio,'" he said, quoting a section of the Communications Act.

Mr. Salant took exception to any implication that the determination of the formula, the method of its treatment, and the rate of compensation "are matters subject" to review by the FCC. "I am sure you know that CBS does not believe that it is within the authority granted to the commission by the act to review in any way the determination of a network rate formula, or its application.

"This is a matter left to the networks and, in the last analysis, to the sponsors where the rate affects the amount they are paying for the time," he said.

## CATV's can focus on news 24 hours a day

News Channel, the news service of the Associated Press designed for community antenna television operators, goes into operation for the first time this week on the system of Iowa Video Inc.

The news service is essentially the same as that of the AP broadcast wire. It is picked up by a television camera focused on a specially designed Teletype machine carrying the wire service reports and transmitted over one of the CATV system's channels.

Other systems which are expected to begin subscribing to News Channel by early January are Telecable Inc., Longview, Wash.; All Channels Cable TV, Westerly, R. I., and Video Cable Systems Inc., Huntsville, Ala.

The service will run 24 hours a day with regional news and weather reports hourly at 25 minutes past the hour and national news each hour on the hour.

## Gap seen between NCTA words and CATV deeds

Speaking in Pennsylvania, "the birthplace of commercial CATV," Vincent Wasilewski, president of the National Association of Broadcasters, last week said NAB agrees with the community antenna TV concept as outlined by the National Community Television Association.

However, he told the Pittsburgh Radio and Television Club on Tuesday (Dec. 7), there is a difference between what NCTA says and what CATV's are doing.

He said broadcasters have no quarrel with NCTA's definition of CATV as an antenna service, or NCTA's contention that it is not broadcast service, com-

mon carrier or pay TV. But the CATV industry, he added, wants to be able to leapfrog distant stations to cable systems; some CATV's "are now, or are planning to, originate their own programs," and some say they plan to sell time. It is this separation between NCTA definition and CATV action that broadcasters question, he said.

Mr. Wasilewski said that the NAB, in supporting the FCC's proposed rule-making on CATV, "is not trying to kill CATV. . . . We think that CATV, under the ground rules we have proposed, will not only continue to survive, but thrive; will not only continue to profit, but prosper."

He added that the two industries can work together and the differences can be resolved "if CATV operators will agree to be bound by fair and sensible rules which recognize the principles under which broadcasting in America was chartered."

## 29 FCC employes take early retirement

New federal legislation providing veteran government employes eligible for retirement with an incentive to leave the government before Dec. 30, is having an effect at the FCC. Twenty-nine employes and staff members were reported last week as scheduled to retire before the deadline, and thus qualify for an 8.1% increase in their annuities.

Among those named and the effective dates of their retirements are Hymin H. Goldin, assistant chief of the Broadcast Bureau (Dec. 10); E. W. Allen, chief engineer, Frank Kratokvil, chief of Field Engineering Bureau; Leroy Schaff, assistant chief of complaints and compliance, and Lenah J. Ferro, supervisory applications examiner in the common carrier bureau, all Dec. 30.

## Gray out, Woodland still on NAB board

The National Association of Broadcasters has declared vacant the TV board seat occupied by Gordon Gray, former manager of WKTV(TV) Utica, N. Y. NAB has also reaffirmed Cecil Woodland's (WEJL Scranton, Pa.,) seat on the radio board. The question of the qualifications of both men to hold board seats arose at an executive committee meeting last month (BROADCASTING, Nov. 29).

Mr. Gray, who holds a minority interest in WKTV, is now CATV consultant for Time-Life Broadcast Inc., and radio-TV consultant for Gannett newspapers stations. He no longer meets the require-

ment that he devote his time "principally to the broadcasting business" of WKTV. A successor to Mr. Gray would have to be voted on by the TV board, which meets in January. However, the board may not fill the seat then, but let the TV members vote for a successor in March. Mr. Gray's term would have ended then and he would have been ineligible for re-election.

Mr. Woodland, general manager of WEJL, is now also acting head of Semit Cable Co., both owned by the *Scranton Times*. There had been a question of whether his primary ties were now with the cable firm, but his employer told NAB that he is still chiefly connected with WEJL.

## Renewals made final in Todd-Timm case

Two broadcasters, whose license renewals for three AM stations and application for a fourth station were the subject of a hearing, could breathe easier last week. An initial decision made by FCC Hearing Examiner Charles J. Frederick in August recommending the grants (BROADCASTING, Aug. 9), became final when the commission's

Broadcast Bureau failed to appeal the decision.

The action affects C. N. Todd and B. F. J. Timm. They were in danger of losing their broadcast licenses because of allegations of willful and repeated misrepresentations, an unauthorized transfer of control, uncompetitive practices and the filing of a strike application.

The FCC ordered a hearing on the case more than two years ago (BROADCASTING, Sept. 30, 1963).

A Broadcast Bureau spokesman said the bureau felt it could not present a convincing case for appeal.

Mr. Todd is 51% owner of WTIF Tifton, Ga., and Mr. Timm owns the remaining 49%. Mr. Timm also owns WDMG Douglas, Ga., and WMEN Tallahassee, Fla. Under the decision, Mr. Timm was also granted a construction permit for a new daytime station on 970 kc with 1 kw in Jacksonville, Fla.

## Changing hands

**ANNOUNCED** ■ *The following station sale was reported last week subject to FCC approval.*

■ KNOB(FM) Long Beach, Calif.: Sold by Ray Torian and associates to John

## What should the 'C' mean?

Bill Daniels, head of Denver community antenna TV brokerage firm, Daniels & Associates, has suggested that the National Community Television Association change its name to National Cable Television Association.

Writing to Benjamin J. Conroy and Frederick W. Ford, chairman and president, respectively, of NCTA, Mr. Daniels urged the change because CATV is identified today primarily as "cable TV." At the same time, he added, the cost and inconvenience would be minimal because NCTA's monogram would remain the same.

In support of the proposition Mr. Daniels cited the enthusiasm of the Illinois-Indiana regional CATV association which liked the idea so much it changed its name to Illinois-Indiana Cable Television Association.

and Jeannette Banoczi for \$262,500. Mr. and Mrs. Banoczi are presently owners of KGGK(FM) Garden Grove, Calif., which is to be sold to Mrs. Helen Hall of Fullerton, Calif., for approximately \$30,000. KNOB went on the air in 1949; operates at 97.9 mc with 79 kw power. Broker: Hogan-Feldmann Inc.

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 89).*

■ WCPO-AM-FM Cincinnati: Sold by Scripps-Howard Broadcasting Co. to Danny Kaye and Lester M. Smith for \$700,000. Messrs. Kaye and Smith, operating as Dena Pictures Inc., own KJR Seattle and KNEW Spokane, both Washington; KXL-AM-FM Portland, Ore., and KCKN-AM-FM Kansas City, Kan. Scripps-Howard continues ownership of WCPO-TV.

■ KXGO Fargo, N. D.: Sold by John W. Boler (president and general manager) to Hart M. Cardozo Jr. for \$500,000 including \$150,000 noncompetition agreement. Mr. Cardozo owns KATE Albert Lea, Minn., and has controlling interest in WDBC Escanaba, Mich., and WDBQ Dubuque, Iowa.

■ WKTC Charlotte, N. C.: Sold by Queen City Broadcasting Co. (J. Olin Tice Jr. Stations) to Action City Broadcasting Corp. for \$316,500 plus \$10,000 noncompetition agreement. Action City is owned by 25 stockholders with Lewis

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R. Cowan and Sidney Liebowitz, New York attorneys, as president and vice president respectively. John G. Kenworthy, presently general manager of WKTC, will remain at this post and is also one of the stockholders.

■ **WLDS-AM-FM Jacksonville, Ill.**—Sold by the Walton family group, consisting of William E. Walton, Ruth W. Curtis and Helen W. Hackett to W. A. Fay for \$278,893. Mr. Fay is purchasing the Walton's 48.9% interest in the station's parent corporation, Jacksonville Journal Courier Co. (*Jacksonville Courier, Journal, and Sunday Journal-Courier*) and will retire the stock to the corporation thus leaving him as 58.88% owner.

■ **KDON Salinas, Calif.**: Sold by KDON Inc. to Marvin Orleans, Simon Vogel, Richard B. Stevens, Sidney Forstater and Bernard Howard for \$232,000 plus \$43,000 for noncompetition agreement. Mr. Orleans has interest in WTAC Flint, Mich., and KSO Des Moines, Iowa. Mr. Stevens owns KGfJ Los Angeles and, with his family, controls WFEC Harrisburg, Pa.

■ **WOPF-AM-FM Bristol, Tenn.**: Sold by Don Owen to E. O. Roden and associates for \$130,000 plus \$25,000 for covenant not to compete. Mr. Roden's group owns WBIP Booneville, WGCM Gulfport, WTUP Tupelo, all Mississippi; WBOP Pensacola, Fla., and WTUG Tuscaloosa, Ala. Commissioner Robert T. Bartley dissented on grounds that application did not make it plain "that the assignment could be expected to bring about an improvement in the general structure of broadcasting" and called for hearing.

## Congress will act if TV-CATV don't agree

Congress probably will press to resolve the controversy between broadcasters and community antenna television operators in 1966 if the principals cannot agree to a workable solution on their own.

Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, told the Broadcast Executives Club of Dallas last week that Congress, and not the FCC, should set the terms of the settlement.

He urged the broadcasters to work the problem out themselves but in the event "the two industries cannot get together and resolve their differences, then Congress will hold a hearing to remedy the situation.

"The matter should be settled by the industry. And it should not be given over to the FCC so that they can make a ruling tantamount to a legislative

statute," he added.

The congressman criticized the Federal Trade Commission for its requirement that cigarette packages carry warning labels. "They have, in effect, taken over one of the powers of Congress without its approval and the practice should not be allowed to continue," he said.

As for the CATV hearing, Representative Rogers noted that a decision by the chairman of the House Commerce Committee will determine whether the hearing will be held by the Communications Subcommittee or by the full committee.

The hearing, he noted, will be held regardless of the action of the House Judiciary Subcommittee on Copyrights because "the main conflict is one of a communications nature."

## ARB unifies N. Y. office

American Research Bureau, Beltsville, Md. ratings firm, has opened newly consolidated New York offices. Located on the top floor of the Trade Bank and Trust Building, 592 Fifth Avenue, the offices feature a media measurement reference library and will contain the firm's network, advertiser, film company and agency services office and the station sales office.

The library will be open to all indus-

try members and students of media research and will contain "a comprehensive collection of media research." George Dick, ARB's president and board chairman presided at the tape-cutting ceremonies which were attended by ARB's board and members of the broadcasting-advertising industry.

## 'Houston Chronicle' sold to Mecom

John W. Mecom, Houston oilman, has purchased the *Houston Chronicle* and other properties of Houston Endowment Inc.

In addition to the evening *Chronicle* (circulation, 278,000 daily; 315,000 Sunday), Mr. Mecom has acquired the downtown Rice hotel (1,000 rooms), and a major interest in the Texas National Bank of Commerce (assets \$811 million). Total consideration is reported to be about \$85 million.

Mr. Mecom, 54, an independent oilman operating internationally, in recent years purchased control of Reed Roller Bit Co. (oil well equipment), and Carroll Manufacturing Co. (plastic dishes).

For years Houston Endowment Inc., formed by the late financier Jesse H.

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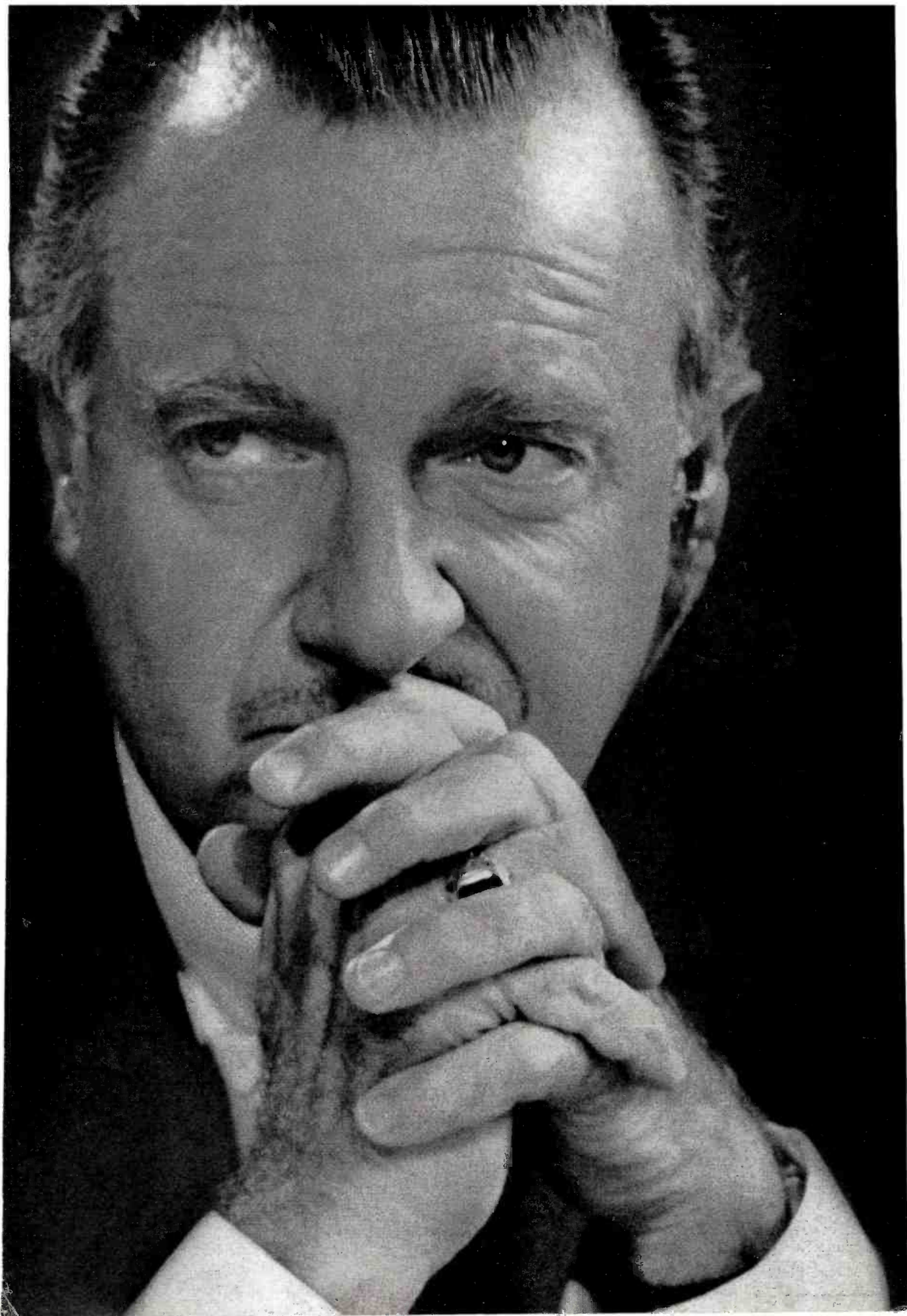
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## NAB seminar pupils want a rerun next year

To the 48 "students" attending the National Association of Broadcasters Engineering/Management Development Seminar at Purdue University, Lafayette, Ind., the only unanswered question at the end was: "What's the date for next year's seminar."

The Nov. 29-Dec. 3 session had an enrollment of 48 broadcasting engineers from 23 states and Venezuela. With Purdue faculty members running the show, the broadcasters spent 10 hours a day in the classrooms plus many after-class hours on research and outside reading.

The goal of the program, the first NAB seminar of its kind, was "to encourage and aid the individual manager to further develop and refine his working philosophy of management so that the objectives of his organization can be met with greater efficiency and effectiveness."

Specific goals were to:

- Enhance understanding of the management concept as interrelated to planning, organizing, motivating and controlling.

- Further develop managerial skills in decision making, delegating and communicating.

- Enhance understanding of the importance of staffing, methods anal-



At closing reception of NAB Engineering/Management seminar at Purdue University are (l-r): George Bartlett, NAB vice president for engineering; Vincent Wasilewski, NAB president; Marshall Hassenmiller, Purdue conference chairman; John Wilner, director of engineering, The

Hearst Corp., Baltimore; Dr. Gregory Barnes, Purdue chairman of supervisory programs; A. E. Guia, vice president for engineering for Radio Caracas Television, Caracas, Venezuela, and Robert Flanders, director of engineering, WFBM-AM-FM-TV Indianapolis.

ysis and cost control.

- Improve the ability to work with others and to deal with groups.

- Assist in individual development of a personal framework of management thought as a base for assimilation of other management concepts and scientific tools.

George W. Bartlett, NAB vice president for engineering, was in charge of the seminar. The course

was supervised by Dr. Charles Lawshe, dean of the college of technology, and Dr. Gregory Barnes, professor of industrial education. Other NAB officials at Purdue were Vincent Wasilewski, president, and Dr. Harold Niven, assistant to the president.

The staff will recommend to the NAB board that the seminar be run at Purdue next year.

Jones, controlled KTRH-AM-FM Houston and other Jones interests. Last month, however, the FCC approved the sale of the radio stations to the Rusk Corp. (owned by John T. Jones Jr. and family) for over \$1 million. Mr. Jones also became individual owner of 32% of KTRK-TV Houston which had previously been held by KTRH Broadcasting Co., founded in 1930 by the late Mr. Jones.

### Media reports . . .

**Higher dues** ■ The Broadcast Pioneers board of directors has approved the first dues increase in the organization's 23 year history. Effective Jan. 1, 1966, annual dues will go from \$10 to \$20, and life membership from \$100 to \$150. The increase means that local chapters will get 37½% rebate of their members' dues, as against the 25% that has been rebated to this time.

**New sales headquarters** ■ WNJU-TV Linden-Newark, N. J., UHF station that went on the air May 16, has set up new sales headquarters at 743 Fifth Avenue, New York. Phone: (212) 759-7521.

**Broadway home** ■ RKO General Inc. and RKO General Broadcasting has

moved to 1440 Broadway, New York, where they occupy eight floors of space. Telephone remains (212) Longacre 4-8000.

### Emergency AM hookup planned for N.Y. state

The New York State Civil Defense Committee is organizing a "network" of AM radio stations throughout the state to enable the governor or other officials to use the facilities in case of a regional emergency.

Each station involved is now, or will be soon, a member of the federal government's civil defense emergency broadcast system, which supplies government subsidies to stations providing an emergency studio-shelter, hardened transmitter and auxiliary generator for use in case of nuclear attack.

State civil defense leaders were scheduled to meet late last week with broadcast, FCC and other federal officials and with telephone company experts to discuss technical problems in implementing the plan, the impetus of which came after the Nov. 9 power

failure in the Northeast.

Four stations—WROW and WPTR, both Albany, WGY Schenectady and WTRY Troy—will provide the base for the network, with civil defense headquarters in the Albany state capitol building connected to them by direct telephone lines.

Other stations in the network thus far include WBTA Batavia; WBEN Buffalo; WHAM Rochester; WSYR and WHEN, both Syracuse; WENE Endicott; WKOP and WBNF both Binghamton; WWNW Watertown; WRUN and WIBX, both Utica; WNBZ Saranac Lake; WEAV Plattsburgh; WICY Malone, and WABC, WNBC and WCBS, all in New York. The state is also considering setting up a similar FM network next year.

### CATV system planned for Chicago suburbs

Chicago's suburban North Shore communities will be asked soon to grant franchises for a community antenna television service proposed there by H. H. Hanlon of Kenilworth, Ill. Cable facilities would be supplied by Illinois Bell



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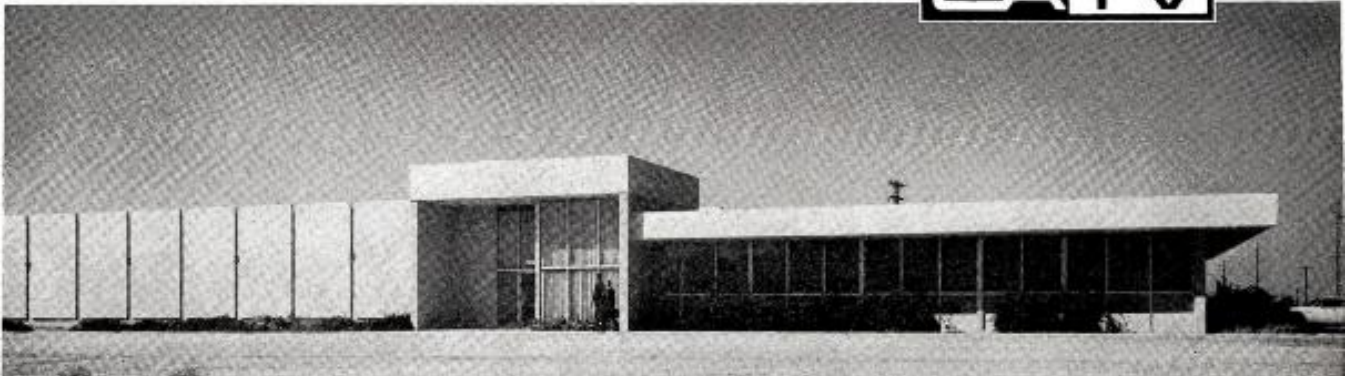
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Mr. Hanlon formerly manufactured and marketed tape recorders under the Crestwood label. He has sold that business.

The city managers of a dozen North Shore communities are to meet this Wednesday (Dec. 15) to consider Mr. Hanlon's proposal. His new company, Community Antenna Television Service, would pick up all TV signals within a radius of 150 miles of Chicago. A high master antenna tower is to be built near the big Old Orchard shopping center and while the height was not disclosed it will require Federal Aviation Authority clearance.

Subscribing homes would be charged \$5 monthly plus \$20 installation. Participating villages would receive 3% of gross with this figure to be reviewed each five years. Mr. Hanlon is asking for 20-year franchises.

The CATV system would begin with portions of Skokie, Wilmette and Glenview. Then it would expand to provide service to Evanston, Kenilworth, Winnetka, Glencoe, Highland Park, Niles, Morton Grove, Northbrook and Northfield.

## Jerrold says CATV will help new UHF's

Jerrold Electronics Corp., Philadelphia, told the FCC last week that visual antenna surveys in Philadelphia indicate that because of the lack of proper antennas, less than one quarter of 1% of that city's television homes are capable of receiving acceptable UHF pictures.

That statement was part of Jerrold's answer to a petition filed by Westinghouse Broadcasting Co. asking the FCC to deny Jerrold's application for microwave authority to import the signals of four New York independent TV stations to serve a Jerrold CATV system in Haddon Township, N. J.

Westinghouse, licensee of KYW-TV Philadelphia, had argued, among other things, that the increased competition for audience would retard the development of the three new UHF's in Philadelphia (BROADCASTING, Nov. 15).

Jerrold, however, said the proposed CATV system would increase the audience of the UHF's by guaranteeing clear reception of their signals in the homes of subscribers. The multiple CATV owner suggested also that placing the Philadelphia UHF's on the cable might assist them because of the slow growth of the all-channel sets, the propagation inferiorities of UHF and the unfamiliarity of the general public with UHF.

# Blackout report due next month

## Loevinger says transistor promotion good, but not in government's balliwick

FCC Defense Commissioner Lee Loevinger agrees that "everyone ought to have" a transistor radio—but he doesn't think the government ought to help promote their sale.

That was his reaction last week to a suggestion of Lionel F. Baxter, vice



Mr. Loevinger

Mr. Baxter

president of Storer Broadcasting Co.'s radio division, that the commission and other government agencies help persuade the public that a transistor radio "is absolutely necessary in every home."

Mr. Baxter made the suggestion in connection with the commission inquiry into broadcasters' experiences, during the power blackout that hit the Northeast Nov. 9 (BROADCASTING, Nov. 15).

"The great lesson of the northeastern power failure," Mr. Baxter said, is that citizens "cannot be informed during such occurrences unless they own a battery-powered radio."

It's understood that the letter was the basis for the Radio Advertising Bureau's suggestion two weeks ago that the commission and other affected government agencies conduct a campaign to place transistors in every home (BROADCASTING, Dec. 6).

Commissioner Loevinger, who is supervising the commission investigation into the blackout's effect on broadcasters, common carriers and safety and special services radio licensees, said last week: "It's a good idea. I believe transistors were invaluable during the blackout and prevented a bad situation from turning into a panic."

"But I don't think much of government agencies promoting any particular interest. Everyone ought to have a transistor. But I doubt that we're going to engage in a publicity campaign."

Commission staff members report the suggestion is one of scores that have been submitted by broadcasters in re-

sponse to the commission's questionnaire on their blackout experiences. Some 1,000 AM, FM and TV licensees were contacted.

A special National Industry Advisory Committee (NIAC) subcommittee will be appointed soon to review the responses and suggestions, condense them and prepare a report on them to the commission. The report is expected to be submitted early in January.

Special NIAC groups concerned with common carriers and safety and special services licensees are already at work. It wasn't certain last week whether one report dealing with all three services will be submitted, or whether three separate reports will be filed.

Mr. Baxter, in his letter to Commissioner Loevinger, said that the power blackout, "although dramatic in timing and scope," was not a unique experience. There have been other, even more serious crisis situations, Mr. Baxter wrote.

He noted that Storer's WGBS-AM-FM Miami faces more than one power blackout during every hurricane season. "And as Hurricane Betsy demonstrated only two months ago at New Orleans," he added, "the results are not limited to just electrical failure." He said they may include loss of gas, telephone, water and other services.

## NAB clearing house for foreign visitors

The National Association of Broadcasters will cooperate with the U. S. Information Agency in bringing foreign radio-TV journalists to this country to spend time at U. S. stations.

In a letter to USIA Director Leonard Marks, Vincent Wasilewski, NAB president, said NAB would act as a clearing house for the U. S. broadcasters taking part in the program, the USIA and the foreign broadcasters. However, he suggested that the government undertake to get the broadcasters to this country.

Mr. Marks made his original proposal at a meeting of the Broadcasters' Promotion Association in Washington last month (BROADCASTING, Nov. 15), suggesting that foreign broadcast newsmen could learn more about the U. S. by being here than by propaganda.

There are still questions to be resolved, primarily those of a financial nature. A meeting of Messrs. Wasilewski and Marks to iron out details is planned when Mr. Marks returns from an overseas trip. There has been some consideration given to a plan that would have the U. S. government bring the broadcasters to Washington where they would get USIA and NAB briefings before going to stations.

Although Time-Life Broadcast Inc.

(Charleston-Huntington, W. Va.)

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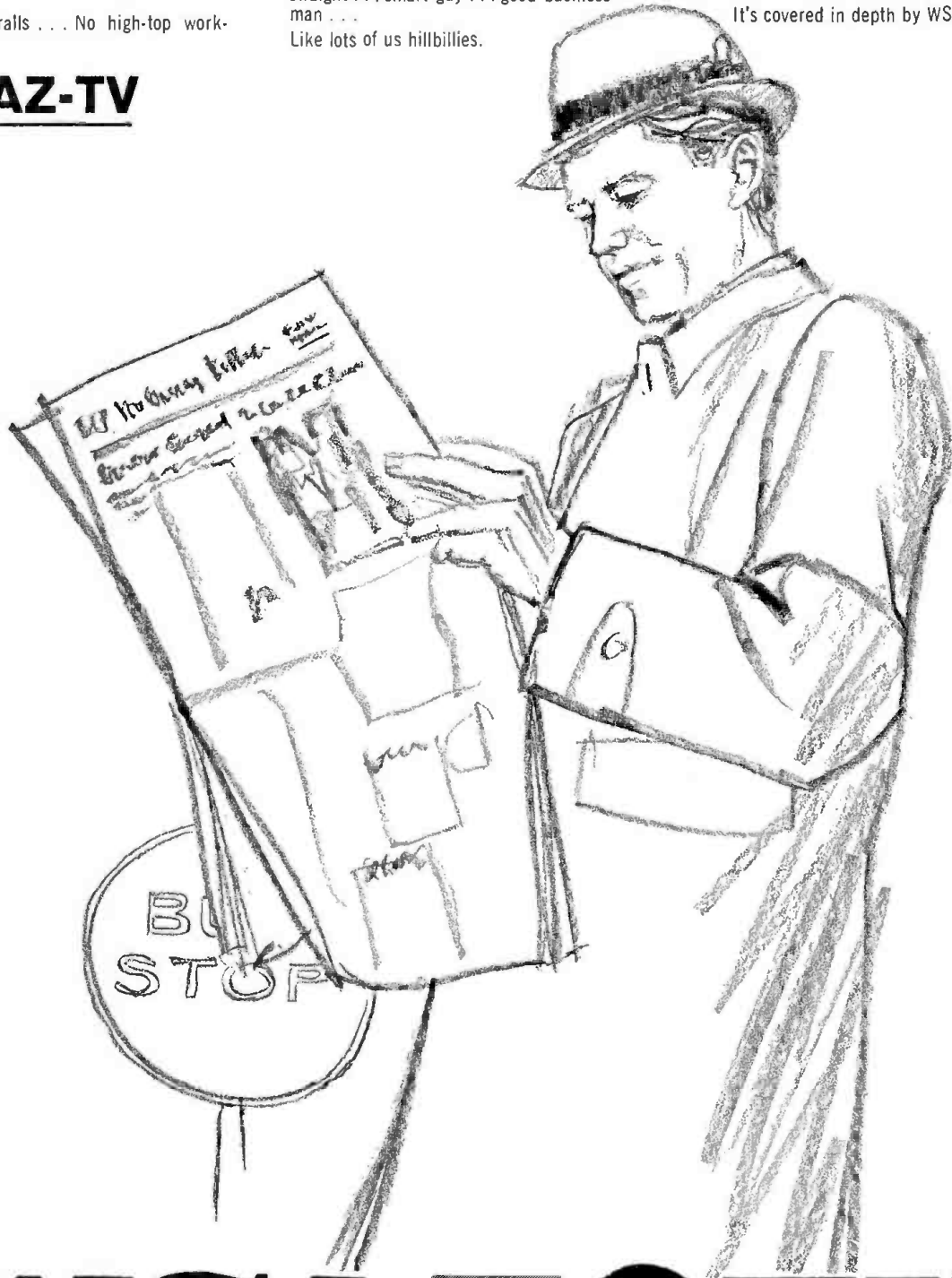
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Maybe you should talk to a hillbilly . . . learn the facts he's turned up in a new study of this \$2½ BILLION DOLLAR MARKET he lives in.

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and Triangle Stations were among the first to say they would take part in such a program, Mr. Marks has also received assurance from other group owners of their support.

Ward Quaal, president of WGN Inc. and chairman of the Council for Television Development, told Mr. Marks that the plan has the support of the group owners that are members of the council. He said the CTD, made up primarily of group TV-station operators, wants to work in "a program that is eminently sound."

## Winston-Salem refuses CATV

The board of alderman of Winston-Salem, N. C., has rejected, at least temporarily, bids for community antenna television franchises from two firms pending the outcome of proposed regulations by the FCC.

Applications by Crescent Cablevision Co., that city, and Cablevision Inc. of Gastonia, N. C., (CATV group owner), were submitted in September, but the city manager at that time recommended that the decision be withheld until the state's public utilities commission could issue a ruling.

Representatives from WGHP-TV High Point; wsjs-TV Winston-Salem-Greensboro, and Motion Picture Theaters of Winston-Salem asked that the city defer action on the applications.

# CATV waiver deadline: Feb. 1

## FCC says microwave-fed systems must protect local TV's or ask waiver

Microwave-fed community antenna television systems not now in compliance with the FCC rules requiring them to protect local television stations will have to obey those rules by Feb. 1, 1966—unless they can get a waiver.

The commission announced last week that, based on a survey of CATV systems, it concluded that a transition period, during which the rules would become applicable, would not be necessary beyond Feb. 1. That is the date on which common-carrier microwave licenses are to be renewed.

The rules, which were adopted April 23 and which apply to CATV's through the commission's authority over microwave licensees, require cable systems to carry the signals of all local stations, without degradation, and to refrain from duplicating the programs of local stations for 15 days before and after local broadcast (BROADCASTING, April

26).

The commission's decision last week was prompted as much by Congress's failure to act in the CATV field as by the results of the survey. In the order adopting the rules, the commission said it would apply them to existing systems only in light of further study of the carriage and nonduplication subject and of "any congressional action taken in the interim." The rules became effective for new systems in August.

**More Regulation Coming** ■ The lack of congressional action also leaves the door open to commission regulation of the CATV's not served by microwaves—which account for some three fourths of the more than 1,600 systems. The commission is expected to begin consideration of rules applying to nonmicrowave-served systems next month.

Under the new rules which are proposed for nonmicrowave-served systems, CATV's are required to protect local stations according to a set of priorities which favor closer-in stations. Thus, in cases of limited channel capacity, a CATV must carry on its cable a station putting a grade A signal over the community rather than one putting a grade B signal over it.

In deciding against a transition period before requiring compliance, the commission said that responses to a questionnaire mailed to all known CATV's

## CATV runs a rocky road through Rockford council

The way of community antenna television in the highways and byways was painted in graphic colors last week when the grant of a franchise for a CATV in Loves Park, Ill., a suburb of Rockford, Ill., was confirmed after a threatened move for reconsideration through a comedy of errors failed to materialize.

Loves Park's 10-man council last month voted to issue the CATV franchise to Rockford Community Television Inc., with the mayor breaking a 5 to 5 tie. Rockford Community Television is 38% owned by the Central Illinois Electric & Gas Co.; 31% by WREX-TV Inc. (WREX-TV Rockford — Gannett Newspapers), and with the remaining 31% distributed evenly among a group of local businessmen including Verne Nolte, owner of WROK Rockford.

At the Loves Park council meeting Dec. 6, one of the five alderman who voted Nov. 29 in favor of Rockford Community Television asked to have his vote changed to favor the competing applicant, CATV of Rock-

ford Inc. He said he had voted for Rockford Community Television by mistake. The mayor denied this request. The alderman then asked to have the grant reconsidered. He was told that this would have to come up during "old business." This section of the council's meeting came and went without a word from the protesting alderman. He later claimed he had not heard the call for "old business."

**12-Channel System** ■ The 60 to 80 mile all-band CATV system is expected to cost about \$300,000. It will cover the 7,500-8,500 families in the incorporated as well as contiguous unincorporated areas, bringing TV signals from the three local stations — WREX-TV, WTVO(TV) both Rockford, and WCEE-TV Freeport, Ill.—as well as five stations from Chicago. The service also will provide weather-time channel, AP news-wire, an educational service and FM.

The franchise calls for an installation charge of no more than \$15 and a monthly rate of no more than

\$4.85. It requires construction to begin within six months of the grant, with completion one year later.

Rockford Community Television also plans to bring in Milwaukee and/or Madison, Wis., TV on the channel blacked out to provide duplication protection to local stations.

Rockford Community Television is also an applicant for Rockford proper, again in competition with CATV of Rockford Inc. plus H&B American Corp., Beverly Hills, Calif., and Unicom Inc., New York, a subsidiary of The Katz Agency Inc. Late last month CATV of Rockford filed a registration statement with the Securities & Exchange Commission in Washington proposing to issue 18,500 shares of class A common to be offered to the public at \$18 a share (BROADCASTING, Dec. 6). WREX-TV Inc. itself is an applicant for Belvedere, Ill., about 10 miles from Rockford. It also is a stockholder in Mid-American Communications Co., an applicant for CATV in Springfield, Ill.

**Humble has  
found a way to  
hold back the desert!**

Fifteen percent of the earth's land mass is now covered by desert. Strong winds carry the dunes ever outward, choking off more and more land that once could support life. Now — in Libya, Tunisia, India, Argentina and the United States — task forces from Humble and its affiliates have stopped the encroaching sand and reforested its boundaries.

They hold the dunes together by spraying them with a specially-formulated petroleum product that prevents wind erosion and traps life-giving moisture. Tree seedlings are then planted and, in time, their branches and roots take over the job of holding the land. Life returns to the once-barren earth.



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

## Girl freed after pleas

A Louisiana sheriff has credited KVOB Bastrop, La., with providing "the final strong lick" in persuading a teen-aged kidnapper to release unharmed an 8-year-old girl he had abducted.

Bart Rainey, general manager of KVOB, taped appeals for release of the girl from the girl's mother, their pastor and himself. The appeal was cleared with the sheriff's office and aired several times.

In a letter of official thanks, Sheriff Hughie Perry said Mr. Rainey and KVOB "deserves special commendation for the broadcasts. . . . I asked the kidnapper if he had heard the appeal as it was aired over KVOB, and he replied that he had. And we all know, it was soon after the broadcast appeals were made" that the girl came home.

indicated that less than 20% of the microwave-served systems are not now in compliance.

The commission added that half of the 20% either have unused channel capacity which would enable them to comply or have expansion plans that would permit compliance. The remainder (some 10%) would have to drop one or more signals in order to follow the rules, the commission said.

"In these circumstances," the commission said, "there appears to be no compelling reason to provide, by a generally applicable rule, a transition period for the microwave-served systems before requiring full compliance with the rules."

Instead, it said, "immediate application of the rules is desirable, with the proviso that any system needing time to comply may be granted a waiver on a showing that otherwise it would suffer hardship, and the public a disruption of service.

**Business Radio, Too** ■ The commission system said the rules would also become applicable on Feb. 1, 1966, to renewal applications in the business radio service, even though licenses do not expire until January 1967.

Consequently, any future application for a business-radio authorization for a microwave to serve a CATV should contain a request for a waiver of the rules, if one is desired, the FCC said.

An analysis of the questionnaires received showed some 250 systems served by microwaves. Some 110 of these were served by 75 common-carrier licensees, the remainder by some 35 business-radio service licensees.

## Controversial Norris wants Red Lion TV

The Rev. John M. Norris, a broadcaster who has attracted FCC attention far out of proportion to the size of his broadcasting properties, wants to expand into television.

He has applied for a construction permit for channel 53 in Red Lion, Pa., where he operates WGCB-AM-FM and the international short-wave station WINB. The move had been expected (CLOSED CIRCUIT, Oct. 11).

Mr. Norris is known to the commission mainly from a number of fairness-doctrine complaints that a string of conservatively oriented commentators aired by the station have sparked. Two months ago the commission said WGCB violated the doctrine when it refused to make free time available to a writer who was the object of an attack on one of the programs (BROADCASTING, Oct. 4).

**Court Case** ■ But the 82-year-old minister, who is pastor of the Bible Presbyterian Church of York County, has gone on the offensive in the fairness-doctrine matter. He asked the federal district court in Washington to declare the commission-promulgated doctrine a violation of constitutional guarantees on free speech and the taking of property without due process.

Mr. Norris's shortwave station has also been a source of concern to the commission. The U. S. Information Agency has complained that some of the programs beamed abroad have taken positions on foreign policy completely contrary to those of the administration. USIA said this has confused foreign listeners as to what the U. S. position is on issues (BROADCASTING, April 22, 1963).

The programs troubling the two government agencies were those of the Rev. Dr. Carl McIntire, whose views are heard on more than 600 stations in the U. S. The commission has never moved against the shortwave station. But it has imposed a freeze on the granting of licenses for new shortwave stations.

Because of this history, a controversy within the commission as to whether the construction permit should be granted without a hearing is likely. But officials point out that the commission granted a transfer of control of WXUR-AM-FM Media, Pa., without a hearing to a group headed by Dr. McIntire.

Mr. Norris owns 80% of the Red Lion Broadcasting Co., which is seeking the construction permit. His son and daughter-in-law, Mr. and Mrs. John H. Norris, each owns 10%.

John H. Norris, who would be gen-

eral manager of the television station, also owns 20% of WINB and minority interests in WABW Annapolis, Md.; WABH Deerfield, Va., and WGSA-AM-FM Ephrata and WCBG Chambersburg, both Pennsylvania. And he is president and general manager of WXUR-AM-FM.

According to the application, the proposed television station would carry a large amount of religious programming (28.61% of the schedule would be devoted to that subject). Entertainment would account for 43.06%.

The station would cost an estimated \$97,826.05 to construct, and the company plans to finance the cost with \$100,000 in loans from four individuals. Mr. Norris would provide \$15,000 and his son, \$35,000. Two area businessmen, Frank W. Gaydosh of Uniondale, Pa., and George E. MacDonald of York, Pa., would put up \$35,000 and \$15,000 respectively.

## Finances hold up CATV franchise

CATV Enterprises, one of three companies authorized for New York City community antenna television operation, had its franchise held in abeyance last week pending further investigation of its qualifications.

The franchise was held up on the order of Mayor Robert Wagner although the company had been found qualified and recommended for CATV authorization by the city's franchise bureau and was approved two weeks ago by the board of estimate (BROADCASTING, Dec. 6).

The mayor's office was reportedly worried about the financial capabilities of the company and by the omission of the name of one of its officers, Ira Kamen, executive vice president, from papers filed with the city.

A CATV Enterprises representative met with city officials Monday (Dec. 6) to review the matter and was said to be satisfied the grant would again be approved without lengthy delay. The company is reported to have \$700,000 available for the project, \$100,000 in ready cash and the balance in securities. Its CATV approval had been for the Riverdale section of the Bronx.

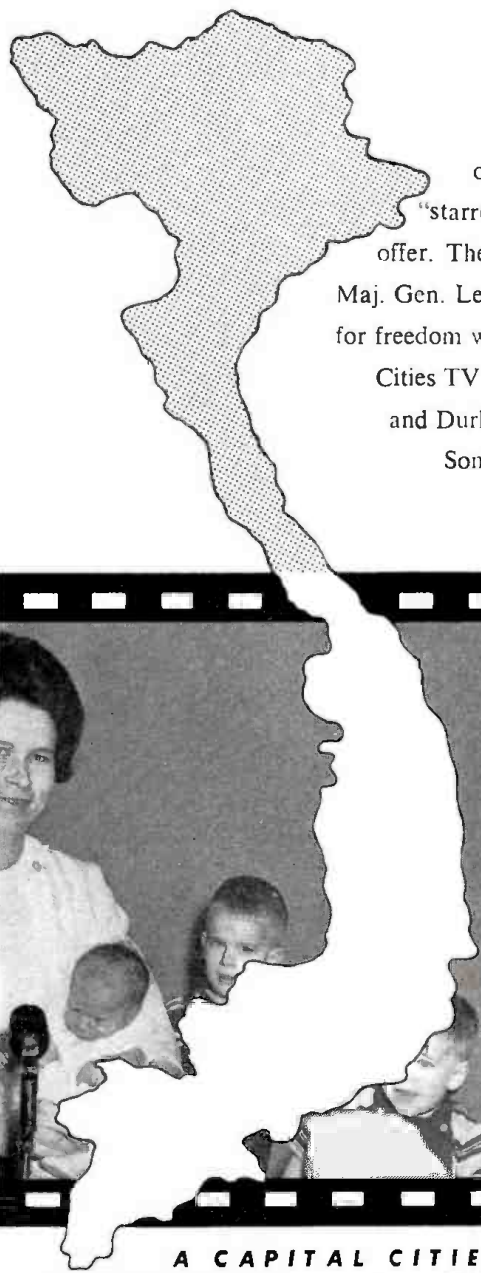
President of CATV Enterprises is Theodore Granik, television producer and attorney.

The publicly owned Teleprompter Corp., which received a Manhattan franchise along with Sterling Information Services, saw its stock reach a high of 27 last week following news of the grant after trading around 11 points prior to the CATV authorization. The Teleprompter stock dropped back to 18½ later in the week.



# HEARTBEAT BRIDGE

## 10,000 MILES LONG



Though his baby daughter was born after his departure for Viet Nam, Marine Corporal Tommie Cripe will "see" Susanne Lynn, thanks to WPRO-TV's unique Christmas project. From our tri-state coverage area, our News and Public Affairs Departments "starred" for 90 seconds each, the first fifty families who responded to our offer. These films were flown to Viet Nam, through arrangements made with Maj. Gen. Leonard Holland, State Chairman of the U.S.O. Each of the 50 fighters for freedom will have his own private filmed reunion with his family. Other Capital Cities TV stations in Buffalo and Albany, New York, Huntington, West Virginia and Durham, North Carolina also undertook this project for their communities. Some would call our action "making news", or "extra-special services", or "two-way communications". We recognize it simply as part of our Total Community Involvement . . . *because we care.*



A CAPITAL CITIES STATION

# WPRO-TV

PROVIDENCE Represented by BLAIR-TV



**MGM earnings up for year**

Metro-Goldwyn-Mayer Inc., New York, operating in the motion picture, television, record and music publishing fields, improved net profits and earnings per share in fiscal 1965, ended Aug. 31. Income from television syndication (advancing to \$13,212,000 from \$11,786,000), records and music

all contributed to the improved position although income from television program and commercial production dropped from last year's \$24,590,000 to \$19,241,000.

MGM has retained ownership and syndication rights to its feature films and the company's large inventory of films available for television is expected to remain in strong demand in the future. The company is now developing a plan whereby upon completion

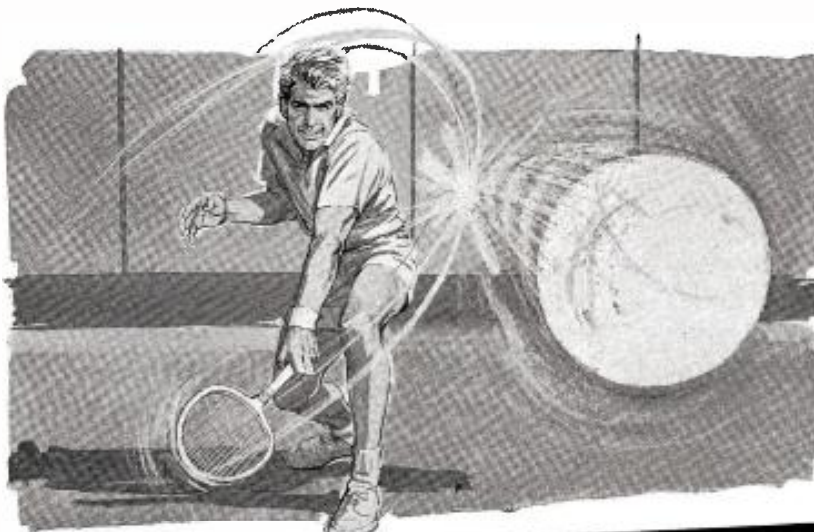
of present licensing arrangements it will keep certain groups of pictures off the market for several years to preserve attractiveness of the pictures in its film library.

Losses in revenue were recorded in the video-tape commercial operation by MGM Telestudios Inc. MGM hopes to put the operation back in a profitable position by consolidating the operation of MGM Telestudios with those of Videotape Productions Inc.

MGM has five television series on the networks this season and will add one more series in January when *Daktari* begins on CBS-TV.

For the year ended Aug. 31:

	1965	1964
Earnings per share	\$3.12	\$2.83
Gross revenues	162,034,000	171,360,000
Earnings before taxes	15,309,000	15,990,000
Net income	7,809,000	7,390,000
Shares outstanding	2,506,029	2,611,829



**YOU MAY NEVER VOLLEY THIS HARD\* —**

**BUT... WKZO Radio Serves up More Auto Buyers and Dealers in Greater Western Michigan!**

For hard-hitting coverage of people who sell—and buy—cars, a schedule on WKZO Radio packs more wallop



WKZO's primary service area covers virtually three times as many Ford, Chevrolet, and Plymouth dealers as the next-largest station.

than any radio competition can muster.

The map shows who covers the court best in Greater Western Michigan. There are 156 Ford, Chevrolet, and Plymouth dealers in WKZO Radio's primary service area—102 more than the next station. And this greater coverage takes in all types of retailers besides car dealers.

To score the most points with customers and dealers, let your Avery-Knodel ace place your shots on WKZO Radio!

\*In 1935, Lester Stoejen drove a ball a measured 131 m.p.h.

**The Folger Stations**

**RADIO**  
WKZO KALAMAZOO-BATTLE CREEK  
WIPR GRAND RAPIDS  
WUPM GRAND RAPIDS-KALAMAZOO  
WYTH FM CLEVELAND

**TELEVISION**  
WKZO-TV GRAND RAPIDS-KALAMAZOO  
WYTH-TV CLEVELAND-FRANKLIN CITY  
WYTH-TV SAGINAW  
WOL-TV FARGO, N.D.

**CEIR sales up 20% in 1965 fiscal year**

CEIR Inc., parent firm of American Research Bureau, increased its profits in fiscal 1965 and pushed sales 20% above what they had been in fiscal 1964.

In 1965 CEIR transferred the assets of its ARB division to a wholly owned subsidiary, ARB Inc. During 1964 it projected results of the presidential election for the ABC network and has been awarded another contract by ABC for national and state elections in 1966 and 1968. ARB also included new audience categories in its television market reports and entered the radio audience measurement field during the year.

Although the bulk of CEIR's gross income reflects sales to commercial customers (88%), 7% came from defense and space agencies and 5% from other government agencies.

For the year ended Sept. 30:

	1965	1964
Earnings per share	\$1.12	\$0.98
Gross income	20,355,073	16,954,385
Net operating income	1,301,248	262,818
Net income	1,845,215	1,601,511

**Capital Cities 2 for 1**

Capital Cities Broadcasting will ask stockholders to approve a two-for-one stock split and to increase the company's authorized stock to 5 million shares at a meeting to be held Jan. 17, 1966. Board Chairman Frank M. Smith said the split was intended to increase the market supply of Capital Cities shares and to broaden the base of its stockholders.



Some plain talk from Kodak about tape:

## The meat of the matter... and some boxing news

Undistorted output from a tape—as from any other link in the chain of audio components—is at the very heart of high fidelity enjoyment. Distortion (or the lack of it) is in theory simple enough to evaluate. You start out with something measurable, or worth listening to, and you reproduce it. Everything added, subtracted or modified by the reproduction, that can be measured or heard, is distortion. Since most kinds of distortion increase as you push any component of your system closer to its maximum power capability, you have to label your distortion value to tell whether you did this while coasting or at a hard pant.

### Cry “uncle”

To make the distortions contributed by the tape itself big enough to measure and control, we simply drive the tape until it hollers “uncle” and use that power reference as our benchmark. Here’s the procedure. Record a 400-cycle signal (37.5-mil wavelength at 15 ips) and increase its level until in a playback, which is itself pristine, you can measure enough 1200-cycle signal (third harmonic) to represent 2% of

the 400-cycle signal level. This spells “uncle!” We use 400 cycles for convenience, but insist upon a reasonably long wavelength because we want to affect the entire oxide depth.

The more output level we can get (holding the reproduce gain constant, of course) before reaching “uncle,” the higher the undistorted output potential of the tape.

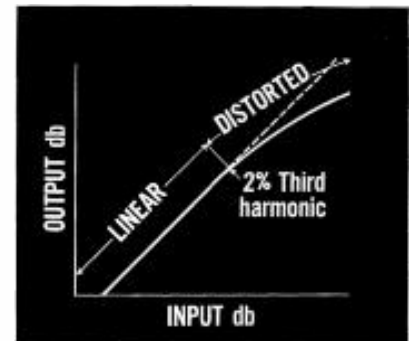
Simple, what?

### “Wadayamean—undistorted output at two percent?”

That’s what makes a Miss America Contest. Two percent third harmonic is a reference point that we like to contemplate for a picture of oxide performance. Since distortion changes the original sound, it becomes a matter of acumen and definition how little a change is recognizable. If you’re listening, two percent is a compromise between a trained and an untrained ear. If you’re measuring, it comes at a convenient point on the meter. It’s like a manufacturer testing all sports cars at 150 mph, even though some cars are driven by connoisseurs and some by cowboys. Same goes for tape. Two per-

cent tells us a lot about a tape even if, on the average, you never exceed the 0.5% level.

Because undistorted output helps to define the upper limit of the dynamic range, it has a further effect on the realism of the recording. The higher the undistorted output, the easier it is to reproduce the massed timpani and the solo triangle each at its own concert hall level. And this is just another area where Kodak tapes excel . . . our general-purpose/low-price tape (Type 31A) gives you up to 3 decibels more crisp, clean output range than conventional tapes.



2% third harmonic distortion represents the practical limit to linear recording.

Kodak tapes—in the five- and seven-inch sizes—now look as good as they sound. We’ve put package identification on a removable sleeve and designed a tape library box with a smart new look. This box features durable one-piece construction, full index space, plus detailed tape use instructions on the inside. Kodak Sound Recording Tapes are available at most electronic, camera, and department stores.

New 24-page, comprehensive “Plain Talk” booklet covers all the important aspects of tape performance, and is free on request. Write: Department 8, Eastman Kodak Company, Rochester, N. Y. 14650.

The great unveiling—Kodak’s new library box with removable sleeve!



**EASTMAN KODAK COMPANY, Rochester, N. Y.**

# BMI wants radio increase

Sour tells Mason current radio rates are too low, BMI must reduce payments to writers and publishers; complications seen in ASCAP picture

Another knot was added to the radio-TV music-license tangle last week when Broadcast Music Inc. served notice that it would seek higher payments from radio stations without delay.

Robert B. Sour, BMI president, called upon the All-Industry Radio Stations Music License Committee for "all possible speed and diligence" in negotiating an increase in the rates paid by radio stations for the use of BMI music.

The committee, headed by Robert T. Mason of WMRN Marion, Ohio, represents some 1,100 radio stations in negotiating with music licensing organizations. In the past its recommendations have been accepted by most if not all other radio stations as well.

Committee sources declined to comment on the BMI move, which was made known Wednesday in a letter from Mr. Sour to Mr. Mason. A meeting of the committee reportedly has been set for Thursday (Dec. 16) to consider it, and there was speculation

that BMI officials might then be invited to meet with the committee.

**Increase Not Popular** ■ Observers thought it virtually certain that the committee would resist any escalation of BMI rates. In a current lawsuit with the American Society of Composers, Authors and Publishers, which is seek-



Mr. Mason

Mr. Sour

ing an increase in radio station payments for ASCAP music, the committee contends that instead of being raised, the payments should be reduced by about 22%. At least some committee

members are believed to feel that even considering a demand for higher BMI rates would prejudice their efforts to reduce ASCAP rates.

If the committee refused to negotiate for new BMI terms, BMI could cancel its current licenses with radio stations on three months' notice. The last renewal, as of March 11, 1965, provided for termination by either BMI or stations on that basis.

BMI licenses provide that disputes between the company and broadcasters shall be settled by arbitration at or under the rules of the American Arbitration Association in New York.

Radio stations, BMI stressed, have been relying more and more on BMI music, to the point where current rates became inadequate long ago. BMI's income last year did not keep pace with disbursements—chiefly payments to the writers and publishers whose works BMI represents.

It has become necessary, officials said, to reduce these royalty payments in certain cases, beginning Jan. 1, 1966. They warned that without a rate increase, BMI may not be able to meet the competition of other licensing organizations as aggressively as in the past.

Under BMI's royalty system, the more BMI's music is played, the more BMI must pay its writers and publishers.

**The Letter Explains** ■ "For several years," Mr. Sour wrote to Mr. Mason, "BMI has been calling your attention to the fact that, on the basis of the performance and popularity of the musical works licensed by it, the rates of payment made by radio stations to BMI have become inadequate.

"In January 1964 when BMI, at your urgent request, extended its contract with radio stations for one year, we made it clear to you that this extension was without prejudice to our claim for increased payment, and you brought BMI's position to the attention of all radio stations in a letter which you sent to them.

"In February 1965, we pointed out that BMI 'cannot wait indefinitely for the increase which we feel is due,' and we therefore made our licenses to radio stations terminable by either party on three months' notice in order to give us flexibility in obtaining increases.

"The time has now come when the extent of usage of BMI's licensed music by radio stations is at the point where the justice of an increase has become self-evident. Moreover, BMI will be un-

## Year-round harvest for Hollywood TV

It may become difficult to distinguish this season from the next one on the Hollywood production lines. There's apparently a move, more undercurrent than a trend so far, to sow next season's productions immediately upon the planting of this season's crop. CBS-TV will produce its last episode of *Gunsmoke* for the 1965-66 season in April. It's likely that production will start on 1966-67's edition of the series after only a few days layoff. Some 10 episodes will be put in the can before the first hiatus is taken in early summer of 1966.

Comments a network official: "It's a good idea. It gives us a sense of continuity, doesn't dislocate everybody, provides us with a bigger body of manpower to work with."

As an added wrinkle to this policy,

it's believed that cameramen's locals also would like to see the production of pilots staggered so that there would be less of a slack period for its members. As things now stand, most pilots are filmed and in the can by the end of January. If a stagger plan is accepted production of pilots would continue through the winter months until spring.

There are many problems to be overcome, however, before the telescoping of the production seasons or the staggering of pilot-making becomes widely accepted. Such situations would require production companies to have greater financing.

They would need a bigger cash pool to meet continuing payrolls. In addition, a backlog of scripts would have to be built up and cast availabilities assured.



**The pop-click-hum bug is dead.**

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Photoconductive cells instead of relays and switches.

No contacts to wear and get dirty. Nothing at all to keep clean. Result: your most troublesome maintenance problem is ended. Also: no pops, clicks and hums from mechanical switches. Your audio is the cleanest, clearest audio on the air.

A lot less wire (and a lot less hum).

Audio doesn't have to travel to front panel and back. This means you have a lot less wire to pick up noise. (There is no noise, either, from attenuators. They are sealed in protective capsules.)

Module design ends time-wasting troubleshooting.

Simply take out one card and plug in another. Replace attenuator, input switches, and amplifier output switches with one quick shuffle of cards.

The Collins solid state 212S-1 is for stereo and dual channel operation for FM, AM and TV stations. The companion 212M-1 Console has fewer modules for mono program and monitor outputs.

For details, call your Collins representative. Or write: Broadcast Communication Division, Collins Radio Company, Dallas, Texas 75207.



This is the  
Collins 212S-1  
that killed the  
pop-click-hum bug.



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able to maintain the active competition in music licensing which has been so beneficial to radio stations unless its claims for proper payment are promptly recognized.

"We therefore request the committee to commence negotiations with BMI at once and to pursue these negotiations with all possible speed and diligence. It goes without saying that we are prepared, as part of such negotiations, to evidence to you the overwhelming contribution which BMI music is making to radio station programing.

"We are proud of the fact that BMI, in a quarter of a century of operation, has demonstrated the fairness of its approach to writers, publishers and music users alike. We are hopeful, therefore, that we will, within a reasonable time, be able to agree on fair rates of payment."

Mr. Sour offered, "if you prefer," to let the rates be set by "impartial arbitration." But, he said, "we must urge on you the necessity for expeditious action."

**Board of Broadcasters** ■ The move for higher rates was approved, officials said, by the BMI board of directors. The board members are all identified with broadcasting, since BMI was formed by broadcasters—to create an alternate source of music in a hassle with ASCAP in 1940—and is still

### Helpful son

It isn't too often that a teenager's hobby helps his father out of a professional jam, but that's what happened in the case of Keith Gilmore. Keith is the 13-year-old son of John C. Gilmore, executive vice president of Telstar Productions & Publications Inc., Westport, Conn. Keith accompanied his father on a trip to interview heavyweight champion boxer Cassius Clay for a radio show Telstar was to syndicate. And Mr. Gilmore was glad he did, for, when the locally hired recording engineer failed to appear, Keith stepped in to do the job. His hobby—since the age of four—is recording.

owned by some 517 of them. It operates as a non-profit organization.

Board members, in addition to Mr. Sour, are Sydney M. Kaye, New York attorney and a founder of BMI, who is board chairman; John Elmer, WCBM Baltimore; Leonard Kapner, WTAE(TV) Pittsburgh; Merrill Lindsay, Lindsay-Schaub Stations; Dwight W. Martin,

WDSU-TV New Orleans; Paul Morency, WTIC-AM-FM-TV Hartford, Conn.; John F. Patt, broadcast consultant; Ward L. Quaal, WGN Inc.; William M. Regan, RKO General; J. Leonard Reinsch, Cox stations; Robert O. Reynolds, Golden West Stations; G. Richard Shafto, Cosmos Broadcasting Corp., and E. R. Vadeboncoeur, Newhouse stations.

BMI's radio rate structure has been essentially the same since the first contracts were drawn in 1941. The rates vary according to a station's income, but the rates themselves apply not to income but to "net receipts from advertisers after deductions."

Deductions include 15% sales commission, up to 15% agency commission, receipts from political broadcast time sales, and time, frequency and volume discounts.

When these deductions have been taken off, the station pays a fixed rate on what is left. The fixed rate is determined by the station's income. The lowest rate, 0.75% of net receipts after deductions, is paid by stations having estimated annual incomes up to \$15,000. The highest 1.2%, is applicable when a station's income exceeds \$100,000 a year.

**January Reductions** ■ The reductions in BMI's payments to writers and publishers, effective Jan. 1, stem from a \$898,249 after-tax loss on operations of BMI and its subsidiary, BMI Canada, in the fiscal year ended June 30, 1965. Before taxes the loss was \$1,720,113.

The reductions are limited to two areas: (1) for performances on stations paying BMI less than \$1,000 a year, publishers will get a 25% reduction in rate and writers will get a similar cut in payment for their "multiple credit works," or music composed for concert, motion pictures or stage productions; (2) for feature performances on network television during non-primetime hours the reduction for both publishers and writers will be one-third of the current rate.

In notifying writers and publishers of the reductions, BMI noted that royalty payments had increased steadily over 25 years and that last year's total was the highest in BMI history.

BMI also cited its plan to seek a radio rate increase. It said that if its financial picture improves sufficiently by the time the royalty rate reductions are reflected in royalty checks, it will try to restore as much of the old rates as possible.

Total revenues of BMI and BMI Canada in the fiscal year ended last June 30 were \$18,820,320, of which \$18,203,919 represented license fees from broadcasters and other users (broadcasters are believed to contribute

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quality control of TV COLOR

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- ILLUMINANCE SCALE: 0 to 1000 footcandles, ±5%
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## Republic Helps Develop Dairy and Beef "Factories" of Steel to Feed the Hungry World

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Many farms today are literally "food factories." Ultra-sanitary dairies gleam with stainless steel milking parlors and milk handling systems. Much of this stainless comes from Republic. Vast grainfields are sowed and harvested with acre-hungry giant equipment that get their lighter weight, greater strength, and productive long life from Republic steels. Chicken "factories" are so productive a reality that for the first time they have brought adequate protein into the diet of millions across the world.

Now comes the fact of dairy and beef "factories." Republic's long-standing relationship with every phase of agribusiness has continually foreseen steel needs on the modern farm. One of the latest Republic developments, as a

result of this, is the production of special roofing and flooring for all-steel buildings for the confined raising and feeding of cattle. New heights of milk and meat production and economy are already with us.

Republic Steel research and production capabilities will continue to put the long reach of steel into new uses, anticipating needs of the future. However, expenditures on facilities for modern research and new products can only be made when adequate profits are available. Unfortunately, in the steel industry, profits are far below those of most other industries. Our ability to continue to serve the nation in the future, as we have in the past, will depend, in a large degree, on the adequacy of our profits.

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Write for Dr. Jules Backman's report clarifying the steel industry's position and influence in the nation's economy.

# Feet are stuck in a closing courtroom door

The cause of free access to courtrooms by news media found a platinum blonde defender last week. It also summoned forth a lady who asked that the Magna Carta be upheld, a high-powered criminal defense attorney who argued as if a life were at stake, and a district attorney who seemed more worried about TV's *The Defenders* than of a real-life version of *Casey, Crime Photographer*.

It all unfolded in the supreme court chambers of Los Angeles. (Where else?) Kicking things off was blonde Noel Cannon, her hair piled high, bouffant-style, clad in black chiffon that was more negligee than dress. Appearing before a special state assembly subcommittee studying the apparent conflict of a free press versus a fair trial, she invited newsmen to come up and see her any time. Miss Cannon, who appears young enough to be more a twister than a barrister, is a judge of the municipal court in Los Angeles.

The judge said TV-radio broadcasters and news photographers should be welcomed at all trials. It should be up to the court to decide when such an invitation is not discreet.

Judge Cannon was followed to the witness stand by Los Cerritos Municipal Court Judge Roberta Butzbach, a veteran of 19 years on the bench. Judge Butzbach declared: "I don't think we can close the doors of our courts to the public—in any way!" She made references to William the Conqueror, the Magna Charta and Shakespeare to bolster her plea.

**Willson Has Doubts** ■ In all, 22 witnesses appeared before the California Assembly's judiciary interim subcommittee on press freedom in two-days of hearing. The proceedings were initiated, said Assemblyman George A. Willson (D-Huntington Park), chairman of the six-member group conducting the study, "because I am not convinced that news cameras and radio-television equipment used during court recesses . . . infringe on the 'fair trial'

guarantee." Mr. Willson cast the only dissenting vote against 17 affirmative ones in a state judicial council decision last Nov. 26 to bar all photographers and broadcasters from courtrooms while courts are in session or in recess (BROADCASTING, Dec. 6). The ban becomes effective Jan. 1.

Opponents of the ruling (it follows the bar association's Canon 35), stung by its sudden adoption and all-inclusive language, staged a powerful counterattack. Of the witnesses parading to the stand, 18 came out unequivocally against the judicial council's action.

The opposition was led by Robert Neeb, once the law partner of the late Jerry Geisler and now perhaps California's most prominent divorce and criminal defense attorney. Speaking as attorney for and founder of the Greater Los Angeles Press Club and the Radio and TV Newscasters Association of Southern California, Mr. Neeb cautioned that "people will fear our courtrooms." Because "the rule goes beyond the power of committee or commission," he added, "the next step is to test it in the state court."

**A Prosecutor Defends** ■ Larry Drivon, district attorney of San Joaquin county and president of the District Attorneys Association of California, expressed greater concern about courtroom dramas on television and radio than about news media excesses in actual trial coverage.

"If the legislature is considering sanctions against news released by public agencies and the news media," he said, "then they should also consider sanctions against radio and television programs and books, such as *Perry Mason*, *Mr. District Attorney* and *The Defenders*, for, in my opinion these programs do far more to prejudice prospective jurors since they give a distorted and overly dramatic picture of the process of criminal justice than any prejudice resulting from the relative factual information in particular cases presented by the news media."

The leading spokesman of the broadcasting industry to testify was Elton Rule, vice president of ABC-TV and general manager of KABC-TV Los Angeles. Mr. Rule, also president of the California Broadcasters Association, stressed the "great advances" made in "the technology of electronic journalism" since 1950. These developments, he pointed out, permit television cameras to "function silently and unobtrusively in council chambers, board rooms, legislative chambers—even courtrooms."

A. L. Wirin, Los Angeles attorney for the American Civil Liberties Union, thought the ban on broadcasters and news photographers "was sound in one respect but goes too far in another." He said that cameras and recorders should not be permitted inside the court while it's in session but should be allowed free access during recess.

Professor Walter Wilcox, chairman of the journalism department at the University of California at Los Angeles, came out in favor of greater access to news media, but in a private interview after his testimony conceded that his concern over individual rights forces him to favor the judicial council's ruling.

In his closing remarks, Chairman Willson told listeners, who never numbered much more than a dozen throughout the two days, that he'd received a legal opinion indicating that the state legislature was empowered to overrule the judicial council's decision. He announced plans to continue hearings on the question in San Diego and San Francisco.

**Meanwhile, on the Steps** ■ As a footnote, the hearings were picketed by a middle-aged man wearing sun glasses and carrying a sign reading: "Keep the press out of our courts and help Governor Brown in the protection of judicial corruption and framed trials and imprisonments." Asked who he really was against, he replied: "Everyone."

85% to 90% of the license revenues). Total costs and expenses were \$20,540,433, of which \$15,637,525 was in payments to writers and publishers, \$4,796,685 represented general and administrative expenses, and \$106,223 was in publishing costs of BMI Canada.

BMI's move to increase radio station

rates adds one more issue to an already complicated picture.

Radio stations, through Mr. Mason's committee, are engaged in court proceedings that have already been under way for almost two years as to ASCAP rates. The radio networks and some group owners have been in court with

ASCAP for about the same length of time. TV stations and networks have been in litigation and off-and-on negotiation with ASCAP for almost four years, and BMI in the meantime faces an anti-trust suit by Justice seeking to divorce it from its broadcast ownership.

There was no indication that BMI



# WHAT'S HAPPENED TO THE RAILROAD FIREMEN?

Since a Federal Arbitration Award permitted railroads to phase out as much as 90% of unnecessary firemen jobs on freight and yard diesel engines—what's happened to the men who formerly held these jobs:

## HERE'S WHAT:

A total of 17,250 firemen jobs were phased out in the 14-month period from May 1964 to July 1965. Of these:

■ 8,675 or 50%—accepted promotion from firemen to engineers, or resigned, retired or left through natural attrition.

■ 4,465 or 26%—accepted severance pay, averaging \$5,600 per man, instead of remaining at work on a comparable job with a guarantee against any loss of earnings for 5 years.

■ 950 or 5.5%—accepted comparable jobs with guaranteed earnings and other protective benefits.

■ The remaining 3,160 jobs—18.5%—were closed out when firemen who had less than 2 years' service were given liberal severance allowances.

And, while other unnecessary positions continue to be closed out through natural attrition, *no more firemen are being involuntarily released as a result of the award.*

## RESULTS?

The period during which the Federal Arbitration Award has been in effect has resulted in greater efficiency and economy of railroad services, with a minimum of upset to employees and at no increased cost to the public.

In addition, substantial pay increases for all classes and crafts of railroad employees have been made effective, and other employees' benefits have been improved. All at an annual cost to the railroad industry of *more than \$375,000,000.*

Thousands of employees who formerly held redundant firemen positions are now engaged in productive employment, and the earnings and opportunities of all firemen still in service have been significantly improved.

*These and other results have occurred without adversely affecting the safety of railroad personnel or passengers, and without hardship to railroad employees.*

**ASSOCIATION OF AMERICAN RAILROADS**

Washington, D. C.

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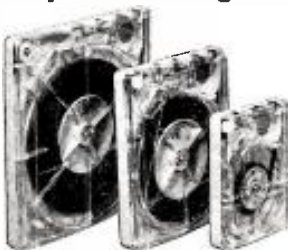


#### And Here's the New Economy King **COMPACT 400-A**



Don't let their low price fool you. New, solid state SPOTMASTER Compact 400's are second only to the Super B series in performance and features. Available in both playback and record-playback versions, these Compact models share the traditional SPOTMASTER emphasis on rugged dependability.

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Superior SPOTMASTER tape cartridges are available in standard timings from 20 seconds to 31 minutes, with special lengths loaded on request. In addition, Broadcast Electronics offers a complete selection of blank cartridges, cartridges for delayed programming and heavy duty lubricated bulk tape. Prices are modest, with no minimum order required.

Introducing the Super B, today's truly superior cartridge tape equipment.

New Super B series has models to match every programming need—record-playback and playback-only, compact and rack-mount. Completely solid state, handsome Super B equipment features functional new styling and ease of operation, modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads. A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . all adding up to pushbutton broadcasting at its finest.

Super B specs and performance equal or exceed NAB standards. Our ironclad one-year guarantee shows you how much we think of these great new machines.

Write, wire or call for complete details on these and other cartridge tape units (stereo, too) and accessories . . . from industry's largest, most comprehensive line, already serving more than 1,500 stations on six continents.



### **BROADCAST ELECTRONICS, INC.**

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planned to seek higher rates from television broadcasters or radio networks. Although officials declined to comment, the general assumption was that the less dominant use of music in television and on the radio networks would probably keep BMI's broadcast rate efforts focused essentially on radio stations, at least for the present.

### California ban draws news directors' fire

The Radio-Television News Directors Association went on record last week in opposition to the California judicial council's action of Nov. 26 banning broadcasting, recording and photography from every California court during sessions and recesses (see page 70).

RTNDA President Bob Gamble, WFBM-AM-FM-TV Indianapolis, wired a protest to Governor Edmund C. (Pat) Brown and urged him to make reconsideration of the ban "a matter of special call at the coming session of the California legislature."

Mr. Gamble explained that "professional broadcast journalists can cover court proceedings without damaging the right of fair trial." He pointed out that the judicial council based its Nov. 26 ban "on the mere presence of broadcast equipment in courtrooms rather than abuses in use of the equipment. If there are abuses the trial judge has the authority and responsibility to correct them."

Mr. Gamble told the governor that the judicial council "seems unwilling to trust the discretion of California trial judges. RTNDA believes the judicial council action was hasty in that the rule was adopted only 10 days before the assembly judiciary subcommittee began hearings on this matter." He also argued that the council's ruling "was unwise in that it unnecessarily restricts the news media in judicial coverage."

The RTNDA president also wired California Assemblyman George Willson of Los Angeles, chairman of the assembly judiciary subcommittee, and praised him for his lone dissenting vote in the judiciary council's decision.

### Program notes . . .

**Political debate** ■ CBS-TV's *CBS Reports—Town Meeting of the World* has scheduled a Harvard-Oxford debate on the issue of U. S. commitment in Vietnam via Early Bird satellite on Dec. 21 (10-11 p.m. EST). Competing in the transoceanic debate will be two students from each university with British Socialist Member of Parliament Michael Foot, an Oxford alumnus, in

London and Professor Henry A. Kissinger of Harvard in New York. Sponsor for *CBS Report* series is International Business Machines Corp., Armonk, N. Y., through Ogilvy, Benson & Mather, New York.

**Game production house** ■ A new firm, Games for Television Co., New York, has been organized to produce audience participation programs exclusively, it was announced last week by David O. Alber, president. Offices are located at 44 East 53d Street. Phone: (212) TE-8-8300.

**Colorful Chicago** ■ WMAQ-TV Chicago yesterday (Dec. 12) began a new Sunday (10:30-11 p.m.) color show, *After Hours, Chicago Style*, devoted to broad spectrum of city life and entertainment.

**Western culture** ■ The Columbia University survey of the arts will explore 20th century culture in Western Europe in a 45-part weekday series on WNEW-TV New York, beginning Dec. 20 (7:30-8:30 a.m. EST). The station has cooperated with Columbia in the production of various educational and informational series over the past five years.

**Pilot gets pilot** ■ Barry Shear will direct Filmways Inc.'s new pilot aimed at the teen-age market. It will mark Mr. Shear's 3d network pilot in the last two months.

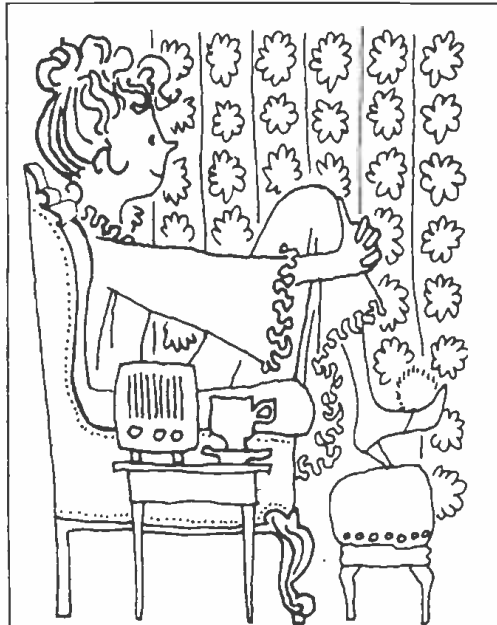
**Son for Arthur** ■ Ron Harper was signed by producer-director Richard Quine to co-star in Universal TV's projected new series, *The Jean Arthur Show*. The show concerns a mother and her son, both lawyers.

**Haley comets** ■ Jack Haley Jr. has been named by David L. Wolper as producer and director of Wolper Productions' hour TV special, *Art Buchwald's Washington*. Xerox will sponsor the special next spring.

**Children's Christmas show** ■ The Lutheran Church in America, New York, has produced a special 30-minute color TV film for children, *Christmas, Lost and Found*, based on the animated characters of David and Goliath, teaching the Christian tradition. During December, the film is being distributed by the National Council of Churches' broadcast and film commission to 90 TV stations in this country and 25 stations in Canada.

**'Where's Everett'** ■ Screen Gems disclosed last week that it is filming a pilot in association with Procter & Gamble for a series that would be called *Where's Everett*. The production firm described the show as a half-hour comedy-fantasy. Alan Alda and Patricia Smith are the stars, Gene Nelson is the director and Ed Simmons, who wrote the pilot script, is the producer.

# WAPI IS BIRMINGHAM RADIO



**RON CARNEY**  
**9:00 am-Noon**  
**3:00-6:00 pm**

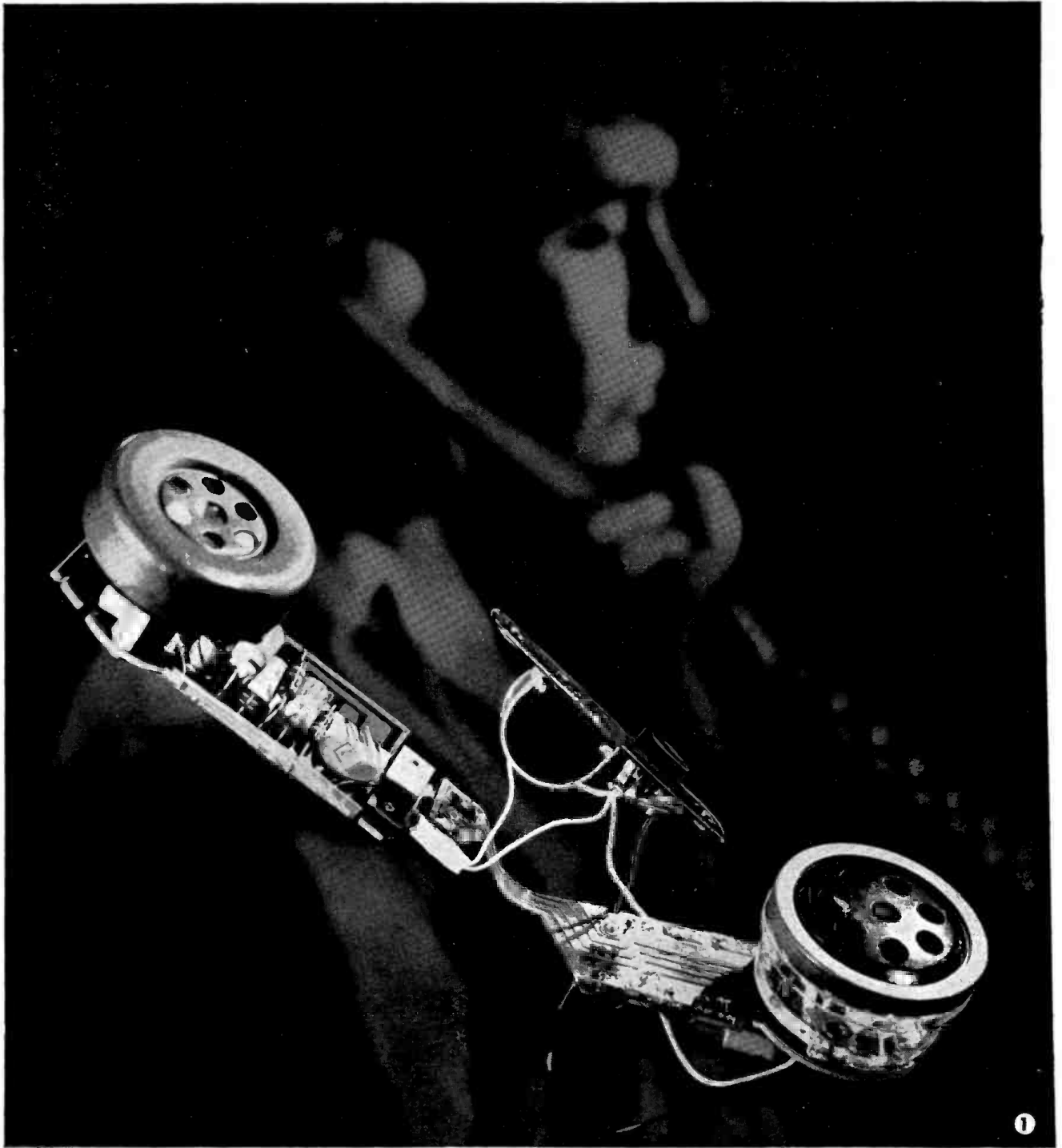
Ron Carney is the versatile host of WAPI's Happy Housewife's Club in the morning and vital drive home show from 3 to 6 in the afternoon. For the housewives, it's lush, romantic tunes and phone calls for cash. In the afternoon, the mood changes to bright, peppy music, sports, and frequent newscasts to get Birmingham home happy and well informed. To the housewife and the motorist . . .

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**Easier communication (2)** for hospital patients is provided by a completely new hospital system produced by Western Electric. The Bell telephone it uses features a different, easy-to-use dial built right into the handset.

**Explosion-proof telephone (3)** is produced by Western Electric for installations where combustible gases might be present. At Western Electric's Indianapolis plant, Elizabeth Ballard assembles one of these telephones before it is sealed tightly within its metal cover that protects it against damage.

**Automatic dialing (4)** is provided by two new devices.



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**Machines can now talk (5)** over regular telephone lines via Data-Phone<sup>\*</sup> service, which greatly increases the flexibility of computers. A Data-Phone data set is being assembled here at Western Electric's Montgomery Shop. Data-Phone service was developed by engineers at Bell Telephone Laboratories, Western Electric's research teammate. Bell Laboratories is <sup>®</sup>Registered trademark of Dasa Corp.    <sup>\*</sup>Service mark of the Bell System

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# It's CBS by a nose

Latest Niensens give CBS

slight edge over NBC;

ABC a length behind

The fifth national Nielsen program ratings report of the 1965-66 season marked a return to a nip and tuck effort by CBS and NBC for supremacy. CBS in the report was a fraction ahead of NBC. The ratings: CBS—20.2, NBC—19.8 and ABC—16.4.

The report, out Dec. 6, was for the two weeks ended Nov. 21, covering the 7:30-11 p.m. period on the networks. It appeared to establish which shows are this season's best audience getters (see top 40 list) and indicated that if any of the new entries this season are to remain in the top popularity column for a seasonal stay they will be *Hogan's Heroes* (CBS), *Get Smart* (NBC), and *Green Acres* (CBS), all in the top 20 in the latest report and consistently well-rated during the season.

CBS placed 3 in the top 5 shows, 7 in the top 10 and 8 in the top 15; NBC had 2 in the top 5, 3 in the top 10 and 6 in the top 15 while ABC had none in the top 10 and one (*Bewitched*) in the top 15.

Among the new shows this season, CBS also fared well—that is within the top 40—with *Lost in Space* and *Wild, Wild West*, NBC with *I Dream of Jeannie* and *Laredo* and ABC with *A Man Called Shenandoah* and *The Legend of Jesse James*.

November Nielsen report for two weeks ending Nov. 21.

1. Bonanza (NBC)	35.6
2. Gomer Pyle (CBS)	29.1
3. Lucy Show (CBS)	27.4
3. Walt Disney (NBC)	27.4

5. The Dick Van Dyke Show (CBS)	26.6
6. Beverly Hillsbillies (CBS)	25.9
7. Hogan's Heroes (CBS)	25.4
8. Get Smart (NBC)	25.2
9. Gilligan's Island (CBS)	24.9
10. My Three Sons (CBS)	24.8
11. Branded (NBC)	24.3
11. Red Skelton (CBS)	24.3
13. Bewitched (ABC)	24.2
14. Daniel Boone (NBC)	24.1
15. Ringling Bros. Circus (NBC)	24.0
16. Dick Van Dyke (CBS)	23.8
17. Munsters (CBS)	23.7
18. Virginian (NBC)	23.6
18. Green Acres (CBS)	23.6
20. Lawrence Welk (ABC)	23.4
20. Ed Sullivan (CBS)	23.4
22. Candid Camera (CBS)	23.0
22. I've Got a Secret (CBS)	23.0
24. Saturday Night Movie (NBC)	22.9
25. Lost in Space (CBS)	22.7
26. Man from U.N.C.L.E. (NBC)	22.5
27. Wild Wild West (CBS)	22.4
27. Danny Thomas Special (NBC)	22.4
29. Flipper (NBC)	22.3
30. Jackie Gleason (CBS)	22.2
31. I Dream of Jeannie (NBC)	21.8
32. Thursday Night Movies (CBS)	21.7
33. To Tell the Truth (CBS)	21.1
34. Petticoat Junction (CBS)	21.0
35. What's My Line (CBS)	20.9
36. Shenandoah (ABC)	20.6
37. Laredo (NBC)	20.3
38. Bob Hope (NBC)	20.2
38. Legend of Jesse James (ABC)	20.2
40. My Favorite Martian (CBS)	20.0
40. Peyton Place I (ABC)	20.0

## Late-night TV close to indecency—Lee

FCC Commissioner Robert E. Lee is a fan of late-night television. And he has an appreciation of good parlor-car stories. But he is concerned about what he sees as a growing tendency for one of those diversions to be featured on the other.

"I think late-night television is getting close to the line of indecency," he said last week.

Because of the lateness of the hour that the material he considers suggestive is aired, he is not as concerned as he would otherwise be, he said. And he

doesn't intend to initiate any formal commission action.

But he wants to start a dialogue with broadcast industry representatives that could lead to "a definition of what is indecent."

The commissioner, who first expressed his concern at a news conference in Los Angeles on Dec. 3, plans to contribute further to the subject in a speech he is scheduled to make before the American Women in Radio and Television next month in Baltimore. The working title of his speech is "Free Speech and Responsibility."

**Carson Show** ■ Commissioner Lee's concern centers mainly on the Johnny Carson show. And last week the commissioner cited as an example an anecdote related by Ray Milland about an incident that occurred during the making of a movie. The actor suggested that a movie-set pool, into which the script called for him to enter, served him as a comfort station in a moment of need.

Commissioner Lee, who is regarded as a raconteur and who is in demand as a speaker at broadcaster-group meetings, doesn't shrink from telling risqué stories. "But I don't do it on television," he says.

He pointed out that a section of the U. S. Code provides criminal penalties for uttering "obscene, indecent or profane" language on radio or television. That section was lifted out of the Communications Act.

But, he said, "there is no indication as to what is indecent." He said he believes there are standards for obscenity (appeal to prurient interest) and profanity (taking the Lord's name in vain).

"But what's indecent to someone else may not be indecent to me," he said. As a result, he said, there is a need for a dialogue among interested persons on the subject.

The complexity of the problem—as well as an ironic sidelight—is pointed up by the fact that the antiobscenity section of the U. S. Code was originally the final sentence in the Communications Act's Section 326—which prohibits the commission from interfering with the free speech of broadcasters.

## Two-hour JFK show planned

As part of its *White Paper* series, NBC-TV said last week it plans a two-part program, "The Age of Kennedy," one hour to be telecast on May 29, the date of the late President's birthday, and the other hour on June 5, 1966, both at 6:30-7:30 p.m. EST).

The two-hour presentation, narrated by newsman Chet Huntley, will be an account of the career of President Kennedy. It will be illustrated by film from NBC News files and other sources.

MEDIA BROKERS • CONSULTANTS

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AND ALL THROUGH THE NATION  
NOT A BUYER WAS STIRRING  
TO EVEN BUY STATIONS.

hic . . . merry christmas

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## Mutual explores news feeds for nonaffiliates

Mutual said last week that it may offer limited voice news feeds to radio stations in addition to its 506 affiliated outlets. The feeds to independent stations would be in markets where affiliates had no objections.

Robert F. Hurleigh, Mutual president, said a spot check of affiliates showed that more than 70% would have no objection to the feeds being extended to other stations. The feeds, seven 15-minute *Operation Newslines* programs daily, would be offered on a subscription basis. They feature the actual voices of persons in the news as well as newsmen throughout the world, material often used by affiliates for incorporation in locally-created news roundups.

MBS did not give a date for the expected start of the news feeds, noting that the network was "exploring the possibility" at this time.

United Press International, which operates an audio service to 170 stations, earlier announced this month that it would take over Radio Press International on Jan. 1 (BROADCASTING, Dec. 6). RPI's audio service has 125 clients. The Associated Press is reported to be working with AP state broadcaster groups with plans to get them to establish regional exchanges of voiced hard news and features.

## More Geographic specials

The agreement between Wolper Productions and the National Geographic Society for four one-hour color programs has been extended to include at least four more of these TV specials. First two programs under the new pact will be *The Two Million Year-Old Secret*, dealing with the discovery of the earliest known remains of man, and *The Adventures of Helen and Frank Schreider*, chronicling the couple's round-the-world trip in an amphibious Jeep. Nicolas Noxon will produce the first; Irwin Rosten the second.

## Radio series sales . . .

*The Sound of Christmas Around the World* (ACA-Gold Star Recording Co.): WTXN-FM Victoria, Tex., and WFTW Fort Walton Beach, Fla.

*Jimmie Fidler Hollywood News* (Jimmie Fidler in Hollywood Inc.): KLOE Goodland, Kan., and KUPI Idaho Falls, Idaho.

*Here's Heloise* (King Features Syndicate): KOY Phoenix; KLZ Denver; KCOL Fort Collins, KEXO Grand Junction, and KKAM Pueblo, all Colorado;

## A live cops-and-robbers show in Texas

KSEL Lubbock, Tex., had a remote broadcast to live up the Friday after Thanksgiving: an eye-witness, blow-by-blow account of a bank robbery. Moments after the vice president of a bank in the Lubbock suburb of Idalou called the police, Bill McAlister, manager of KSEL, was on the scene.

The bandits (above, negotiating with officers) had demanded a car and 20 minutes in which to escape in return for the safe release of three women hostages. From 3:30 p.m. until after 6:30 p.m. Mr. McAlister and news director Wes

Youngblood covered the negotiations between police and bandits. At one point the live mike of KSEL was used to conduct an interview with the robbers in the hope that hearing the voices on a transistor would assure the robbers of the authenticity of police guarantees.

After an afternoon of keeping his listeners informed of moment-by-moment developments while urging them to stay away from the bank, Mr. McAlister concluded the impromptu "live program" within feet of where police captured the bandits, who crashed their escape car.

WNDB Daytona Beach, Fla.; WROM Rome, Ga.; WLPO La Salle, Ill.; KVFD Fort Dodge, Iowa; WIBW Topeka, Kan.; KNOE Monroe, La.; WMDN Midland, Mich.; KYSM, Mankato, Minn.; WROX Clarksdale, Miss.; WGR Buffalo and WDOE Dunkirk, both New York; KOIN Portland, Ore.; WWYN Erie, WJJB Greensburg, WJAC Johnstown, WRTA Altoona and WNAZ Norristown, all Pennsylvania; WMRN Marion and WLEC

Sandusky, both Ohio, and WELC Eau Claire, Wis.

*Tennessee Ernie Ford* (Radiozark Enterprises): WAMR Venice, Fla., WMCS Machias, Me., and WICY Malone, N. Y.

*Strangest of All* (Radiozark Enterprises): KGNO Dodge City, Kan., KPFL Lafayette, La., and WRCS Ahsoskie, N. C.

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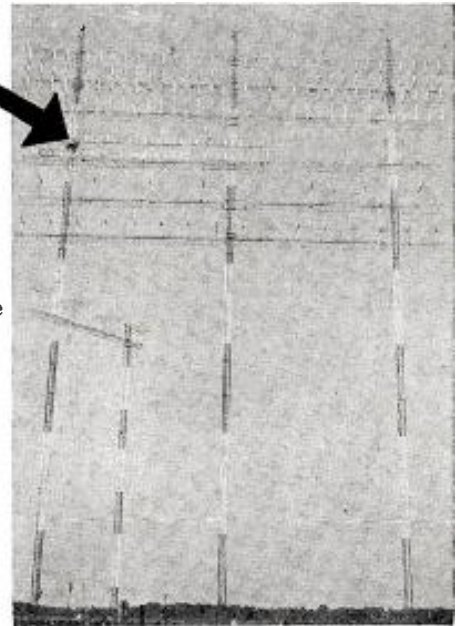
**DESIGN** — ROHN towers are carefully and fully engineered to DO MORE THAN the job for which they are intended. They're proved by thousands of installations for every conceivable type job.

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## Football complicates Gemini TV coverage

The three television networks were preparing last week to cover the second half of the twin space project, while still keeping a close watch on the first half.

All three were set for continuous coverage Sunday (Dec. 12) beginning at 9 a.m. EST. Blastoff for Gemini 6 had been scheduled at 9:50 a.m. CBS-TV and NBC-TV planned full color presentations for their space reporting and ABC-TV was ready to present portions of its coverage in color.

ABC-TV's expected space schedule ran from 9 to 11:30 a.m. and 2:30 to 4:30 p.m. and included a late night report at 11:15. The afternoon coverage was to be a report on the space rendezvous. If the second space shot (GT-6) went according to schedule ABC-TV had a half-hour progress report planned for today and three hours of coverage on the morning of re-entry and recovery operations for GT-6.

As with the other networks, further space coverage plans were flexible and would depend on the success of the space project in keeping to its own

### In the WBKB-TV ring

Full circle of late evening program fare appears to have been executed by ABC-owned WBKB-TV Chicago. The station's answer to soaring costs of feature films appears to be boxing. WBKB-TV has rented Chicago's Aragon ballroom Jan. 8 to stage a fight between middleweights Reuben Carter and Akeeter McClure with spectator seats priced \$2 to \$5. But homeviewers can see it all live and free starting after the 10 p.m. news. Cost to WBKB-TV is \$5,000, a bargain considering film rates today, according to Tom Miller, station vice president-general manager.

schedule. CBS-TV expected to carry split-screen coverage of the following football games along with the Gemini story yesterday: New York at Washington, Philadelphia at Pittsburgh, Green Bay at Baltimore, Minneapolis at Detroit, San Francisco at Chicago (audio only). The network also planned to carry Cleveland at Los Angeles later in the afternoon. NBC-TV's space plans involved continuous coverage yesterday from 9 a.m. to 12:30 p.m. but were dependent on the expected 9:50 a.m. lift-off. Afternoon coverage was set to begin at 3 p.m.

Late last week the network had not reached a decision on whether split-screen techniques would be used to present Gemini rendezvous coverage and also coverage of four American Football League games scheduled by the network Sunday afternoon, but indicated that the events "probably" would be broadcast simultaneously. If both are carried, the network plans to place news correspondents in the broadcast booth at the football games, in order to integrate Gemini information more smoothly into the combined broadcast. Full Gemini coverage will be provided in blacked out home football cities by both CBS-TV and NBC-TV.

NBC-TV on Dec. 4 used split-screen simultaneous TV coverage of Gemini 7's launch and of the Penn State-Maryland (NCAA) football game.

If the Gemini 6 is not launched within 200 seconds of scheduled launching time, a rendezvous will not be possible Sunday and the launching will be postponed until today (Dec. 13), thereby eliminating both NBC-TV's and CBS-TV's football programming dilemmas.

The three TV (and four radio) networks intend to come on the air with splashdown coverage of both the Gemini

6 and Gemini 7 approximately a half-hour before each scheduled splashdown, with coverage to continue until each pair of astronauts is recovered. All radio networks, which carried comprehensive coverage of the Gemini 7 mission, were prepared to duplicate it with reports on Gemini 6.

## Pigskin TV tops with male viewers

As any long-suffering wife will attest, when the man of the house is under the TV spell in the fall, it's probably football.

Findings to support this conclusion have come from American Research Bureau's latest breakdowns of viewing per homes reached by television. The Beltsville, Md., firm's listing of men viewers per 100 homes tuned in has the professional and collegiate football in the top eight spots. *Bonanza*, the leader in total audience reached (44.5 million), slips in at the bottom of the top 10.

The survey, based on ARB's September national sweep, shows CBS-TV's *Yankee Baseball Game of the Week* in the ninth position.

The portion of the ARB report dealing with men viewers also provides a partial answer to the drawing power of the telecasts of the rival American Football League and the National Football League.

NBC-TV's AFL football, with 98 men viewers per 100 homes reached, holds a slight lead over CBS-TV's NFL football and *Pro Football Report*, the last two with 94 men viewers per hundred homes reached.

Insofar as total audience of men is concerned, the CBS-TV pro football ranks fifth (9.7 million men) with its nearest gridiron competition from NBC-TV's *NCAA College Football*, ranked 18th (8.16 million men viewers).

Sports broadcasts, unlike other programs, have blackout patterns to protect the gate receipts of the team in its home city. A spokesman for ARB noted this in reporting sports broadcasts but since the survey is one of "concentration of viewers in front of a set with the particular program tuned in," the variance should be minimal, if any.

Another factor precluding direct comparison is the different sizes of the leagues (NFL, 14 teams; AFL eight teams) as well as the fact that NFL teams generally are in larger population centers.

The ARB report, which also included breakdowns of viewing by total audience, age and sex, listed these shows

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**ESTIMATES OF THE TOP 25 NETWORK TELEVISION PROGRAMS**  
by MEN PER 100 HOMES REACHED

RANK	NETWORK	PROGRAM	MEN
1	NBC	AFL Football	98
2	CBS	Pro Football	94
	CBS	Pro Football Report	94
4	CBS	NFL Today	93
5	NBC	NCAA College Football	90
6	NBC	Pre Game	89
7	NBC	NCAA Scoreboard	86
8	CBS	NFL Countdown	83
9	CBS	CBS Game of Week	82
10	NBC	Bonanza	80
	NBC	Sunday	80
12	NBC	Laredo	79
13	NBC	Wackiest Ship in Army	78
14	ABC	Major League Baseball	77
15	NBC	Convoy	76
	CBS	Twentieth Century	76
	ABC	Voyage Bottom Sea	76
18	ABC	FBI	75
	CBS	Jackie Gleason	75
	ABC	Jessie James	75
	ABC	Pre Game	75
22	CBS	CBS Sunday News	74
	NBC	Virginian	74
24	NBC	Branded	73
	ABC	Post Game	73
	ABC	12 O'Clock High	73

**Time-Life newsmen get overseas assignments**

Six reporter-cameraman teams from Time-Life Broadcast will originate television and radio reports from 17 Far Eastern countries over the next five months, according to Weston C. Pullen Jr., broadcasting vice president for Time Inc. The reports will be carried on Time-Life's owned-and-operated stations.

Each two-man team will spend a month in its assigned area, and will also work with Time-Life news service correspondents in Tokyo, New Delhi, Saigon, Hong Kong, Bangkok, Thailand and Sydney, Australia. All film reports will be in color.

The Time-Life stations are: KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego; WFBM-AM-FM-TV Indianapolis and KERO-TV Bakersfield, Calif.

**Film sales . . .**

*Amazing '66* (American International TV): KGO-TV San Francisco; WBMG (TV) Birmingham, Ala.; KAKE-TV Wichita, Kan.; KLYD-TV Bakersfield, Calif.; KTVI(TV) St. Louis; KCFT-TV Concord, Calif.; KTRK-TV Houston and KLZ-TV Denver. Now in 50 markets.

*People in Conflict* (Screen Gems): WPIX(TV) New York.

*The Story of Christmas* (Seven Arts TV): WTTG(TV) Washington; WTVN-

TV Columbus, Ohio; KATU(TV) Portland, Ore.; WSLs-TV Roanoke, Va.; WHNT-TV Huntsville, Ala.; WNBE-TV New Bern, N. C.; WHP-TV Harrisburg, WLYH-TV Lancaster and WSBA-TV York, all Pennsylvania.

**Two hockey teams plan TV syndication**

Two National Hockey League teams—the New York Rangers and Detroit Red Wings—will skate into the syndication business on Jan. 8 with taped programs of their local contests offered to TV stations across the country.

The Rangers, acting through Madison Square Garden—RKO General Sports Presentations (BROADCASTING, Nov. 29), will syndicate two of their matches in an estimated 35 to 50 markets, according to Al Sussman, vice president of the Garden-RKO company. The contests, already scheduled for color-cast on WOR-TV New York, will be with the Chicago Black Hawks (Jan. 8) and the Boston Bruins (Feb. 12).

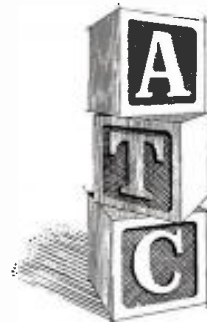
Mr. Sussman also indicated three track meets have been set up for similar color syndication by the company: the Melrose games in January, the Knights of Columbus track and field event in February and a collegiate track meet in March. All other Garden events not committed to the TV networks would be syndicated in a like manner, he said. Sponsorship interest for these events in whole or in part, he added, already has been received from several national breweries, major tobacco companies and gasoline and oil corporations.

The Red Wings' entry into syndication is being arranged by Lincoln Cavalieri, Olympia arena business manager in Detroit, and the James Fitzgerald Co., Chicago. Mr. Cavalieri reported last Thursday (Dec. 9) that some 25 TV stations are committed to 13 one-hour weekly taped Red Wing matches from Jan. 8 through April 2. He said within a few weeks another 73 stations are expected to join the syndication program.

An NHL spokesman explained the New York and Detroit team projects as independent business moves outside the NHL. But NHL's eventual "intent," he noted, is to present all its contests on a national level during the 1966-67 season for all franchises concerned.

The Boston Bruins, he explained, which have their own independent 10-station network through New England, are in their second year of the TV operation. Two teams in Canada, Montreal Canadiens and Toronto Maple Leafs, are broadcasting their games independently through the Canadian Broadcast-

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## Taft 'group action' delivers documentary

Taft Broadcasting Co., Cincinnati, this week inaugurates a new television series, *Cross Section*, designed to illuminate national problems as they are reflected in the communities served by Taft stations.

Attorney General Nicholas deB. Katzenbach (r in picture with Taft president Lawrence H. Rogers II), as chairman of the President's Commission on Law Enforcement and the Administration of Justice, will introduce the first episode dealing with the problems of the police officer. Titled "The Man in the Middle," the program is designed to make the public aware of a policeman's frustration and danger as he is faced with conflicting court decisions, minority groups criticism, understaffing and public apathy.

Other "group action" programs begun by Taft include a series of five-minute explanations of the First Amendment to the Constitution and



a Vietnam documentary combining filmed interviews of relatives of personnel serving in Vietnam and film taken at the time the fighting men viewed these personal messages.

ing Corp., with each team splitting the country into its own network. It was mentioned that the Chicago Black Hawks now remain the only team without a national syndication berth, although all its games are telecast locally by WGN-TV, Chicago.

## Federal judges disagree on WGCB fairness case

The hunt for big game by WGCB-AM-FM Red Lion, Pa., has gotten sidetracked in the legal jungles of federal courts in Washington.

The Red Lion stations filed suit three months ago challenging the FCC's fair-

ness doctrine and asking that its complaint be heard by a three-judge court. U. S. District Judge Spottswood Robinson signed an order convening a three-judge court, and, following court rules, asked the U. S. Circuit Court of Appeals to name two judges to the panel (BROADCASTING, Nov. 29).

Last week, Chief Judge David L. Bazelon of the appeals court returned the request declining to name two circuit judges to the panel. His reasons: (1) the attack is on administrative policy, not on constitutional grounds, and (2) even if the Communications Act is under attack, the issue is "frivolous."

The next step, according to attorneys, is up to Judge Robinson. If he bows

to the Bazelon approach, WGCB's attorney says he plans to appeal to the U. S. Supreme Court. If Judge Robinson does not accede, then the battle is between the two judges.

## McIntire letter writers descend on Sen. McGee

Followers of the Rev. Carl McIntire, spokesman for the right wing on his *20th Century Reformation Hour*, have appealed to Senator Gale McGee (D-Wyo.) to refrain from "persecuting" their mentor without also conducting a "thorough investigation" of the National Council of Churches of Christ of America.

A spokesman for the senator indicated last week that more than 500 letters have been received, almost all with the same message.

Senator McGee, a member of the Communications Subcommittee, is aiding Senator John O. Pastore (D-R. I.), subcommittee chairman, in his investigation of the FCC's fairness doctrine and the equal-time provisions of the Communications Act (BROADCASTING, Nov. 22).

The letter writers have received a stock answer to their pleas which, in effect, notes that "no one will be persecuted, the proposed hearing will only try to measure the effectiveness of the fairness doctrine and the equal-time provisions."

The spokesman for Senator McGee said that the dates for the hearing have not been set, but it could be underway by the end of January.

The subcommittee's new staff investigator, Bob Lowe (CLOSED CIRCUIT, Nov. 29), is reportedly busy at work studying back cases of fairness and of equal time. Following this, subcommittee sources indicate, he will make inquiries to attorneys, FCC commissioners, stations and, probably, politicians.

## WNEW-TV drops Sahl

WNEW-TV New York, after the first two telecasts, last week cancelled a scheduled 26-week commentary and interview program series, which featured satirist Mort Sahl as host.

Lawrence Fraiberg, vice president and general manager of the Metromedia station, said Mr. Sahl had "breached his agreement with us, and accordingly we have terminated his contract." He would not elaborate.

Mr. Sahl was reported as saying in Hollywood that he had no knowledge of WNEW-TV's plan to drop his program. He planned to return to New York Thursday (Dec. 9) to prepare for his next telecast.

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## FTC hears EIA's contradictory views

A divided Electronic Industries Association faced the Federal Trade Commission last week in a one-day hearing before the five FTC commissioners who are inquiring whether TV sets, radios, phonographs and tape recorders should be labeled when some of their parts are of foreign origin. The hearing resumes Jan. 5, 1966.

The meeting heard Robert C. Sprague, Sprague Electric Co., call for labeling, and Armin E. Allen, Philco, object. Mr. Sprague represented the parts manufacturers; Mr. Allen, consumer products.

The hearing also heard Mrs. Margaret Dana, consumer relations counselor, urge labeling, while William A. Tanaka, U. S. representative of the Electronic Industries Association of Japan, argued against such a requirement.

Calling the proposal for labeling, an "unwarranted burden on manufacturers, without compensatory value to the public," Mr. Allen emphasized that there is no such thing as a TV or radio set, phonograph or tape recorder that is 100% American. All, he noted, contain imported parts. This is also true, he said, of many other consumer products.

Mr. Allen stressed that foreign parts account for less than 5% of the dollar volume of consumer electronic products and in TV it's only 3%.

And, finally, Mr. Allen noted, there has not been any great outcry by the public for labeling. The National Better Business Bureau has reported no complaints on this score, he said.

**Buy American** ■ Mr. Sprague submitted a survey showing that 94% of the respondents indicated they preferred an American-made product. He said it was time to tell the consumer about the importation of components and parts being used in U. S. products.

Mrs. Dana acknowledged that there were no letters to the FTC on the labeling question until after she had written several columns on the subject. (She writes a syndicated newspaper feature entitled "Before You Buy"). After her columns appeared, she said, more than 100 letters were sent to the FTC calling for labeling where products contain foreign parts.

The current hearing stems from a 1962 complaint against Motorola Inc. One of the issues, which was later dropped, was whether Motorola was "deceiving the public" because it used some foreign-made parts in its TV sets without informing the public. Late in

1964, a conference on a proposed trade regulation to require labeling where imported parts are used in TV and radio sets, phonographs and tape recorders was held with the FTC, but this was dropped without action also.

The current hearing is for the purpose of determining whether or not the FTC should reinstitute the trade practice conference.

## Regional breakdown on color-TV sales

Where are the color-TV sets going? Primarily to the East North Central states, and, right behind, to the Middle Atlantic and Pacific states, the marketing services division of the Electronic Industries Association reported last week.

Based on first half-year distributor sales to retailers, which show that 838,539 color TV sets were sold (an increase of 83.32% over the number sold in the same period in 1964), the bulk of color sets (198,909) went to Ohio, Indiana, Illinois, Michigan and Wisconsin retailers. The next highest group (161,482) went to Pacific area states (Washington, Oregon, California) while the third highest (156,912) went to the Middle Atlantic states (New York, Pennsylvania, Maryland).

The EIA report also shows that distributor sales of black-and-white TV sets to retailers slumped slightly (down 1.63%) in the January-June period this year, compared to the six months of 1964. In the 1965 period, there were 3,386,935 monochrome TV receivers sold to retailers, compared to 3,443,073 in the same period last year.

The major portion of this year's sales of black-and-white sets went to the East

North Central area (738,714), with the next largest number going to the Middle Atlantic states (709,695), and the third largest number going to the South Atlantic states (502,393).

The EIA report:

### DISTRIBUTOR SALES OF MONOCHROME TV SETS TO DEALERS BY REGION

Region	1st half 1964	1st half 1965
New England	220,608	222,300
Middle Atlantic	712,292	709,695
East North Central	677,827	738,714
West North Central	256,300	234,744
South Atlantic	501,611	502,393
East South Central	199,341	195,233
West South Central	302,926	277,822
Mountain	125,715	109,212
Pacific	446,453	396,822
Total U.S.	3,443,073	3,386,935

### DISTRIBUTOR SALES OF COLOR TV SETS TO DEALERS BY REGION

Region	1st half 1964	1st half 1965
New England	24,930	46,470
Middle Atlantic	91,159	156,912
East North Central	102,696	198,909
West North Central	28,339	55,768
South Atlantic	46,242	92,604
East South Central	16,570	34,599
West South Central	31,155	65,766
Mountain	15,152	26,029
Pacific	101,171	161,482
Total U. S.	457,414	838,533

## Triangle backs Kear & Kennedy idea

Triangle Publications Inc. last week told the FCC that it supports the proposal to amend the commission rules to make possible a steady accumulation of data on the field strength (propagation) of television and FM station signals.

The proposal was first put forth by the Washington communications engineering firm of Kear & Kennedy last

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summer (BROADCASTING, Aug. 23).

Presently the commission does not rely on exact measurements in FM and TV proceedings but, instead, on statistically derived field strength curves.

Triangle said that wide variation from the commission's predicted curves is the rule rather than the exception.

Often a case must be decided purely on the presence or absence of a certain level of service at a particular location, Triangle said. Only by actual measurement can such a determination be made, according to Triangle.

The group owner said that experience with the techniques developed by the Television Allocations Study Organization (TASO) has convinced it that measurements made on this basis provide a valid indication of actual received field intensity. They are based on measurements made at fixed points in a radial surrounding the station. Triangle said that these techniques are regularly employed by broadcasters and have become an unofficial standard in the industry.

## Technical topics . . .

**More room** ■ Ameco Inc., Phoenix, manufacturer of equipment for community antenna TV systems, has completed its fourth expansion since 1956 by adding a new facility that increases

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the company's operating space from 17,000 square feet to 42,000 square feet.

**Tape system** ■ Fairchild Recording Equipment Corp., Long Island City, N. Y., has introduced a new tape electronics system. Available at 15 second and 75 mil track width, the Fairchild Master Tape System makes three-channel, low noise recording on one-quarter inch tape.

**Status is happy** ■ Entertainment Products Division of Sylvania Electric Products Inc., Batavia, N. Y., said last week that there would be no model change-over in its current product line during the first half of 1966. The reason for the decision is the massive number of sales of existing models during 1965.

## RCA to enlarge semiconductor plant

RCA's semiconductor plant in Mountaintop, Pa., has been earmarked for a \$3.2 million expansion program to add 86,000 square feet to the plant's current area of 120,000 square feet, and provide for a doubling of personnel to 2,000.

J. B. Farese, division vice president, RCA Electronic Components and Devices, last week estimated factory sales on semiconductors this year at \$780 million. In 1966 sales would rise to \$900 million and by 1970, they would increase by 54% to \$1.2 billion, he predicted.

The Mountaintop plant's output of 800 different types of semiconductors includes silicon power transistors, silicon controller rectifiers and photo sensitive devices. They have aided in the miniaturization of computers, color TV cameras, radios and stereo sets.

## Color TV up 300% in next three years?

RCA last week hinted at developing plans for further expansion of its color-TV tube-production facilities. It also cited color television "in all its aspects," as the most important element in the record profit it expects to report for 1965.

RCA President Elmer Engstrom told the Boston Security Analysts Society he anticipates a near three-fold increase in volume for the total color-TV industry (manufacturing advertising and broadcasting) to \$7 billion within five years.

For RCA, set-sales volume this year—black-and-white and color—is expected to pass two million units. Mr. Engstrom said the company's short supply of color tubes now, and in the coming year, would force it to continue its industry allocation plan for these units.

He described RCA's \$78.3 million commitment to color tube production since 1962 as insufficient to meet the anticipated demand and added: "You will hear of further plans for RCA color expansion in the future."

RCA's subsidiary NBC, with record profits to this point in 1965 will probably report net sales for the year "approaching the half billion dollar mark," which would be an increase of more than 12% over 1964. Mr. Engstrom said NBC is entering the new year with network program sales ahead of those for the same time last year.

## Teletype signals carried on VOA shows

CBS Laboratories has developed a system that provides for inaudible teletype messages to be transmitted on top of Voice of America broadcasts. Presumably the system would permit U.S. foreign service officers in Europe and Africa to receive information around the clock.

The new system, conceived by Dr. Peter Goldmark, president of CBS Laboratories, was disclosed last week by Dr. Frank Stanton, president of CBS Inc., in his periodic newsletter to CBS employes. CBS would not discuss details of the new system, noting that further arrangements were to be worked out with VOA.

Dr. Stanton said that research and experimentation took nearly three years and that "a few years ago" CBS engineers supervised two-way transmissions between Voice of America stations at Greenville, N. C., and Monrovia, Liberia. The system, Dr. Stanton said, "can provide much-needed new channels of transoceanic communications for government officials."

"What makes CLD's [CBS Laboratories] system unusual is that teletype signals, at the rate of 60-words-a-minute, are especially processed and superimposed on program audio so that they are never heard by VOA listeners."

"At special receiving points, CLD converters filter these signals from the program to activate the overseas teletypes." CLD converters have been installed at Greenville, Monrovia, Tangier, Morocco, the Island of Rhodes, Munich, West Germany; Ceylon, and Tel Aviv.

## Radio spelled with an 'O'—as in optimism

### STORER FETES TIMEBUYERS AT ITS NEW MIAMI STUDIOS

Storer Broadcasting dedicated its new \$1-million-plus WGBS radio facility in Miami last week as evidence of its faith in radio's future, and spent an estimated \$25,000 taking New York media buyers to Florida for the occasion.

Timebuyers whose agencies account collectively for more than \$140 million in spot radio billing yearly were given a free weekend at Miami Beach's Ivanhoe hotel.

Close to 100 people, including the timebuyers, Storer station personnel and talent and station representatives were flown south on a Storer-owned Northeast Airlines jet.

All Storer radio stations participated in the promotion. At a "soft sell" brunch session Saturday each station gave a brief pitch and a gift to assembled guests, all of whom came away from the weekend with a travel clock, a pair of sun glasses with built-in transistor radio, a transistor radio with clock attached for automatic on and off operation, records, and "The Perennial Philadelphians," a book about famous families of that city. Also promised to the guest list—for delivery by mail—were 8mm movie cameras and sets of glassware.

Throughout the weekend WGBS carried minute spots placed and paid for by Storer's WHN New York and WIBG Philadelphia promoting their own markets for the benefit of the small but influential agency audience present in Miami.

**The Station** ■ The compact new

WGBS-AM-FM building, said to be the most costly structure per square foot in Florida's Dade county, involved an outlay of some \$600,000. With new transmitter and related equipment the cost is computed at over \$1 million.

Walls of the building are paneled in birch, cypress and walnut. It has three on-air studios, a news production studio, two other production studios and newsroom in addition to management and business offices.

The new Storer facility, which the company claims is the most modern of all radio stations in the country, includes \$32,000 worth of automatic FM stereo equipment which will go into operation around Jan. 1 when WGBS-FM will begin 12 hours of stereocasting daily. A Continental Electronics "Prolog" automatic programing and logging system will allow unattended operation of 24 hours or more.

The richly appointed building which may rank as the most expensive AM-FM installation in the country is said by Storer officials to be an affirmation of faith in radio's future. The unusual expenditure is viewed by other industry observers as a boost to the radio medium's morale at a time when it is seeking to regain the prestige it held in pre-television days.

Group executives present for the weekend included George Storer, board chairman; George Storer Jr., chairman of Northeast Airlines; Stanton (Pete) Kettler, president of Storer Broadcasting; Lionel Baxter, vice president in

charge of radio; Grady Edney, vice president for radio programing, and John J. (Chick) Kelly, vice president for advertising and promotion.

Storer radio station managers present in addition to host Bernie Neary, manager of WGBS, were Reggie Martin, WSPD Toledo; Dale Peterson, KGBS Los Angeles; Jim Storer, WJW Cleveland; Joe Conway, WIBG Philadelphia and Harry Lipson of WJVK Detroit. Illness prevented John Moler of WHN New York from making the trip.

In honor of the station dedication the week of Dec. 6 was proclaimed Radio Miami WGBS Week by Florida Governor Haydon Burns and by local county and city officials.

### Sarnoff to get silver bowl from Ad Council

Brigadier General David Sarnoff, board chairman of RCA, will receive The Advertising Council annual award tonight (Dec. 13) in New York for "contributing notably in public service to the welfare of his country and his fellow citizens."

The presentation of the council's silver bowl, symbolizing the award, will be made by last year's winner, Charles G. Mortimer, chairman of the executive committee at General Foods Corp. Edwin W. Ebel, also of General Foods and the council's chairman, will preside at a dinner meeting at the Waldorf-Astoria that will be attended by more than 1,000 business leaders, advertising executives and prominent citizens active in the area of services in the national interest. General Sarnoff was selected



Storer President Stanton P. (Pete) Kettler (r) greets D'Arcy's Tom Amendola (l) and introduces him to Steve Wyman of WGBS Miami.



Hope Martinez (r) of BBDO is welcomed by (l to r): George B. Storer Jr., vice chairman of Storer Broadcasting and chairman of Northeast Airlines;

Bernard E. Neary, vice president and general manager of WGBS Miami; and George B. Storer, chairman and chief executive officer of Storer.

for the honor by the directors of the council, a non-profit organization that conducts public service advertising campaigns with the support of the advertising, publishing and broadcasting industries and of individual business firms.

## Drumbeats . . .

**Well done** ■ Three major radio advertisers were voted best in their class for 1965 at the annual awards luncheon in Chicago last week of the American College of Radio Arts, Crafts and Sciences. Midas Mufflers, through Bronner & Hass, won the top national radio award while State Farm Mutual Insurance Co.'s, through Needham, Harper & Steers took the regional first and Z. Frank Inc., Chicago auto dealer, through W. B. Doner & Co., was judged best in the local radio commercial competition.

**Money tree** ■ Someone in Wheeling, W. Va., doesn't like guessing games, or so it seems to WOMP Bellaire, Ohio. The station had prepared a money tree with approximately \$100 worth of bills and change that was going to be shown by various merchants in the Ohio Valley. The person who guessed the amount of money attached to the tree was going to win both the tree and the money. But someone was impatient—

he stole the "decorated" tree from an area tire center.

**Cordic is here** ■ To welcome its newest radio personality, Rege Cordic, KNX Los Angeles kept in the spirit of the holiday season by sending 500 Christmas trees decorated with a bearded, bespectacled ornament to area agency representatives, clients and newsmen. Mr. Cordic (who had been with KDKA Pittsburgh) goes on the air today (Dec. 13).

**Royal order** ■ Joseph C. Harsch (1), NBC News diplomatic correspondent, was cited for his "valuable services in the development of Anglo-American



understanding and friendship" during his eight years as chief European correspondent for NBC when he was presented with the Most Excellent Order of the British Empire. The medal, worn by Mr. Harsch above, was presented to him by British Ambassador to the U.S. Sir Patrick Dean at a ceremony in Washington Dec. 5.

**Station agency** ■ WGN-AM-TV Chicago has named Sam Lusky Associates, Denver, to handle advertising and public relations for newly purchased KCTO(TV) Denver, transfer of which awaits FCC approval. KCTO will become KWGN.

**Farm awards** ■ KFAB Omaha and WCTV(TV) Thomasville, Ga.-Tallahassee, Fla., and their respective farm directors, John McLaughlin and Ed Komarek, have received citations for the best farm-city programming during 1965 from the National Farm-City Committee Inc. and the Foundation for American Agriculture.

**More aid** ■ The Tennessee Association of Broadcasters will increase its support of college broadcasting students next year when it adds a \$300 scholarship for a student at Memphis State University. The TAB has given two \$300 grants to University of Tennessee students for the past three years and

they will be continued.

**Spread the word** ■ A four-page brochure, featuring laudatory comments by print media on radio's role in last month's Northeast power failure, has been compiled by the National Association of Broadcasters. The NAB sent copies to each of its 3,000 radio members and 4,000 opinion leaders.

**Watch What You Say!** ■ "Send us your radio dials, you don't need them any more if you think this program on CKVL is what you like. All you need to do is listen to 850 on the dial!" When a new disk jockey on CKVL Verdun-Montreal made this announcement, he did not expect that close to 100 people would send in their radio dial buttons and one woman would come to the station to deliver hers in person.

## Pioneers to honor WHO with Mike award

WHO Des Moines, Iowa, which went on the air in 1924, will be the recipient of the Broadcast Pioneers' sixth annual Mike award. The presentation to David D. Palmer, president of WHO Broadcasting Co., will be made at a dinner in New York, Feb. 7, 1966.

The award is presented to a pioneer radio station that has consistently maintained an outstanding service record to the public and the industry.

The Pioneers' committee that recommended the award was made up of Joseph Baudino, Westinghouse Broadcasting Co., Pioneers' president; Clair R. McCollough, Steinman Stations, president of the Broadcasters' Foundation Inc., and John T. Murphy, Crosley Broadcasting Corp., Pioneers' first vice president.

## Many sign again for 'Miss Teen-age'

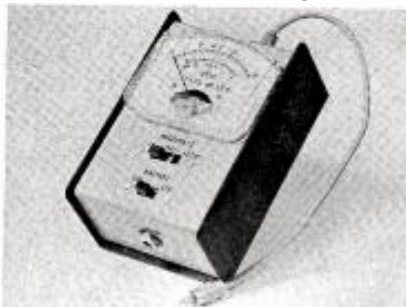
More than half of the local franchisers have renewed their contracts for next year's Miss Teen-age America Pageant, it was announced by the Teen America Associates Inc., Dallas. The following have renewed:

WVK Cleveland; WFEC Harrisburg, Pa.; WLEE Richmond, Va.; WTOB Toledo, Ohio; KONO San Antonio, Tex.; WTOB Winston-Salem, N. C.; WQOK Greenville, S. C.; WAKR Akron, Ohio; WHBQ-TV Memphis; WAYS Charlotte, N. C.; KSTN Stockton, Calif., and WCOG Greensboro, N. C.

Also, KTVH Wichita, Kan.; WBUD Trenton, N. J.; KSRO Santa Rosa, Calif.; KWOC Poplar Bluff, Mo.; KVRD Colorado Springs; KTKT Tucson; WFUN Miami, and WIL St. Louis.

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# The sun never sets on JWT

Agency, with overseas billing of \$170 million, makes top level changes in Canada, Australia

J. Walter Thompson Co., the world's number-one advertising agency, underscored its global look last week.

The advertising agency estimates it does 35% of its total volume outside the United States, and employs 4,500 of its 7,100 total personnel outside the U. S. where it operates 56 offices in 25 countries. Last year's overseas billing came to approximately \$170 million.

In its move last week, JWT dramatized the extent of its overseas expansion by announcing five changes in the top management level of the agency operations in Canada and Australia, two of which add executives to the parent company in New York as vice presidents.

In the changes, all of which take effect early in 1966, William H. Erskine, president of JWT Ltd. in Canada, was elected vice president-Pacific and managing director of the Thompson Co. in Australia (Sydney); Raimond D. Senior, manager of the JWT office in Montreal, succeeded Mr. Erskine and Peter T. Zarry, manager of the Toronto office, was elected executive vice president of the Canadian company.

**Two N. Y. VP's** ■ Two agency executives, who will join the parent JWT in New York as vice presidents, are L. John Sharman, now managing director in Australia, and Thomas R. Carruthers, chairman of the Australian company.

Norman H. Strouse and Dan Seymour, JWT's chairman and president respectively, noted that the moves followed by a month the appointment of Thomas F. Sutton as executive vice president-international of JWT, effective Feb. 1, 1966. Mr. Sutton, currently managing director of the Thompson company in Great Britain, will be assisted by Mr. Sharman in administering the international complex from the New York headquarters.

JWT in Australia, it was pointed out, ranks as the second largest agency in that country. Mr. Erskine as managing director will have responsibility for JWT operations throughout the Pacific area where the agency bills about \$25 million in 10 offices.

It was explained that with the election of Mr. Carruthers and Mr. Erskine to vice presidencies, JWT will now have four overseas-based executives who are officers of the parent company. William Hinks, chairman of the



Mr. Erskine



Mr. Senior

British company, and Peter Gilow, manager of the Frankfurt office in West Germany, were named senior vice presidents in November.

Mr. Sutton's elevation to the top international post at the agency marked the first time that a non-American had been placed on the board of directors and on the executive committee of JWT.

In Great Britain, JWT operates the largest advertising agency there, employing 1,200 employees in London and has billings of about \$52 million.

## Abroad in brief . . .

**Canadian sales arm** ■ Mel Blanc Associates, Los Angeles, has appointed General Production Service, a division of All-Canada, as its sales-service arm for Canada. GPS already has set two radio campaigns and one TV campaign for Canadian national advertisers to be created and produced by MBA.

**Spanish series** ■ NBC International, a division of NBC Enterprises, has completed dubbing of 14 new TV series for

release in Spanish-speaking countries. Included among the series are *I Spy*, *Get Smart*, *Convoy* and two children's cartoon programs, *Atom Ant* and *Secret Squirrel*. With the addition of the new programs, NBC International now has 48 series in Spanish totaling more than 2,250 episodes.

**International sales reps** ■ American International Television has appointed sales representatives to handle the company's motion picture and cartoon product for TV in various parts of the world. Paul de Charnisay of L'Exportation Francaise Cinematographic, will represent AI TV in Continental Europe and in Iron Curtain countries; Henri Grundman of Grundman Productions, Spain and Central and Latin America; Sam Bichara of Cinetel International Television, the Middle East; Jerry Soloway of Telefilm of Canada, Canada; and Fulvio Lucisano, Italian International Films, Italy.

## CAB urges BBG to fill empty seats

Two vacancies for full-time members of the Board of Broadcast Governors, Canada's regulatory body, should be filled at once, the Canadian Association of Broadcasters has advised the Canadian government.

The CAB board of directors, following its November meeting at Montreal, sent a resolution to Prime Minister Lester Pearson pointing to the "unanimous and deeply felt sentiment of the private broadcasting industry of Canada concerning the necessity for immediately filling these vacancies in order to strengthen the BBG, to prevent its dissolution by attrition, and for continuation of that board as the most effective

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method of ensuring the impartial agency of control which the industry earnestly desires . . . ”

The CAB board also told the Canadian government it was necessary to fill the vacancies because of the lack of French-language representation in the BBG. Its full-time membership of three is now down to one, the chairman, Dr. Andrew Stewart. The vice-chairman, Carlyle Allision, did not have his term renewed earlier this month, and the French-Canadian representation has been vacant since the death of Bernard Goulet almost a year ago.

The government has currently under study the report of a special committee headed by Robert Fowler, Montreal industrialist.

## Canadian set sales on upswing in '65

Sales of Canadian-made radio and television sets for the first nine months of this year are ahead of those for the same period of 1964, according to the Dominion Bureau of Statistics, Ottawa,

## Loevinger heads delegates

Commissioner Lee Loevinger will serve as acting head of the U.S. delegation to the International Telecommunication Union Extraordinary Administrative Radio Conference, scheduled to begin in Geneva, Switzerland, on March 14. The conference, which is a continuation of one on radio frequencies for aviation, that was begun in 1964, is expected to last two months.

Ont. Canadian-made radio sales were 650,565 units in the January-September period this year compared to 550,127 a year earlier. Major sales were automobile radios with 385,688 sold this year compared to 298,350 last year. FM and AM-FM receivers made-in-Canada sold 90,191 units. No separate figures are available for 1964 period.

Canadian-made television sales were 373,381 units this year compared to 343,227 last year.

## Canadian NC&K joins with Heggie Advertising

Norman, Craig & Kummel (Canada) Ltd., has merged operations with the Heggie Advertising Co. Ltd., Toronto, it was reported last week by NC&K's New York office.

NC&K's Canadian branch, of which John Savage is president, will incorporate Heggie Advertising as a division, retaining the same name, management and premises. Jack Heggie is president of the company that bears his name. Two vice presidents were added to the Heggie staff: A. McDonald Robertson and J. David Lowes. The Heggie Co. has 80 clients.

## L&N buys into Madrid agency

Lennen & Newell has acquired an interest in Arce & Potti, S. A., Madrid, it was announced by Adolf J. Togio, L&N president. This is the third agency move in Europe by L&N, which has an interest in England through Clifford Boxman & Partners, London, and in France through Impact S. A., Paris.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Matthew Conner**, president of Tucker Wayne & Co., Atlanta, elected chairman of board. **Robert E. Schaeffer**, executive VP, elected president.

**Owen Burns** and **William H. Lowe Jr.**, account supervisors, and **Mitchell Barkett** and **Hector Robledo**, art group heads, all with Foote, Cone & Belding Inc., New York, elected VP's. **Robert W. Ferguson**, account supervisor and associate merchandising director at

FC&B, Los Angeles, named director of merchandising at FC&B, San Francisco. **Joseph L. Scanlon**, freelance producer-director, named producer in commercial TV production at FC&B, New York.

**Richard Uhl**, VP and creative supervisor of Sullivan, Stauffer, Colwell & Bayles, New York, named senior VP and creative head.

**Burtice E. Cross**, administrative officer, McCann-Erickson, Chicago, and

**Andre F. Rhoads**, VP of Infoplan, New York, elected VP's of M-E, Chicago.

**Lee Epstein**, sales promotion art director, and **Raymond Myers**, sales promotion copy director, both with Doyle Dane Bernbach, New York, appointed VP's.

**Elaine Hudson**, media supervisor at Carlson/Roberts, Los Angeles, has opened advertising consulting firm, Associates in Broadcasting. Address: 1721 N. Sycamore Ave., Hollywood. Phone: 463-5048.

**John J. Houlahan**, director of corporate marketing research at Purex Corp., Lakewood, Calif., appointed research director of Young & Rubicam, Los Angeles.

**Fred I. Sharp**, account supervisor at BBDO, Pittsburgh, named manager of that office, succeeding **Burton E. Vaughan**, who will retire Dec. 31.

**Joseph LaRosa**, VP at Lennen & Newell, New York, joins Helitzer, Waring & Wayne, that city, as senior VP and creative director.

**James Levey**, manager of daytime programs at ABC-TV New York, appointed manager of program operations at Compton Advertising, that city. **Bruce B. Cox**, program manager for





WLOS-TV Asheville, N. C., appointed executive producer for Compton, New York.

**Dean Van Nest**, group supervisor at William Esty Co., New York, appointed senior VP.

**Harvey L. Brown**, with promotion department of KRON-TV San Francisco, appointed assistant director of advertising-sales promotion for WABC-TV New York.

**James L. Waldron**, senior account executive with J. M. Mathes, New York, elected VP.

**Gary Sather**, timebuyer with Leo Burnett, Chicago, appointed broadcast media supervisor with MacManus, John & Adams, that city.

**Dayton Ball**, VP and copy supervisor with Warwick & Legler, New York,

**Arizona broadcasters elect**

At annual fall meeting of Arizona Broadcasters Association held Dec. 3 in Phoenix, following new officers were elected: **Joe Crystall**, KOLD Tucson, president; **Wallace Stone**, KAAA Kingman, VP, and **James Ross**, KOY Phoenix, secretary-treasurer. New board members elected were **Bob Crites**, KBLU-AM-TV Yuma, and **Les Lindvig**, KOOL-TV Phoenix.

joins Cunningham & Walsh there as associate creative director.

**Robert L. Young**, TV spot salesman for Adam Young Inc., San Francisco, named account executive for NBC Radio Spot Sales, that city.

**David Frankel**, with M. I. Binder Corp., Philadelphia, appointed PR account executive with Al Paul Lefton Co., that city.

**Jess Lowen**, research-promotion associate at The Katz Agency, New York, appointed manager, radio research.

**William P. Hinds**, account executive at WXHR-FM Boston, named account executive at WEEI-AM-FM there.

**Arthur Strauss**, with Doremus & Co., New York, named manager of general accounts division.

**Norman D. Leebron**, senior account executive of WKBS(TV) Burlington, N. J.-Philadelphia, named director of sales service.

**James S. Harrison**, program director of KWIZ-AM-FM Santa Ana, Calif., appointed account executive.

**Martin Linker**, assistant research director, WPIX(TV) New York, named

assistant research director, TV division, Edward Petry & Co., that city.

**MEDIA**



Mr. Baylor

**Ben B. Baylor Jr.**, commercial manager of WVUE(TV) New Orleans, appointed general manager of KVII(TV) Amarillo, Tex.

**Warren Guykema**, assistant promotion manager at KING-TV Seattle, appointed assistant to VP, broadcasting division, KING-AM-FM-TV.

**Leonard Kapner**, VP of Hearst broadcast division, Pittsburgh (WRYT-AM-FM, WTAE(TV)), will retire Dec. 31 after 35 years in broadcasting.



Mr. Kapner

**Jerry Holley**, general manager of KSEK Pittsburg, Kan., transfers to WIBW-AM-FM Topeka, Kan., as station manager. **Larry Wagner**, promotion manager for WIBW-AM-FM-TV, becomes general manager of KSEK.

**Murray J. Green**, VP in charge of sales at WVIC Islip, N. Y., appointed VP and general manager.

**Lee S. Eden Jr.**, merchandising manager of WAGA-TV Atlanta, appointed research director for WCAU-TV Philadelphia.

**PROGRAMING**



Mr. Sibert

**Thomas E. Sibert**, director of international sales for Independent Television Corp., New York, appointed VP in charge of foreign sales.

**Warren Rosenberg**, formerly with Screen Gems and NTA Telefilm Ltd., appointed eastern division manager of Trans-Lux Television Corp., New York.

**Sheldon Berman**, associated with William Morris Agency, elected sales manager of East Coast operations for Score Productions Inc., New York, supplier of music for films and TV.

**Jimmy R. Rogers**, production manager at Jefferson Productions, Charlotte, N. C., named sales manager.

**Mike Scioscia**, production director at WTOL-TV Toledo, Ohio, appointed production manager.

**Bernard F. Richards** elected to second three-year term as president of

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Mr. McManus

**Thomas J. McManus**, VP in charge of international sales for MCA-TV, New York, appointed executive VP-international operations of ABC Films, that city.

**Edward E. Vaughan**, producer and staff director at KTTV(TV) Los Angeles, joins KNXT(TV), that city, as associate director in production department.

**John L. Petrie**, television director at WTOL-TV Toledo, Ohio, joins WBZ-TV Boston, as producer-director.

**Todd Hogan**, manager and news director at WFPF Park Falls, Wis., named manager of WMIR Lake Geneva, Wis.

## NEWS

**Bernie Mahoney**, news director of WKCW Warrenton, Va., appointed news director of WHRN Herndon, Va.

**Robert Mortensen**, VP and general manager of WIIC-TV Pittsburgh, elected president of Pittsburgh Press Club.

## FANFARE

**Irv Kaze**, PR director of California

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## Capitol newsmen elected



Mr. Roberts

**J. W. (Bill) Roberts**, manager of Time-Life Broadcast News office, Washington, presently on assignment in South Vietnam, elected chair-

man of executive committee of Congressional Radio - Television galleries and president of Radio and Television Correspondents' Association. Mr. Roberts, member of executive committee for four years, and present vice chairman, succeeds **Stephen J. McCormick**, VP for news for MBS.

Elected to board: **John Lynch**, ABC News, vice chairman; **Robert McCormick**, NBC News, secretary; **George E. Herman**, CBS News, treasurer; and **Charles Warren**, MBS, **Charles E. Shutt**, Hearst Metrotone News Inc., and **John Chambers**, UPI Audio, as members at large.

**Angels**, professional baseball team, named VP of Grey Public Relations Inc., Beverly Hills, Calif.



Miss Nyburg

**Mary Anne Nyburg**, PR assistant with KTVU(TV) Oakland-San Francisco, appointed director of press and PR.

**Robert Pickett**, manager of operations at Ruder & Finn, Washington, appointed

VP.

## INTERNATIONAL

**Jerrold Beckerman**, VP and senior project director of Gruneau Research Co., Toronto, named research supervisor of Ogilvy, Benson & Mather, Toronto.

**Carlyle Allison**, one of three full-time members of Board of Broadcast Governors, Ottawa, named editorial and public affairs director of CJAY-TV Winnipeg, Man. Before being appointed to BBG Mr. Allison was editor of *Winnipeg Tribune*.

**R. S. Joynt**, with commercial department of Canadian Broadcasting Corp., Toronto, appointed radio sales director of CBC.

**Gerald Wooliever**, art director at

**Botsford, Constantine & McCarty**, San Francisco, named to head art department of Botsford in Tokyo.

## EQUIPMENT & ENGINEERING

**Leon A. Wortman**, product manager of closed-circuit television systems and equipment at Ampex Corp., Redwood City, Calif., named manager of audio products. **Harold W. Lindsay**, technical assistant with Ampex, named manager of audio engineering department of company's video and instrumentation division.

**William E. Ross**, controller at Ameco Inc., Phoenix, named sales administration manager.

**William G. Robinson**, sales engineer of Jerrold Electronics, Philadelphia, named manager of southern region, community antenna television systems division.

**Earl Hickman**, plant manager for Kaiser Aerospace, Phoenix, appointed VP in charge of engineering and manufacturing at Kaiser-Cox community antenna television there.

**Gordon O. Sheppard**, assistant treasurer for Memorex Corp., Santa Clara, Calif., elected treasurer.



Mr. Sheppard

**Don Jones**, with McMartin Industries, Omaha, appointed district sales manager for McMartin in Dallas.

**Roger W. Slinkman**, manager of engineering for receiving tubes for Sylvania Electric Products Inc., Emporium, Pa., appointed engineering manager of color tube operations for Sylvania at Seneca Falls, N. Y.

## ALLIED FIELDS

**Edward J. Pfister**, information services chief, National Educational Television, New York, appointed director of information services of National Center for School and College Television at Indiana University, Bloomington, Ind.

## DEATHS

Senior U.S. District Judge **Allan K. Grim**, 61, died Dec. 7 of heart attack in Philadelphia. In 1953 Judge Grim handed down landmark decision permitting National Football League teams to blackout TV broadcasts of league games in home territories.

**John Eilers**, 55, purchasing agent for ABC's western division, died of heart attack Dec. 2 in Hollywood hospital. Surviving are his wife and son.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 1 through Dec. 8 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. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

New TV stations

ACTIONS BY FCC

\*Alliance, Neb.—Nebraska Educational Television Commission. Granted CP for new TV on VHF channel 13 (210-216 mc); ERP 316 kw vis., 63.1 kw aur. Ant. height above average terrain 1,536 ft., above ground 1,496 ft. P.O. address c/o Nebraska Educational Television, 12th and R Streets, Lincoln, Neb. Estimated construction cost \$547,327; first year operating cost \$59,130; to be financed by funds available through Nebraska Educational Television Commission grants and matching federal funds. Studio location Lincoln, trans. location Angola, both Nebraska. Geographic coordinates 41° 50' 24" north lat., 103° 03' 18" west long. Type trans. RCA TT-25DH, type ant. RCA TW-18A-13P. Consulting engineers Jansky and Bailey; legal counsel Dow, Lohnes, and Albertson, both Washington. Principals: Nebraska Educational Television Commission. Action Dec. 2.

\*North Platte, Neb.—Nebraska Educational Television Commission. Granted CP for new TV on VHF channel 9 (186-192 mc); ERP 316 kw vis., 63.1 kw aur. Ant. height above average terrain 1,132 ft., above ground 1,110 ft. P.O. address 12th and R Streets, Lincoln, Neb. Estimated construction cost \$476,162; first year operating cost \$56,400. Studio location North Platte, trans. location Lincoln. Geographic coordinates 41° 01' 15" north lat., 101° 09' 12" west long. Type trans. RCA TT-25DH, type ant. RCA TW-15A-9P. Legal counsel Dow, Lohnes and Albertson; consulting engineers Jansky & Bailey, both Washington. Principals: Nebraska Educational Television Commission. Action Dec. 1.

Kettering, Ohio—Kittyhawk Broadcasting Corp. Granted CP for new TV on UHF channel 16 (482-488 mc); ERP 251 kw vis., 25.1 kw aur. Ant. height above average terrain 187 ft., above ground 356 ft. P.O. address Box 2263, Kettering. Estimated construction cost \$318,200; first year operating cost \$295,500; revenue \$400,000. Studio location Kettering, trans. location Moraine, Ohio. Geographic coordinates 39° 43' 11" north lat., 84° 13' 20" west long. Type trans. RCA TTU-10A, type ant. RCA TPU-30J. Legal counsel Welch and Morgan, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: John A. Kemper (32%), E. Raymond Arn, Kenneth D. Caywood, Robert Frame (each 17%), John H. Pearce (9%) and Victor J. Cassane (8%). Kittyhawk Broadcasting is applicant for new AM in Kettering. Messrs. Pearce and Cassane each have 200 shares of stock in Cox Broadcasting Corp. Mr. Arn is president and has 80% interest in Film Associates Inc., Dayton, Ohio, production and lab service film firm. Action Dec. 1.

APPLICATIONS

Red Lion, Pa.—Red Lion Broadcasting Co. UHF channel 53 (704-710 mc); ERP 448 kw vis., 2.42 kw aur. Ant. height above average terrain 454.5 ft., above ground 208 ft. P.O. address c/o John H. Norris, Box 88, Red Lion 17356. Estimated construction cost

\$97,826; first year operating cost \$45,500; revenue \$75,000. Studio and trans. locations both Red Lion. Geographic coordinates 39° 54' 17" north lat., 76° 34' 48" west long. Type trans. RCA TTU-18; type ant. RCA TPU-6B. Consulting engineer Fred W. Wise, Windsor, Pa.; legal counsel Cottone and Fanelli, Washington. Principals: John M. Norris (80%), John H. Norris (10%), Dorothy C. Norris (10%). Rev. John M. Norris is pastor of Bible Presbyterian Church, York, Pa., and is majority owner of WGCB-AM-FM and WINB (shortwave) Red Lion. John H. Norris, has minority interest in WGCB-AM-FM and WINB, is 25% owner of WABH Deerfield, Va., and 26 2/3% owner of WGSA-AM-FM Ephrata, Pa. Dorothy C. Norris is housewife and 10% stockholder of WGCB-AM-FM. Ann. Dec. 7.

Kingsport, Tenn.—Earl L. Boyles, C. E. Feltner Jr., Frederic H. Brandt and Airways Broadcasting Co. Inc. db/as American Television Service. Seek amendment of CP to change from channel 28 (554-560 mc) to channel 63 (764-770 mc). Ann. Dec. 2.

Existing TV stations

NEW CALL LETTERS ASSIGNED

Detroit—Aben E. Johnson Jr. Assigned WXON(TV).  
Duluth, Minn.—Channel 10 Inc. Assigned WDIO-TV.  
Springfield, Ohio—Southwestern Ohio Television Inc. Assigned WSWO-TV.  
WAND-TV Pittsburgh—D. H. Overmyer Communications Co. Assigned WECO-TV.  
KNUZ(TV) Houston—Houston Television Co. Assigned KHTV(TV).  
Charlottesville, Va.—Charlottesville Broadcasting Corp. Assigned WINA-TV.

New AM stations

ACTIONS BY FCC

Mayville, N. D.—Francis J. Phelan. Granted CP for new AM on 1520 kc, 250 w D. P.O. address 736 Western Avenue, Grafton, N. D. Estimated construction cost \$25,924; first year operating cost \$55,000; revenue \$70,000. Mr. Phelan is engaged in farming and marketing of potatoes. Action Nov. 20.  
Newberry, Mich.—Newberry Broadcasting Co. Granted CP for new AM on 1450 kc, 250 w D, 1 kw-N, U. P.O. address Box 82, Carsonville, Mich. Estimated construction cost \$18,533; first year operating cost \$42,000; revenue \$50,000. Principal: T. Stewart Backus. Mr. Backus owns oil and gas distributing company in Carsonville. Action Nov. 30.

Existing AM stations

NEW CALL LETTERS ASSIGNED

St. Anthony, Idaho—Theodore W. Austin. Assigned KIGO.  
WFYI Mineola, N. Y.—Bursam Communications Corp. Assigned WTHE.  
Spartanburg, S. C.—Carolina Radio Broadcasting Co. Assigned WASC.

APPLICATIONS

WNAC Boston—RKO General Inc. Seeks CP to change from DA-1 to DA-2. Ann.

Dec. 2.

KBTC Houston, Mo.—Radio Company of Texas County Inc. Seeks CP to increase power from 500 w to 1 kw; install new trans.; make changes in ant. system. Ann. Dec. 2.

KEDO Longview, Wash.—Keedo Inc. Seeks CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 7.

KFIZ Fond du Lac, Wis.—KFIZ Broadcasting Co. Seeks CP to increase daytime power from 250 w to 1 kw, install new trans. Ann. Dec. 7.

New FM stations

ACTIONS BY FCC

Ukiah, Calif.—J&W Broadcasters. Granted CP for new FM on 94.3 mc, channel 232, 140 w. Ant. height above average terrain 1,110 ft. P.O. address Box 91, Calpella, Calif. Estimated construction cost \$22,850; first year operating cost \$19,200; revenue \$22,500. Principals: Woodrow W. White and John Oliveira (50% each). Mr. White owns a supermarket in Calpella; Mr. Oliveira is manager of KUKI Ukiah. Action Nov. 29.

Atlantic Beach, Fla.—Alumni Radio Inc. Granted CP for new FM on 104.9 mc, channel 285, 3 kw, U. Ant. height above average terrain 293 ft. P.O. address Box 608, Atlantic Beach. Estimated construction cost \$18,565; first year operating cost \$7,500; revenue \$7,200. Principals: John J. Wheeler and others. Mr. Wheeler owns WKTX Atlantic Beach. If Alumni Radio is granted FM license Mr. Wheeler plans to assign WKTX to it in return for stock. Action Dec. 6.


Idaho Falls—Golden Valley FM Inc. Granted CP for new FM on 92.5 mc, channel 223, 40.4 kw. Ant. height above average terrain 576 ft. P.O. address Suite 215 Shane Building, Idaho Falls. Estimated construction cost \$52,768; first year operating cost \$70,636; revenue \$71,650. Principals: Eugene A. Piquet (21.27%), Howard Andrew (10.63%), Dale Smith, Keith Martindale, Louis Jones, Ernest Andrus (each 6.38%), S. Schaumleffel and L. T. Schaumleffel (each 7.24%). Mr. Piquet has interest in KTLE(TV) Pocatello, Idaho. Action Dec. 6.

Greencastle, Ind.—Banks and Freeland Broadcasters. Granted CP for new FM on 94.3 mc, channel 232, 3 kw. Ant. height above average terrain 160 ft. P.O. address Box 342, Elwood, Ind. Estimated construction cost \$15,763; first year operating cost \$22,860; revenue \$30,000. Principals: Charles R. Banks and Michael R. Freeland (each 50%). Mr. Freeland owns WFWL Camden, Tenn., and WKTA(FM) McKenzie, Tenn. Mr. Banks has interest in WBMP Elwood. Action Dec. 8.

Kewanee, Ill.—Kewanee Broadcasting Co. Granted CP for new FM on 92.1 mc, channel 221A, 3 kw. Ant. height above average terrain 300 ft. P.O. address 125 Chestnut Street, Kewanee. Estimated construction cost \$16,500; first year operating cost \$5,000; revenue \$8,000. Principals: Joseph E. McNaughton (51%), George Walker (29%) and J. Richard Sutter (20%). Mr. McNaughton has 69% interest in WRRM-AM-FM Elgin, Ill., and 59% interest in WCRA-AM-FM Effingham, Ill. Mr. Sutter has 15% interest

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164

Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

in WRMN-AM-FM, Kewanee Broadcasting is licensee of WKEL Kewanee. Action Dec. 8. Cheboygan, Mich.—Straits Broadcasting Inc. Granted CP for new FM on 105.1 mc, channel 286, 27 kw. Ant. height above average terrain 90 ft. P.O. address 1356 Mackinaw Avenue, Cheboygan. Estimated construction cost \$12,900; first year operating cost \$4,800; revenue \$8,000. Principal: Richard E. Hunt (100%). Mr. Hunt owns WCBY Cheboygan. Action Dec. 8.

Aiken, S. C.—Radio WAKN Inc. Granted CP for new FM on 99.3 mc, channel 257A, 3 kw. Ant. height above average terrain 300 ft. P.O. address 811, Aiken. Estimated construction cost \$14,390; first year operating cost \$7,000; revenue \$12,000. Principals: Joseph A. Warren, Gasper L. Toole III, T. Clifton Weeks, James D. McNair and Robert E. Keeney Jr. (each 20%). Radio WAKN is licensee of WAKN Aiken. Action Nov. 30.

Port Washington, Wis.—Great Lakes Broadcasting Corp. Granted CP for new FM on 100.1 mc, channel 261A, 3 kw. Ant. height above average terrain 300 ft. P.O. address 3514 North Oakland Avenue, Milwaukee. Estimated construction cost \$24,206; first year operating cost \$12,000; revenue \$16,000. Principals: Harvey J. Kitz and Harold P. Murphy (each 50%). Messrs. Kitz and Murphy own North Shore Printing Co. Mr. Murphy has 50% interest in WGLB Port Washington, and has interest in WIGM Medford, Wis. Action Dec. 3.

#### APPLICATIONS

Conway, Ark.—Brown Broadcast Inc. 105.1 mc, channel 286, 27.2 kw. Ant. height above average terrain 148 ft. Estimated construction cost \$23,791; first year operating cost \$15,000; revenue \$17,000. P.O. address: c/o Mr. Robin Brown, 1520 S. Boulevard, Conway 72032. Principals: Robin and Marjorie W. Brown jointly. Brown Broadcast is licensee of KVEE Conway. Ann. Dec. 7.

\*Riverside, Calif.—Regents of University of California, 89.9 mc, channel 210. P.O. address: c/o Charles J. Hitch, 417 University Hall, Berkeley, Calif. 94720. Estimated construction cost \$4,896; first year operating cost \$2,640; supported by funds from university. Administered by board of trustees. Ann. Dec. 2.

Immokalee, Fla.—Carl Richard Buckner, 95.9 mc, channel 240, 2.96 kw. Ant. height above average terrain 134 ft. P.O. Address: W. Immokalee Drive, Immokalee 33934. Estimated construction cost \$5,760; first year operating cost \$10,000; revenue \$15,000. Mr. Buckner is sole owner of WCOF Immokalee. Ann. Dec. 2.

Minot, N. D.—Big K Inc. 97.1 mc, channel 246, 30.4 kw. Ant. height above average terrain 834 ft. P.O. address: c/o Chester Reiten, Box 1686, Minot, 58702. Estimated construction cost \$21,350; first year operating cost \$12,000; revenue \$17,000. Principals: Big K owns KCBJ Minot and is owned by KXMC-TV (49.0%), Chester Reiten (20.4%), W. L. Hurley (15.3%), Lloyd R. Amos (15.3%). Ann. Dec. 3.

Chester, Va.—WIKI Radio Inc. 92.1 mc, channel 221, 3 kw. Ant. height above terrain 255 ft. P.O. address c/o John Laurino, Box 230, Richmond, Va. 23234. Estimated construction cost \$20,345; first year operating cost \$12,000; revenue \$6,000. Principals: John Laurino (95%) and Byron Thomas (5%). Mr. Laurino is principal owner. Mr. Thomas 5% owner of WYAL Scotland Neck. N. C., and WIKI Chester, Va. Ann. Dec. 3.

New London, Wis.—New London Enterprises Inc. 93.5 mc, channel 228, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Sigurd W. Krostue, 120 1/2 N. Water Street, New London 54961. Estimated construction cost \$39,550; first year operating cost \$37,000; revenue \$40,000. Principals: Edwin Wohlt, Herman Schmallenberg (each 41%), Charles Schmallenberg, W. A. Bender (each 7%), Sigurd W. Krostue (4%). Principals have no other broadcast interests. Ann. Dec. 2.

#### Existing FM stations

##### NEW CALL LETTERS ASSIGNED

Brunswick, Ga.—Dixie Radio Inc. Assigned WYNR-FM.

Milledgeville, Ga.—Michael T. Landy. Assigned WMVG-FM.

Normal, Ill.—Illinois State University. Assigned \*WGLT(FM).

Davenport, Iowa—Robert W. Schmidt & Oneita G. Schmidt, joint tenancy. Assigned KWNT-FM.

KNCO-FM Garden City, Kan.—KAKE-TV & Radio Inc. Assigned KUPK-FM.

Kingston, N. Y.—Skylark Corp. Assigned WGHQ-FM.

Anoka, Minn.—Northwest Broadcasting Co. Assigned KTWN(FM).

Yorktown, Va.—York County School Board.

Assigned \*WCYS(FM).

Beloit, Wis.—Board of Trustees of Beloit College. Assigned \*WBCC-FM.

Shawano, Wis.—Shawano County Leader Publishing Co. Assigned WTCH-FM.

#### Ownership changes

##### ACTIONS BY FCC

WAPX Montgomery, Ala.—Granted assignment of license from Walton of Montgomery Inc., owned by Leon S. Walton (51%) and Frank F. Dusenbury (49%), to Sparling of Alabama Inc., owned by Judson Sparling (43%), Geroge W. Dean Jr. (15%), William E. Garner and Rex H. Moore (each 21%). Consideration \$110,000. Mr. Sparling is manager of WRMA Montgomery. Messrs. Dean and Garner are attorneys and Mr. Moore is banker. Action Dec. 2.

KHEB Heber Springs, Ark.—Granted assignment of CP authorizing new AM broadcast station from Eulis W. Cochran tr/as Cleburne County Broadcasting Co. to Newport Broadcasting Co. owned by Harold L. Sudbury (70%), Gladys Benson Sudbury (29.75%), Graham Sudbury (0.25%). Harold L. Sudbury, his wife Gladys Benson Sudbury, and brother Graham Sudbury are together sole owners of Sudbury Service Inc. (KLCN Blytheville, Ark.) and Newport Broadcasting Co. (KNEB) Newport and KSUD West Memphis, both Arkansas). Newport is also applicant for FM in Newport and for CP to improve facilities of KNEB and will soon be applicant for license of KTPA Prescott, Ark. Consideration \$33,300 for properties, \$1,700 for CP. Action Nov. 30.

KPOD Crescent City, Calif.—Granted assignment of license from H. Frank Walters and Wanda M. Walters to William E. Stamps. Mr. Stamps is at present general manager of KPOD; he will assume complete ownership and debt responsibilities of KPOD on acceptance of application. Consideration \$34,133.85. Action Nov. 30.

KTKL(TV) Sacramento, Calif.—Granted assignment of CP from Charles L. Bowman, Foster A. Bullock, Jack F. Matranga and Irving J. Schwartz db/as Camellia City Telecasters to Camellia City Telecasters Inc. Assignment is to allow convenience of corporate organization. No change of ownership and no financial consideration. Action Dec. 3.

KDON Salinas, Calif.—Granted assignment of license from KDON Inc., to M. C. Broadcasting Co., owned by Marvin Orleans (25%); Sidney Forstater (15%); Simon Vogel (25%); Bernard Howard (10%), and Richard B. Stevens (25%). Consideration \$232,000. Mr. Orleans has interest in WTAC Flint, Mich., and KSO Des Moines, Iowa, and construction firm; Messrs. Forstater and Vogel are CPAs; Mr. Howard is principal of Bernard Howard & Co. radio station representative, and Mr. Stevens is attorney and holds interest in WFEC Harrisburg, Pa., and KGFJ Los Angeles. Action Dec. 3.

KCEY Turlock, Calif.—Granted assignment of license from KTUR Inc. to Hen-Cal Corp., owned jointly by Paul Henning and Ruth Henning. Mr. Henning is creator, producer and writer of television series, including Beverly Hillbillies, Petticoat Junction, and Green Acres; has interest in music company and real estate investment firm. Consideration \$180,000. Action Nov. 30.

WTIC-AM-FM-TV Hartford, Conn.—Granted transfer of control of licensee corporation, Broadcast-Plaza Inc., from Travelers Insurance Co. to Travelers Corp. At effective date of transfer Travelers Corp. will own all of 40,000 outstanding shares of Travelers Insurance Co. stock and shareholders of Travelers Insurance will be issued Travelers Corp. on a share-for-share basis. Action Dec. 8.

WUWU Gainesville, Fla.—Granted assignment of license from Leon E. Mims to WUWU Radio Inc. Transfer is for tax purposes only, involves no other parties or any financial consideration. Mr. Mims is sole owner of WUWU. Action Dec. 3.

WIGA Thomaston, Ga.—Granted transfer of control of licensee corporation, Radio Georgia Inc., from Sylvia D. Strickland, George Strickland Jr. (each 25%), Leslie E. Gradick Jr. (50%), to Herbert E. Strickland (100%). H. E. Strickland is 50% owner of WSUZ Palatka, Fla. Consideration \$75,000. Action Nov. 30.

WLDS-AM-FM Jacksonville, Ill.—Granted acquisition of positive control of Jacksonville Journal Courier Co. (parent corporation of licensee corporation, Jacksonville Radio and Television Broadcasting Corp.) by W. A. Fay (30.6% before, 58.88% after) through redemption of stock from Walton Family Group consisting of Helen W. Hackett, Ruth W. Curtis, William E. Walton (each 16.3% before, none after). Consideration \$278,893 for stocks which will be re-

tired to corporation. Action Dec. 3.

WRAM Monmouth, Ill.—Granted assignment of license from Stephen P. Bellingier, Joel W. Townsend, Ben H. Townsend, Morris E. Kemper and T. Keith Coleman db/as Prairieland Broadcasters to Stephen P. Bellingier (30% before and after), Joel W. Townsend (15% before and after), Ben H. Townsend (15% before and after), Morris E. Kemper (30% before, 20% after), T. Keith Coleman (10% before and after), and James A. Mudd (none before, 10% after). Mr. Mudd is resident manager of WRAM. Consideration \$17,000. Action Dec. 6.

WFIE-TV Evansville, Ind.—Granted transfer of control of W. A. V. E. Inc. (parent corporation of licensee, WFIE Inc.) from Jane Morton Norton as voting trustee to Jane Morton Norton individually. See WAVE-AM-TV Louisville, Ky. Action Dec. 6.

WANE Fort Wayne, Ind.—Granted assignment of license from Indiana Broadcasting Corp. to Shepard Broadcasting Corp. of Indiana, subsidiary of Shepard Broadcasting Corp. (Michigan), owned by John J. Shepard (30%), Charles A. Sprague (35%), and Daniel J. Duffy (35%). Shepard Broadcasting owns WLAV-AM-FM Grand Rapids, Mich. Consideration \$250,000. Action Dec. 2.

WAVE-AM-TV Louisville, Ky.—Granted transfer of control of licensee corporation, W.A.V.E. Inc., from Jane Morton Norton as voting trustee of estate of George W. Norton Jr. to Jane Morton Norton individually. Mrs. Norton is to hold 54% of the stock herself and the remaining 46% will continue to be held by Citizens Fidelity Bank and Trust Co. but voted by Mrs. Norton as proxy and attorney-in-fact. No financial consideration. Action Dec. 6.

WEZI(TV) Louisville, Ky.—Granted acquisition of positive control of permittee corporation, South Central Broadcasting Corp., by John A. Engelbrecht (39.6% before, none after) and Mrs. Bettie G. Engelbrecht (0.5% before, none after) as family group (59.6% after) through purchase of stock from Leighman D. Groves (19.8% before, 0.3% after). Control was granted for acquisition of South Central by Engelbrechts with reference to WKY-AM-FM Evansville, Ind., and WTVK(TV) and WCAS(FM) Knoxville, Tenn., by commission on Oct. 28. Present application is to include WEZI(TV) in previously granted authorizations. Total consideration \$1,000. Action Nov. 30.

WSHO New Orleans—Granted assignment of license from Raymac Radio Inc., owned by Carmen Macri (100%), to Americana Broadcasting Corp., owned by H. C. Young Jr. (75%) and E. Donald Kern (25%). Consideration \$190,000. Mr. Young has 50% interest in WYOM Madison, Tenn., 70% interest in WYAM Bessomer, Fla., and 37.5% interest in WGUS North Augusta, S. C. Mr. Kern is sales manager and assistant manager of KENO. Action Dec. 2.

WMUZ(FM) Detroit—Granted assignment of license from William F. Eisemann, administrator of estate of Percy B. Crawford deceased, to Haig Avedisian, administrator of estate of Percy B. Crawford deceased. No financial consideration. Action Dec. 2.

KOTE Fergus Falls, Minn.—Granted acquisition of positive control of licensee corporation, Northland Broadcasting Corp., by Kingsley H. Murphy Jr. (50% before, 100% after) through purchase of stock from Carroll E. Crawford (50% before, none after). Consideration \$110,000. Action Nov. 30.

KCUE-AM-FM Red Wing, Minn.—Granted acquisition of control of licensee corporation, Hiawatha Valley Public Service Broadcasters Inc., by George L. Brooks (50% before, 100% after) through sale of stock to licensee by D. Eldon Lum (50% before, none after). Consideration \$34,931. Action Dec. 3.

KANA Anaconda, Mont.—Granted assignment of license from Amperage Inc. to Magicland Broadcasting Co., owned by Rex K. Jensen, Alice S. Jensen (each 5%), Burt H. Oliphant, Peggy S. Oliphant (each 45%). Mr. and Mrs. Oliphant are respectively 70% and 10% stockholders of Vigilante Broadcasting Co., licensee of KDBM Dillon, Mont. Consideration \$50,000. Action Nov. 30.

KBUB Sparks, Nev.—Granted assignment of license from Silver Circle Broadcasting Co. to KBUB Inc., owned by Lisle R. Sheldon (66 2/3%) and Alan C. Lisser (33 1/3%). Mr. Sheldon is sole owner of Lisle Sheldon Advertising and 15% owner of KSUR Inc. (applicant for KRML Carmel, Calif.). Mr. Lisser is 50% owner of KSUR Inc. Consideration \$150,000. Action Nov. 30.

WMCR Oneida, N. Y.—Granted transfer of control of licensee corporation, Chenor Communications Inc., from Chenango & Unadilla Telephone Corp. to C&U Communications Corp. Application is pro forma request for separation of facilities of telephone company (Chenango and Unadilla Telephone)

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 9

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,021	22	77	381
FM	1,397	25	200	243
TV-VHF	472 <sup>1</sup>	21	20	153 <sup>2</sup>
TV-UHF	93 <sup>3</sup>	17	78	.....

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 9

	VHF	UHF	Total
Commercial	513 <sup>3</sup>	188	701 <sup>1</sup>
Noncommercial	67	62	129

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31, 1965

	AM	FM	TV
Licensed (all on air)	4,013	1,379	564 <sup>1</sup>
CP's on air (new stations)	26	29	37
CP's not on air (new stations)	71	191	94
Total authorized stations	4,110	1,599	695
Applications for new stations (not in hearing)	298	202	89
Applications for new stations (in hearing)	66	43	56
Total applications for new stations	364	245	145
Applications for major changes (not in hearing)	210	52	15
Applications for major changes (in hearing)	36	1	14
Total applications for major changes	246	53	29
Licenses deleted	3	1	0
CP's deleted	0	1	0

<sup>1</sup> Includes two licensed VHF stations and one licensed UHF station off the air.

<sup>2</sup> Breakdown on UHF and VHF applications not available.

<sup>3</sup> Includes three noncommercial stations operating on commercial channels.

from broadcast interests (Chenor Communications) under holding authority of new corporation (C&U Communications). Implementation through stock exchange. Action Dec. 2.

WKTC Charlotte, N. C.—Granted assignment of license from Queen City Broadcasting Co. to WKTC Radio Corp., owned by Action City Broadcasting Corp. Consideration \$316,500 plus \$10,000 for non-competition agreement. Action Dec. 3.

KXGO Fargo, N. D.—Granted assignment of license from North Dakota Broadcasting Co. to KXGO Broadcasting Co., owned by Hart N. Cardozo Jr. Mr. Cardozo has controlling interest in KATE Albert Lea, Minn.; WDBC Escanaba, Mich.; WQDB Dubuque, Iowa. Consideration \$500,000. Action Dec. 3.

WCPO-AM-FM Cincinnati—Granted assignment of license from Scripps-Howard Broadcasting Co. to Dena Pictures Inc. (owned by Danny Kaye) and Alexander Broadcasting Co., a joint venture, db/as Seattle, Portland and Spokane Radio, Seattle, Portland, and Spokane Radio is licensee of KJR Seattle, KXL-AM-FM Portland, Ore.; KNEW Spokane, Wash., and KCKN-AM-FM Kansas City, Kan. Consideration \$700,000. Action Dec. 8.

KSBW(TV) Elk City, Okla.—Granted assignment of CP from Southwest Broadcasting Co. to Bass Broadcasting Co., owned by Sid W. Richardson Foundation (62.07%), Gene L. Cagle (19.59%), Perry R. Bass (15.76%) and eight other individuals totaling 2.58%. Bass Broadcasting is licensee of KFDA-TV Amarillo and KRIO McAllen, both Texas, and KFDW-TV Clovis, N. M. Consideration \$275,000. Action Dec. 6.

WOPI-AM-FM Bristol, Tenn.—Granted assignment of license from Pioneer Broadcasting Corp., owned by Donald W. Owen (77.8%), Eddred F. MacLeod (11.1%) and John C. Thomas (11.1%), to Tri-Cities Broadcasting Co., owned by E. O. Roden (45.45%), W. I. Dove (26.14%), James E. Reese (14.77%) and Zane D. Roden (13.64%). Consideration \$155,000. Principals are directors, officers or partners in WGCM Gulfport, Miss.; WBOP Pensacola, Fla., and WTUG Tuscaloosa, Ala. Mr. Roden is owner of WBIP Booneville, Miss. and partner of WTUP Tupelo, Miss. Mr. Dove is partner in WTUP. Action Dec. 8.

WSHC Collierville, Tenn.—Granted assignment of CP from George Klefm, E. W. Fitz-

gerald, Parker C. Henderson and Pierce Thomas db/as Collierville Broadcasting Co., to Paul Piper tr/as Piper Broadcasting Co. Consideration \$2,000. Mr. Piper has majority interest in five firms that engage in manufacturing, selling and servicing farm machinery. Action Dec. 8.

KMSC Clear Lake City, Tex.—Granted voluntary assignment of license from Edgar B. Taylor tr/as Taylor Broadcasting Co. to Taylor Broadcasting Co., and transfer of control of licensee corporation, Taylor Broadcasting Co., from Edgar B. Taylor (100% before, none after) to George V. Lister Jr. (45%), John A. Powers (35%), and law partnership of Saccomanno, Clegg, Martin and Pinedo (20%). Total consideration \$100,000. Action Dec. 2.

KLUR(FM) Wichita Falls, Tex.—Granted transfer of control of licensee corporation, Nortex Broadcasting Co., from Fred S. Marks (100% before, none after) to Bobby J. Miks (none before, 75% after) and George B. Travnikoff (none before, 25% after). Mr. Miks is part owner of various family investments, including storage, tractor, and feed companies, and is sole owner of property rental enterprise. Mr. Travnikoff is general manager of KLUR(FM). Action Dec. 2.

KSOP-AM-FM Salt Lake City—Granted assignment of license from Ralph E. Winn, M. Henry Hilton and Lyle O. Wahlquist db/as Seagull Broadcasting Co. to KSOP Inc. Assignment is pro forma incorporation of previous partnership for legal convenience. No financial consideration. Action Dec. 6.

WFRV-TV Green Bay, Wis.—Granted transfer of control of W.A.V.E. Inc. (parent corporation of licensee WFRV Inc.) from Jane Morton Norton as voting trustee to Jane Morton Norton individually. See WAVE-AM-TV Louisville, Ky. Action Dec. 6.

### APPLICATIONS

KIFM(FM) Bakersfield, Calif.—Seeks transfer of control of licensee corporation, Stereo Broadcasting Co., from J. E. Sonderegger and Gerson Al Price (each 33% before, none after) to Harold J. Brown (33% before, 51% after) with James W. Summers (none before, 49% after). Consideration \$15,000. Ann. Dec. 3.

KFMU(FM) Los Angeles—Seeks assignment of license and SCA from KGMJ Inc. to Rogan Jones (46.75%). Consideration

\$300,000 in note payable to International Good Music Inc., parent company, for purpose of offsetting debts incurred by KFMU (FM). Ann. Dec. 7.

KFRM Salina, Kan.—Seeks involuntary transfer of control of licensee corporation, KFRM Inc., from C. B. McNeill (49%) to V. M. Thompson Jr., executor of estate of C. B. McNeill deceased. Ann. Dec. 2.

KHMA Houma, La.—Seeks assignment of CP from St. Anthony Television Corp. to Delta Teleradio Corp. owned by Denver T. Brannen and Norfolk Broadcasting Corp. (each 50%). Mr. Brannen is sole owner of KCIL-AM-FM Houma, WLUX Baton Rouge, both Louisiana; WDLF-AM-FM Panama City, Fla.; WYNR-AM-FM Brunswick, Ga., and is 13% owner of assignor. Norfolk Broadcasting is owner of WNOR-AM-FM Norfolk, Va. Consideration \$181,538. Ann. Dec. 3.

KCKW Jena, La.—Seeks assignment of license from A. H. Colvin Jr., T. L. Colvin Sr., Robert C. Wagner and R. W. Wagner db/as LaSalle Broadcasters to Robert C. Wagner and R. W. Wagner db/as LaSalle Broadcasters. Consideration \$27,500 for transfer of 50% interest. Ann. Dec. 2.

WEBC Duluth, Minn.—Seeks assignment of license from WMT-TV Inc. to Radio Suburbia Inc. Radio Suburbia is solely owned by Red Owl Stores and is licensee of KRSI St. Louis Park, Mich. In addition Red Owl owns, through Areawide Communications Inc., WNAX Yankton, S. C. Consideration \$325,000. Ann. Dec. 2.

KOJM Havre Mont.—Sale price quoted in BROADCASTING Nov. 1 was incorrect. Correct figure is \$129,384.26 for sale of 461 shares of stock.

WMBO-AM-FM Auburn, N. Y.—Seeks transfer of control of licensee corporation, WMBO Inc., from Lithgow Osborne (50.65% before, 33.5% after) to Frederick R-L Osborne (2.8% before, 19.95% after). Transfer is for stock of Auburn Publishing Co., sole owner of WMBO Inc. Consideration \$143,202.50. Ann. Dec. 7.

WHYZ Greenville, N. C.—Seeks assignment of CP authorizing new AM from Thomas C. Fleet Jr., Jane Harrison Fleet and John Hudson Fleet db/as Fleet Enterprises to Maximum Power Radio Inc., owned by Thomas C. Fleet Jr., John Hudson Fleet (each 35%), Roy Lee Brooks Sr., Mac Verner Patterson (each 7½%), Jane Harrison Fleet (7%), Calhoun H. Turner (6%), and Charles F. Fleet (2%). Fleet family were all engaged in business of Fleet Enterprises with exception of Charles F. Fleet, who is attorney. Of the newcomers to enterprise, Mr. Brooks is shop foreman with mill; Mr. Patterson owns construction company; Mr. Turner is lawyer. Ann. Dec. 3.

WEAC Gaffney, S. C.—Seeks transfer of control of licensee corporation, Gaffney Broadcasting Inc., from E. Raymond Parker to E. Raymond Parker and Bright G. Parker (50%) and Don H. Lovelace and Shirley C. Lovelace (50%). Transfer is for legal convenience only. No financial consideration. Ann. Dec. 2.

Manning, S. C.—Seeks transfer of control of licensee corporation, Clarendon County Broadcasting Co., from J. M. Soles Jr. and Isadore Kramer (100% before, none after) to Jim Roper and Betty Roper (none before, 100% after). Mr. and Mrs. Roper are general manager and bookkeeper-operations manager respectively of WYMB Manning. Consideration \$90,000. Ann. Dec. 7.

KGUL Port Lavaca, Tex.—Seeks assignment of license from Lewis O. Seibert to Angelo Broadcasting Telesharing Inc. Transfer is for tax purposes only. No transfer of ownership or financial consideration involved. Ann. Dec. 3.

WFOX Milwaukee—Seeks assignment of license from Fox Broadcasting Corp., wholly owned by Marine Capital Corp. of Milwaukee, to Fox Broadcasting Corp., a new corporation owned by principals named below. Former Fox Broadcasting is to become known as F. B. C. Corp. Principals: Eugene W. Murphy (50%), Herbert H. Lee (45%), Philip A. Dyer (5%). Mr. Murphy is VP of Gateway Transportation Co.; Mr. Lee is 85.5% owner of WKTY La Crosse, Wis.; Mr. Johns is law partner. Consideration \$260,000. Ann. Dec. 7.

### Hearing cases

#### FINAL ACTIONS

■ By a decision, commission granted application of American Colonial Broadcasting Corp. to increase ERP of station WKBM-TV (channel 11), Caguas, P.R., from 27 kw to 133 kw, using directionalized pattern. In so doing, it denied petitions to enlarge issues and revise hearing procedure filed by El Mundo Inc. (WKAQ-TV), San Juan, and disposed of related pleadings. Commissioner Loevinger concurred in result. Action Dec. 3.

Members Nelson and Pincock, with member Kessler concurring in result only and issuing statement, adopted decision denying application of Ottawa Broadcasting Corp. for change of operation of WJBL Holland, Mich., from daytime only to unlimited time, with 1 kw-N, and change from DA to DA-2, continued operation on 1260 kc, 5 kw-LS. Jan. 7 initial decision looked toward grant of application. Action Nov. 30.

#### OTHER ACTIONS

By report and order, commission, on request by Country Broadcasting Co., dismissed proceeding which looked toward reassigning FM channel 267 from Grand Rapids to Ionia, Mich. Rulemaking was initiated by joint petition of Atlas Broadcasting Co. (WMAX-FM), Grand Rapids, and Country Broadcasting, prospective assignee of that station. Subsequently, WMAX-FM (now WYON) was transferred to Country and application for increased power and change in trans. location has been granted, thus accomplishing latter's objective of obtaining additional FM service to Ionia area. Action Dec. 8.

WMT-TV Inc., Iowa City, Iowa—Granted CP for new UHF TV translator station on channel 74 with 100 w power to rebroadcast programs of its station WMT-TV (channel 2), Cedar Rapids; subject to outcome of proceedings in Doc. 15971. Action Dec. 8.

KDAC Fort Bragg, Calif.—Commission granted renewal of license on Dec. 8.

WIII Seven League Productions Inc., South Dade Broadcasting Co. Inc., Redlands Broadcasting Co. Inc., Homestead, Fla.—Commission designated for consolidated hearing (1) application by WIII for renewal of license and (2) applications by South Dade and Redlands for new 500-w daytime stations on 1430 kc (now occupied by WIII). Commissioner Cox concurred. Action Dec. 8.

By order, commission (1) granted application of Genkar Inc. to increase daytime power of WIGS Gouverneur, N. Y., from 250 w to 1 kw, continued operation on 1230 kc with 250 w-N; remote control permitted; conditions, and (2) denied opposing petition of WATN Watertown. Action Dec. 8.

By memorandum opinion and order, commission dismissed for lack of standing May 5 interference complaint by Storer Broadcasting Co., licensee of WJBK Detroit, against co-channel pre-sunrise operation of KSTP St. Paul, and WTOP Washington, but, on its own motion, directed KSTP and WTOP to refrain from operating prior to local sunrise with their daytime facilities; also denied KSTP Sept. 25, 1964 request for pre-sunrise operation. All three stations operate on 1500 kc. Commissioner Cox concurred; Commissioner Loevinger dissented. Action Dec. 8.

Commission gives notice that Aug. 2 initial decision which looked toward (1) not revoking license of Radio Station WTIW Inc. (of which C. N. Todd is majority stockholder) for station WTIW Tifton, Ga.; (2) granting applications of WDMG Inc. and WMEN Inc. (owned by B. F. J. Timm) for renewal of licenses of WDMG Douglas, Ga., and WMEN Tallahassee, Fla., respectively, and (3) granting application by Timm for new AM to operate on 970 kc, 1 kw, DA, D, in Jacksonville, Fla., became effective Dec. 2 pursuant to Sec. 1.276 of rules. Action Dec. 7.

By memorandum opinion and order in proceeding on AM applications of Emerald Broadcasting Corp. (KPIR), Eugene, and Pendleton Broadcasting Co. (KUMA), Pendleton, both Ore., and Hi-Desert Broadcasting Corp. (KDHI), Twenty-nine Palms, Calif., review board certified to board petition by Hi-Desert Broadcasting Corp. for leave to amend its application to specify operation on 1140 kc. Action Dec. 6.

By memorandum opinion and order in Rochester, N. Y., TV channel 13 proceeding in Doc. 14394 et al., review board directed that petition by (a) Community Broadcasting Inc. for leave to amend its application and related pleadings and (b) Flower City Television Corp. and Genesee Valley Television Co.'s contingent requests to withdraw their applications and related pleadings will be considered by review board in conjunction with its consideration of their joint request for approval of agreement, and accordingly such pleadings are certified to board. Member Nelson not participating. Action Dec. 6.

In proceeding on applications of Elyria-Lorain Broadcasting Co. for renewal of licenses of its stations WEOL-AM-FM Elyria, Ohio, and transfer of control of that company to The Lorain County Printing and Publishing Co., review board granted petition by The Lorain Journal Co.

### ETV fund grants

Following grant for educational television has been announced by Department of Health, Education and Welfare:  
Columbia, S. C.—South Carolina Educational Television Commission; \$296,220 to activate station on channel 35, Columbia. Total project cost \$592,441.

for additional extension of time to Dec. 28 to file replies to oppositions to its motion to modify hearing order. Action Dec. 6.

In proceeding on application of WHAS Inc. (WHAS-TV), Louisville, Ky., review board granted its request for official notice concerning current financial information contained in application for new FM in Lexington filed by respondent WLEX-TV Inc., to extent of permitting parties to address themselves to questions raised by pleadings at Dec. 14 oral argument. Action Dec. 3.

In proceeding on applications of Tri-State Television Translators Inc. for new VHF TV translator stations in Cumberland, Md., review board denied motion by Potomac Valley TV Co. to modify issues. Action Dec. 3.

By memorandum opinion and order, commission granted transfer of control of Lamar Life Broadcasting Co., licensee of station WLBT(TV), channel 3, Jackson, Miss., to Lamar Life Insurance Co., without prejudice to whatever action may be necessary or appropriate as result of pending court litigation *United Church of Christ, et al. v. FCC* (appeal from commission May 19 action renewing WLBT license for one year). Transfer involves acquisition of 80% of stock from P. K. Lutken Sr., Maurice Thompson and Fred L. Beard for \$8,000, to give Lamar Life Insurance sole interest. Latter is licensee of WJDX-AM-FM Jackson.

Chairman Henry and Commissioner Cox dissented and issued statements; Commissioners Hyde and Loevinger concurred and issued statement; Commissioner Wadsworth dissented and agreed with chairman Henry's statement. Action Dec. 2.

Commission granted application of KSMO-TV Inc. for new 100 w translator station on channel 6 to serve Butte, Mont., by rebroadcasting programs of its station KGVO-TV (channel 13), Missoula. At same time, it granted application of Garryowen Butte T.V. Inc. for new 100 w translator station on channel 8 to serve Missoula by rebroadcasting programs of its station KXLF-TV (channel 4), Butte. Both grants were conditioned that if translator station operates in area within predicted Grade A contour of any TV station in operation, or which subsequently comes into operation, on such station's request translator station must not duplicate simultaneously, or 15 days prior or subsequent thereto, program broadcast by such TV station, and also subject to outcome of proceedings in Doc. 15971. Action Dec. 1.

KAKE-TV and Radio Inc., Great Bend, Kan.—Granted CP for new UHF TV translator station on channel 71 with 100 w to rebroadcast programs of its station KAKE-TV (channel 10) Wichita, subject to outcome of proceeding in Doc. 15971. Commissioner Cox concurred in grant but voted to attach condition to prohibit duplication of KAYS-TV Hays, Kans. Action Dec. 1.

#### Routine roundup

##### ACTIONS ON MOTIONS

###### By Commission

Commission on Dec. 1 granted request by Coral Television Corp. (WCIX-TV Miami), Midwest Radio-Television (WCCO-TV Minneapolis), and Twin City Area Educational (Minn.), to further extend time from Nov. 30 to Dec. 14 to file reply comments in matter of amendment of Parts 1, 17 and 73 to provide for establishment and use of antenna farm sales.

Commission on Nov. 30 further extended time from Dec. 15 to March 15, 1966 to file comments and from Dec. 31 to March 31, 1966 for replies in matter of amendment of field strength curves for FM and TV stations.

By Chief Hearing Examiner  
James D. Cunningham

Designated examiner Jay A. Kyle to preside at hearings in proceeding on ap-

plications of Wilkesboro Broadcasting Co. and Wilkes County Radio for new AM's in Wilkesboro, N. C.; scheduled prehearing conference for Dec. 29 and hearing for Jan. 17, 1966. Action Dec. 3.

Designated examiner Isadore A. Honig to preside at hearings in proceeding on application of New South Broadcasting Corp. for new FM in Meridian, Miss.; scheduled prehearing conference for Dec. 28 and hearing for Jan. 19, 1966. Action Dec. 3.

Designated examiner Basil P. Cooper to preside at hearings in proceeding on AM applications of Sawnee Broadcasting Co. (WSNE), Cumming, and Hall County Broadcasting Co. (WLBA), Gainesville, Ga.; scheduled prehearing conference for Dec. 28 and hearing for Jan. 20, 1966. Action Dec. 3.

Scheduled further hearing for Jan. 6, 1966, in Washington, in matter of liability of McLendon Pacific Corp. (KABL) Oakland, Calif., for forfeiture. Action Dec. 3.

Granted petition by West Central Ohio Broadcasters Inc. for leave to amend its application for new AM in Xenia, Ohio, as to its financial qualifications and retained in hearing status amended application. Action Dec. 3.

Designated Examiner Elizabeth C. Smith to preside at hearings in remand proceeding on applications of K-SIX Television Inc. for new TV (KVER) to operate on channel 13 in Laredo, Tex., and modification of construction permit and applications of Southwestern Operating Co. for renewal of license of KGNS-TV Laredo, and for construction permit to make certain changes, in Doc. 16306-9; scheduled prehearing conference for Dec. 29 and hearing for Jan. 17, 1966. Action Dec. 3.

Continued Dec. 6 hearing to Dec. 7 in proceeding on application of West Central Ohio Broadcasters Inc. for new AM in Xenia, Ohio. Action Dec. 2.

By Hearing Examiners Elizabeth C. Smith, Thomas H. Donahue, and Sol Schildhouse

In Southington, Conn., Lebanon, Pa., Catonsville, Md.-Sag Harbor-East Hampton, N. Y., consolidated AM proceeding, denied petition by Southington Broadcasters to

(Continued on page 99)

Will you

help fight tuberculosis and other respiratory diseases ... use Christmas Seals on all your holiday mail.

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Major market chain operation—best facility in excellent radio market. Opportunity for right man with proven record of management experience. Should earn \$30,000-\$40,000 per year with salary and bonus arrangement. Also stock option. Send complete resume and recent photograph to Box M-36, BROADCASTING.

Alaska. Man and wife combination. Ideal situation for young couple who want to gain thorough knowledge of all phases of radio. Some experience required. First phone desirable but not mandatory. Box M-132, BROADCASTING.

General manager, fully experienced in local sales for a 2-station central Washington State market. 30-years old and willing to work hard. Married, and ready to step up with a multi-station group. Send full narrative, biography and references. Box M-133, BROADCASTING.

Manager strong on sales . . . excellent pay . . . immediate opening for Ellenville, N. Y. . . . Send replies to J. Z. Elkin, 6 Hickory St., Ellenville, N. Y.

### Sales

Aggressive, skilled and experienced radio time sales man, top notch customer list and presentation story. 50 kw quality music station in top 5 maj. market. You must have had tested & proven career in broadcast sales. Syndication experience helpful. Send resume, picture, references. Box L-195, BROADCASTING.

Salesman with management potential. Well-capitalized adult station rich northeast market. Owner of high repute. Work with pros and plenty of dollars. Build billing rapidly and advance to area or station mgt. Top draw. Write fully, inc. billing history to President, Box M-5, BROADCASTING.

Leading good-music AM-FM station in major southwest market seeks top-notch salesman with sales management experience. Right man can earn up to \$30,000. Box M-29, BROADCASTING.

Recent college graduate. Good voice—limited air work. No sales experience, but enthusiastic interest in sales necessary. Excellent future with fast growing 10 kw station in southern metropolitan market. Box M-31, BROADCASTING.

Outside sales-team wanted in southern market of half-million. Telephone or in-person sales on commission basis. Station well rated and received, management easy to work with. Box M-120, BROADCASTING.

Need stable radio salesman interested in permanent employment in good community. Send full details, salary and snapshot to Manager, KSWB, Roswell, New Mexico.

Tremendous opportunity for sales manager or salesman on the way to the top with Washington D. C.'s fastest growing station. WAVA all news radio. Man selected will be General Manager's right hand man. Must really enjoy sales and sales organizations. Call or write John Burgreen, WAVA, 1901 Ft. Meyer Dr., Arlington, Va. Jackson 2-1115.

Wanted immediately, account executive experienced in small market sales, for permanent position with a growing AM-FM operation on the south Florida gold coast. Guarantee. against commissions, take over some active billing. Must have proven record, and be family man. with ability to advance into sales management. Write P.O. Drawer WSBP, Boca Raton, Florida or phone area 305-395-7401, R. R. Allen, General Manager.

If you are interested in a fine midwest sales opportunity, call area code 816-263-1230.

## Sales—(Cont'd)

Wanted: Sales manager radio station WHSM, Hayward, Wisconsin. Full details contact Box 352, Rice Lake, Wisconsin.

### Help Wanted—Announcers

Capable production-man-announcer, eventually to move into morning slot. Stable midwest competitive market of 25,000. Tape, resume to Box L-177, BROADCASTING.

DJ with first phone wanted for central New York evening show. Good working conditions. Box L-314, BROADCASTING.

Top 40 dj for fast moving, promotion minded station in New England. Resume, tape and photo. Box L-325, BROADCASTING.

Wanted: C&W disc jockeys with top 40 pace and production. First class ticket preferred. FM in Houston. Box M-4, BROADCASTING.

Can you please listeners without low comedy, sound effects, voice effects and trite statements? Are you reasonably well informed? Do you agree the average listener's mental age is above twelve? Do you have a pleasant, sincere "sound"? If the answer is "yes" and you want to associate yourself with one of the finest good music stations in the nation (in Arizona) send tape of music introductions, informal talk and ad lib commercials to Box M-9, BROADCASTING.

Immediate opening for experienced staff announcer. Family man with minimum 10 years experience. Salary commensurate with ability. Send resume and tape. Box M-35, BROADCASTING.

Like top 40? Midwest 24-hour station needs lively swinger . . . Now! Box M-48, BROADCASTING.

Wanted! Top flight dj. Must be professional and humorous. Medium to large market experience. Middle-of-road approach. Good opportunity for right man in rapidly growing Florida market. Box M-57, BROADCASTING.

Wanted: Announcer who can write and produce spots. Position with highly successful midwest FM stereo awaits the person who can qualify. You must be able to do more than talk on the radio. We need an announcer/producer who would enjoy working in a metropolitan midwest FM stereo station that beats some of the city's AM stations in ratings. We have the best equipment. We're part of a successful group of radio & TV properties. We are professionals. If you are, apply. Box M-62, BROADCASTING.

Mid-Atlantic CBS affiliate needs an experienced announcer with play-by-play sports experience. This first opening in five years. We need this man by January 1. Box M-72, BROADCASTING.

If you possess first class license and announce, there's a job available in Maryland. Box M-83, BROADCASTING.

Suburban Chicago station looking for announcer with first phone. Permanent position. \$125. Send tape and resume to Box M-91, BROADCASTING.

Mature, experienced announcer wanted for recognized good music station. Run board . . . have third class license with broadcast endorsement. Apply only if now in 100 mile radius of Dallas, Texas. Send tape, references, picture. Box M-95, BROADCASTING.

Aggressive northern Virginia radio station looking for 2 experienced announcers. One should be a combo man with 1st phone. No maintenance required. Plenty of chance for advancement; this is a multiple ownership operation. If you bring enthusiasm to radio we're interested. Are you? Box M-107, BROADCASTING.

## Announcers—(cont'd)

First class ticket. Experience. Southwest. Send tape, Box M-109, BROADCASTING.

Wanted: morning man for Ohio station in thriving market of 35,000. Some experience necessary. Will also do some news—a fine opportunity for a personality on the way up—start at \$100 weekly. Send tape and resume to Box M-134, BROADCASTING.

Opening soon. Experienced announcer for morning shift at adult formatted station. No screamers. CBS affiliate, located in northern California. Send resume, picture and audition tape to: KINS Radio, P.O. Box O, Eureka, California. No phone calls.

Smooth top 40 announcer 1st phone to take over five hour midday board shift plus production. Draft took our best man. Looking for conscientious worker, bright, happy and knows how to smile. If your a poet, hot-shot, or know it all—forget it. Send complete resume, aircheck in first letter to Bob O'Neal, PD, KPUG, Bellingham, Washington.

Wanted . . . "Air personality" . . . no maint. required. Must be strong commercial and news announcer. Be able to do show that programs big bright and familiar sounds 6:00 PM-1:00 AM. Send tape, resume and picture to Art Spector, WABR Radio, Orlando, Florida. There's an opening now.

5000 watt station has immediate opening for an announcer with quality presentation and 1st class license. Call 703-942-1153. WANV, Waynesboro, Va.

Michigan station—immediate opening for experienced announcer. Adult format. Good working conditions. Send tape, resume and photo to Leo Jylha, WBCM, Bay City, Michigan.

Immediate opening—middle-of-the-road daytimer thirty miles from Philadelphia. Requires 3rd class staff announcer. Need aggressive, industrious man for dj show, news and public affairs. Rush tape, photo and resume to Program Director, WCHE, West Chester, Pennsylvania.

FM announcer—want quality sound, dependability. Night and weekend hours. Prefer area announcer. Joe Warner, WFMA, Rocky Mount, N. C.

Is there such a guy? First phone, pleasant, lively board, strong voice, some news background, knowledge of C&W music, all this and "hip", too? You? Hmmm. Tape and photo, resume etc., to Robert Scott, WFYI, Roosevelt Field, Garden City Long Island, N. Y.

Immediate opening for announcer with third class ticket with broadcast endorsement. Call Morris Schffebarger, WGOH, Grayson, Ky. 474-5144.

Immediate opening for dj announcer with third class endorsement ticket for "Middle-of-the-road" operation. Must be above average. Contact WGTN, Georgetown, S. C.

Washington, D. C. metropolitan area is first ranked. WHMC, serves expanding region. Immediate opening for first phone, bright announcer. Quick, call 301-948-9400.

Announcer, engineer with 1st phone for Albany, Georgia. No maintenance. Jim Rivers, WMJM, Cordele, Ga.

Immediately—Announcer, some experience. WVOS-AM-FM, Liberty, N. Y.

Wanted—announcer who would like to sell good small market—wonderful place to live. Call Sandy Guyer—614-373-7527—collect.



(Continued from page 93)

continue Dec. 13 hearing. Action Dec. 6.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), Minneapolis, granted petition by Twin City Area Educational Television Corp. to extend time to Dec. 17 in which to exchange its exhibits. Action Dec. 6.

By Hearing Examiner Forest L. McClenning

■ In Costa Mesa-Newport Beach, Calif., et al consolidated AM proceeding, denied joint petition by Orange Radio Inc. Pacific Fine Music Inc., and Goodson-Todman Broadcasting Inc. to add "Evansville" issue as to Topanga Malibu Broadcasting Co. application. Action Dec. 3.

By Hearing Examiner  
Chester F. Naumowicz Jr.

■ Granted request by Broadcast Bureau to continue Dec. 6 oral argument to Dec. 7 in proceeding on applications of Chicago-Land TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 50 in Chicago. Action Dec. 3.

■ In proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 50 in Chicago, denied petition by latter for leave to amend its application. Action Dec. 1.

By Hearing Examiner Sol Schildhouse

■ Granted request by Circle L. Inc. to extend time from Dec. 13 to Dec. 21 to exchange engineering material in proceeding on its application for new AM in Reno, et al. Action Dec. 1.

■ Due to pendency of settlement arrangements between Catonsville applicants in Lebanon-Pa., Catonsville-Md., AM proceeding, continued indefinitely further hearing. Action Dec. 1.

## FOR SALE

### Stations

### Midwestern AM

*Exclusive growth market fulltime. 1 kw day—250 night. Showing good profit. \$85,000.00—terms. Full details to financially qualified buyer. No Brokers.*

*Box M-32, Broadcasting*

### FLORIDA SINGLE MARKET STATION

*Excellent coverage. Good potential South Florida near Metro markets. \$47,500. Terms. Box M-96, Broadcasting.*

## FOR SALE

*Deep South Major Market Daytime Radio Station EXCELLENT FREQUENCY. Great Potential. Price \$150,000. Will lease Real Estate. Only Reliable Financial Prospects Please. Cash or terms. Send replies to Box M-105, Broadcasting.*

N.E.	Small	daytime	\$110M	terms
Fla.	Small	Gold Coast	65M	30M
Gulf	Metro	50%	75M	29%
M.W.	TOP 50	AM & FM	1MM	29%
South	Metro	power	300M	terms



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

By Hearing Examiner Herbert Sharfman

■ Granted request by Capital Broadcasting Corp. and continued Dec. 8 hearing to Jan. 17, 1966, in proceeding on its application and that of Capital News Inc. for new FM's in Frankfort, Ky. Continuance is to permit consideration by review board of applicants' joint request for approval of agreement, dismissal of application of Capital News and grant of application of Capital Broadcasting. Action Nov. 30.

■ Pursuant to ruling made at Nov. 29 further prehearing conference, scheduled hearing for Jan. 10, 1966, on remand proceeding on application of Southern Radio and Television Co. for new AM in Lehigh Acres, Fla. Action Nov. 30.

## BROADCAST ACTIONS by Broadcast Bureau Actions of Dec. 6

KGNS Laredo, Tex.—Granted license covering increase in power and changes in ground system.

WJES Johnston, S. C., WQIZ Saint George, S. C.—Designated for consolidated hearing applications to change operation of daytime stations WJES from 1570 kc, 250 w, to 810 kc, 1 kw, and WQIZ from 1300 kc, 500 w, to 810 kc, 5 kw; made Federal Aviation Agency party to proceeding.

WKNR-FM Dearborn, Mich.—Granted CP to change ant.-trans. location; operate by remote control; install new trans. and new ant.; increase ERP to 50 kw; and ant. height to 370 ft.

WBBA Pittsfield, Ill.—Granted CP to change ant.-trans. and studio location, and change ant. system (increase height); conditions.

WOKZ Alton, Ill.—Granted CP to change ant. system (increase height and install resistor); conditions.

Meramec Valley Broadcasting Co., Sullivan, Mo.—Granted mod. of CP to change ant.-trans. and main studio location.

KHJK(TV) San Francisco—Granted extension of completion date to June 6, 1966.

KTRH-FM Houston—Granted license covering change in ant.-trans. and studio location; deletion of remote control; installation of new trans. and ant.; increase in ERP and decrease in ant. height; and specifying type trans.

KBNO(FM) Houston—Granted license covering change in ant.-trans., studio, and remote control location; and increase in ERP and ant. height.

WMJR(FM) Fort Lauderdale, Fla.—Granted license covering change in ant.-trans., studio, and remote control point location; installation of new trans. and ant.; and change in ERP and ant. height.

WBFQ(FM) Detroit—Granted license covering increase in ERP.

WJBM Jerseyville, Ill.—Granted license covering change in DA pattern.

KKOP(FM) Redondo Beach, Calif.—Granted license covering installation of new ant.

\*KCSB-FM Santa Barbara, Calif.—Granted license covering installation of new trans.

■ Granted licenses for following AM stations: KTOT Big Bear Lake, Calif., and specify type trans.; and WVIC East Lansing, Mich., and specify studio location and type trans.

■ Granted licenses for following FM stations: KDHI-FM Twentynine Palms, Calif.; KDFR and KGEN-FM, both Tulare, Calif.; KUWS-FM Newton, Iowa; KARL-FM Carlsbad, Calif., and specify type trans.; and KNEB Bethany, Okla., and specify type trans.

## Actions of Dec. 3

WTUG Tuscaloosa, Ala.—Granted license covering increase in power and installation of new trans.

KBHF(FM) Bozeman, Mont.—Granted CP to replace expired permit for new FM.

■ Granted renewal of license for following main station and co-pending auxiliary: KPLT, Paris, Tex.

KJML(FM) Sacramento, Calif.—Granted CP to delete remote control, change studio and ant. location, and decrease ant. height to 120 ft., without prejudice to such action as commission may take on pending application for renewal of KJML's license.

KPRC Houston—Granted CP to install alternate main trans.

WGAY(FM) Washington—Granted mod. of CP to increase ERP to 50 kw.

WDIF(FM) Buffalo, N. Y.—Granted mod. of CP to change ant.-trans. location; change studio location and operate by remote control from site to be determined; change type trans. and type ant.; delete vertical ant. system; and increase ant. height to 400 ft.; condition.

WSMD La Plata, Md.—Granted license for AM; specify type trans.

WAVN Stillwater, Minn.—Granted license

for auxiliary trans.

KRUN Ballinger, Tex.—Granted license covering increased daytime power; installation of new trans.; and specifying type trans.

WSGB Sutton, W. Va.—Granted license covering increased daytime power, installation of new trans., and changes in ant. system.

WAFS Amsterdam, N. Y.—Granted license covering change from DA-D to nondirectional ant.

WKCU Corinth, Miss.—Granted license for AM, specifying type trans.

KCSJ Pueblo, Colo.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

KPAL Palm Springs, Calif.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

\*KCET(TV) Los Angeles—Granted license covering installation of auxiliary ant. system at main ant.-trans. location.

\*KCSM-TV San Mateo, Calif.—Granted license for non-commercial educational TV.

■ Granted extension of completion dates for following stations: WMYR-FM Fort Myers, Fla., to Feb. 15, 1966; WRGA-FM Rome, Ga., to Mar. 20, 1966; WWSA-FM Ephrata, Pa., to May 30, 1966; WFMS(FM) Indianapolis, to Jan. 15, 1966; WCMJ-FM Ashland, Ky., to Jan. 15, 1966; WANG(FM) Coldwater, Mich., to Jan. 15, 1966; WMMB-FM Melbourne, Fla., to May 15, 1966; KPET-FM Lamesa, Tex., to June 1, 1966; condition; and WDGY Minneapolis, to Mar. 1, 1966; condition.

## Actions of Dec. 2

KIXZ Amarillo, Tex.—Granted license to cover operation of main daytime trans. as auxiliary nighttime trans., and main nighttime trans. as auxiliary daytime trans., both on 940 kc 1 kw; auxiliary purposes only.

KMCL McCall, Idaho—Granted license covering type trans., specifying studio location, and deleting remote control.

WFOR Hattiesburg, Miss.—Granted license covering increased daytime power; installation of new trans.; change of studio location; change in ant. system; deletion of remote control; and specifying type trans.

KVBR Brainerd, Minn.—Granted license for AM station covering increase in daytime power, and specifying type trans.

KTIM San Rafael, Calif.—Granted license covering use of old main trans. at main trans. site, on 1510 kc 1 kw, with remote control, for auxiliary purposes only.

WDAD Indiana, Pa.—Granted license covering use of old main trans. at main trans. site, on 1450 kc 250 w, with remote control, for auxiliary purposes only.

KFML-FM Denver—Granted license covering change in trans. line.

WPTF-FM Raleigh, N. C.—Granted license covering use of old main trans. at main trans. site, on 94.7 mc 50 kw, for auxiliary purposes only.

WAIJ-TV Atlanta—Granted mod. of license to reduce aur. ERP to 55 kw (main trans. and ant.).

WLEX-TV Lexington, Ky.—Granted mod. of license to reduce aur. ERP to 53.7 kw.

WTVD Durham, N. C.—Granted mod. of license to reduce aur. ERP to 46.8 kw (main trans. and ant.).

KRIZ Phoenix—Remote control permitted. WVOP Vidalia, Ga.—Remote control permitted.

## Actions of Dec. 1

WEZI(TV) Louisville, Ky.—Granted mod. of CP to change ERP to 224 kw vis. and 44.7 kw aur.; redescribe trans. and studio location as 5.5 miles north of New Albany, Ind.; change ant. structure; and increase ant. height to 730 ft.

WSTL Eminence, Ky.—Dismissed application for renewal of license.

Stradley-Gage Ranch, Alpine, Tex.—Granted CP for new UHF-TV translator station on channel 79 to rebroadcast programs of KTSM-TV (channel 9), El Paso.

## Actions of Nov. 30

Duchesne county, Duchesne, Utah—Granted CP for new VHF-TV translator station on channel 3 to rebroadcast programs of \*KUED(TV) (channel 7), Salt Lake City.

WFIL-TV Philadelphia—Granted CP to change type trans. and install auxiliary ant. (auxiliary trans. and ant.).

WPAY-FM Portsmouth, Ohio—Granted CP to install new trans.; use old main trans. in conjunction with vertical ant.; install horizontal and vertical ant.; ERP 97 kw; ant. height 530 ft.; remote control permitted; conditions.

WDEA-FM Ellsworth, Me.—Granted SCA on sub-carrier frequencies of 67 and 41 kc.

KEDA San Antonio, Tex.—Granted mod. of CP to change ant.-trans. location; specify main studio location and remote

control point; and change type trans.

**KNED-FM McAlester, Okla.**—Granted extension of completion date to Feb. 15, 1966.

**WVSC Somerset, Pa.**—Granted increased power on 990 kc, D, from 250 w to 5 kw; install DA-D; change ant-trans. location and install new trans.; conditions.

**KOIN-TV Portland, Ore.**—Granted license covering changes in station.

■ Granted renewal of licenses for following TV translator stations: K13AW, Citizens Group, Wood Lake, Neb.; K12EX, City of Atkinson, Atkinson, Neb.; K02CF, City of Burwell, Burwell, Neb.; K08AD, K11AJ, City of Clay Center, Clay Center, Kan.; K12AO, City of Valentine, Valentine, Neb.; K02DO, K06DN, Frontier Broadcasting Co., (a) Scottsbluff, Gering, and Terrytown, and (b) Rural area, Neb.; K02AZ, Gordon TV Booster Club, Gordon, Neb.; K04AT, St. Francis Chamber of Commerce, St. Francis, Kans.; K07GF, K08ED, Topeka Broadcasting Assn. Inc., Topeka and Marysville, Kan.; K12AP, Venango Lions Club, Venango, Neb.; K07AA, Village of Center, Center, Neb.; K08BE, Village of Crookston, Crookston, Neb.; K72BT, K74CC, K and M Electronics Co., Columbus, Neb.; K71BE, K75BC, Mia Enterprises Inc., Beatrice, Neb.; K74CL, Peoples Broadcasting Corp., O'Neil and Inman, Neb.; and K74CN, Wichita Television Corp. Inc., Salina, Kan.

■ Granted renewal of licenses for following California main stations and co-pending auxiliaries: KARM-AM-FM Fresno, KCBH (FM) Los Angeles, KFMB-FM and SCA, San Diego, KSBY-FM San Luis Obispo, KSGV (FM) West Covina, KACL Santa Barbara, KASK Ontario, KCEY Turlock, KCMJ Palm Springs, KGNU Santa Clara, KHSJ-AM-FM Hemet, KIRV Fresno, KMAK Fresno, KMEN San Bernardino, KNEZ Lompoc, KOAD Lemoore, KROY Sacramento, KVEN-AM-FM and SCA, Ventura, KYOR Blythe, KBBW (FM) San Diego, KCIB-FM Fresno, \*KUSC (FM) Los Angeles, KERN-FM Bakersfield, KFMR (FM) Fremont, KGUD-FM and SCA, Santa Barbara, KOAC (FM) Newport Beach, KOYA-FM Ontario, KRFD (FM) Marysville. \*KALW

(FM) San Francisco, \*KFJC (FM) Los Altos, KNTV (TV) San Jose.

■ Granted renewal of licenses for following main stations and co-pending auxiliaries: K10O (FM) and SCA, Oklahoma City; K11X Twin Falls, Idaho, and KYME Boise, Idaho.

#### Actions of Nov. 29

■ Granted renewal of licenses for following TV translator stations: K10EN, Willow Creek Chamber of Commerce, Willow Creek, Calif.; K76BA, Libby Video Club, Libby, Mont.; and K70AO, City of Boise City, Boise City, Okla.

**Liberty Television Inc., Waltham, Ore.**—Granted CP for new VHF-TV translator station on channel 5 to rebroadcast programs of its station KEZI-TV (channel 9), Eugene.

#### Actions of Nov. 26

■ Granted CPs for following new VHF-TV translator stations: Hillsboro TV Assn., Hillsboro, N. M., on channel 11 to rebroadcast programs of KROD-TV (channel 4), El Paso, Tex.; Corinthian Television Corp., Coffeyville, Kan., on channel 5 to rebroadcast programs of KOTV (channel 6), Tulsa, Okla.; and Kanab Lions T.V., Kanab, Utah, on channel 4 to rebroadcast programs of KCPX-TV (channel 4), Salt Lake City, and on channel 5 to rebroadcast programs of KSL-TV (channel 5), Salt Lake City.

#### Fines

■ By memorandum opinion and order, commission ordered Moab Broadcasting and Television Corp. to forfeit \$500 for technical violations by its AM station KURA Moab, Utah, ranging from failure to keep maintenance log to failure to reduce power at sunset as required by its license. This action was taken after consideration of licensee's reply to Feb. 17 notice of apparent liability for that sum. Commissioner Wadsworth dissented. Action Dec. 8.

#### Rulemakings

##### PETITIONS FOR RULEMAKING FILED

\*KLRN-TV San Antonio, Tex.—Southwest Texas Educational Television Council. Requests amendment of rules for business radio service to permit microwave stations utilized for CATV purposes to also provide program service to local educational television stations. Ann. Nov. 15.

WKBK Keene, N. H.—Monadnock Broadcasting Corp. Requests commission initiate rulemaking proceedings to amend, in part, FM table of allocations in order to provide for addition of class B FM channel 248 in Keene, as follows: Keene—add 248; Dover, N. H.—delete 248 and add 288; Rutland, Vt.—delete 246 and 251, add 265. Ann. Nov. 29.

##### DISMISSED

WKXV Knoxville, Tenn.—Knoxville Ral-Tel Inc. Requested institution of rule making proceeding looking toward assignment of FM channel 224A to Knoxville. Dismissed by commission letter Nov. 12.

#### New call letters requested

KMET (FM) Denver—KDEN Broadcasting Co. Requests KDEN-FM.

WTVP (TV) Decatur, Ill.—WTVP Television Inc. Requests WAND-TV.

WERB Garden City, Mich.—WERB Inc. Requests WTAK.

Piedmont, Mo.—Wayne County Broadcasting Co. Requests KPWB.

WMKE-FM Milwaukee — Suburbanaire Inc. Requests WAWA-FM.

Hartsville, Tenn.—Hartsville Broadcasting Corp. Requests WJKM.

Atlanta—Rice Broadcasting Co. Requests WRBI-TV.

Barnesville, Ga.—Barnesville Broadcasting Co. Requests WBAF.

Albany, N. Y.—Regal Broadcasting Corp. Requests WHRL.

KDAS (TV) Hanford, Calif. — KSJV-TV Inc. Requests KSJV-TV.

## COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Dec. 8. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

■ Indicates a franchise has been granted.

**Sacramento, Calif.**—Smiley-Young Co., Sacramento, has applied for a franchise for Yolo county, Calif. The fee for service will be \$5 a month. The firm is also seeking franchises in Davis and Woodland, both California.

**Dodge City, Kan.**—Seward County Broadcasting Co. has applied for a franchise.

■ **Great Bend, Kan.**—Grover Cobb Associates (KVGB Great Bend) has been granted a franchise. The agreement calls for the company to pay the city 3% of the gross revenue. Tesis Corp. and Commonwealth Theaters were also applicants.

**Owensboro, Ky.**—Top Vision Cable Co., Portsmouth, Ohio, has applied for a franchise. The firm would pay the city 26% of the gross revenue. Daviss All-Channel Cablevision Co., Owensboro, offering 21% of the gross revenue, is also an applicant.

**Sterling, Ill.**—Rock River Cablevision Co. has applied for a 20-year franchise. The city would receive 3½% of the gross revenue. The installation fee would not exceed \$10 and the monthly fee would not exceed \$5.95.

■ **Frankfort, Ind.**—Frankfort TV Cable Co., owned by Alliance Amusement Co., Chicago, and Jerold Electronics Corp., Philadelphia, has been granted a franchise. Other applicants were General Electric Cablevision, WLO Cablevision of Frankfort, and Community Teleception.

**Portland, Ind.**—Community Teleception Inc., Bloomington, Ind. (group owner), and United Transmission Inc., a subsidiary of United Telephone Co., have applied for a franchise. Community Teleception Inc.

would charge an installation fee of \$14.90 with a monthly rate of \$4.90. There would also be a credit allowance for antennas turned in to the company. The city would receive an initial franchise fee of \$300 and 4% of the gross revenues on a semi-annual basis for the first 5 years. Thereafter it would be 5%. United Transmission Inc. proposed a \$15 installation fee with a \$5 monthly service charge. The city would receive 2% of the gross monthly subscriber charge. Citcom Inc. (Charles Ehinger, president) also applied for a franchise.

**St. Joseph county, Ind.**—Valley Cablevision Corp. has applied for a franchise to provide service to sections outside the limits of cities and towns. The maximum installation fee would be \$14.90 with a \$4.90 monthly service charge. The county would receive an initial \$300 franchise fee and 3% of the annual gross revenue from the noncity and nontown areas. The company is also seeking franchises in South Bend, Mishawaka and Elkhart, all Indiana.

■ **Muskegon Heights, Mich.**—Booth Broadcasting Co. (group owner) has been granted a franchise. Under the agreement the firm will pay the city 3% of the gross revenue. Installation fee is \$15 and the monthly service charge is \$5.

■ **Northfield, N. J.**—Garden State TV Cable Co. (group owner) has been granted a franchise.

**Wayne, N. J.**—Tele-Mark Communications, Newark, N. J., has applied for a franchise. The firm would charge a \$15 installation fee and a \$5 monthly service rate.

**Patchogue, N. Y.**—Long Island CA-TV, a subsidiary of Broadway Maintenance Corp., has applied for a franchise. Suffolk Cable Corp. (Serigo Bosco), Medford, N. Y., and Long Island Cablevision Inc., a group owner, Greenport, N. Y. also have applied for franchises. Patchogue Broadcasting Corp. (WPAC Patchogue) was denied a franchise in May.

**Waterloo, N. Y.**—RM Cable Co. (Richard Condee, president), Utica, N. Y. is seeking a franchise. The installation fee would be \$10 with a \$5 monthly service fee. The city would receive 4% of the gross rental or a minimum of \$500. RM Cable Co. already has a franchise in Oswego and has an application in Seneca Falls, both New York.

■ **Watkins Glen, N. Y.**—A new 10-year franchise has been granted to the Watkins Glen Master TV Corp., 302 N. Franklin St.

**Lima, Ohio**—Buckeye Cablevision Inc. has applied for a nonexclusive franchise. Lima Cable Vision Co. already has been granted a franchise (see below).

■ **Lima, Ohio**—Lima Cable Vision Co. (Robert Mack, George E. Hamilton [WIMA-AM-TV] and Joseph Quatman [Lima Telephone Co.]) has been granted a franchise.

**Youngstown, Ohio**—Ohio Televue Inc. (WKBN Broadcasting Co., WYTV Inc., and WFMJ Broadcasting Co.) has applied for a franchise. It has proposed 12 channels of commercial and educational television for \$5 a month. There would be no installation fee. Youngstown Cable TV, Hollidaysburg, Pa., also has applied for a franchise.

**Clairton, Pa.**—Westmoreland Cable Co. (Nelson Goldberg, president), a subsidiary of Gateway Broadcasting Co. (WKPA New Kensington, Pa., and WYDD [FM] Pittsburgh), has applied for a franchise. The city would receive 3% of the monthly subscription rates. Installation fee would be \$10 with a monthly subscription rate of \$4.50. Frank Chiodo Cable TV Co., Johnstown, Pa., is the other applicant.

**Hanover, Pa.**—A third application for a franchise has been received from the Susquehanna Broadcasting Co., York, Pa. The Hanover (Pa.) Evening Sun and Radio Hanover (WHVR) are the previous applicants.

■ **Liberty borough, Pa.**—Steel Valley Cablevision Inc., represented by Robert Tudek, vice president, has been granted a 15-year nonexclusive contract. There will be no installation fee during the initial offering; thereafter it will be \$5. The monthly service charge will be \$4.50 for private customers and \$5.50 for commercial. The company also has franchises in Clarion and Glassport, both Pennsylvania.

■ **New Cumberland, Pa.**—A 25-year franchise has been awarded to Perfect TV, 607 Radnor Street, Harrisburg, Pa. (Eli Kramer, president). The city will receive 2% of gross receipts and installation charges. The company already has a franchise in Harrisburg.

■ **Bloomer, Wis.**—Bay Television Inc. has been granted a franchise.

**L**OU Nelson's today is thinking to-morrow.

Even after three decades at Chicago's Wade Advertising Inc. he still finds it hard to look back because he has spent so much of his energy looking but one way—forward.

This talent for tackling the problem at hand while pushing ahead to find an even better solution for next time has characterized his agency career. He has exercised it successfully on behalf of a range of broadcast clients, first as time-buyer, then as media director and vice president, marketing director and later as senior vice president and director of marketing services.

**Expert Builder** ■ Last June when he became executive vice president, corporate affairs, Mr. Nelson acquired an important new client, the agency itself. Now he devotes his attention principally to the areas of long-range planning, financial discipline and the other internal building blocks that will help assure Wade's continued growth.

For so many years the agency had its identity in the world of advertising so completely intertwined with that of its most outstanding broadcast success story (Miles Laboratories' Alka-Seltzer, now handled by Jack Tinker and Partners) that it was difficult to fully communicate Wade's diversification. Wade continues to handle several major brands for the Miles Products Division. These are Bactine, Chocks vitamins, One-A-Day brand vitamins, One-A-Day Plus Iron vitamins and Nervine.

The agency also represents a variety of other firms and products. Included among these are Barbara Ann Baking Co., Bond Stores, Campana Corp., Certified Grocers of California, Dow Corning Corp., Falstaff Brewing Co.'s Pacific Coast Division, Fannie May Candy Co., Hamilton-Beach, Signal Oil Co. and Toni Co.'s Deep Magic Dry Skin Conditioner, Deep Magic Facial Cleansing Lotion and Casual Hair Color.

Wade's total billings are about \$22 million. More than three-quarters of this goes into television and radio.

Mr. Nelson also is vice chairman of Wade's corporate plans board, member of the executive committee, a director of the firm and trustee of its profit sharing plan. Wade was incorporated in 1960. It also has offices in Los Angeles and New York.

**Meeting the Challenge** ■ Mr. Nelson won't argue with the predictions of many on the advertising agency scene that the trend appears to be that big agencies will get bigger and that many medium-sized agencies and smaller agencies may have to specialize to survive. But he doesn't feel the outlook for the medium-sized and small agencies is quite as gray as some suppose.

## He chooses the bricks to buttress Wade

"There will always be clients who want the individual attention that the medium agency can provide and who don't want to get lost in the giant agency corporation," he says.

There also may be areas of resources and functions where the small and medium-sized agencies can get together and share new and costly facilities, he feels, thus enabling them to compete effectively with the large agencies. One such area could be data banks and computers, he notes.

Mr. Nelson already is exploring this possibility informally in conjunction with Harold Rosenzweig, senior vice president of North Advertising Inc., which also handles Toni Co. brands.

### WEEK'S PROFILE



Louis James Nelson Jr.—Executive VP, corporate affairs, Wade Advertising Inc., Chicago; b. Feb. 13, 1916, Racine, Wis.; industrial science courses at Iowa State 1934-35; timebuyer and space buyer at Wade 1935-42, VP-media director 1942-57, VP-marketing director 1957-60, senior VP and director of marketing services 1960-1965 becoming executive VP last June; presented Station Representatives Association's "Gold Key advertising leadership award" 1960; member—Broadcast Advertising Club, Chicago, Federated Advertising Club, Chicago, Council Foreign Relations, Glenview (Ill.) Community Church; m. Frances P. Schulz of Chicago July 14, 1939; children—Susan Jo 24, Betsy Lou 22, Nancy Ann 18 and Louis J. III 16; hobbies—gardening, golf and skiing.

Their talks so far have included about a dozen Chicago agencies.

The computer facilities would be at the offices of an independent service bureau, Mr. Nelson explains, and would be used initially for pure research. Media probing probably would come first, searching out the highest efficiencies of various mixes and the greatest reach. Each agency would have its own highly skilled staff experts to maintain the exclusivity of each's work.

**Data to Dollars** ■ Even if the cooperative venture is worked out, Mr. Nelson notes, it would probably take a few years before the program could be used in the media department for actual buying of radio and TV time. Some aspects, however, might be more immediately applicable.

Computer-equipped service companies already are providing agencies with sophisticated but more efficient and less costly "housekeeping" facilities such as billing, payrolls and commercial talent residuals, Mr. Nelson points out. These enable agencies to concentrate more closely on their main function, creating advertising, he adds.

Whenever Mr. Nelson does look back he is always surprised at how quickly the business of broadcasting has moved into the world of the computer. It has been a long step from the days he measured the strength of shows like *Lum 'n Abner* and the *National Barn Dance* on the basis of the mail pull. Yet in either case, he says, the final judgment must rest with the sponsor's cash register.

"Miles Laboratories was unique because the company had leadership that was willing to try an uncharted medium," Mr. Nelson recalls. "Broadcasting was very productive," he relates, and as a result Miles continued to invest more and more in radio, then later TV, as sales went up.

**'Keep Searching'** ■ Mr. Nelson probably could be credited with foreseeing the problems involved in ratings and timebuying about as early as anyone. In a 1942 news account he warned: "Ratings have been abused. They are of relative value, intended to indicate the popularity of one program in relation to other programs." But he will admit most agencies still find it hard to argue for the vital intangible factors of station quality and management when clients insist on hard figures to justify mathematically each dollar justify each dollar spent.

Mr. Nelson never ceases to explore this subject, while constantly probing the reasons for unreached audiences and studying the effect of the rising total of impressions hitting viewers each day. He is certain the answers are discoverable—somewhere in the realm of creative ingenuity.

## EDITORIALS

### ABC, ITT, A-OK

THE government will undoubtedly want to take a hard look at the merger of ABC and ITT, but according to information now available there would seem to be no reason why the merger should not be approved. Certainly there is no reason for undue delay while staffs at the FCC, Securities and Exchange Commission, Internal Revenue Service and Department of Justice pick apart the structures of the two companies in hope of finding some cause for objection.

On the surface the merger promises to add competition to the broadcasting business. For that reason alone it is in the public interest.

Television has become big business. The risk capital needed by a network to compete these days gets bigger every year. Aside from the money it must spend for program development, ABC is faced with a capital investment of some \$75 million in physical plant to equip its television network and owned and operated stations for color origination. As part of a large and diversified corporation, ABC will find it easier to invest in television's future than it would if it continued in its present form.

One salutary effect of the ABC-ITT negotiations has already been recorded. In the same week that ABC's ratings were disclosed to be third again in the network race, ABC's stock rose strongly in response to news of the proposed merger. It's all to the good if the market can be made to react to hard financial news instead of ratings reports, the questionable index to which it has earlier reacted.

### Winged by their own weapon

THE evidence is now irrefutable that the FCC is using the National Association of Broadcasters' radio and television codes as its own mechanisms to control the number of commercials that may be broadcast.

This development should come as no surprise. It has been brought about by the broadcasters themselves and their inflexible determination to set explicit standards for commercial quantity. The organized broadcasters have continued to enlarge their apparatus of self-regulation while being warned repeatedly that the apparatus could some day be taken over by the government.

The warnings have come true, as a "Perspective on the News" report in last week's issue of this magazine made evident. Case by case, as applications for license renewal are discovered to show commercial quantity exceeding the limitations in the codes, the commission is beginning to exact promises of code adherence as the price of license renewal. Those promises will be available for comparison with performances at the next renewal time.

FCC Chairman E. William Henry, according to last week's story, makes no secret of his intention to establish commercial limitations "as close to the code as possible." For the moment at least he apparently commands the votes to put his policy into action.

If any broadcaster is still unconvinced that the FCC is serious in its purpose, he may consult the new radio reporting form that must be submitted with renewal applications beginning next year. One question will require the applicant to report, for a composite week, the number of 60-minute segments containing as much as 14 minutes of commercial time, the number containing between 14 and 18 minutes of commercials and the number containing more than 18 minutes of commercials. Those figures are lifted from the NAB radio code which prohibits the broadcast of more than 18 minutes of commercials in any one

hour or of an average of more than 14 commercial minutes per hour during a week's broadcasting. Once the new form is in use, the FCC staff will have no trouble at all comparing radio performance with the code limitations.

A new reporting form for television renewals is now under consideration. We have no doubt that if the Henry wing gets its way, it will contain a handy means of discovering whether applicants have stayed within the television code's limitations of no more than 10 minutes and 20 seconds of commercials per hour during three hours of prime time and 16 minutes and 20 seconds of commercials per hour in other periods.

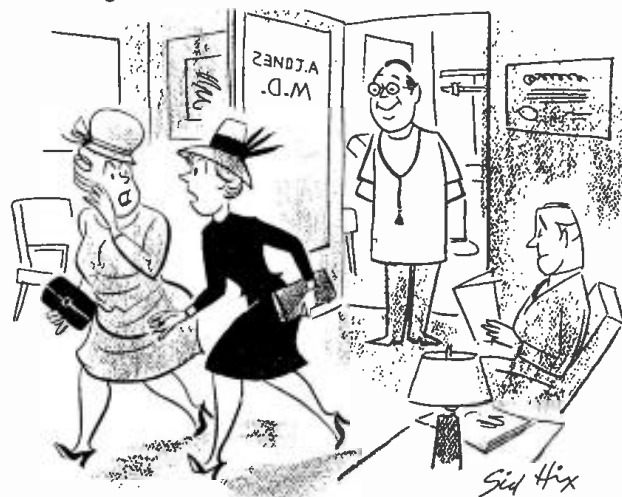
Right now nobody seems to be resisting the FCC. As stations are questioned about their commercial practices, they are docilely promising to limit their future volume of advertising to the levels that produce license renewal. The NAB, apparently attuned to the submissiveness of its members, is still proclaiming the codes to be impregnable defenses against government regulation.

The technique now being pursued by the FCC is in defiance of a House resolution adopted in early 1964 to prohibit the FCC from making rules to limit commercialization. That resolution was the result of a broadcaster campaign generated by the FCC's proposal to adopt in its own formal regulations the commercial limitations in the NAB codes. Though the FCC has not passed a rule, it is moving toward the attainment of that same end through the case-by-case approach.

But assuming that once again the broadcasters were able to get the Congress to head the FCC off, they would still be left with the mechanism that is really the root cause of their trouble. As long as their codes contain explicit limitations on commercial time, there will be no permanent defense against the use of those codes by the government.

Isn't it time the broadcasters publicly admitted what all of them privately know: that no single set of rigid rules can realistically be applied to all stations in all circumstances? If there must be codes, let them be generalized enough so that all broadcasters of good conscience can abide by them. Newspaper and magazine codes place no mathematical limits on advertising volume.

Right now 56% of all radio stations and 34% of all television stations do not subscribe to the codes. Yet the FCC has adopted the commercial provisions of the codes as the standard for everyone. The inequity of that situation ought to be clear, even to the most rigorous defenders of self-regulation.



Drawn for BROADCASTING by Sid Hix  
"He can be just as surly as Ben Casey if you don't pay your bill!"