Advertisers like what they see; buy fall programs. p29
Baseball rights cost more than $25 million in '65. p44
Senator Pastore takes FCC over the coals on CATV. p64
Pressure mounts to put mobile users into TV's space. p76

Drama and suspense are the ingredients of John Ford's "Gideon of Scotland Yard,"
starrring Jack Hawkins. It's one of 60 fine movies that
make up the Columbia Post-'50 Group II features from SCREEN GEMS.
WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE

... and, IN PENNSYLVANIA, it's

Air University
Maxwell Air Force Base, Ala.

Find out why in the big Johnstown-Altoona Market--
the apple of 415,100 TV homes is WJAC-TV!
To reach the core of America's 43rd ranked TV market--
you must advertise in Johnstown-Altoona
... Pennsylvania's famous million dollar Market in the Middle.

CALL HARRINGTON, RIGHTER & PARSONS, Inc.
FOR A SPECIAL HARD CORE STUDY PRESENTATION.
We’re on our way to another score in that new ball game in St. Louis

KTVI’s NEW 10 P.M. SPENCER ALLEN NEWS IS OFF AND RUNNING

Since it started 2 months ago you’ll find:

IN AUDIENCE RATINGS

|         | KTVI UP 60% | NETWORK STATION B DOWN 9% | NETWORK STATION C NO GAIN |

IN TOTAL HOMES

|         | KTVI UP 53.2% | NETWORK STATION B DOWN 10.1% | NETWORK STATION C UP 1.2% |

And the game’s just started!

THE EXCITING NEW KTVI Channel 2

ST. LOUIS abc HR

SOURCE: ARB OCT. 1964
ARB DEC. 1964

BROADCASTING, March 1, 1965
where the action is...

... is prime time on Channel 4, Dallas-Fort Worth. And lots of action there is, too — comedy... drama... and variety.

With a rate card designed to give your clients a most efficient CPM, KRLD-TV delivers 152,000 TV Households per average quarter-hour, 6:30-10 p.m., Sunday thru Saturday—15% more homes than the nearest competing outlet in the 4-station Dallas-Fort Worth market. That's real action.

Get your message to the largest, most loyal prime time audience in the Southwest. See your ADVERTISING TIME SALES representative.

KRLD TV

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

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

represented nationally by Advertising Time Sales, Inc.

NSI Dec. '64

Clyde W. Rembert, President

BROADCASTING, March 1, 1965
Bigger fines?

FCC is considering asking Congress to lift ceiling on amount of fine it can impose on broadcasters. Present top is $10,000; new figure being considered is $100,000. Theory is that higher figure would give commission greater flexibility in handing out penalties. This, of course, was idea behind grant of present authority by Congress. But commission feels there are cases where $10,000 fine is not punishment enough; license revocation too much.

Another feature of proposed bill would provide for full evidentiary hearing before examiner on charges on which forfeiture is proposed. At present broadcaster can only argue case with commission through letter. If it wants to contest fine, it can refuse to pay it and then be hauled into federal court. Proposed bill would eliminate requirement for court trial in cases where FCC hearing was granted. Proposal, though adopted by commission as part of legislative package, has not yet been sent to Budget Bureau for clearance to Congress.

Flip flop in Richmond

Is TV network affiliation swap in offing in Richmond-Petersburg, Va., market? Neither NBC-TV nor ABC-TV nor their affiliates will talk but it has been learned situation is "fluid" and it's indicated WRVA-TV (now ABC-TV) and WXEX-TV (now NBC-TV) will exchange networks in August when current two-year affiliation agreements expire.

Affiliation negotiations under FCC regulations cannot be undertaken until six months prior to expiration. WRVA-TV, it's understood, has notified ABC-TV that it desires to keep its situation flexible but has insisted it has not made final deal. On other hand, it's learned that NBC-TV has notified WXEX-TV it desires to keep affiliation situation open.

End of monopolies?

One of key recommendations submitted to FCC for dealing with community antenna television problem calls for revamping table of TV allocations as it applies to one- and two-station markets. Dr. Martin Seiden, consultant who did CATV study for FCC, suggests erasing present boundaries around such markets and transforming them into three-station markets. This could be accomplished, he suggests, through use of auxiliary services (translators, boosters, satellite stations) to extend signals beyond normal service contours. He is said to feel CATV developed to meet demand for television, and that demand is greatest in markets with fewer than three stations to carry three networks.

Outs and (maybe) ins

Sweepstakes for Republican vacancy on FCC are still on, but authorities indicate nomination of successor to Frederick W. Ford is "imminent." It's still anybody's guess but presumably eliminated are Seymour Siegel, director of communications, New York City (wony-am-fm-tv), for lack of Republican support, and Ruth Jones, J. Walter Thompson broadcast executive, who has plenty of support but evidently has met resistance because her experience is limited to advertising. Still "alive" reportedly are Charles H. King, ex-commissioner and dean of Detroit School of Law; Kenneth Bartlett, Syracuse University dean (strongly backed by New York Republican Senator Javits); Richard B. Hull, Ohio State University, and several "career" aspirants.

NAB's talent hunt

Selection committee to find successor to National Association of Broadcasters' interim board chairman, Willard Schroeder, who winds up his tenure June 30, will follow informal order of priority, with emphasis on practical broadcaster who can take year's sabbatical to man Washington front working alongside newly-elected president, Vincent T. Wastlewski. First preference will go to member of existing 44-man board; second, to non-board-member broadcaster and, third, to outsider.

Rule of thumb was tactfully understood at first meeting of committee in Washington last week (see page 71) which developed into orientation session because only four of six members were there. While Mr. Schroeder, who returns to Time-Life's WOOD-AM-FM-FM Grand Rapids, Mich., is drawing only out-of-pocket and living expenses, his successor will be budgeted for $50,000 a year including expenses. But this figure is flexible, particularly if outsider is ultimately selected.

Closed Circuit

CATV on the Hill

Ready or not, Congress is about to have its hands full of CATV controversy. Representative Walter Rogers (D-Tex.), just re-assigned to chairmanship of House Communications Subcommittee (see page 69), expects wave of broadcaster-inspired bills to be offered in House to give FCC regulatory authority over CATV. Recognizing tangle of legal issues involved, Representative Rogers says he has no regulatory solution in mind but should number of bills be referred to his subcommittee—which he expects—he wants to hold hearing promptly.

On Senate side, John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, began pressuring FCC last week for decisions on CATV (see page 64).

Advertiser's show

American Tobacco Co., New York, will share sponsorship with Alberto-Culver Co., Melrose Park, Ill., in CBS-TV's new Smothers Brothers comedy series, tentatively scheduled next season for Friday (9:30-10 p.m. EST). Program is one of relatively few that are advertiser-originated, Alberto-Culver in this case having developed show through Four Star Productions and then submitted it to CBS.

A little short

Financial problems have delayed start of new ch. 11 KAHM-TV Houma, La., slated to become ABC's Baton Rouge-Houma affiliate. Originally targeted for Jan. 1, station may not make it until spring or early summer, pending refinancing and closing on transmitter site. Frank Conwell, president-general manager and principal stockholder (30%), it's understood, will continue in operating control. In recent weeks Denver T. Brannen, owner of KCIU Houma, WUXL Baton Rouge and WDEP Panama City, Fla., and Mel Wheeler, president of WMEL Pensacola, each recently acquired 13% interest at approximately $30,000.
CLEVELAND
the “one-buy” market

WJW TV

the one to buy!

Another adventure in local programming, WJW-TV’s twice award winning “ADVENTURE ROAD” brings the far corners of the earth to arm-chair adventures... holds general acclaim for wide-appeal intellectual and educational programming. Cleveland with no fringe stations taking a bite of the viewers is the one buy market. WJW-TV is the one to buy.
WEEK IN BRIEF

Advertisers are committing themselves to next season’s TV programs early. ABC and NBC selling is ahead of last year’s pace. CBS schedule is 64% sold. Bristol-Myers puts $28 million into ABC shows. See...

LOCKUP OF NEW SEASON...29

Senator Pastore rips into FCC. Calls interim policy on top-50 market sales “harrassment.” Says his subcommittee will give broadcasters chance to be heard. Henry says plan will be killed. See...

FCC POLICY CRITICIZED...65

Baeball enters big leagues in 1965. BROADCASTING’s annual survey shows majors receiving $25 million. Advertisers will pay $85 million. Beer, gasoline, cigarettes and cigars biggest buyers. See...

MAJORS GET $25 MILLION...44

Preliminary FCC figures show politicians put $35 million into radio-TV last year. Network charges were 25% above 1960. Senator Scott gets into Section 315 act; offers amended version. See...

$35 MILLION SPENT...50

NBC projects ARB study to show network will gain viewers next season because of heavy color schedule. Estimates 1.4 rating-point increase in average audience over ABC and CBS. See...

PAYOFF FOR NBC COLOR?...32

Into valley of CATV rides FCC. Chairman Henry tells Senate subcommittee commission will make basic decisions on what it should do and where it should go within “one month.” FCC split on Seiden report. See...

HOT FOOT ON CATV...64

Land mobile radio users are casting envious eyes at all those unused VHF channels in metro areas. Study group suggests narrower channel widths for TV to make more room for land mobile frequencies. See...

ANOTHER GRAB AT SPECTRUM...76

ABC, NBC shrug off concern over CBS purchase of Yankees. Tell Senate subcommittee their negotiating positions were not affected by purchase. Senator Proxmire pushes for teams to pool radio-TV revenues. See...

HARMONY ON BASEBALL...56

Court of appeals tells FCC it wasn’t kosher to make WABC New York, Class 1-B station. Suggests that classification for Albuquerque may have been more than market really needed. See...

REVISIT 770 KC...78

Four Scranton-Wilkes-Barre stations ask Cecil Woodland to resign as NAB board member. Say his stand on city council recording restrictions isn’t fair to broadcasters. NAB staying out of squabble. See...

COUNCIL FURO...68

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BROADCASTING, March 1, 1965
Metro Charlotte is just the golden center. The full beauty of the market — reaching out 75 miles — is yours for the picking when you buy WBT Radio — the station more North and South Carolinians listen to. What's wrong with being 43 years young? ONLY WBT’s 50,000 watt signal delivers Charlotte PLUS — a market of more than TWO MILLION PEOPLE with $3.5 BILLION in buying power. Your BLAIR man has the WBT Story. And he doesn’t soft-petal it!
RCA sales, earnings records set in 1964

RCA sales and earnings in 1964 set records for third consecutive year, firm said in annual report issued Feb. 26. David Sarnoff, chairman, and Elmer W. Engstrom, president, predicted trend would continue through 1960's. Executives told shareholders company will sustain its "historic leadership in color television"; predicted six-fold increase in color sets by 1970, from slightly under three million today to about 19 million. Industry color volume of $2.5 to $3 billion was foreseen by end of decade. Report stated RCA color profits had grown from "seven figures" in 1960 to "over six times as great" last year.

Fourth quarter earnings of $26.7 million in 1964 were highest in company's 45-year history, and quarter was fifteenth straight for which profits exceeded those of comparable period in previous year.

Preliminary report by Gen. Sarnoff had estimated corporate profits of $80 million (BROADCASTING, Jan. 4).

Network up too - NBC, said report, achieved record breaking profits in four consecutive quarters and NBC-owned stations broke profit record for seventh successive year. NBC Radio reached highest sales since 1958.

Earlier, NBC announced sales and profits at all-time high for 1964, with net sales hitting $435 million (BROADCASTING, Jan. 18).

Report also cites net special, non-recurring gains of $11,370,000, including $6,821,000 from recovery of Federal excess profits taxes and $4,549,000 from sale of 141,747 shares of Whirlpool Corp. stock.

Predicted rise in volume of electronic industry from present $16 billion level to $22 billion by 1970 is attributed primarily to expected growth of electronic data processing and controls.

Year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.51</td>
<td>$1.20</td>
</tr>
<tr>
<td>Sales</td>
<td>1,812,459,000</td>
<td>1,789,277,000</td>
</tr>
<tr>
<td>Profits</td>
<td>62,450,000</td>
<td>66,033,000</td>
</tr>
</tbody>
</table>

network program rule may be out this week

FCC Chairman E. William Henry says commission this week may issue notice of proposed rulemaking aimed at limiting network ownership of programing.

Chairman made disclosure Friday (Feb. 26) during commission's appearance before Senate Communications Subcommittee which was getting report on agency's activities (see page 64).

Chairman said commission, which has already reviewed draft notice twice (BROADCASTING, Feb. 15, Jan. 25), will decide at special meeting Friday (March 5) whether to issue notice, consider it further, or drop it.

Proposal, aimed at stimulating competition in program production field, would prohibit networks from owning or controlling more than 50% of non-news programs shown in prime time. It would also eliminate networks from domestic syndication and bar them from sharing profits from foreign sales of independently produced programs.

Senator Vance Hartke (D-Ind.) submitted list of questions on proposal and asked for reply for record of hearing. In another matter Chairman Henry and fellow commissioners were subjected to second day of critical questioning by subcommittee in connection with commission's interim policy imposing virtual freeze on sale of top-50 mar-

RKO claims foul in Philly TV case

FCC threw curve ball when it decided Philadelphia channel 3 case, RKO General has told U. S. Court of Appeals in Washington.

RKO brief charges commission with ringing in Westinghouse as party to transfer without any issue or evidence during hearings.

Commission decision in Philadelphia dispute ordered NBC to exchange its Philadelphia stations with Westinghouse's Cleveland stations. Case resulted from antitrust court order which provides that NBC must dispose of Philadelphia stations. NBC arranged to swap Philadelphia stations for RKO General's Boston stations, but application by Philco Corp. for same facilities in Philadelphia made hearing necessary, including NBC's qualifications as licensee.

Only two weeks ago FCC approved NBC-Westinghouse swap, but made its approval subject to outcome of RKO General appeal from FCC's original order which held that RKO General's agreement with NBC was "moor" (BROADCASTING, Aug. 3, 1964).

Other points made by RKO General in its brief:

- Commission "arbitrarily" reversed 1955 decision "without any significant change in facts or policies."
- FCC failed to follow proper procedures in considering transfer of stations by "insulating" Westinghouse and NBC from requirements of hearing and examination.
- Commission failed to make finding that Westinghouse had "clean hands" and was qualified to receive licenses in Philadelphia.

Hartke's 14 questions submitted to FCC

List of 14 questions about FCC's impending rulemaking on network program control is being delivered to FCC Chairman E. William Henry from Senator Vance Hartke (D-Ind.) today (March 1) in expectation replies will be added to record of Senate Communications Subcommittee review of FCC policies held last week.

Among questions Senator Hartke poses:

- Has FCC studied whether enough advertisers are willing to finance programs and be responsible for 50% of network schedule?
- Noting heavy amount of spot buying among major national advertisers, how would enough advertisers be found for whole programs?
- Isn't present network system whereby networks themselves largely are responsible for financing new shows outgrowth of advertiser failure to assume program risks?
- Why let advertisers rather than networks be responsible for documentaries?
- Won't these rules regulate networks themselves without legislative authority FCC has said it needs?
- How can networks achieve program balance if they control only half of programs?
- What assurance has FCC that changes will lead to improvement?
-market VHF's to persons already owning VHF's in those markets.

Senator John O. Pastore (D-R. 1.), subcommittee chairman, said he was not satisfied with reasons Chairman Henry had given for action, and asked commission to present clear exposition of its position.

He also indicated Congress may get into issue. He said only reason policy could be justified would be commission concern with concentration of wealth or power to editorialize. And these issues are so sensitive, he said, Congress might decide that it should make policy.

Chairman Henry said Commission was not concerned about concentration of wealth or editorial power, only diversity of programming and opinion.

In other matters:

UHF development—Chairman Henry said, with implementation of all-channel set law, future of UHF appears bright. He noted increases in numbers of applications for UHF stations, from 14 commercial in 1961 to 82 commercial now; and in numbers of stations on air, 76 commercial in 1961, 93 commercial now.

Commissioner Robert E. Lee noted that networks have been cooperating in providing UHF's with programming not cleared with affiliated stations. He also said Congress would be asked for $40,000 to $50,000 for Census Bureau study of all-channel set penetration.

Educational television—Chairman Henry expressed concern, as he has in past, over financial problems of ETV stations. He said he doesn't know answer but added that all possible sources of funds—including government subsidy, and underwriting of programs by business—should be considered.

U.S.-EBU reach agreement on Earlybird TV usage

World's first commercial satellite, "Earlybird," will be available on daily basis for TV feeds between U. S. and Europe. Satellite, to be owned by Communications Satellite Corp., is scheduled for launch later this month.

U. S. networks had been concerned

Commercials topple Dutch

Government of Netherlands reportedly resigned Friday (Feb. 26) because cabinet failed to agree on proposal that commercial TV network be established.

Prime Minister Vic Marijnen said, it was reported, that his government could not agree on subject of advertising on radio and television.

WEEK'S HEADLINERS

Herbert J. Mendelsohn, VP and general manager of WKBW Buffalo, N. Y., named general manager of WMCA New York, to succeed Stephen B. Lubinski, newly named executive VP of NBC. Before joining WKBW three years ago, Mr. Mendelsohn was general sales manager at WABC New York. Robert W. Mazur, sales manager for WMCA, named general sales manager of WMCA and Straus Broadcasting Group.

For other personnel changes see FATES & FORTUNES

Pepsi and Frito-Lay agree on merger

Pepsi Cola Co., New York, and Frito-Lay Inc., Dallas, have approved plan to merge under name of PepsiCo Inc., subject to stockholders consent.

Pepsi Cola and its bottlers spend about $35 million in advertising, of which estimated $23 million is in TV-radio. Agency is BBDO, New York. Frito-Lay's budget is approximately $8 million, of which more than $6 million is in network and spot TV. Account is handled nationally by Young & Rubicam, New York, and Dancer-Fitzgerald-Sample, New York, and several regional agencies. Companies will operate as separate entities.

NAB seeks return of AM tuners in hi fi

National Association of Broadcasters is moving to get hi-fi component manufacturers to put AM tuners back in their new units.

Sherrill W. Taylor, NAB vice president for radio, will go to Los Angeles next week (March 12) to speak to annual convention of Institute of High Fidelity Inc. and plead AM case.

Mr. Taylor said most component manufacturers are introducing solid-state circuitry in their 1965 tuner lines but are not including AM bands. He said that Walter Stanton, president of HIF, is aware of and sympathetic to problem and at this point "most manufacturers have knowledge of the industry concern."

Bartell in TV production

Macfadden-Bartell Corp., New York, announced today (March 1) it is forming wholly owned subsidiary, Bartell Television & Film Productions Inc. to produce TV film series and motion pictures.

Material to be used will be based on stories in Macfadden's magazines over period of 45 years. In radio, My True Story and Court of Human Relations drew upon material in Macfadden publications.

NBC-TV sales at $140 million

Latest sales reported by NBC-TV Friday (Feb. 26) pushes sales on prime-time programs for 1965-66 to more than $140 million (see page 29). Alberto-Culver Co., Chicago, through Compton Advertising, Chicago, has bought alternate half-hour of Wackless Ship in the Army, and Mattel Inc., Los Angeles, through Carson/Roberts, Los Angeles, alternate half-hour of Flipper.

New vidicon for low light

Solid-state, lightweight television camera, said to see as well in star light as in sun light and which may point way to improved vidicon sensitivity for broadcasting has been developed by RCA Aerospace System Division, Burlington, Mass., primarily for military use.

Camera employs new intensifier vidicon tube which, RCA says, can produce image-orthicon type pictures, even in low light level instances.
"Have you seen all those COLOR SHOWS on CHANNEL 2?"

"Say, there's a good movie on CHANNEL 2 tonight."

"You bet!"

"Did you watch BONANZA last night?"


In the $2 billion Tulsa market...

EVERYBODY WATCHES KVOO-TV

More than 50% of Oklahoma's annual retail sales are made in the coverage area of KVOO-TV, Tulsa's only complete color station. Live color programming, first run movies, and no triple spotting are just a few of the reasons more homes are swinging to KVOO-TV.
WE HAVE NEWS FOR YOU!

3 FULL HOURS EVERY MORNING!
3 FULL HOURS EVERY EVENING!

FRANK HEMINGWAY  PAUL HARVEY  EDWARD P. MORGAN  BILL CRAGO  PAT MCGUINNESS
BOB CONSIDINE  HOWARD K. SMITH  ALEX DREIER  DON ALLEN  BOB FERRIS

KABC RADIO presents 3 full hours of News twice daily, 6:00 to 9:00 every morning, 4:00 to 7:00 every evening, plus special 15-minute Newscasts in depth on the hour throughout the day! And talk about CONVERSATION, KABC RADIO was the pioneer all-talk station in the nation. Names like PAMELA MASON, EDANA ROMNEY, ALLIN SLATE, MYRON J. BENNETT, PAUL CONDYLIS, JACK WELLS and BOB GRANT offer an intelligent approach to radio that adults find both stimulating and rewarding. And, it's a unique thing about being all News and Conversation—people tune us in just to LISTEN!

The News and Conversation Station
KABC RADIO LOS ANGELES
PP AN ABC OWNED RADIO STATION 99
Represented Nationally by KATZ.

79 ON THE AM DIAL/95.5 ON THE FM DIAL

DATEBOOK

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

MARCH

March 1—San Francisco Chapter of International Radio & Television Society, inaugural meeting. Sam Cooke Digges, IRTS president, will welcome new chapter; Mark Evans, Metromedia VP, will be guest speaker. Noon, St. Francis hotel, San Francisco.


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


March 5—Seven annual Broadcasting Day sponsored by Florida Association of Broadcasters. Speakers include: FCC Commissioners Kenneth A. Cox; Thomas Wait and Robert L. Heald, Washington attorneys; Elmo Ellis, WSB Atlanta; Edwin Pfeiffer, WFAA Dallas; Virginia Wolff, WRDW-TV Augusta, Ga.; and Howard Green, WOND Atlantic City, University of Florida, Gainesville.

March 5—FCC tentatively scheduled to appear before House Independent Offices Appropriations Subcommittees to justify fiscal 1966 budget request of $17.5 million.


March 8—National Academy of Television Arts & Sciences, Hollywood chapter, special meeting on foreign television. 8 p.m. Huntington Hartford Theater.

March 10—National Association of Broadcasters Future of Broadcasting Committee, Barclay hotel, New York.


March 10—Meeting of International Television Programme Market. Palais des Festivals, Cannes, France.


March 14—Joint—Association of National Ad-
Building a manhole --Bell System style

Providing access to underground phone cables is vital to good service. The trick is to do it quickly, at low cost and with minimum public inconvenience...

You're looking at a "prefab" manhole—precast in precise, interlocking sections for easier, faster handling.

Complete installations (hole digging to finish) can usually be accomplished in less than one day, compared with a week when a manhole vault is poured and set on the site. This means less traffic tie-up and inconvenience to the community. And excavations are exposed less to adventurous youngsters.

This construction method is being used more and more where conditions permit. It's still another example of the Bell System's continuing efforts to find better, lower-cost ways to provide and maintain the best telephone service in the world.

Bell System
American Telephone and Telegraph Co.
and Associated Companies
156 half-hours of Police Action

"HIGHWAY PATROL"

starring

BRODERICK CRAWFORD

as "Dan Mathews"

He Holds the Record for ReRun Sales!

The Most Dependable Friends

93 half-hours of Comedy

"THE ANN SOTHERN SHOW"

starring

ANN SOTHERN

as "Katy O'Connor"

She Gets the BIG SHARE of the Audience!

throughout 1964, Ann Sothern averaged:

<table>
<thead>
<tr>
<th>City</th>
<th>Days</th>
<th>Time</th>
<th>SHARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTA</td>
<td>Mon-Fri</td>
<td>9:30 am</td>
<td>39%</td>
</tr>
<tr>
<td>PITTSBURGH</td>
<td>Mon-Fri</td>
<td>9:30 am</td>
<td>40%</td>
</tr>
<tr>
<td>RICHMOND</td>
<td>Mon-Fri</td>
<td>1 pm</td>
<td>57%</td>
</tr>
<tr>
<td>SYRACUSE</td>
<td>Mon-Fri</td>
<td>9:30 pm</td>
<td>41%</td>
</tr>
<tr>
<td>LITTLE ROCK</td>
<td>Sun</td>
<td>3 pm</td>
<td>39%</td>
</tr>
<tr>
<td>SPOKANE</td>
<td>Sat</td>
<td>12:30 pm</td>
<td>38%</td>
</tr>
</tbody>
</table>

Source: ARB

WRITE, WIRE or PHONE –
He pulls the Ratings UP!

Bat!

108 half-hours of Western Drama

GENE BARRY starring as

"BAT MASTERS""""""

DETROIT
BUFFALO
COLUMBUS, O.
DALLAS-FORT WORTH
OKLAHOMA CITY

Mon-Fri 6:30 pm
Thurs 7:00 pm
Sat 3:30 pm
Mon-Fri 5:30 pm
Mon-Fri 3:30 pm

UP 37% over preceding show on CKLW-TV
UP 31% over preceding show on WBEN-TV
UP 50% over preceding show on WTVN
UP 250% over preceding show on WFAA-TV
UP 16% over preceding show on WKY-TV

(MRB: Nov. 1964)

a TV Station Ever Had!

PROVED GREAT FOR STRIPS OR ONCE-A-WEEK!

Mike!

155 half-hours of Adventure

"SEA HUNT"

starring

LLOYD BRIDGES

as "Mike Nelson"

He Pulls a 38.7% Nationwide Share of Audience! (average of all markets where ARB rates SEA HUNT in Nov. '64)

"make friends" with Dan, Bat, Katy and/or Mike, today.

555 Madison Avenue, New York, N.Y. 10022
A GREAT WORLD SUCCESS

MIFED — the international Film, TVilm and Documentary Market — meets twice a year in Milan: in APRIL at the time of the Milan Fair, the world’s largest annual trade show, and again in OCTOBER.

Interested business representatives and operators are cordially invited to MIFED’s Eleventh Cine-Meeting. It will be held from 14 to 25 April 1965. MIFED patrons are entitled to free admission to Milan Fair where a visit, particularly to the following sectors, is recommended: Optics - Photography - Cine - Radio - TV - Electronics - Electro-technics - Furniture (cinema) - Office Equipment (technical).

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


March 17—Writers Guild of America TV-Motion, Waldorf-Astoria, New York.


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

March 21—MGM-TV golf tournament in conjunction with National Association of Broadcasters convention. Prize of MGM’s golden lion will be presented to low gross scorer, Washingtonian Country Club, Gaithersburg, Md.

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

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


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

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

March 22—Federal Trade Commission tentatively scheduled to testify before House Independent Offices Appropriations Sub-committee on fiscal 1966 budget request of $338 million.

March 22—Institute of Electrical and Electronics Engineers International convention, New York Coliseum and New York Hilton hotel.


March 24—Meeting of Southern CATV Association, featuring technical seminar. Among speakers are Robert D. L’Heureux, general counsel, National Community Television Association; on legal matters: Bill Daniels, president, Daniels & Associates; Denver, on CATV’s future; Fred Webber, Telesystems Corp., Glenside, Pa., on CATV promotion and advertising; Frederick W. Ford, president, NCTA, on CATV and ne-
You know you belong in the Golden Triangle

*The WSJS Television Market—No. 1 in North Carolina*

Because WSJS Television's Golden Triangle comprises a 3 metro city-33 county Grade A coverage that's the No. 1 market in the No. 12 state, being No. 1 in population, households and retail sales in North Carolina.

*WSJS Television NBC 12*

Winston-Salem / Greensboro / High Point
Represented by Peters, Griffin, Woodward
LOOKING TO CATV? THEN LOOK TO AMECO!

And if you are not looking to CATV...you should because it is the hot one! And if you are interested in finding out more about cable television, look to Ameco because it is the recognized leader in CATV. Write or call collect if you would like to look into the matter further.

April 10—Financial seminar on community antenna television (CATV) to be announced in conjunction with National Community Television Association board of directors meeting, Mountain Shadows, Ariz.

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

April 13—Legal seminar, conducted by National Community Television Association general counsel Robert D. L'Heureux. Registration ($20) begins 6 a.m. Saturday, April 10. Briefing session begins 11 a.m., Sunday, April 11, especially for those who have not attended seminars in the past. Primarily for lawyers, but non-lawyers representing CATV systems permitted. Mountain Shadows hotel, Mountain Shadows, Ariz.

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

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

April 14-25—MIFED, International Film, TV film and Documentary market, annual spring meeting in Milan, Italy. Information from MIFED Largo Domodossola 1 Milano (1019). Telegrams: MIFED-Milano.


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

April 22-23—Third meeting of the executive committee of the FCC's Advisory Committee for Land Mobile Radio Services. The two-day session will include a tour and inspection of land mobile operations in the Los Angeles area with Orange and Los Angeles county public safety officials as hosts. 9 a.m., Los Angeles County Hall of Administration, 500 West Temple Street.


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

April 26—Louisiana Association of Broadcasters meeting, Lafayette.

April 26—New deadline for comments on the FCC's notice of inquiry and proposed ruling relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Original deadline for comments was Nov. 25, 1964, but was extended to Feb. 23 at urging of 15 group owners. Latest deadline set by FCC is result of further request for extension, this time by insurance Securities Inc., San Francisco.


April 27—Business and Professional Women's Club meeting. Speaker: Kris C. Halp- hausen, southwestern area VP, American Women in Radio and Television, Oklahoma City.

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


BigDecimal indicates first or revised listing.

BROADCASTING, March 1, 1965
TWO WAY S-T-R-E-T-C-H

WTHI-TV
CHANNEL 10
TERRE HAUTE, INDIANA

UP AND OUT

WTHI's NEW T V TOWER is double the height of the old tower...a total height of 993 feet.

- THE RADIUS of the new signal stretches OUT to approximately 65 miles—(radius of old tower 50 miles).
- THE AREA covered stretches OUT approximately 65%, from 7830 square miles to 13,300 square miles.

- THE POPULATION reached in Indiana and Illinois will show an increase of approximately 48%.

- WTHI T V reaches more homes per average quarter hour, from sign-on to sign-off, than any other Indiana station*.

*except Indianapolis*

(November 1964 ARB)
A FIRST RUN TAPED SYNDICATED SERIES NOW BEING PRODUCED IN HOLLYWOOD

IT'S THE SWINGING-EST, RATING-EST, SALES PRODUCING-EST SERIES AVAILABLE
Here's a format that's kept fresh constantly by the introduction of sizzling new dances, bright new acts, outstanding guest stars like:

SAM RIDDLE  DONNY BROOKS  THE Iketts
ROUND ROBIN   LITTLE RICHARD  DIANE JAMES
CAROL CONNORS   THE PLATTERS  DELANEY BRAMLETT
THE SERENDIPITY SINGERS  JOHNNY CRAWFORD  THE MIDNIGHTERS
THE SINNERS   THE CHALLENGERS  DOBIE GRAY
JOE AND EDDIE  BILLY STRANGE  SCOTTIE JACKSON
THE WALKER BROTHERS  VIC DANA  NEIL SEDAKA
RICK AND DONNA  BOBBY SHERMAN  BRENDA HOLLOWAY
SKIP BATTYN  TINA TURNER  JOHNNY TILLOTSON
THE GAZZARI DANCERS  JON-Paul Twins  MAJOR LANCE
PAT AND LOLLY VEGAS  CANABAL AND  GARY LEWIS AND
GENE CHANDLER  THE HEADHUNTERS  THE PLAYBOYS

THE SERENDIPITY SINGERS  THE WALKER BROTHERS
THE SINNERS  THE HEADHUNTERS
THE WALKER BROTHERS  THE PLAYBOYS
THE HEADHUNTERS  THE PLAYBOYS

WITH THE SWINGIN' NEW PROGRAM
THAT VIEWERS WILL "DIG BIG!"

SEE THE A GO GO DANCERS
AT THE CONVENTION
SUITE F151, F153, F155

"PROVEN-PROGRAMMING" FROM
FOUR STAR DISTRIBUTION CORP
A SUBSIDIARY OF FOUR STAR TELEVISION
Right-wing issue: rebuttal

Editor: In this office Broadcasting Magazine is read quite thoroughly each week. You seldom use a shotgun when a rifle will do. In your Feb. 15 editorial "Right-wing Broadcasts" you dusted off the old 12-gauge.

To quote: "Most (station operators) frowned upon so-called religious crusades that delve into partisan politics or attack those in public office and solicit money."

You go from "right-wing broadcasts" to "so-called religious crusades" ... that ... solicit money.

As a member of the National Religious Broadcasters, and a subscriber to the code of ethics of this group, I take issue with those who issue a blanket condemnation to a solicitation of funds.

May I quote article 5 from the Code of Ethics of NRB. Article 5 titled "Financial Accountability."

"Appeals shall be of a bona fide character for legitimate religious purposes, and shall be presented in a dignified Christian manner. All donors shall be promptly furnished with receipts and an accounting thereof shall be furnished to the board of directors on request of the board."

In complete fairness to the many fine, dedicated religious broadcasters who purchase time on hundreds of stations in this country, how about setting aside that scatter gun.—Val L. Hellikson, executive vice president, Haven of Rest Broadcasts, Hollywood.

(The editorial was directed at "religious broadcasts that are more political than theological and not at all religious programs that solicit funds for clearly religious purposes.)

Editor: I deeply appreciate your defense of the freedom which is ours. However, in your editorial ... you apparently do not understand the way our churches operate. The only way we carry on the work of the Lord is by gifts of the people.

The 20th Century Reformation Hour has never sold anything or engaged in commercial endeavors and as an approved agency of our synod, an extension of our church activity, we appeal for gifts. This, I must say, is a part of the free exercise of religion.

Moreover, your reference to so-called religious crusades apparently does not appreciate the nature of the church's ministry in obeying the commands of Christ to "go ... into all the world and preach the gospel," and seek first God's kingdom and His righteousness. I emphasize a crusade for righteousness because these matters pertain to our public ... and a preacher can indeed exhort on a basis of morality and righteousness without being partisan—partisanly political ...

Rev. Carl McIntire, Bible Presbyterian Church, Collingswood, N. J.

Right-wing issue: support

Editor: Let me commend you on your editorial in the Feb. 15 issue, "Right-wing broadcasts," wherein you make the following very astute statement: "This whole line of inquiry is explosive and dangerous. Freedom of speech is involved."

Of course, you realize the Democratic administration is following the recommendations laid out in the famous Reuther Memorandum, which called for muzzling of the military (which has already been done) and the abolition of the right-wing broadcasts.

Keep up your good work of informing the broadcasters of the problems they face, and supporting them in their fight to maintain freedom of speech.—George W. Patton vice president, Middle South Broadcasting Co., Macon, Ga.

Editor: Your editorial on [right-wing broadcasts] was very good ...

I concur with your thinking that the whole line of inquiry is extremely dangerous and our freedom of speech as well as the free press is at stake.

I am in the newspaper industry and I can see the obvious danger signals. If they succeed in regulating broadcasting to any degree, their next step will be to try to gag newspapers, magazines and periodicals.—John Pfeiffer, Cranford, N. J.

"One-sided" wire contract

Editor: Like many responsible broadcasters, we also believe in self-regulation without undue governmental interference.

However, we were taken aback by the action of the National Association of Broadcasters in defending the contractual procedures of United Press International. In effect, the NAB—which is effective in protecting the interests of multiple broadcaster operations in major markets—has told the FCC [Broadcasting Feb. 15] that broadcasters want no inquiry into long-term contracts with the UPI and Associated Press.

The contract form of UPI is the most one-sided agreement ever written by shrewd lawyers.

Paragraph seven, of the UPI agreement, states that: "In the event of a sale, transfer or consolidation of the
Habit forming

Fahey Flynn is prescribed viewing in Chicago. For more than a dozen years, millions of Chicagoans have depended upon Flynn for the news they want, the style they like best.

He's well liked in Chicago because he knows Chicago. It's his town. He lives it. He's active in affairs that are vital to the community.

That's why both "The Six O'Clock Report" and "The Big News" are crammed with local color and excitement. Flynn knows where news is and the people who make it.

Like Flynn, all the WBBM-TV personalities are big in the local picture. And their deep-rooted community involvement has helped make Channel 2 the habitual favorite of viewers and advertisers alike.

Shouldn't you be associated with the people who know Chicago best?
property of the aforesaid radio station, or the transfer of the license of the same, the broadcaster hereby guarantees that his successor, assignee or transferee, will fulfill the terms and conditions herein contained for the full life of this agreement.

UPI thus forces the seller to include such a guarantee in the buyer's FCC application for transfer.

The printed contractual agreement of UPI . . . leaves the broadcaster no choice of terms. There is no blank space for the number of years. The form says flatly: "This contract shall continue for five (5) years."

The agreement further says "that in case of a war or other extraordinary event requiring an additional or extraordinary expenditure of $1,000 or more weekly by UPI securing and delivering the news of the same, UPI may assess and the broadcaster shall pay UPI an additional weekly sum not to exceed 25% of the broadcaster's then weekly payment for a period coincident with said extraordinary expenditure by UPI."

Despite repeated requests for same by us, UPI has never given a satisfactory accounting of such "extraordinary expenditures" which have resulted in two assessments of 6% and 9%, respectively, during the past three years . . .

If the FCC is to have no jurisdiction over a matter to which UPI has made itself a party, then perhaps the proper place is the Department of Justice.—I. T. Cohen, president and general manager, KXII El Paso, Tex.

(Contrary to Mr. Cohen's understanding, the NAB position was not one of "defending the contractual procedures" of the wire services but rather that the FCC should not be involved in such contracts between stations and the wire services. UPI has labelled FCC interest as "clearly exceeding FCC power" and defended its contractual procedures. AP told the "legal term" contracts were necessary and explained its reasoning (BROADCASTING, Feb. 15). The complaints made by this and the Texas broadcaster are similar to those made by a number of station executives about contracts with both wire services.)

Right name, wrong face

EDITOR: It was nice seeing photos of all the new NAB Radio Board members (BROADCASTING, Feb. 15) However, you erred on one. The Ed Allen you pictured is not the Edward W. Allen Jr., elected to our board.—John M. Couric, vice president for public relations, National Association of Broadcasters, Washington.

(A picture of Edward W. Allen Jr., DuMont Labs, was used in error instead of Mr. Allen of WODR.)

A Special Event

the first annual MGM-TV Golden Lion Golf Tournament will be held in connection with the N.A.B. Convention

Sunday, March 21, 1965 Washingtonian Country Club Gaithersburg, Md.

Open to those registered at the N.A.B.

Trophies and Prizes Buffet and Beverages Shuttle bus from Sheraton Park Hotel beginning at 7 a.m.

Plan to join your friends at the fun outing and golf tournament rain or shine. All are guests of MGM Television.

MGM-TV Representatives can answer any question, except your handicap


EDITOR AND PUBLISHER Sol Telishoff

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EDITORIAL DIRECTOR (New York) Rufus Crater

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Toronto: 11 Burton Road, Zone 10. Telephone: 416 Hudson 3-2904. Correspondent: James Montague.

ASSISTANT PUBLISHER Lawrence B. Taishoff
Where watery worlds meet...

"Some sight — the bark Danmark, 'longside the first nuclear-powered ship, Savannah, sailin' into the Port of Providence. And a proper place for them to meet! Since before a Rhode Islander started the U.S. Navy, we've been big on the water, and pushin' to get bigger. New channels. New shipping lines comin' in. New marine research center. New $18,000,000 hurricane barrier, first of its kind. Not to mention the Navy's doin's, with a fat $50-million payroll. Big progress here on land, too, with hundreds of millions goin' into new plant construction and urban renewal. Take it from me: we're 'in' the nuclear-power generation!"

And take it from us: your retail sales ship will come in when you book passage on Providence TV. TELEVISION MAGAZINE* says Providence is the nation's 11th TV market. Most people in television say Providence is WJAR-TV.
Move over computers and make room for the thinking man

It's time for agency people to involve themselves in a highly specialized war on their own kind of poverty.

The poverty lies in the area of thinking, in technique and in professionalism.

Efforts to eliminate this sort of poverty are inherent in the greater demand in advertising for its people to be "accountable."

In the agency business, as well as in business in general, accountability is the biggest new development in a growing practice of identifying cause and effect.

Along with accountability comes the natural consequence: quality both in results and in personnel.

Herein lies the future of advertising.

We have gone through the period of research and we are well into the era of application. We now look for the result, or the combination of research and marketing. In this equation, sound research plus sound marketing equals "accountability."

As the client looks to us to account for the money we spend, and as he asks us to show him the results his money brings about, we in the agencies must be prepared to meet the challenge with quality-quality in our thinking and quality in the people we hire and work with.

Extends to All Areas - We will require more quality in all areas: in our creative efforts, in marketing, promotion, packaging, public relations, etc. The larger agencies will have to set up special units to provide this, while smaller agencies may have to pool their resources. Every trend today indicates a move to qualitative, segmented analysis of the media, marketing, creative and research functions.

To be specific, in agency media and marketing departments there are many tools already available and others over the horizon for qualitative measurements. But their use is limited unless we have quality people to employ these tools. In my judgment, "people of quality" are those who are knowledgeable, experienced, conscientious practitioners of any specific agency function.

Although the computer age has arrived, it will still take qualified people to interpret the subtleties of computer-age, and it will take brain power, not the retention power of circuitry, to arrive at logical conclusions.

The question arises as to how we can achieve a better state of professionalism. Of course, agencies and media organizations now have serious training programs. These programs are both necessary and urgent because today's advertisers demand more reasons to justify the investment of money in any particular medium.

But training programs in themselves will not solve the problem of the need in face of ever-mounting demands of advertisers for additional explanations and accurate accounting of advertising effectiveness.

Young Blood Needed - For us to reach a maximum of capability in media buying and selling, we have to start at the beginning. We must attract bright young men and women into media work.

Automation, I maintain, cannot attract these people. It's my belief, moreover, that today's young people are interested primarily in exercising the minds that they have trained so carefully. These people want to think, not push buttons.

The opportunity for thinking in the media field is vast. The rewards are there for those people who want to think, and who will apply themselves and who are willing to work.

This "quality" in people has a direct relationship to quality of performance and to the satisfaction of clients as well as to the reputation of the agency business. One may even consider agency profits directly related to the quality of people employed.

It wasn't too many years ago that advertising was associated with an aura of magic. Advertisers and agencies alike knew that advertising worked, though they didn't know quite how.

Magic Gone - But current demands for profits and the need in advertising to account for tremendous investments have erased the magic. We now try to replace magic with a more scientific approach to advertising.

The scientific approach involves also extensive pre-testing of creative approaches, of package designs, merchandising kits, etc.

With our business moving more to establish the direct values of advertising, we find ourselves on the threshold of a golden era for our business.

We have successfully come through such "seat of the pants" advertising techniques as the simple homely "repetition sells" which served as guideposts for the investment of millions of dollars.

Now we are moving into an era in which the quality of audience, of editorial environment and program atmosphere have much to do with what our advertising looks and sounds like.

Quality is the Key - These are the quality factors against which advertising is evaluated. Quality will be the key to the future growth of advertising as an integral part of the free enterprise system.

Our responsibilities can be successfully fulfilled if we set quality as our yardstick. The measurements of what we do and how we do it must be qualitative.

Efforts made today to attract bright and eager as well as flexible young people to advertising and our willingness to help train them will bear immediate results in the caliber of copywriters, artists, researchers, media buyers and account men we'll have tomorrow.

Our willingness to investigate the unique, to break away from a pattern of being followers, in order to set our client one step ahead of his competitors will pay off quickly in terms of our success in moving products and in terms of the size of profits we make.
QUALITY RADIO — the principle that has built WELI success with audience and advertisers throughout its 30 years.

Quality in every facet of Broadcasting — personnel, programming, equipment, technical facilities, service, merchandising — contributing to audience confidence in its reliability and integrity.

WELI today is evidence of what quality radio has done in the New Haven market — helped us build to serve and attract great numbers of listeners in our million-man market. The New New Haven market is a better buy through the quality sound of WELI.

Richard W. Davis, President, confers with Miss Anna M. Costa, Treasurer
WELI Quality Sound has built the confidence of Connecticut advertisers—the one way for the national buyer to be sure he's buying right. WELI has it all over Southern Connecticut — and all over Western Long Island too — Quality Sound.

In sight: lockup of new season

Spurt in advertising sales puts ABC and NBC ahead of last year's pace and CBS at least even; for schedules as they now stand see pages 30-31

A sharp upswing in advertising sales in next fall’s network television program schedules was evident last week, signaling the beginning of the end of the juggling, jockeying and decoying that traditionally mark opening rounds of network schedule construction.

ABC-TV, CBS-TV and NBC-TV all reported heavy sales that brought them close to, or beyond, the 60% level of sales for the first 13 weeks of the season that opens next September (see chart pages 30-31). At that level the opportunities for juggling—and for the offering of decoy programs to draw out the plans of other networks—begin to become more limited.

Tobacco companies as a group lead the new season buyers, with six major cigarette manufacturers now identifiable as participants or sponsors in at least 15 programs spread among the three networks.

But the biggest one-company purchase to date came last week from Bristol-Myers—an estimated $28 million in business placed through Young & Rubicam on behalf of Bristol-Myers and its subsidiary, Clairol, all on ABC-TV.

ABC-NBC Gains • Agency programming executives generally agreed that ABC and NBC are now well ahead of their pace at this time last year both in terms of firmer schedules and in terms of business placed on these lineups. CBS was moving ahead in sales at a rate comparable to last year and although its schedule seemed less firm than those of the other networks it was pointed out that this situation could change quickly.

It was noted that traditionally CBS shies from publicity while forming its new-season strategy—and that the network might be further along in program placement than would be apparent on the surface.

A canvas of agency opinion indicated advertisers so far were doing a substantial amount of buying on an alternate-half-hour basis, although participation vehicles—those carrying minute sales to a number of advertisers—are more prevalent in the 1965-66 schedule than in the current season’s.

CBS-TV’s nighttime schedule at the start of this season was about 25% devoted to participation or “minute sales” programs but this category is expected to rise to about 40% in 1965-66 due largely to the network’s decision to program feature films, which will be sold partly if not entirely on a participation basis.

One network official called attention to a continuing tendency of sponsors to move around in programs in order to “spread the risk.”

A spokesman for an agency that bills heavily in TV noted his agency’s clients had “always tended to test new shows at the smallest possible risk,” but said “it has not always been within our ability to do so.” The tendency toward less risk-taking has increased in recent years and will get stronger, he said, but he also thought sponsors in recent years “have not really been able to find any new ways to take smaller risks when confronting a new-season schedule.”

The ABC Status • ABC-TV, which had written an estimated $85 million worth of business for the 1965-66 season by the end of calendar 1964, had increased that total to approximately $150 million last week.

James Duffy, sales vice president, said ABC-TV’s volume for the first quarter of the new season was about 75% ahead of its level at this time last year but cautioned that this figure should be considered in light of earlier exercising of renewal options by a number of advertisers, in addition to the new business signed.

Mr. Duffy estimated that the network is at least one month ahead of last year’s sales pace. The schedule in the first 13 weeks of the coming season is between 56 and 60% sold, representing both renewed business and new sponsors.

The network’s Saturday-night lineup, which a number of agency men thought to be still up in the air, appeared to have come down to a firmer footing late last week. Diamond Jim, an hour-long production out of Selma, had tentatively been placed in the lead-off spot (7:30-8:30) and was to be followed by

Continued on page 32
### DETAILED WRAPUP OF FALL TV SCHEDULES

Here's how the television networks' prime-time (7:30-11 p.m.) schedules for 1965-66 looked last week. Some schedule shifting was no doubt still in store but for the most part programs had found their new season homes in the evening lineups and agencies had turned with a will to picking the hopeful winners for their clients.

The sponsorships listed in the accompanying chart are only those which have been confirmed. Other participating business had been written but in some instances network sales officials were unwilling to connect sponsors with programs for competitive reasons.

Agencies are shown in parentheses; production firms in brackets. Where agencies are not shown they are unassigned or uncertain.

In all cases advertisers listed in program periods reflect sponsorship in the first quarter of the new season as now reportable in network sales offices. The duration of the purchase is not indicated. Programs new to the networks are shown in boldface.

Not shown in the chart are such network shows as Lassie (CBS-TV, 7-7:30 p.m., Sunday) and Bell Telephone Hour (NBC-TV, 6:30-7:30 p.m., Sunday). ABC-TV has tentatively set Voyage to the Bottom of the Sea to start at 7 p.m. on Sunday.

### SUNDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
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<tbody>
<tr>
<td>7:30</td>
<td>Voyage to the Bottom of the Sea (Starts at 7 p.m.)</td>
<td>My Favorite Martian (CBS) 75% available (Jack Chernoff)</td>
<td>Walt Disney Ford (JWT); RCA (JWT); Eastman Kodak (JWT) (Walt Disney Prod.)</td>
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<tr>
<td>8:00</td>
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<td>Ed Sullivan Lever Bros. P. Lorillard American Home 50% available</td>
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<td>8:30</td>
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<td>American Home 50% available (CBS-Sullivan)</td>
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<td>9:00</td>
<td>Movies Participating (20th Century-Fox)</td>
<td>Perry Mason (Paisano Prod.)</td>
<td>Bonanza (Chevrolet C-E) (NBC)</td>
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<td>Candid Camera</td>
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<td>What's My Line? (CBS-Goodson-Todman)</td>
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### WEDNESDAY

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<th>ABC-TV</th>
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<tr>
<td>7:30</td>
<td>Ozzie &amp; Harriet (Stage Five Prod.)</td>
<td>Mr. Ed (Filmways)</td>
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<td>8:30</td>
<td>Gidget Armstrong (BBDO) 50% available (Screen Gems)</td>
<td>Beverly Hillbillies R. J. Reynolds (Eatty); Kellogg (Burnett) (Filmways)</td>
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<tr>
<td>9:00</td>
<td>Big Valley Armstrong (BBDO) 75% available (Four Star)</td>
<td>Country Coasters Gen. Foods 75% available (Filmways)</td>
<td>Chrysler Theater Bob Hope Chrysler (Y&amp;R) [NBC]</td>
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<td>9:30</td>
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<td>Dick Van Dyke P. Lorillard; P&amp;G [Calwada Prod./Danny Thomas Ent.]</td>
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<tr>
<td>10:00</td>
<td>Burke's Law (Four Star)</td>
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<tr>
<td>7:30</td>
<td>Shindig (Selur-Circle Seven Prod.)</td>
<td>Munsters (Universal 'TV)</td>
<td>Daniel Boone Brown &amp; Williamson (Post Keyes Gardner) and other participating advertisers (50th Century-Fox)</td>
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<td>8:00</td>
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<td>Donna Reed Campbell Soup (BBDO) 50% available (Screen Gems)</td>
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<td>8:30</td>
<td>Okay, Crackerby Bristol-Myers (Y&amp;R) 50% available (UA-TV)</td>
<td>My 2 Sons Toni: Hunt Foods (Don Pederson)</td>
<td>Laredo L&amp;M (JWT) and other participating advertisers (Universal TV)</td>
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<td>9:00</td>
<td>Switched Quaker Oats (JWT) 50% available (Screen Gems)</td>
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<td>9:30</td>
<td>Peyton Place II (20th Century-Fox)</td>
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<td>Meet Mona McClusky R. J. Reynolds (Eatty) 50% available (UA-TV)</td>
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<td>10:00</td>
<td>Long Hot Summer Bristol-Myers (Y&amp;R) 75% available (20th Century-Fox)</td>
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<td>Dean Martin P. Lorillard (L&amp;M) and other participating advertisers (NBC)</td>
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30 (BROADCAST ADVERTISING)
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<tr>
<td>7:30</td>
<td>12 O'Clock High</td>
<td>To Tell the Truth</td>
<td>Kissin' Cousins</td>
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<td></td>
<td>(20th Century-Fox)</td>
<td>(American Home</td>
<td>(MGM)</td>
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<td>Products; 50% available</td>
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**MONDAY**

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<tr>
<td>7:30</td>
<td>Combat</td>
<td>Lost in Space</td>
<td>My Mother the Car</td>
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<tr>
<td></td>
<td>(MGM)</td>
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<td>(Screen Gems)</td>
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<td>8:00</td>
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<tr>
<td>8:30</td>
<td>McHale's Navy</td>
<td>Red Skelton</td>
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<td>(Universal TV)</td>
<td>Reynolds Metals</td>
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<td>American Home</td>
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<td>Alberto Culver</td>
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<td>Philip Morris</td>
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<td>9:30</td>
<td>Peyton Place I</td>
<td>Petticoat Junction</td>
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<tr>
<td>7:30</td>
<td>Diamond Jim</td>
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<td>I Dream of Jeannie</td>
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<td>(Screen Gems)</td>
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<tr>
<td>8:30</td>
<td>Lawrence Welk</td>
<td>Trials of O'Brien</td>
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<td>(Telekiew)</td>
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<td>9:00</td>
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<td>9:30</td>
<td>Hollywood Palace</td>
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<td>Son of Rawhide</td>
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two other hour shows, Lawrence Welk and Hollywood Palace. The final Saturday half-hour (10:30-11) was still open, according to a network spokesman.

Another late development for ABC was the tentative placement of Jimmy Dean as an hour show on Fridays (10-11 p.m.). There were reports that R. J. Reynolds, through Esty, has already bought into the Dean show and also into Jesse James, another ABC-TV Friday night vehicle. ABC's 1965-66 picture has been aided by new money from American Home Products—some $15 million in the new season representing six prime-time minutes per week in addition to five quarter-hours weekly in daytime programs; from Armstrong with sponsorship in Gidget and Big Valley, and from Bristol-Myers, through the $28 million purchase announced last week.

Other large sponsors already committed to ABC-TV programs—just which programs the network would not reveal last week—are Consolidated Cigar through Papert, Koenig, Lois; Menley & James through Foote, Cone & Belding; J. B. Williams through Paraskevopoulos; and American Tobacco through BBDO.

The CBS Status: At CBS-TV the pickup in selling for the fall season has brought that network to a point where an estimated 64% of its nighttime schedule has advertiser commitments. CBS-TV got off to a late start this season in its advance selling, but sales now were said to be at about the level of last year at this time.

General Foods, Procter & Gamble, Philip Morris and other cigarette firms, and American Home Products, considered to be among the big anchors in the CBS schedule, are among the early arrivers for the fall. Lever Brothers, also in that league, has moved about half of its business to NBC-TV. Armstrong Cork has defected to ABC-TV, but CBS officials indicated the network was in a solid sales position for 1965-66.

General Foods has cut back about one and a half commercial minutes weekly in the nighttime schedule for the fall, but as in the past, this advertiser has all of its network money at CBS. General Foods is more than doubling its investment in CBS's daytime schedule.

Though OF has cut back slightly in the CBS nighttime schedule, sales authorities reported that Philip Morris has increased from nine to 10½ commercial minutes weekly, and that P&G, American Home Products, P. Lorillard and Brown & Williamson have placed the same proportionate weight on the schedule as they have in the current season.

General Foods' CBS business mainly is in I've Got a Secret, Andy Griffith, Gomer Pyle, the new Country Cousins and Hogan's Heroes and in co-sponsorship, with Campbell Soup, in the veteran Lassie series. P&G's sponsorships are chiefly in Petticoat Junction, Dick Van Dyke, Gilligan's Island, the new Country Cousins and Selena. P&G was reported in other program negotiations with CBS, but authorities would not identify the shows involved.

As on the other networks, cigarette companies are substantially represented on the CBS advertiser list. They are P. Lorillard, R. J. Reynolds, Brown & Williamson, Philip Morris and American Tobacco.

The NBC Status: Sales at NBC-TV were reported to be moving briskly with more than 60% of the prime-time schedule already sold for the final quarter of 1965. The past two weeks were the high points of the company's sales activities with more than $135 million in new and renewal sales completed during that period, described as a record pace for the network.

Don Durgin, vice president in charge of sales for NBC-TV, said the success to date was attributable, at least in part, to NBC-TV's having settled on its 1965-66 programing several weeks ago and then staying with it. Renewals from advertisers of long-established shows plus substantial investments in NBC-TV's new series contributed strongly to the bright sales picture, Mr. Durgin said.

Among the shows reported completely sold out are Walt Disney (Ford Motor Co., RCA and Eastman Kodak, all through J. Walter Thompson); Brandeia (Procter & Gamble, through Leo Burnett); Bonanza (Chevrolet, through Campbell, and; Star Trek and Misses (Colgate, through Norman, Craig & Kummel); Andy Williams Show (Kraft, through J. Walter Thompson); Bob Hope Presents—Chrysler Theater and Comedy Specials (Chrysler, through Young & Rubicam).

The network has signed about $42 million in tobacco business. Liggett & Myers, through J. Walter Thompson, has earmarked $12 million to NBC-TV, an increase of $3 million over last year. Other large-scale purchasers are American Tobacco, through Sullivan, Stauffer, Colwell & Bayles and BBDO; R. J. Reynolds Tobacco through William Esty; Brown & Williamson through Post-Keyes-Gardner; P. Lorillard through Lennen & Newell.

Substantial advertising has been attracted to NBC-TV's new programs, according to Mr. Durgin. Reynolds Tobacco has bought one-half of Meet Nora McClusky; Lever Brothers, through J. Walter Thompson, has purchased one half of Get Smart!; Lever and L&M, both through JWT, have acquired one-half each of Mr. Roberts.

Late last week NBC-TV sold a group of six-hour color specials to the American Gas Association through Lennen & Newell, New York, for an estimated $2.5 million. These will include two programs spotlighting Julie Andrews, one featuring Mary Martin, Peter Pan, and two news specials.

One possible program change for NBC—insertion of I Dream of Jeannie in the Monday 7:30-8 slot in place of Kissin' Cousins—was reported by one agency official last week.

A sidelight to NBC-TV's sales splurge is that in non-prime-time NBC-TV reports it has sold out participations in the Huntley-Brinkley Report for gross billing of about $27 million. Twelve advertisers are participating in the daily network news strip during 1965-66.

Pay-off for NBC color next fall?

The ratings edge that color delivers means more as color universe grows

NBC researchers estimate that next season color alone will give NBC-TV and its advertisers the equivalent of a 1.4 rating-point advantage over the other networks in terms of average audience. Although NBC didn't say so, its estimate was based on the assumption that ABC and CBS will continue to broadcast most of their shows in black and white while NBC loads its schedule with color.

This estimate is based on preliminary findings in a study undertaken by all three TV networks and conducted by the American Research Bureau. The study compared the viewing habits of 4,600 color-set homes with those of 4,600 homes equipped only with black-and-white sets.

Preliminary findings indicated—as have similar studies in the past—that in color homes NBC color programs get ratings that average close to 80% higher than the same shows' ratings in black-and-white homes.

Currently, with about 3 million homes color-equipped, NBC researchers estimate that on a 19 average rating, color adds almost one rating point (between 0.8 and 0.9).

Next year, with color-set homes expected to reach 5 million, NBC authorities estimate that this will become a 1.4 advantage from color, or about 0.3 of a rating point per million TV sets sold.

Preliminary findings in the ARB study...
15 of the top 15 television advertisers bought KTVU in 1964.* This is dramatic proof of advertisers' acceptance of KTVU.  

*Based on January 1965 Television Magazine estimates.
also indicated that 14 of the 15 programs with the highest ratings in color homes are color programs. The exception was ABC-TV’s Bewitched, which was 15th in the color-home rankings. Its 32 rating in color homes compared with a 56 for Bonanza, which was number one, and a 32.9 for Jack Paar Show, which was 14th.

**Upping the Averages** The average rating of all NBC color programs in the 7:30-11 p.m. period was given as 39.3 in color homes against 22.2 in black-and-white homes, an advantage of 77% for color. The median advantage, according to NBC calculations, was 82%.

Other examples:

Six NBC daytime color programs averaged an 8.6 rating in color homes against 5.3 in black-and-white, a color advantage of 62%. Tonight averaged 12.3 in color homes, 6.5 in black-and-white, an advantage of 89%. Wild Kingdom on Sunday afternoon rated 115% higher in color homes, GE College Bowl 100% higher, Meet the Press 78% higher.

One NCAA football game carried in color during the study period received a 24.5 rating in color homes against a 12.8 in black-and-white homes. A National Football League doubleheader carried only in black and white received a substantially smaller advantage in the color homes—the first game of the doubleheader had an 18.5 rating in color homes and 17.9 in black-and-white homes, while the second game had a 14.1 in color homes and 11.7 in black-and-white homes.

The study covered the period Nov. 5-25, 1964.

**Dissent to Report** Authorities at ABC-TV and CBS-TV protested that the data was released by NBC before it was checked and that some of the figures were known to be inaccurate. NBC authorities acknowledged that some inaccuracies had been found but insisted they were not significant and did not affect the basic findings that color programing gets substantially more audience than black-and-white.

**November Factor?** NBC reported a 43.9 average rating for its nighttime color programs in homes having had color sets for less than eight months, a 39.9 average in those with color sets for 8 to 19 months and a 36.5 average in homes that have had color for 20 months or longer. These figures compare with a 22.2 average rating reported for the same programs in black-and-white homes.

In daytime the color-program averages in “new,” “medium” and “old” color homes were reported as 9.7, 8.6 and 8.1, respectively, as against 5.3 in black-and-white homes.

Jonathan Winters Show, TW3, Bell Telephone Hour and Jack Paar Show were among the regularly scheduled NBC programs said to have received higher ratings among “old” color homes.

The “preliminary findings” included figures on four ABC-TV programs some or all of whose episodes were carried in color during the study period. These were shown with an average rating of 17.3 in color homes against 15.8 in black-and-white homes, a 9% advantage for color.

NBC researchers speculated that these may have failed to show a color advantage comparable to NBC’s for several reasons, including the possibility that many ABC affiliates did not transmit them in color and the fact that one program in the group, a special, was opposite an established color series on NBC.

ABC authorities appeared to agree that these were possible explanations but also contended that at least one ABC series listed in the “preliminary findings” as being in color was actually telecast in black and white during part of the study period.

**COMMERCIAL PREVIEW: Rival Pet Foods**

Rival Pet Foods, a division of Associated Products Inc., Chicago, will start a saturation spot TV campaign in early March, beginning with 35 markets in the Midwest and spreading to include about 65 more markets in the East within a few months. The agency is Grey Advertising, New York.

The campaign has been scheduled to introduce a new and expanded line of pet food products by the company. Five new canned dog foods will be introduced—mixed grille, chicken croquettes, medium rare chunks, burgers ’n gravy, and beef and horsemeat chunks. In one sequence from a commercial, a dog is shown dining gourmet-style on Rival’s mixed grille (see photo).

William C. Durkee, president of Rival, noted the enlarged line of products reflects “the many changes taking place in the market,” representing “a very real, rising standard of living for the family pet.”
WE allus hate to brag, but we can’t keep you from analyzing the November, 1964 ARB, anyway! So—

From 9 A.M. to 12 Midnight, Monday thru Sunday, *WDAY-TV is the nation’s TOP station* in Metro Share of Audience, in 3-station markets (50%)!

In our 6 P.M. News Block, Monday thru Friday, WDAY-TV is *DITTO*, with 80%!

In our 10 P.M. News Block, Monday thru Friday, WDAY-TV is *DITTO* with actually 81%!

No, this amazing showing ain’t because our two “competitors” are bad—it’s just because we’re so good. (As we said at the start, we allus hate to brag!) Ask PGW!

**WDAY-TV**

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

*PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives*
Award-winning commercials

Hollywood international competition had entries from 16 countries with five foreign spots among the winners

A Goodyear tire commercial about a woman stranded in the rain because of tire trouble, with no man around to help, was the best television commercial produced for any advertiser anywhere in the world during 1964. At least, it was the best of more than 1,000 TV commercials entered in the fifth annual International Broadcasting Awards competition of the Hollywood Advertising Club in the opinion of the judges.

A musical spot, with the descriptive title "Twist," advertising Heileman's Old Style beer, was given the top spot among the IBA's 712 radio entries. Each of these sweepsakers winners received the IBA wood and metal trophy, a slender spike rising from a curved arc as a broadcasting tower rises from the earth. Two trophies, in fact, as each had already won its first trophy as the best commercial in its category before going on to take the top award.

The awards were presented last Tuesday (Feb. 23) at the annual awards banquet at the Hollywood Palladium, with top TV and radio stars making the presentations. Bob Crane, morning disk jockey at KNX Los Angeles, who has also been a regular member of the cast of the Donna Reed Show on ABC-TV and is starred in a pilot which may become a network series next season, was master of ceremonies. Jack McQueen, vice president of Foote, Cone & Belding, Los Angeles, was executive producer of the dinner program.

James Riddell, chief executive officer of ABC's Western Division, was general chairman of this year's IBA competition. Joseph C. Drilling, president, Crowell-Collier Broadcasting Corp., was chairman for radio; Elton Rule, general manager of KABC-TV Los Angeles, was chairman for television. Don Estey, president of Tel National Advertising, was judging chairman, and Robert Delinger, executive vice president of Grant Advertising, Los Angeles, was in charge of the final judging. Jack O'Mara, president of the Hollywood Advertising Club, sponsor of the IBA, was general coordinator of relations between the club and this special activity.

Preliminary judges, working in London; Mexico City; Sydney, Australia, and 12 U. S. cities, selected 207 finalists in 12 TV and seven radio categories. The final judges chose the top award winners at a Monday evening session in Hollywood. Commercials from 16 countries were entered in the competition, with four foreign-produced TV spots and one radio commercial winning top awards in their respective categories.

The complete list of winners by cate-

gories follows, listing the commercial by title, with the product, company, agency and producer.

**Television**

- Live action, over 60 seconds: "Rolling Tire"; Gulf Cruisemaster tire; Gulf Oil Corp., Erwin Wasey, Houston; MFO, New York.
- Live action, 60 seconds: "Woman Stranded/No Man"; tires; Goodyear Tire & Rubber Co., Akron, Ohio; Young & Rubicam, San Francisco; Filadare, Studio City, Calif.
- Live action, under 60 seconds: "Catskills." Off-brand commercials entered in the fifth annual IBA wood and metal trophy, a slender spike rising from a curved arc as a broadcasting tower rises from the earth. Two trophies, in fact, as each had already won its first trophy as the best commercial in its category before going on to take the top award.

**Radio**

- Open, any length: "How Come Chevrolet?"; Chevrolet's five kinds of cars; Chevrolet Motor Division; Campbell-Rewald, Detroit. Musical, 60 seconds and over: "Twist"; Old Style beer; G. Heileman Brewing; McCann-Brisaxon, Chicago; Universal Studio, Chicago.
- Musical under 60 seconds: "Quiet"; Carling Black Label beer; Carling Brewing Co.; Lang, Fisher & Stashower, Cleveland; Phil David Musical Enterprises, New York.

**Carling adds million**

The Carling Brewing Co., Cleveland, has announced that it expects to increase its advertising budget to $12 million in 1965, $1 million over last year's total. It will invest about half this sum in television. Among Carling's network plans are sponsorship in sports (CBS-TV's Carling World Golf Championship and regional buys in ABC-TV's Major League Championship Baseball package, scheduled for Saturdays during the baseball season). The Carling account is handled by several agencies.
Always a leader in sports broadcasting, NBC dominated the field this season in a manner unparalleled in network history.

Of the ten highest-rated sports programs telecast since September 1964, no fewer than ten were NBC attractions.*

When a network's sports schedule is as varied and well-planned as NBC's, a perfect batting average comes as no surprise. Consider that our roster has boasted such impressive offerings as baseball's World Series, NCAA football, the largest line-up of Bowl games, the Summer Olympics from Tokyo, championship golf and tennis – as well as the weekly NBC Sports in Action series. Consider, too, that this fall NBC will telecast – exclusively – the exciting pro action of the American Football League.

NBC's diversity in the field of sports is, of course, part of the same commitment to quality that is reflected in the network's entertainment, news and special programming. And that commitment helps explain why NBC attracts by far the largest number of adult viewers.

Across the board, it's been quite a season for NBC. What do we do for an encore? Go all out for next season, of course. Described in the following pages are three of the reasons NBC expects '65-'66 to be a great, new –
Legend tells us that the border town of Laredo, Texas, used to be so tough even the gunfighters hired gunfighters.

We wouldn't swear to that statement, but we will venture this: NBC's "Laredo"—a new, hour-long adventure series—will be among the toughest shows to top next season in popularity.

The border town itself is, of course, only part of the picture. In pursuit of drama and top-flight action, this series will be ranging far and wide over Texas. In fact, its heroes are three Texas Rangers, played in six-fisted style by Neville Brand, Peter Brown and William Smith.

The undoubted attraction of its Western locale; the vigorous appeal of star Neville Brand and cohorts; and the guarantee of expert production from Universal combine to place these 60-minute adventures in the "sure-fire" category.

In a showdown, bet on "Laredo".
Rumor has it that a certain U.S. Navy cargo ship participated in more fighting missions than any other vessel in World War II.

Well, rumor can keep it. Because if there’s one thing The Reluctant didn’t see, it’s combat. Frustration? Plenty. Comedy? You bet. Romance? It was buoy, girl, buoy, girl, all the way.

Already a world-wide success as a best-selling book, a long-running Broadway play, and a smash motion picture, "Mr. Roberts" stands every chance of becoming one of the biggest TV hits on NBC this season.

To the role of Mr. Roberts, the ship’s laconic lieutenant, Roger Smith (of "77 Sunset Strip" fame) brings both experience and a solid TV following.

A highly comical supporting cast, plus skilled production from Warner Brothers, round out the reasons that make "Mr. Roberts" one of the hottest-looking properties for the coming Fall.

Full steam ahead!
"HANK"

THE UPROARIOUS DROP-IN

An unregistered but education-hungry youngster at Western State University will soon become famous as the nation's funniest "drop-in."

"Hank," played by likable Dick Kallman, couldn't afford to finish high school. Now—as an unmatriculated (and undiscovered) undergraduate at Western State—he knows he can never get a diploma, but it's the learning he's after.

What the college's administration is after is the unmasking of this elusive "drop-in," a fellow who manages to attend classes under an ingenious and delightful assortment of aliases.

Hank's pursuit of knowledge—and the registrar's pursuit of Hank—bid fair to make this hilarious new NBC comedy series a weekly must for matriculated and non-matriculated viewers.

There's never been a campus hero quite as funny as "Hank."

This Fall, have the time of your life with

NBC
Majors get $25 million for '65 rights

ADVERTISERS EXPECTED TO PAY $85 MILLION FOR SPONSORSHIPS

The rights to major league baseball climbed this year to $25,310,000, according to Broadcasting’s annual survey of ball clubs, stations and advertisers.

This figure includes the $5.4 million ABC-TV is paying to 18 clubs for participation in Saturday afternoon games; the $550,000 the New York Yankees will get from CBS-TV for weekend participations; and the $3,750,000 the baseball commissioner’s office will receive from the All-Star Game and World Series on NBC-TV. This year’s total is almost $7 million more than the combined 1964 figures (Broadcasting, Feb. 24, 1964).

For the right to sell beer, gasoline, cigarettes, cigars and 500 other items to baseball addicts, sponsors will pay about $85 million in 1965. This is the year that baseball reaches the package plateau and ABC-TV will pay 18 teams $300,000 each for their participations on Saturday, whether they appear once or 10 times during the 27-game schedule. The Yankees and Philadelphia Phillies are not in the package.

But for all the attention given the package move and the sale of the Yankees to CBS Inc., perhaps the most important news to baseball men, stations and sponsors came from Houston, Philadelphia and Detroit. For in each of those cities, the big money is in local TV and radio operations.

Plight of the Braves • And the success in these markets is even more marked when placed against the lack of success the Milwaukee—soon to be Atlanta—Braves are having in getting anybody to sponsor their games this year.

There are also those teams that aren’t sold out, and exhibition broadcasts are just around the corner. In some cases the stations and sponsors are having difficulty in unloading these open portions. In other cases, the owner of the rights is sitting pat, not visibly shaken.

In Washington the past two weeks Senator Philip A. Hart (D-Mich.) has been listening to baseball men and network officials tell him that the CBS purchase of the Yankees last summer will not affect any negotiations teams or leagues could have with networks in talks for rights (Broadcasting, Feb. 22). The senator’s subcommittee also has been taking a look at just what radio-TV rights mean to a ball club and focusing more attention on the subject than ever (see page 56).

That ABC-TV Package • After fall-

What baseball gets from broadcasting

Rights figures are Broadcasting estimates. Asterisk following the 1964 figure denotes a revised estimate of rights. The figures do not include rights paid by ABC, CBS and NBC for nationally televised games. Originating stations for TV and radio are listed with number of stations in each network in parentheses.

National League

<table>
<thead>
<tr>
<th>Team</th>
<th>1965 Rights</th>
<th>1964 Rights</th>
<th>Television</th>
<th>Radio</th>
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<tr>
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<td>400,000*</td>
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<td>MILWAUKEE (ATLANTA)</td>
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<td>1,000,000</td>
<td>900,000*</td>
<td>KTVU-TV</td>
<td>KSFO (16)</td>
</tr>
</tbody>
</table>

N. I. TOTALS $8,270,000 $7,550,000

Sponsors & Agencies

Hamm Brew (C-M) 1/2 TV; R. J. Reynolds (Esty) 1/2 TV; Phillips Petroleum 1/8 TV; Allstate Insurance (Burnett); Dodge Dealers (BBDO), each 1/2 TV; G. Helman Brew (M-E), Serta Mattress (Doner), Oak Park Federal (Cotter Assoc.), Texaco (B&B), Rambler Dealers (Powell, Schoenbord & Hall), all 1/6 radio; 1/6 radio open.

Burger Brew (Midland) 1/2 radio; Texader Oil (Joel Friedman) 1/2 radio; 1/2 radio open. Hudepohl Brew (Stockton-West-Burkhardt) 1/2 TV; Sun Oil (Esty), 1/2 TV; 1/2 TV open.

Schlitz Brew (Burnett). 100% radio-TV; 2/3 radio-TV is available.

Union Oil of Calif. (Smock, Debnam & Waddell), 1/3 radio-TV; Security First Natl Bank (Y&R), Chevrolet Dealers (Eisens, Johns & Lawes), each 1/3 radio-TV.

Milwaukee stations and sponsors undetermined. Sponsors for Atlanta; Pabst Brewing (K&E), Coca-Cola (M-E), each 1/3 radio-TV; 1/3 radio-TV open. Atlanta stations not set.

Rheingold Beer (DBD) 1/3, % Brown & Williamson (Bates) 30%, Shell Oil (OB&M) 1/3%, all radio-TV.

Atlantic Refining (Ayer), Ballantine (Y&R), each 1/5 radio-TV; 1/5 open.

Pittsburgh Brew (KM&G), Atlantic Refining (Ayer), each 1/6 radio-TV; 1/6 open.

Busch Bavarian Beer (Gardner) 1/5, TV; 1/10 radio; General Finance (PKG), Texaco (B&B), each 1/6 radio; 1/6 radio open; Shell Oil (OB&M), R. J. Reynolds (Esty), each 1/5 TV.

Hamm Brew (C-M), J. A. Folger (C-E), Std. Oil of Calif. (BBDO), each 1/5 radio-TV.
ing to get the networks to consider a Monday night baseball package, the major league TV committee, headed by broadcaster John E. Fetzer, who owns the Detroit Tigers, succeeded in landing the Major League Championship Baseball package on ABC-TV. For its $5.4 million, the network gets to show 81 games on 25 Saturdays and two holidays. On each date there will be an east-midwest game, a western game and a standby game. ABC said the games are now half sold to Texaco Inc., New York through Benton & Bowles, New York, and the Mennen Co., Morris-town, N. J., through Grey Advertising, New York both nationally, and regionally to Stroh Brewing Co., Detroit, through Zimmer, Keller & Calvert, Detroit; Lone Star Brewing Co., San Antonio, Tex., through Glenn Advertising, Dallas, and Carling Brewing Co., Cleveland, through various agencies.

The network says that during the first part of the season it will carry a "representative" schedule with all teams being shown. Later it plans to show maximum-interest games as the pennant contenders become established.

Chris Schenkel will be one of six announcers, but the other five have not yet been named.

ABC-TV plans 10-minute pregame shows followed by a five-minute game introduction, the latter show a page taken from football’s successful TV book. The postgame show will be an "accordion" type, with length depending on length of the game. There are no sponsors for the 10-minute pregame or postgame shows and ABC-TV hopes to sell these independently of the package. However, the introductions will be part of the package.

Production Planning = A "creative" meeting was scheduled by ABC-TV last week to come up with new camera ideas for covering the games. The network has made a study of ballparks to determine what techniques it can use. Among definite plans are isolated cameras for immediate replays and stop-action, and slow-motion replays. On the probable list: split-screen action, "creepiepeepie" cameras and shotgun microphones.

At CBS-TV, where the Yankees’ home games will be the lone baseball attraction on its Saturday and Sunday sports programs, the network has signed Simoniz Inc., Chicago and Falstaff Brewing Co., St. Louis, both through Dancer-Fitzgerald-Sample, Chicago. However, there is time open in the weekend schedule for baseball, pro football exhibitions, professional tennis, bowling and other sports.

Perhaps the most important facet of the CBS-TV contract with the Yankees is that this is its final year. Thus 1966 becomes the time for baseball's most consistently powerful team to take a look at what it will be offered. If it decides to join the other teams in the ABC-TV package, on which the network has an option for a second year, it would get $325,000. However, it could continue to decide to be a loner.

If the latter theory holds true and the team signs a contract with CBS, NBC or any other party, it could set back baseball’s dream of high-priced, prime-time games on network TV.

At NBC-TV there is no concern

### American League

<table>
<thead>
<tr>
<th>Team</th>
<th>1965 Rights</th>
<th>1964 Rights</th>
<th>Television</th>
<th>Radio</th>
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<td>WBAL</td>
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<td>300,000*</td>
<td>WTOP-TV</td>
<td>WTOP (7)</td>
</tr>
</tbody>
</table>

### A. L. TOTALS

|               | $7,540,000 | $6,775,000* |

### MAJOR LEAGUE

|               | $15,810,000 | $14,325,000* |

BROADCASTING, March 1, 1965
about selling out the $3.75 million All-Star Game World Series package, which the network will be running this year in the fourth year of a five-year contract. Chrysler Corp., Detroit, through Young & Rubicam, that city, and Gillette Inc., through Maxon Inc., both New York, will be back to take half of each game.

Hops in Houston * The Schlitz Brewing Co., Milwaukee moved into the Southwest this year in a big way. In order to sell more beer in a comparatively virgin territory for the brewery, it bought the rights to the renamed Houston Astros for three years. To get this prize package, which includes coverage on four 50-kw radio stations, Schlitz is paying the club $5.3 million. At the moment it has 100% of the sponsorship and it is seeking to relinquish two-thirds to other advertisers. But it would need for a package this expensive are not easy to find.

The same situation prevails in Philadelphia where Atlantic Refining wanted to make sure it would keep the Phillies as its exclusive property. It paid out $3.9 million for a three-year contract and has sold one-third of the sponsorship to Ballantine. But the remaining third hasn't been sold and N. W. Ayer & Son, Atlantic's agency, apparently is trying to find one who will take the whole third, rather than split it into participations.

In Detroit, where Mr. Fetzer decided to keep the television rights within the organization after he sold the radio rights to WJR for $300,000 a year, the approach is just the opposite. He wants participations, the more the merrier. For participations will bring in more money than bulk buyers will. So far Pabst Brewing, Milwaukee, through Kenyon & Eckhardt, has signed for three of the 20 "blocks" available in each of the 40 TV games. This new

---

**68 national and regional sponsors buy major league baseball**

In 1965, 68 national or large regional sponsors are already committed to sponsor baseball, either buying a part of the game broadcasts or pregame or postgame programs. Many of these advertisers have purchased several teams’ games.

Along the notable sponsors missing from this year’s compilation is the American Tobacco Co., which last year had been on with the Cardinals and Tigers, but only because it couldn’t get out of those commitments before the 1964 season began.

At the top of this year’s sponsor list is R. J. Reynolds, which has parts of the White Sox, Orioles, Indians, Senators, Yankees, Cardinals and Cubs. Theo Hamm Brewing Co. leads the beer sponsors with the Cubs, Giants, White Sox, Twins and Athletics.

The sponsor picture is not complete and probably won’t be until it’s almost time for the first game. For example, the status of the Milwaukee Braves sponsorship is still to be resolved.

Following is a list of some of the larger baseball sponsors, as reported to BROADCASTING. (Asterisk denotes pre or postgame sponsor):

- Allstate Insurance (Burnett) Cubs, White Sox.
- Anheuser-Busch (D'Arcy) White Sox, (Gardner) Cardinals, Angels, Braves.
- Arnour & Co. (Y&R) *Giants.
- Avis (DBB) *Pirates.
- Ballantine (Y&R) Phillies, Yankees.
- Bayuk Cigars (Modern Merchandising) Orioles.
- Bowers & Williamson (Bates) Mets, Burger Brewing (Midland) Reds, Carling Brewing (LF&S) Indians, ABC games.
- Carnation Co. (Wasey) *Dodgers.
- Chevrolet Dealers of Southern Calif. (Eisman, Johns & Laws) Dodgers.
- Chrysler Corp. (Y&R) All-Star, World Series.
- Coca-Cola (M-E) *Astros, Orioles, Braves.
- Dodge Dealers (BBDO) Cubs, White Sox.
- Duncan Foods (M-E) *Astros.
- Duquesne Brewing (Maitland) Indians.
- Esskay Meats (Van Sant, Dugdale) Orioles.
- Falstaff Brewing (DFS) CBS games.
- Ford Dealers (JWT) *Tigers.
- General Cigar (Y&R) *Tigers, Dodgers, Orioles, Red Sox, Indians, White Sox.
- General Finance (PKG) White Sox, Cardinals, Athletics.
- General Foods (OB&M) Twins.
- General Mills (Reeves) Twins, Senators, Indians, Athletics *Orioles.
- Gillette (Maxon) All-Star, World Series.
- Hamm Brewing (C-M) Cubs, Giants, White Sox, Twins, Athletics.
- Hudepohl Brewing (Stockton, West & Burkhart) Reds.
- King Korn Stamps (Direct) *Mets, Liberty Mutual (BBDO) *Red Sox.
- Lincoln-Mercury (K&E) Cardinals.
- Lone Star Brewing (Glenn) ABC games.
- P. Lorillard (L&N) Angels.
- Mennen Co. (Grey) ABC games.
- Narragansett Brewing (DCSS) Red Sox.
- National Brewing (Doner) Orioles, Senators.
- Northern States Power (C-M)
- Twins, Oak Park Federal (Connor-Sager) Cubs.
- Ohio Bell (Marschalk) *Indians.
- Pabst Brewing (K&E) *Dodgers, Tigers.
- Pepsi-Cola Bottlers (Doner) Orioles.
- Phillips Petroleum (JWT) White Sox, Cubs.
- Pittsburgh Brewing (KM&G) Pirates.
- Procter & Gamble (DFS) Athletics.
- Pure Oil (Burnett) Twins.
- Rambler Dealers (Various) Cubs, White Sox.
- Rheingold Beer (DDB) Mets, Schlitz Brewing (Burnett) Astros, Security First Nat'l Bank (Y&R) Dodgers.
- Serta Mattress (Doner) Cubs.
- Shell Oil (OB&M) Mets, Cardinals, Simoniz (DFS) CBS games.
- Std. Oil Calif. (BBDO) Angels, Giants.
- Stewart-Warner (MacFarland, Avyard) *Mets.
- Stroh Brewing (Zimmer, Keller & Calvert) Tigers, ABC games.
- Sun Oil (Easty) Indians, Tigers, Reds.
- Tasty Baking (Aitken-Kynett) Senators.
- Texaco (B&B) Indians, Cubs, Cardinals, ABC games.
- Tidewater Oil (Grey) Yankees.
- Tressler Oil (Friedman) Reds, Union Oil of Calif. (Smock, Debnam & Waddell) Dodgers.
- Volvo (Carl Ally) *Yankees.
- Western Oil (Forney) Twins.
Wherever you find great sport, you'll find Chrysler Corporation

Baseball's annual All-Star Game. World Series. NCAA football. And AFL pro games. The Rose Bowl Game. Chrysler Corporation brings you the widest possible radio and/or TV coverage of America's great sports events.

We do it, of course, to reach the right people—the action-minded men and women of America—with the latest news about Chrysler Corporation's 1965 cars. Plymouth. Dodge. Chrysler. And Imperial.

But there's another reason: we think sports help make Americans the kind of people we are—and Chrysler Corporation the kind of company it is. Vigorous. Competitive. On the move.

So we try to cover as many sports events for you as possible. What it boils down to is, if you like sports, we're your kind of people.

And, our '65's are your kind of cars.
GE clock awakens N.Y.

In what was described as an unusual purchase of radio on wqxr New York, the General Electric Co. has signed to sponsor a 26-minute segment of music, weather, traffic and time checks on the station each morning for 52 weeks, starting today (March 1). The sponsorship of General Electric Time marks the first time that an individual sponsor will be identified completely with a single service program on wqxr, a station spokesman said. The contract, placed through BBDO New York, indicates that commercials will be devoted primarily to corporate advertising.

Los Angeles Angels • Kmpc Los Angeles will cover the Angels' 182-game schedule, including 20 exhibitions, and feed an 18-station network in California, Nevada and Arizona. Pregame and post-game shows are fed to the network for local sale. Ktla(Tv) Los Angeles will broadcast 30 games; 20 regular season and 10 preseason. The exhibition games will be colorcasts. Buddy Blutner and Don Wells will handle the play-by-play and color on radio and TV.

Minnesota Twins • Wtcm(Tv) Minneapolis-St. Paul will feed 50 games, 46 of them on the road, to a regional network of 11 stations and 13 CATV systems. Wcco Minneapolis has increased the radio network from 30 to 44 stations and will feed them the regular 162-game schedule, plus preseason games beginning March 13. Ray Scott, Herb Carneal and Halsey Hall will do play-by-play and color on radio-Tv.

New York Yankees • Wcbs New York will feed regular season games to a 40-station radio network and will carry 29 preseason games. Wpxi(Tv) New York will carry 130 games, including four exhibitions. About 50 games, mostly weekend dates, will go on an eight-station TV lineup in New York, Connecticut and Pennsylvania. Pregame and postgame 15-minute shows are also set on wpix. Red Barber, Joe Garagiola, Phil Rizzuto and Jerry Coleman will handle the radio-TV broadcasts.

Washington Senators • Wtop-Am-Tv Washington has the rights in the second year of a three-year contract. Wtop will carry the 162-game schedule and some exhibition games for a 7-8 station radio network. Pregame shows are also scheduled. Wtop-Tv will carry 35 games, 24 of them on the road. Dan Daniels and John Maclean will announce.

NATIONAL LEAGUE

Chicago Cubs • Wgn-Am-Tv Chicago will originate the Cubs' games and there is no radio or TV network set. Wgn will broadcast four preseason games and the regular schedule with Jack Quinlan and Lou Boudreau announcing. Wgn-Tv will teletape the 81 home games in color and five road games in black and white. Jack Brickhouse and Vince Lloyd will do the broadcasts.

Cincinnati Reds • About 60 stations, 10 less than in 1964, will take the wcky Cincinnati feed of the Reds' schedule including preseason games. Waite Hoyt and Claude Sullivan will broadcast the games. Wltw(Tv) Cincinnati will originate 42 games to the three other Crosley TV stations: Wlwd Dayton, Wlwc Columbus, both Ohio, and Wlwt Indianapolis. The 12 televised home games will be in color and road games,
where facilities are available, will be in color. Ed Kennedy and Frank McCormick will do play-by-play and color.

**Houston Astros** • KPBC and KTRK-TV, both Houston, will be local outlets for the radio and television networks, which are set up by the Astros Baseball Network. There will be 26 stations on the radio network carrying all the preseason and regular league games. There will be 12 TV stations covering Texas, Louisiana, New Mexico, Arkansas and Oklahoma, that will show 14 weekend road games. Pregame and postgame shows on radio and TV are sold on the network. Gene Elston and Loel Passe will do the radio-TV broadcasts.

**Los Angeles Dodgers** • The 1962 game schedule, including 30 exhibitions, will be fed by KFI Los Angeles to an 18-station radio network in California, Arizona and Nevada. KTTV(TV) Los Angeles will carry nine games with the Giants in San Francisco and one exhibition game from Florida. Vin Scully and Jerry Doggett will do the radio and TV broadcasts. KW Kw Pasadena-Los Angeles will broadcast the Dodger schedule in Spanish with Fats Garcia and Jaime Jarrin announcing.

**Milwaukee (Atlanta) Braves** • There is trouble selling the Braves’ radio and TV rights in Milwaukee this year, since the team is Atlanta-bound in 1966. In 1964, WEMP Milwaukee fed a 64-station radio network and WTMJ-TV Milwaukee fed a five-station hookup. However, in Atlanta in 1965, there will be 18 TV games, plus a few exhibitions, and 55 games on radio fed to Atlanta only. The stations and announcers are not set. In addition the Atlanta radio outlet will carry all 70 home games of the Southern League Atlanta Crackers, which the Braves now own.

**New York Mets** • WINS New York will carry 190 games, including 28 preseason, and will feed a nine-station radio network in New York and Connecticut. WOR-TV New York, feeding six stations, will show 129 games plus three exhibitions. All home games and about 15-20 road games will be shown in color. Pregame and postgame shows are scheduled on WOR-TV. Lindsay Nelson, Ralph Kiner and Bob Murphy will handle the radio-TV broadcasts.

**Philadelphia Phillies** • WFL Philadelphia will feed a 23-station radio network 182 games, including 20 exhibitions. WFL-TV Philadelphia will feed about 66 games plus two exhibitions to a four-station network. The TV schedule will include day and night road games, but only day games at home. A half-hour pregame show is set for WFL-TV. Byrum Saam, Richie Ashburn and Bill Campbell will broadcast the games on radio and TV.

**Pittsburgh Pirates** • KDKA Pittsburgh will feed the regular schedule and 15 exhibition games to a 27-station radio network in Pennsylvania, Ohio and West Virginia. Other stations may be added. Pregame and postgame shows on radio are sponsored locally. KDKA-TV will feed 34 regular games to a five-station network. Bob Prince, Jim Woods and Don Hoak will handle radio and TV.

**St. Louis Cardinals** • About 100 radio stations will be on the KMOX St. Louis network. Preseason games begin March 13 and the regular season on April 12. Pregame and postgame shows will be fed to the network for local sponsorship. KSD-TV St. Louis will carry 25 road games; 13 Sunday day games and 12 night contests. A regional TV network may be set up for the Sunday games. Harry Caray and Jack Buck will cover the games on radio and television and Jerry Gross will also be on TV.

**San Francisco Giants** • KSFU San Francisco will again originate radio coverage of the regular schedule plus 10 preseason games to a 16-station network in California and Nevada. KTVU(TV) Oakland-San Francisco will show only the nine games played with the Dodgers in Los Angeles, plus two preseason games. Russ Hodges and Lon Simmons will handle radio and TV.

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Warm ... Witty

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In Telling of His 40 Years in Baseball...

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LEO HAS LIVED ALL THESE STORIES—

LET YOUR LISTENERS RELIVE THEM WITH HIM . . .

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- Why Leo won't drive through Arkansas
- The day Leo almost quit baseball

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Phone: Area 312-RO 4-8070 (Call Collect)
Politicians' bill: $35 million

FCC report shows network campaign revenue up 25%; Scott would amend Sec. 315

The FCC reported last week that political broadcasting revenues soared to about $35 million in 1964 and that network charges were “almost 25% higher than the amount reported in 1960.”

In its report of 1960 spending, the FCC said total political broadcasting costs were $14,195,278 among all political parties.

The new data were described as “preliminary and partial” by FCC Chairman E. William Henry in a presentation before the Senate Communications Subcommittee last Thursday (Feb. 25).

Senator Hugh Scott (R-Pa.), ranking Republican member of the panel, left the proceeding to introduce a bill, S 1287, that would give major political candidates preferred broadcast rates and also restrict Section 315's equal-time provisions to major candidates in cases where free time is involved.

Complete repeal of Section 315 “may be the ultimate answer, but I suggest an approach which I believe to be preferable,” the senator said. Acknowledging some of Chairman Henry's arguments that retention of the section is “the only real guarantee of equality of treatment where equality is called for,” Senator Scott said he had incorporated some of Mr. Henry's suggestions into his bill and said he “urges adoption of some mechanism for reducing the cost of political broadcast time.”

A day earlier, Representative F. Bradford Morse (R-Mass.) introduced HR 5415 to require that “persons defamed during broadcasts by political candidates” be given an opportunity to reply. It states a person would be entitled to a broadcast reply to a candidate by whom he has been held up to ridicule, been referred to unfavorably by name or has otherwise been readily identified. The defamed person could have five minutes to reply or as much time as the candidate.

Chairman Henry's preliminary report on 1964 political broadcasting expenditures on stations and networks was obtained from an FCC survey that still is being processed. Early analysis indicates, he said, “that approximately $35 million was received by networks and stations for political broadcasts and announcements in the primary and general election campaigns of 1964.” A full report will be submitted in May.

The Scott Bill - Senator Scott's bill would change Section 315 in several ways.

Stations offering their facilities to be used by a candidate in paid time would be required to make equal time available on the same basis for any other candidates in his race.

It would establish special rules for major candidates and defines them as candidates for President or Vice President, the U. S. House and Senate, delegate or resident commissioner in Congress, governor of a state or commonwealth and nominees of political parties “whose candidate for such office in the preceding election” was supported by no less than 10% of the total votes cast for such office.

“If any licensee shall permit any major candidate to use a broadcasting station without charge, it shall afford equal opportunity in the use of such station to all other major candidates for the same office.”

Apparently, stations could offer free time to any nonmajor candidate without incurring an obligation to make a similar offer to his opponents. But if the station sold time to such a candidate, it would be obligated to sell equal time to his opponents.

The bill provides further that charges to major candidates “shall not exceed two-thirds of the charges made for comparable use of such stations for such purposes.”

Other bills introduced in the Senate this year would repeal Section 315 altogether. They are S 673 of Senator A. Willis Robertson (D-Va.) and S 1010 of Senator Vance Hartke (D-Ind.).

Sharp upturn in TV billings

First week in February much better than January, BAR estimates indicate

A sharp upturn in television business was reflected last week in estimates compiled by Broadcast Advertisers Reports on national spot, regional and local expenditures for the week ended Feb. 5.

The estimates, covering nonnetwork business on 45 stations in 14 markets, support earlier accounts of accelerating national spot sales after somewhat sluggish but modestly gaining business in January (Broadcasting, Feb. 22).

January business is historically sluggish and normally followed by an upturn in February and March. In the 14 markets for which BAR had February estimates last week, all showed sales up from the estimates for a January week, and in many cases the gains were substantial.

The estimates are based on one week of monitoring by BAR in each market. After monitoring determines the number and length of commercial messages on the air, BAR computers apply discounted-rate data as gathered over a six-month test period and verified or adjusted in a continuing series of checks and double-checks with cooperating agencies.

The monitoring and estimating are done at the rate of from 14 or 15 to 20 markets a week. Thus in the course of a month they cover the nation’s top 75 markets.

These estimates will appear weekly in Broadcasting.

In the list below, the numeral in parentheses immediately following the market name indicates the number of stations monitored. The first dollar figure is BAR’s estimate for all nonnetwork business on the air in that market during the week indicated. The dollar figure in parentheses is BAR’s estimate of nonnetwork business in that market during one week (but not necessarily the comparable week) of January.

Week ended Feb. 5:

Atlanta (3) — $163,659 ($122,339); Flint-Bay City, Mich. (2) — $84,344 ($80,386); Fresno, Calif. (4) — $78,240 ($70,724); Grand Rapids-Kalamazoo, Mich. (3) — $186,518 ($169,068); Lansing-Jackson, Mich. (2) — $54,863 ($48,247); Memphis (3) — $109,472

Broadcasting, March 1, 1965
(98,716); Milwaukee (4)—$225,262 ($199,081); New York (6)—$2,273,753 ($2,004,433); Peoria, Ill. (3)—$48,783 ($42,257); Pittsburgh (3)—$481,250 ($350,922); Providence, R. I. (3)—$147,261 ($103,037); Shreveport, La. (3)—$67,003 ($61,322); Syracuse, N. Y. (3)—$159,435 ($158,042); Tulsa, Okla. (2)—$89,595 ($75,117).

Business briefly...

The National Biscuit Co., through Kenyon & Eckhardt, both New York, extends its current spot and network TV tie-in campaign with Walt Disney's "Mary Poppins" motion picture for seven weeks, beginning today (March 1). Campaign, which promotes Mary Poppins toys currently found in Nabisco breakfast cereal packages, is to use spots in 55 major markets as well as CBS-TV's Sky King (Saturdays, 12:30 pm. EST).

Auto Lite Division of Ford Motor Co., Wixom, Mich., through BBDO, and the Institute of Life Insurance, through J. Walter Thompson, both New York, will sponsor ABC-TV's Grand Award of Sports special on March 10 (9:30-11 pm. EST).

Campana Corp. (division of Purex Corp.), through Foote, Cone & Belding, Los Angeles, has bought two commercials a week for 39 weeks in Don McNellis' Breakfast Club on the ABC Radio, starting March 29. Campana's line of Cuticura products will be advertised. ABC put the time buy at $100,000.

Alberto-Culver Co., Melrose Park, Ill., plans major national campaign starting in April and including both spot and network TV to introduce New Dawn holding hair spray. Product features a special hair brightener and color amplifier. Agency is J. Walter Thompson Co., Chicago.

Case-Swayne Co., packer of citrus fruits, juices, vegetables and other food products, is launching a TV campaign in Southern California starting this week and running through 1965. Bergen & Lee, Los Angeles, is placing the 60-second color spots on KHJ-TV and KNBC (TV) Los Angeles, KOGO-TV San Diego, and KERO-TV Bakersfield, Calif.


Continental Casualty Co., Chicago, plans local radio spot to support its national campaign on network TV and in newspapers for the insurance firm's "Golden 65" health and accident plan for the elderly. Agency: MacManus, John & Adams, Chicago.

Newly-signed advertisers participating in CBS Radio's Worldwide Sports with Frank Gifford (Mon.-Fri., 7:15-7:30 p.m. EST) are: B. F. Goodrich Co., Akron, Ohio, through BBDO, New York, for 26 weeks beginning Feb. 22; E. I. du Pont de Nemours & Co., Wilmington, Del., also through BBDO, in a split-schedule beginning April 5: The Hartford Insurance Group, Hartford, Conn., through McCann-Marschalk, New York, for 26 weeks beginning May 3, and WTS Pharmacraft Inc., Rochester, N. Y., for 15 weeks beginning June 1. In addition, The Millers Falls Co., Greenfield, Mass., through Remington Advertising, Springfield, Mass., has renewed its split-schedule participation in Worldwide Sports, beginning May 3.


**The soft sell works in Austin**

Insurance agent Donald B. Reynolds sold the LBJ Co. (now Texas Broadcasting Corp.) a $100,000 insurance policy on the life of then Senator Lyndon B. Johnson in 1957 only after Mr. Reynolds agreed to buy time on the firm's KTXC-TV in Austin, Tex.

The account of a transaction first described by Mr. Reynolds in Senate hearings on the Bobby Baker case have been confirmed by Walter W. Jenkins, aide to Mr. Johnson for many years and a former officer of the broadcasting company owned by the Johnson family. Mr. Jenkins denied, however, that he applied any "pressure" to Mr. Reynolds.

Mr. Jenkins's version of the circumstances surrounding the controversial insurance purchase (Mr. Reynolds said he had been pressured) was made public last Tuesday (Feb. 23) by the Senate Rules and Administration Committee, which for more than a year has been examining outside business interests of present and former Senate employees.

Mr. Jenkins, a former White House aide, was permitted to submit written answers to written committee questions after his doctor said his appearance at a formal hearing would jeopardize his health.

While the insurance deal was being considered, Mr. Jenkins stated, "I received word from the LBJ Co. it would not be necessary to pursue the matter further [with Mr. Reynolds] because a local agent in Austin had become interested in selling the policies and that he not only had been an advertiser on the radio and television stations for many years, but also had always related the amount of his advertising to the amount of his business done with the station."

Word of this was relayed to Mr. Reynolds, probably through Robert G. (Bobby) Baker, then secretary of the Senate majority (when Mr. Johnson was majority leader), Mr. Jenkins recalled. Mr. Reynolds then said he "hished very much to sell the policies and would also like to purchase advertising time in the event he sold them," Mr. Jenkins told the committee.

Because of various features of the policy that Mr. Reynolds proposed "as well as Reynolds's offer to meet the competition by purchasing advertising, it was decided to accept the Reynolds offer," said Mr. Jenkins.

Of Mr. Reynolds's timebuying Mr. Jenkins said: "Certainly I did not 'pressure' him to do so." But Mr. Jenkins added: "I did know Mr. Reynolds planned to purchase advertising time, and I have never as- 

Mr. Reynolds, whose business is in the Washington area, had told the committee that Mr. Jenkins "persuaded" him to buy the TV advertising in Austin. Mr. Reynolds bought $1,208 in time on KTXC-TV. He arranged for a neighbor in the housewares field to use the time in his stead, Mr. Reynolds testified.

During this period, Mr. Jenkins said, he was a stockholder in the LBJ Co. (slightly more than 31%), a member of the board of directors and treasurer of the company.

The Johnson family's broadcast stock has been placed in trust.
Regimen case continues after mistrial actions

The federal government's attempt to convict the Kastor, Hilton, Chesley, Clifford & Atherton agency of intent to defraud the public in advertising it prepared for Regimen diet pills was underway again last week in district court in New York after a mistrial necessitated selection of a new jury.

District Court Judge John Bartels granted a mistrial by the defendants after Assistant U. S. Attorney Martin Pollner cited criticism and condemnation of the product (Regimen) by a congressional committee between 1957 and the 1960's.

Judge Bartels accepted the defendants' contention that the statement was "prejudicial" and no part of the case in question. A week earlier Kastor, Hilton had been fined $3,500 in Manhattan criminal court after being convicted of disseminating fraudulent advertising for Regimen (Broadcasting, Feb. 22).

In the New York case proof of "intent to defraud" was not necessary for conviction as it is in the federal proceeding.

Successful test

A six-week saturation test of television in Indianapolis and Fort Wayne, Ind., proved to the Haag Drug Co., Indianapolis, that TV can be both effective and efficient.

Through its agency, Caldwell, Larkin & Sidener-Van Riper Inc., Indianapolis, Haag recently concluded a test campaign centering around the theme that Haag stocks approximately 25,000 different items. Three 20-second commercials, produced by The Film-Makers, Chicago, stressed this theme.

An advertiser reaction test commissioned at the conclusion of the campaign showed that 30 persons per 100 homes were able to recall a specific portion of the TV advertising campaign, compared with the more usual figure of 12 per 100 homes, according to a spokesman for the agency. In addition, the cost per 1,000 home impressions approximated 86 cents, less than half of the "going rate" for advertisers. Haag intends to resume its TV effort at a future date.

Prime-time spots called versatile, effective

The appeal and audience delivery of spot television in prime time—representing an estimated $253.8 million in gross billing in 1963—are documented in a new presentation of CBS Television Stations National Sales.

The presentation, "Build a Better Reach and Frequency House," defines prime time (7:30-11 p.m., Sunday through Saturday), explains its appeal to "everybody," its "big audience" delivery, extent of advertising coverage, the more precise audience delivery and the speed with which a prime spot TV schedule will work for an advertiser.

Along with the flip-card presentation CTSNS is showing 10-second and 20-second filmed commercials emphasizing the quantity and variety of sales points which an advertiser can make. CTSNS represents CBS's owned TV stations.

The presentation points out that on a weekly basis prime-time TV represents, in the number of hours, 18% of the total program schedule, 41% of total viewing and 60% of total viewing by the "light viewer."

The documentation stresses the extensive audience available to advertisers through announcements scheduled on stations carrying network programming.

Specific examples of how an advertiser can build an unduplicated audience with the use of scatter plans (prime 20-second spots) over a period from one to four weeks are compared with one-minute announcements used in the same market but in fringe time. Noted a CTSNS spokesman: the cost per thousand has been on the way down for "prime 20"s" as compared to "fringe 60's" (one-minute announcements).

Mattell plans bigger use of TV advertising

Mattell Inc., Hawthorne, Calif., toy-maker, has budgeted $12 million for advertising during 1965. Mattel claims this is a record both for it and for the toy industry. Television continues to be the major Mattel medium. The company will co-sponsor children's shows on all three TV networks on a "wall-to-wall" basis, Saturday mornings between 10 a.m. and 1 p.m., 52 weeks, for the third consecutive year.

Mattel will also increase its use of local TV programs in the top 100 markets in the afternoon children's program period, 4:30-6:30 p.m., six days a week, also year-round. The toy firm will add participating sponsorship of family type shows on the TV networks in the 7:30-8:30 p.m. period nightly during the pre-Christmas season.

Many of these commercials will be made and shown in color. Color ads in magazines and newspaper comic sections will augment the TV campaign. Four nationwide promotions linking in store product promotions to the TV and print advertising are also part of the overall advertising program planned by Carson/Roberts, Los Angeles, Mattel's agency.

SG sells Cellomatic

Sam Sugarman, formerly TV producer at Screen Gems; Doug Abrams, New York businessman, and Joseph Naas, formerly general sales manager at Screen Gems' Cellomatic division, have purchased Cellomatic from Screen Gems and will continue operating at 1546 Broadway, New York as Cellomatic Productions Corp. Mr. Sugarman is president, Mr. Abrams, secretary-treasurer, and Mr. Naas, vice president of the audio visual and TV service organization which produces TV film commercials. Phone: PLaza 7-7895.
Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audiences.

BUT... You'll Strike It Rich On WKZO-TV in Greater Western Michigan!

A schedule on WKZO-TV is no fool's gold; we're the most-watched Michigan station outside Detroit.

Assay this "dust" from NSI (Nov., '64):
- 9 a.m. to midnight, Sunday through Saturday, WKZO-TV is 8% richer in viewers than station "B."
- Along that same vein, WKZO-TV unearthed 6% more homes than station "B" from 6:30 p.m. to midnight.
- If you want the mother lode, our weekday mornings (9 a.m.-noon) average 40% more viewers than station "B"—13% more than "B" and "C" combined.

Let your Avery-Knodel man show you how a WKZO-TV schedule can pan out for you! And if you want all the rest of upstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

*The 7,560-oz. Holtermann Nugget was taken in Australia in 1872.
U.S. Steel to use spot TV

First corporate use of spot has goal of reaching adult males who influence industrial purchases

In its first corporate use of spot television, the United States Steel Corp., Pittsburgh, is investing an estimated $2.5 million in a 30-market campaign starting this week to advance the theme: "U. S. Steel . . . Where The Big Idea Is Innovation." The agency is BBDO, Pittsburgh.

The extensive spot TV effort marks a departure for U. S. Steel. In the past, the company used network TV to expose its institutional and product messages on a corporate basis. The company has used spot TV from time to time limited for specific products.

The campaign will be run on 71 stations in the top steel markets. The one-minute commercials have been produced in color. The objective is to reach the male adult population, particularly those who influence the industrial buying of products, such as managers, executives and professional and technical personnel.

The main thrust of the campaign will be through participations in and adjacencies to news programs and sports events. WPix(TV) New York, for example, revealed last week that U. S. Steel has bought a one-minute commercial to rotate between the pre- and post-game baseball telecasts of the New York Yankees, starting March 21 and ending Oct. 3.

Among the markets to be used are New York, Chicago, Los Angeles, Pittsburgh, San Francisco, Atlanta, Baltimore, Boston, Cleveland, Tulsa, Dallas, Detroit, Washington, St. Louis and Houston.

A BBDO official said the task of lining up the proper availabilities was "very difficult," but he praised the "wonderful cooperation" received from station officials and representatives.

NAB tightens rules on beer-wine ads

An "implicit" prohibition against drinking beer and wine in television commercials became an official ban last week when the National Association of Broadcasters code authority came out with an "interpretation" of the TV code.

The interpretation not only says drinking these liquids is prohibited, but it describes several techniques which are also "unacceptable."

Howard H. Bell, code director, said the interpretation follows "increasing efforts to portray drinking" in these commercials. Although these techniques have been "implicitly prohibited" under the "good taste and discretion" provisions of the code, Mr. Bell said, the clarification will make the code "abundantly clear on this point."

The interpretation requires "that commercials involving beer and wine avoid any representation of on-camera drinking as well as representations which convey the impression of excessive drinking. It further requires that copy language, devices or props which are primarily associated with hard liquor or which relate to the strength of the product advertised be avoided."

Among examples cited by Mr. Bell as "unacceptable" techniques: "The tilting of a beer vessel such as glasses, mugs, cans or bottles, off camera; the tilting or holding of such a vessel close to the lips; the wiping, smacking or pursing of lips and the swallowing motion of the Adam's apple or similar actions. This list of techniques is not all inclusive."

The interpretation and clarifying remarks are being incorporated into the code's alcoholic beverage advertising guidelines.

Also in advertising...

New acquisition • Aunt Nellie's Foods Inc., Clyman, Wis., has been acquired by Beatrice Foods Co., Chicago. Both are broadcast advertisers. It was announced that Aunt Nellie's use of radio-TV and other promotion probably will be expanded through its regular agency, Knox Reeves Advertising, Chicago.

New office • Ball & Davidson of Denver and Campbell-Roy Associates, Pueblo, Colo., affiliated advertising and public relations agencies, have opened a new office in Colorado Springs at 716 N. Weber St.

Population boom • ABC-TV Research Marketing Services has issued a report entitled "Younger Households: Their Role in Tomorrow's Markets," based on government and other published demographic data, and describing the changing effect that younger people will have on the nation's economy in the next 25 years.

Agency appointments...

• Alberto-Culver Co., Melrose Park, Ill., names its Rinse-Away products from J. Walter Thompson Co. to Campbell-Ewald Co., both Chicago. JWT keeps
TV code board has busy meeting agenda

Motion pictures, toys and politics are at the top of the agenda for the Tuesday-Wednesday (March 3-4) meeting of the National Association of Broadcasters television code board in Scottsdale, Ariz.

The board will get a report from Howard Bell, code director, who met in Los Angeles with representatives of motion picture trade associations last week. The problem of motion picture commercials that are often more suggestive of sex than the actual films, has been one of growing concern and Mr. Bell is determined that the code will move towards firmer regulation of these commercials, with or without cooperation of the film industry.

However, he said, "responsible movie people" feel that cooperation between the code and the motion picture business is the best way to attack the problem. But, he added, "we're not talking through our hat; we're going to police these commercials."

Mr. Bell was also to talk with film representatives on an agreement that would allow the code to prescreen theatrical films. Although the code says there is nothing wrong with these pictures when they are shown in theaters, some of them may need editing before they can be shown under the code's provisions of good taste.

Charge • The recent flood of war toys on the market and in commercials that add too much glamour to the toy and war is causing the code to take a harder look at the spots. The code authority and toy manufacturers have been cooperating on commercial content for several years and this is the first time since the two groups got together that any difficulties have arisen.

Political campaigns were brought up at the TV code board's December meeting in Washington when it decided to study the advisability of drawing up rigid sponsor identification standards and requiring that political dramatizations be labeled as such (BROADCASTING, Dec. 14).

Although no committee was named to make such a study at that time, it is believed the board will appoint a group this week.

Candy maker plans spot drive

Krupnick & Associates, St. Louis agency which recently acquired the national candy bar account of Hollywood Brands Inc., Centralia, Ill., disclosed last week that the new strategy for the firm's line of nickel and dime candies will include saturation buys of spot TV and radio on a market-by-market basis. Hollywood in recent years has spent over $3 million annually, chiefly for network TV. Test market results of using spot radio-TV jumped Hollywood sales by 25% to 50%, according to the agency.

Senate smoking hearing

The Senate Commerce Committee is expected to announce this week that it will conduct a hearing on smoking and health late this month, probably in the week of March 22.

The hearing would run about six days with Senator Warren G. Magnuson (D-Wash.), chairman, presiding.

mcgavren-guild company, inc. announces representation of WRR-Dallas, Texas
Network harmony on baseball

ABC, NBC raise no squawk about CBS's buying Yankees; Senate now turns to other sports in antitrust hearing

The CBS Inc. purchase of the New York Yankees doesn't bother either ABC or NBC—as long as those other two broadcasting companies are permitted to buy teams if they want to.

That was the gist of testimony from CBS's competitors during a Senate Antitrust and Monopoly Subcommittee hearing last week on implications of the Yankee deal that might affect pending legislation to bring business aspects of baseball under the antitrust laws.

Neither ABC-TV President Thomas W. Moore nor NBC News Vice Presi-
dent Julian Goodman expressed concern that CBS Inc. ownership of the Yankees would give either ABC or NBC an advantage in competing for broadcast rights to Yankee games.

Of the two American League club owners who voted against the Yankee deal and who testified before the subcommittee, only Charles O. Finley of the Kansas City Athletics said he remained "unalterably" opposed to it.

A. C. Allyn Jr., owner of the Chicago White Sox, said steps the team owners have taken since their consideration of the transaction have removed his doubts, and he thinks there has been "a very real change... among owners." The Yankees, he added, no longer con-
trol the destiny of the American League, and he thinks the problems raised by the CBS Inc. deal produced this change.

He Believes. * Senator Philip A. Hart (D-Mich.), subcommittee chairman, concluded that the deal adds a factor to baseball "which could—not will, but could—reduce competition. We have been assured by Dr. [Frank] Stanton, president of CBS, that no such activity is intended and I know by his state-
ment he is sincere."

Two other congressmen raised questions about the deal, but their main concern was that it was lucrative broad-
cast revenues that lured the Milwaukee Braves to Atlanta (where the Braves begin playing next year).

Senator William Proxmire (D-Wis.) urged the subcommittee to amend its sports antitrust exemption measure to require baseball clubs to pool all their broadcast revenues and remove the incen-
tive for team owners to move their franchises.

Dr. Stanton commented two weeks ago that the proposal seemed unfair (BROADCASTING, Feb. 25). Messrs. Moore and Goodman weren't asked about the pooling proposal and offered no com-
ment on it; Mr. Finley liked it but he and Mr. Allyn thought it would be difficult to work out. (All major league teams but the Yankees and the Phil-
adelphia Phillies are in a package of Saturday games to be broadcast by ABC-TV that will pay each of the 18 teams $300,000.)

Representative Clement J. Zablocki (D-Wis.) filed a statement with the subcommittee urging it to examine the Milwaukee Braves shift and charging that television revenues have essentially changed the nature of baseball.

More Sports. * The subcommittee is preparing to hear other witnesses on S. 950, Senator Hart's sports antitrust bill, affecting professional baseball, foot-
ball, basketball and ice hockey. All but baseball are under the antitrust laws now; the bill would put them on an equal footing by exempting their sports activities from the antitrust laws.

In their testimony Messrs. Goodman and Moore said they felt assured that CBS Inc. wouldn't use its position of being on both sides of the bargaining table to gain an advantage over other broadcasters seeking Yankee rights.

Both also surprised the subcommittee with their testimony that baseball isn't the attractive network programming prod-
uct it is widely believed to be.

Mr. Moore mentioned difficulties the Major League Television Committee had in finding a network interested in its proposal of a game of the week to be played in prime network time on Mondays (the package that was finally sold for Saturday afternoons on ABC-
TV). Nighttime problems for sports "are the same for all of us," he con-
tinued, adding that sports are not suc-
cessful enough to pre-empt other night programming.

Mr. Goodman explained NBC-owned stations had never carried local baseball because it would interrupt what NBC considers its best programming service. He said CBS Inc.'s ownership of the Yankees wouldn't increase NBC's re-
luctance to carry baseball.

Source of Interest. * If either ABC or

Mr. Goodman

Mr. Moore

NBC were to buy a sports team, the network witnesses said, they'd prob-
ably do it for the reasons given by CBS —a good investment in a field they al-
ready know something about, entertain-
ment.

The baseball, broadcasting and con-
gressional witnesses agreed that broad-
casting has become a major factor in sports, but all didn't go as far as Mr. Finley's statement that broadcasting revenues have become the difference be-
tween profit and loss for almost all baseball teams. "It's getting almost im-
possible for clubs like mine to compete with clubs having such large TV and radio contracts," Mr. Finley said.

According to Broadcasting's annual
baseball survey, the average team's local broadcast revenues (as distinct from revenues from the ABC-TV package) will exceed $800,000 this year; Kansas City is getting $300,000 (see page 44).

'Blackened character' suits for $3 million

Comedian Jackie Mason last week filed a $3 million suit against Ed Sullivan and Robert Precht, producer of Mr. Sullivan's CBS-TV show, charging Mr. Sullivan with "maliciously and wickedly contriving to injure, blacken and defame . . . [his] character, profession and calling."

Mr. Mason contended that after he appeared on Mr. Sullivan's show last Oct. 30, Mr. Sullivan, within hearing of others, accused him of "having made obscene gestures" and of having engaged in "offensive conduct." The suit was filed in New York state supreme court.

According the complaint, Mr. Sullivan said the comedian should be "run out of the entertainment business" and threatened to "destroy" him in show business. A statement issued by Bernard Stabel of Rubin, Baum and Levin, New York, lawyers for Mr. Sullivan, along with Arnold Grant, New York, contended that Mr. Mason "has kept the matter in the public eye by continual reference to it," and "may have felt that the resulting publicity would be of some benefit to him and of some injury to the Sullivan show and those connected with it." The statement also "welcomed the opportunity to show in court what millions of Americans families saw on the Ed Sullivan Show."

ACLU wants hearings on Jackson TV stations

The American Civil Liberties Union has asked the FCC to hold hearings in Jackson, Miss., on the license-renewal applications of two Jackson television stations, WLBT and WJTV. The ACLU request was in connection with petitions filed earlier by the United Church of Christ and the Mississippi AFL-CIO.

The United Church of Christ, along with Mississippi Negro civil rights leaders Aaron Henry and Robert L. C. Smith, opposed the license-renewal applications on the ground the stations discriminate against Negroes in their programming (Broadcasting, April 20, 1964). The union opposed WLBT's renewal application in June, alleging that the station aired anti-union views without affording organized labor a chance to reply (Broadcasting, June 8, 1964).

The FCC staff has recommended a hearing on the applications of WLBT and its affiliated station, WJDX. These are two of seven stations whose programming has been under FCC staff investigation in connection with the riots at the University of Mississippi campus in September 1962.

The remaining five stations, including WJTV, would get license renewals without a hearing, under the staff recommendation (Broadcasting, Feb. 22).

ACLU, in its letter to the commission, said it was not passing on the accuracy of the allegations in the petitions. But it said it was "deeply concerned" because the charges "deal directly with the spirit of the constitutional guarantees of freedom of expression and equality of treatment."

Consequently, the ACLU said, hearings should be held to determine the accuracy of the complaints. It added that the hearings should be held in Jackson to enable local Negroes to "present a detailed account of their complaint." The ACLU letter was signed by John de J. Pemberton Jr., executive director.

The two Jackson TV stations, meanwhile, have covered the Civil Rights Commission hearings in Jackson. WJTV covered live much of the five days of hearings, which produced testimony by Negroes of beatings by whites and of discrimination in law enforcement and in voting privileges. WLT taped portions of the hearing for a documentary.

Satellite news unit is set up by NBC

Formation of a special NBC News unit to develop programming for trans-Atlantic relay by the planned Earlybird satellite was announced last week by William R. McAndrew, executive vice president in charge of NBC News. NBC News producers Daniel O'Connor and Daniel Karasik will be fulltime members in New York and Washington, respectively, and a third member will be chosen to be stationed in Europe.

The Earlybird, due to be launched next month, is designed to remain in a fixed position over the Atlantic and thus be the first available for trans-Atlantic relays on a continuous basis. Mr. McAndrew and Fred Friendly, president of CBS News, and Donald G. Coe, director of operations of ABC News, were in London last Thursday to discuss with British and European officials how Earlybird should be used during its opening six-week "experimental" period, before it is turned over to the Communications Satellite Corp. (Comsat) for commercial use.

A lasting problem left by Frankfurter

Retired U. S. Supreme Court Justice Felix Frankfurter, 82, who died last Monday (Feb. 22) in Washington, held a place in the history of broadcasting jurisprudence among many other significant decisions in which he participated during his 23 years on the court.

He was author of the Supreme Court's decision in 1943 in the chain broadcasting case which uphold the FCC's right to impose restrictions on contracts between stations and networks. These denied then current network practices of requiring exclusivity of programs and territory, unrestricted option time provisions and network affiliation agreements, that licensees accept network programs without right to pre-empt, and refusing to permit affiliates carrying programs of any other network, dual ownership of stations in same market, and ownership by NBC of two networks, Red and Blue—all encompassed in what is now known as chain broadcasting rules.

A caustic critic of radio and television programs, even while on the bench, Justice Frankfurter enunciated in his 1943 opinion the now controversial dictum that FCC has authority to look at programming.

This phrase reads: "The [Communications] Act itself establishes that the commission's powers are not limited to the engineering and technical aspects of radio communication. Yet we are asked to regard the commission as a kind of traffic officer, policing the wavelengths to prevent stations from interfering with each other. But the Act does not restrict the commission merely to supervision of the traffic. It puts upon the commission the burden of determining the composition of that traffic. Methods must be devised for choosing from among the many who apply. And since Congress itself could not do this, it committed the task to the commission."
News source bill has short life in California

Prompt action by California radio and TV stations and newspapers last week killed a proposal to destroy the right of newsmen to protect their sources of information. Identical bills, introduced in the California senate and assembly, would have authorized any judge to order a newsmen to disclose the source of a news story and hold him in contempt if he refused.

The news media immediately started an editorial attack on the proposal. Editorialists, on the air and in print, stressed the point that "the right to keep a source confidential is not a license to print or broadcast wild rumors" and that there are "stringent laws of libel" to check irresponsible reporting. They noted that the assurance of anonymity is often needed to obtain essential facts from individuals afraid to speak out in public.

The California senate judiciary committee last week voted down the proposal. Similar action by the assembly judiciary committee is expected this week.

Friendly warns against too many interruptions

A warning against "indiscriminate" interruption of regularly scheduled programs for news bulletins was issued to the CBS News staff last week by Fred Friendly, president of CBS News.

Referring particularly to the continuing Vietnam crisis, Mr. Friendly noted in his memo that bulletins should be used with judgment and discretion, and that "indiscriminate use for competitive reasons or for promoting one's own image as a news service is a disservice to listeners and viewers."

Mr. Friendly added that bulletins should interrupt programs only when the news is of national importance or when a "special situation" might affect viewers and listeners. "We are in the news, not the panic business," he said.

Author sues UA-TV, ABC

A suit seeking $500,000 in damages was filed on Feb. 19 in the U. S. District Court for the Southern District of New York by author David Goodis against United Artists Television and ABC.

Mr. Goodis charged that The Fugitive on ABC-TV (Tues., 10-11 p.m.), had resulted in the appropriation and infringement of copyright of his novel, Dark Passage.

Westinghouse plans new late-night show

Westinghouse Broadcasting Co. will present the new 90-minute Merv Griffin Show on its five TV stations, starting in April, and will offer it for syndication in other markets, it was announced last week by Donald H. McGannon, WBC president.

The Monday-through-Friday series is intended for late-night viewing and will be an entertainment-variety program starring Mr. Griffin. Previously he had been host on daytime shows on NBC-TV.

Westinghouse also announced that it is terminating its current late-night series, That Regis Philbin Show, with the program of March 5.

Radio series sales...

The Sealed Book (Charles Michelson): KMOX St. Louis.


Dangerous Assignment (Charles Michelson): KFQD Anchorage, Alaska.

The Hidden Truth (Charles Michelson): Radio Trinidad, Port-of-Spain, Trinidad.

The Clock (Charles Michelson): KPRB Redmond, Ore.

The Shadow (Charles Michelson): WXXW Troy, N. Y.


Tips on Tots (Woroner Productions): WJAD Indiana, Pa.; WCPA Clearfield, Pa.; WTMN-AM-FM Columbus, Ohio, and KLOS Albuquerque, N. M.

Points on Pets and Your Green Garden (Woroner Productions): WNNI-AM-FM Columbus, Ohio, and KLOS Albuquerque, N. M.

Almanac (Almanac Productions): WJW Cleveland, Ohio.

Film sales...

Loretta Young Theatre (NBC Enterprises): WUSN-TV Charleston, S. C.; WFTV-TV West Palm Beach, Fla.; WJON-TV Chicago; KREX-TV Grand Junction, Colo., and WAST-TV Albany.

Volume 9 (Seven Arts): KERO-TV Bakersfield, Calif.; WTIC-TV Hartford, Conn.; KATC-TV Lafayette, La., and KONO-TV San Antonio, Tex.

Volume 8 (Seven Arts): WTIC-TV Hartford, Conn.; KONO-TV San Antonio, Tex., and KERO-TV Bakersfield, Calif.

Volume 7 (Seven Arts): KBAK-TV Bakersfield, Calif., and WENR-TV Cleveland.

Volumes 4 and 5 (Seven Arts): KFIF-TV Idaho Falls, Idaho.

Churchill, The Man (Seven Arts): KBOO-TV El Paso; WLAC-TV Nashville; WAKR-TV Baton Rouge, and KVKM-TV Monahans, Tex.

Porky Pig cartoons (Seven Arts): WICI-TV Erie, Pa., and WVEC-TV Norfolk, Va.

En France (Seven Arts): WGMT-TV Athens, Ga., and KNTV-TV San Jose, Calif.

Boston Symphony Orchestra (Seven Arts): WGMT-TV Athens, Ga.

Special Features (Seven Arts): WABR-TV Baton Rouge, La., and KNTV-TV San Jose, Calif.


Parachuting Championship specials (Triangle): WKBV-TV Detroit.
FRANK(LY) SPEAKING about Eastman Representation

As a station man, I think of a rep as a product. So what has our product got that some others have not?

1. QUALITY MANPOWER
   A most knowledgeable, persuasive, hard-working sales staff.

2. EXCLUSIVELY SPOT RADIO
   Dedication. We take pride in being expert in the medium.

3. EASTMAN NETWORK
   Bought by 52 Blue Chip Accounts in 1964. Creates new and more dollars. Convenience of one order, one bill, one affidavit.

4. EASTMAN INSTANT CONFIRMATION
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ABC-TV drops Les Crane for rotating hosts

ABC-TV is shuffling its late-night schedule, dropping The Les Crane Show and substituting a new program, ABC's Nightlife (Monday-Friday, 11:15 p.m.-1 a.m.), starting today (March 1). The program will have a policy of rotating star hosts.

In announcing the change last week, Edgar J. Scherick, vice president in charge of ABC-TV, said Mr. Crane will be used as a future star host on the program. No reason was given for canceling the Crane program but it is known that the show did not attract a sufficient audience in competition with NBC-TV's Johnny Carson Show and late-night features on CBS-TV and independent stations.

Comedian-actor Shelley Berman will be the host of the first week of ABC's Nightlife.

Program notes . . .

Lip in baseball series - Leo Durocher is featured in a new series of five-minute radio programs being offered stations and sponsors during the coming baseball season by Sight & Sound Library, Chicago. Daily tape program will feature anecdotes and commentary by Mr. Durocher who for the past 40 years has been a player and later manager of the Yankees, Cardinals, Dodgers and Giants baseball teams.

A brotherhood songfest - A 45-minute program titled Blowin' in the Wind: A Progress Report on Brotherhood was carried on all of the RKO General radio stations last week. The program traced the growth of brotherhood through the use of folk songs and statements of principle from U. S. Presidents. The program was written and produced by Martin Weldon, director of public affairs for RKO General Broadcasting.

Ideas - Broadcast Music Inc. is considering discontinuation of its "newsletter," a compilation of program ideas distributed to stations 10 times a year. BMI said this type of service is now being handled by other seemingly more appropriate organizations, including the Broadcasters Promotion Association and the Radio Advertising Bureau, so that the gap the "newsletter" was originally designed to fill has now been effectively eliminated. The National Association of Broadcasters said that it is hopeful it can publish a compilation of programming ideas that will be produced by its six radio program clinics scheduled for May and June.

Clay play - By arrangement with Sportsvision Inc. of New York, Telstar Productions and Publications Inc., Westport, Conn., will produce and syndicate two 15-minute interviews, one with Cassius Clay, world's heavyweight boxing champion, and the other with ex-champion Sonny Liston, who meets the champion in May. Format calls for a 15-second opening and close and two one-minute commercial breaks within each interview. The programs will be sold on an exclusive basis.

Film sale - The purchase by WXYZ-TV of 102 Universal post-1952 features from MCA TV was announced last week by the station. The sales price was almost $1 million, according to a WXYZ spokesman. Sixty of the films are in color.

Boone in color - Adventure series, Daniel Boone, on NBC-TV's schedule in black and white this season, will continue in color next fall. The show, NBC said last week, will continue in its same time period, Thurs., 7:30-8:30 p.m. EST.

New celebrity show - In its first move in TV program syndication field, Henry Jaffe Enterprises, Hollywood and New York, announced it will produce and distribute to stations a half-hour celebrity interview program, the William B. Williams Show. The filmed show will feature Mr. Williams, a WNEW New York personality.

New offices - National Telemfilm Associates has moved its New York sales offices to 750 Third Ave. Telephone number is 867-2290.

People and occupations - Realistic Radio Sales, Eustis, Fla., is offering a radio series, So You're Here Today, featuring Harold McWhorter who talks about various aspects of life and individuals according to occupation. For further information contact Realistic Radio Sales, Box 102, Eustis.

Animal films - Little Corral Enterprises, Box 230, Big Horn, Wyo., is offering three-minute, 16 mm color films of animals for use as inserts in children's shows. Scripts are furnished to accompany films and all segments have story lines (e.g., bunnies eating with napkins under chins, mother hen moving chicks into miniature house, etc.). Material is prepared by Charles Fifield, former forest ranger, and Mrs. Fifield.

Hearing planned on free press v. fair trial

Senator Sam J. Ervin Jr. (D-N. C.), chairman of the Senate Constitutional Rights Subcommittee, announced last week that his subcommittee is preparing a background study of guarantees of freedom for news media and fair trial. When completed, the senator said, the study would be used as a basis for expected hearing "to determine the extent of the conflict and the need for legislation in the area of free press and fair trial."

"There is no provision in the First Amendment that would allow us to bridle the few irresponsible newsmen while leaving the rest of the press—which constitutes the great majority—unfettered," Senator Ervin said. But, he added, "this does not necessarily mean that the Constitution precludes any improvement in the present situation."

DPA plans screening

Screening of a dozen programs under consideration by Development Program Associates, which has been formed by a number of major station interests, has been set for Los Angeles March 8-9. The screening, to be held at KTLA(TV), will be open to all broadcasters. Head of DPA is Richard Shively, former Polaris station group executive, now operating out of the Blair building, 645 Michigan Avenue, Chicago.
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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT
CATV case taken to court

Microwave challenges constitutionality of FCC conditions on grant

A common carrier and the community antenna television system it serves have started a court test of the constitutionality of the conditions imposed by the FCC on grants of microwaves to serve CATV's.

Idaho Microwave Inc. and Cable View of Burley (Idaho) Inc., the CATV, assert in a pleading before the U.S. Court of Appeals for the District of Columbia that the 15-day nonduplication condition attached to microwave grants violates constitutional and Communications Act prohibitions against censorship.

This question has often been argued in pleadings before the commission, but it has never been ruled on by the courts. Thus, the case could have far-reaching implications for the commission, which is in the midst of devising policy for all CATV's—those that do not use microwaves as well as those that do.

Lawyers last week pointed out, however, that the constitutional question may not be reached in the case. They note that courts try to avoid such issues if a case can be decided on other grounds.

Idaho and Cable View are appealing jointly from a commission decision attaching to the license it granted Idaho on Oct. 28, 1964, the conditions normally attached to all microwave construction permits. These require Cable View, which relays signals of four Salt Lake City stations, to refrain from transmitting programs for 15 days before and after they are carried by the local station KMTV (TV) Twin Falls, Idaho, and to carry the station's signals on its cable.

Unconditional CP • Idaho had been granted a construction permit on July 8, 1963, five months before the commission began attaching conditions to such grants as an interim measure pending a final decision in rule makings to require CATV's to protect local stations. The conditions were attached to the license as a result of petitions for reconsideration that KMTV and KIP-TV Idaho Falls had filed in connection with the grant of the CP.

Idaho refused to accept the license with the conditions, and it has since been placed by the commission in a pending status, to await the outcome of the CATV rulemakings. The commission has permitted the common carrier to continue operating on program test authority provided the protectionist conditions are observed by the CATV (BROADCASTING, Feb. 8).

Idaho and Burley last week asked the court to stay the effectiveness of that order until it hands down a decision in the case. The plaintiffs, who have been operating unconditionally since October 1963, say they will suffer "irreparable and substantial financial loss" if they are required to abide by the "unlawful restraint."

They say that "prior restraint" on the distribution of "constitutionally protected material . . . constitutes an abridgment of First Amendment [freedom of speech] rights." And they note that the "sole purpose" of the challenged nonduplication condition "is to restrain distribution and thus deny the public's right to receive and view certain television programs."

The commission dismissed similar arguments by Idaho and Cable View, contending that the agency's authority was upheld in the benchmark Carter Mountain decision, that held that the commission has authority to protect local television from CATV competition through its licensing jurisdiction over microwaves (BROADCASTING, May 27, 1963).

New Issue • Idaho and Cable View however say that the nonduplication question was not before the court. Furthermore, they add that the court said it was not passing on the censorship question since the CATV benefiting from the microwave service wasn't a

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**Changing hands**

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

- **WYGO** Corbin, Ky.: Sold to Beckham Garland, Floyd Sowers and Mrs. Clarence T. Sams to James C. Vernon for $80,000. Mr. Vernon was formerly associated with WMTS-AM-FM Murfreesboro, Tenn. WYGO is 5 kw daytime on 1330 kc. Broker: Chapman Co.

- **WKLE** Washington, Ga.: Sold by J. S. Carter to Bradley L. Williamson, Ott G. Stephens and associates for $50,000. Mr. Williamson is president and general manager of WPER Louis-
party to the case.

Idaho and Cable View make a distinction between simultaneous and 15-day nonduplication. They concede the former might be constitutional, since the public is not deprived of programs, as it most definitely is under the 15-day before-and-after restraint.

They assert that if a viewer misses a program when it is carried by a local station, and that program is made available by the CATV system at a later date but within the 15-day restricted period, the viewer's "right to receive the program is restrained."

In addition to the constitutional question, Idaho and Cable View say the commission's action violates a Communications Act requirement that a license be granted in conformance with the permit to construct. They say that no new facts came to the commission's attention after the unconditional construction permit was issued to warrant the attachment of the conditions to the license.

NAB code deletions, additions announced

The code authority of the National Association of Broadcasters last week announced the first list of stations that had been deleted as radio code members. The code reported that 18 AM and FM stations had joined the code between Dec. 15, 1964, and Jan. 15, and that 12 stations were deleted during the period.

Stations added: KOPC Grafton N. D.; KKNY Kearney, Neb.; WJPW Rockford, Ill.; WPFGW Grand Rapids, Mich.; WBBR Wyoming and WMPR Flint, all Michigan; WBNZ Selma, WPVO Puquay and WWNO New Orleans, all North Carolina; WATV Birmingham, Ala.; WTRW Two Rivers, Wis.; WCAZ Carthage, WSEE (FM) Olney and WNNF Highland, all Illinois; KAPR Redding and KNEZ Lompoc, both California; KGW Alamosa, Colo., and KLEA Livingston, N. M.


Reeves adding Pa. to CATV holdings

Reeves Broadcasting Corp., Charleston, S. C., recent purchasers of three community antenna television systems in Maine, acknowledged last week that it also was putting together a CATV complex in southwest Pennsylvania and that "pressing the construction of systems in Enid, Okla., and in Aiken, Manning and Bennettsville, S. C."

Reeves systems now serve about 7,500 subscribers and the firm plans to be serving about 30,000 within five years.

The company acquired existing systems for an undisclosed sum from local owners in Caribou, Ozing Air Force Base, Limestone and Presque Isle, all Maine, on Feb. 16.

The company plans to spend about $500,000 to expand the potential of these Maine systems from 5,000 to 9,500 homes by adding 60 miles of plant to the present 52, said J. Drayton Hastie, Reeves president.

It has contracted to buy Telco Corp.'s franchise for Uniontown, Pa., which would be the center of a system serving Mount Pleasant, Scottsdale and South Connellsville and requiring investment of $300,000 for 72 miles of plant in front of about 7,000 Uniontown homes. When completed, the complex would be in front of 20,000 homes in the area and plans are to achieve about 60% saturation.

The firm also operates systems in Gadens and Opelika, Ala., and Grundy, Richlands and Tazewell, Va. The firm is licensee of WUSN-TV Charleston, S. C., and wttn-TV Huntington, W. Va.

New TV stations

As of Feb. 25 there were 106 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's, 57 were commercial UHF's, 6 were educational VHF's, and 23 were educational UHF's.
FCC given hot foot on CATV

Pastore told decisions will be made in a month, but differences of opinion on method and extent of regulation seem to be growing, not shrinking

Pressure on the FCC to develop policy for regulating community antenna television increased last week, but so did the differences within the commission and among the private industries that the policy will affect.

The added pressure was applied by Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who extracted from Chairman E. William Henry an estimate of "one month" as the time limit within which the commission will reach fundamental decisions on policy.

Meanwhile, a debate has developed within the commission on whether commission regulation of CATV should apply to systems in cities with more than three TV stations. The debate was sparked by the report of Dr. Martin Seiden, the consultant hired by the commission to do an analysis of the CATV industry, who is said to feel that CATV's have a relatively insignificant effect on the fate of UHF stations in large cities—a view sharply disputed by some FCC staff members and commissioners.

In addition the National Association of Broadcasters and the National Community Television Association remained unable to resolve the remaining differences preventing them from agreeing on a joint recommendation to the commission on CATV legislation.

Thursday Appearance. It was against the background of these and other differences that the commission appeared before the Senate Communications Subcommittee Thursday for a progress report on its activities in CATV and other critical areas (see page 65).

Senator Pastore, who earlier accused the commission of "vacillation" in dealing with important policy matters, warned the commissioners that the time has arisen to make decisions for dealing with the rapidly proliferating CATV industry.

Chairman Henry said the matter has top priority at the commission. And, in response to questions from Senator Pastore, he said, the commission would decide "in a month" whether it has jurisdiction under existing law over all CATV's—those not using microwaves as well as those that do—and whether it should assert it, or whether it will seek additional legislative authority from Congress.

In response to another question he gave the same time estimate on when the commission will decide whether or not to propose barring TV licensees from owning community antenna television systems. A notice of inquiry on this was initiated last April.

But the major question before the commission, the chairman said, is whether it should take a different approach to large-market and small-market CATV. He noted that some hold that while a CATV may succeed in a large three-VHF market, it will account for only a relatively small percentage of the homes. As a result, this school maintains, it will not have much if any effect on the fate of UHF's there.

Other View. On the other hand, the chairman continued, some argue that UHF's in large cities are "marginal" at best and that a CATV having "a 20% penetration would put them out of business."

The former view is known to be that of Dr. Seiden, who is said to believe that the commission should not assert the power of the federal government to guarantee a UHF a relative handful of viewers. He reportedly feels that good programming at reasonable cost is the single most important factor in the survival of an independent UHF station in competition with three network-affiliated outlets. He is said to put all-channel set penetration second and CATV a distant third.

He concedes, however, that CATV's have a relatively more important impact on UHF's in small markets, where VHF competition is not as much of a problem (Broadcasting, Feb. 22). His report, which was to have been released this week, was held back for revisions.

The view with which his clashes is being put forth by James Sheridan, head of the commission's Broadcast Bureau, and Joel Rosenbloom, special assistant to Chairman Henry. The chairman and Commissioners Kenneth A. Cox and Robert E. Lee also appeared to support it in their appearance before the subcommittee. They cited the commission's responsibility for expanding free TV service.

Pastore's View. Senator Pastore, however, indicated agreement with the Seiden thesis in a discussion of the situation in Philadelphia, where a number

Explanations were the order of business as the FCC commissioners appeared before the Senate Communications Subcommittee last week.

Chairman E. William Henry (l) was principal FCC spokesman. With him here are Commissioners Bartley and Cox.
of applicants are seeking CATV franchises and three UHF's (WIBF-TV, WPHL-TV and WKBS[TV] Bloomington, N. J.-Philadelphia) are scheduled to go on the air this year. If the UHF's, which provide a free service, he said, "can do as well as the independents in New York [which the Philadelphia CATV hopefuls plan to bring in], CATV will flop. It's all a matter of programing."

But at another point, the senator expressed complete pessimism regarding the fate of UHF's in Philadelphia, with or without CATV. "UHF won't survive in Philadelphia unless it is all-UHF," he said. "It can't compete with CATV." Commissioner Lee said that UHF's operating in Chicago [WCTU], Boston [WIIHS-TV] and Los Angeles [KMEX-TV] 'are in the black' and the new Detroit UHF, WXBD, has gotten off to an encouraging start.

Chairman Henry said he foresaw the possibility of a fourth network through the utilization of UHF's now unused. "But if UHF's are not going to amount to much," he said, "we are wasting a lot of frequency space."

The commission appeared before the subcommittee two days after meeting in closed session for a full day with representatives of the NAB and NCTA to receive a report on their efforts to conclude an agreement on legislative recommendations. The commission and staff members have also been briefed in detail by representatives of the Association of Maximum Service Telecasters on the tough proposal that association has made for regulating CATV (Broadcasting, Feb. 8).

The major stumbling block preventing agreement between NAB and CATV legislation remains the amount of protection CATV's should be required to afford local TV. NCTA has held out for simultaneous-only, while NAB is insisting on 15-day protection.

A compromise proposal has been broached by the NCTA negotiating subcommittee, that would provide for more than simultaneous nonduplication (not necessarily as many as 15 days) between 6 o'clock and midnight in one-station markets. But in return NCTA would want some relaxation of present proposals requiring protection for stations putting grade B signals in a market.

The NAB subcommittee, however, has rejected the proposal, contending that extended nonduplication must be afforded "at least" in two-station markets in order to protect a UHF that would follow the establishment of a VHF station.

Another sticking point apparently developing involves program origination by CATV's. NAB representatives indicated they understood that the agreement previously reached with NCTA would limit such programing to time and weather announcements. NCTA officials, however, say CATV's should also be allowed to originate other programming, subject to the same rules applicable to broadcasters.

NCTA also feels CATV's should be permitted to sell time to advertisers to recover the costs of programing. NAB has opposed this.

NAB and NCTA representatives will continue their meetings, and the FCC will continue its series of special sessions on CATV. Another meeting is tentatively scheduled for this week. The commission also plans to meet with other industry groups.

Those meeting with the FCC last week were: for the NAB, Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., chairman; Vincent Walsiewski, president; Douglas Anello, general counsel; Dwight Martin, chairman of the Future of Broadcasting Committee; Willard Walbridge, KTRK Houston, a member of the Future of Broadcasting Committee, and NCTA, Frederick W. Ford, president; Bruce Merrill, KIVA(TV) Yuma, Ariz., chairman; Robert D. L’Heureux, general counsel; E. Stratford Smith, counsel; Fred Stevenson, former chairman.

FCC policy criticized

Senators question Henry critically on freeze of top-50 market transfers

The FCC and its plans for 1965 were put under the glare of a congressional spotlight last week, as the commission submitted a "progress report" to the Senate Communications Subcommittee.

The light played over the whole range of commission activities, but it lingered so long over community antenna television, multiple ownership questions and political broadcasting, that what had been scheduled as a one-day session, on Thursday, spilled over into Friday.

Competitive network television service, network television programing, implementation of the all-channel television receiver legislation and educational television were other broadcasting items scheduled for the second day (see page 9).

CATV, which Senator John O. Pastore (D-R.I.), chairman of the subcommittee, labeled "one of the biggest responsibilities we'll have to face in this session of Congress," appeared to rank highest in importance to the subcommittee Thursday (see page 64).

But it was the multiple-ownership question—specifically the commission's Dec. 18 notice imposing a virtual freeze on the sale of top-50 market VHF stations to persons already owning VHF's in those markets, that came in for particularly critical attention. Under the notice, applications for such sales will automatically be set for hearing (Broadcasting, Dec. 21).

The Defense * Chairman E. William Henry defended the action as an interim measure designed to prevent what the commission regards as a continuing trend to concentration of control in the major markets pending the formul-
loration of specific rules on multiple ownership. He was accompanied by Commissioners Robert T. Bartley, Rosel H. Hyde, Kenneth A. Cox and Robert E. Lee.

But Senator Pastore termed the policy a "harassment" and said it seems to raise the question as to whether the commission is according broadcasters due process. "Why insist on a full-fledged hearing to make a determination [on public interest] you have made before without one?" he asked.

He also attacked the logic of the proposal, declaring it would protect existing major broadcast station owners from new competition. "One way to compete with giants is to be a giant," he said.

"What are we trying to accomplish that's in the public interest if we don't change the situation as it is today?" he asked. The commission vote was 5-1, with Commissioner Hyde dissenting.

The senator, who has received a number of complaints from large multiple owners, plans to offer them a hearing as a forum to air their side of the controversy. He announced that broadcasters wishing to participate should contact counsel Nicholas Zapple.

Short Lived - Chairman Henry, who acknowledged that the interim policy was "restrictive," confirmed earlier reports that it would be withdrawn (CLOSED CIRCUIT, Feb. 8), possibly within two months. He said the commission hopes to issue by that time a notice of proposed rulemaking to amend the multiple-ownership rules. And these proposals, he said, will be substituted for the top-50 market statements as an interim policy.

Chairman Henry said the notice was adopted as a means of warning potential applicants who would be affected by it that they faced a hearing. He said the commission could have set the same policy simply by designating for hearing the applications of multiple owners seeking a top-50 market VHF.

Another possible choice — doing nothing while the multiple ownership rules were being considered — was rejected, he said, "as not being in the public interest because it would have permitted the trend to continue."

No Trend - Senator Vance Hartke (D-Ind.), however, challenged the commission's assertion that a "trend" toward multiple ownership is underway. He said his information was that there were no more multiple owners in the top 50 markets today than there were in 1956-90. He also said the number of newspapers owning stations in those markets declined and the number of UHF's had increased.

Senator Hartke also questioned whether single station owners present better programming than multiple owners. "We're not sure," said Chairman Henry. "But we feel undue concentration of control is not in the public interest."

"What's undue?" asked the senator. He asked for evidence on whether single or multiple-station owners produce better service and more diversity of views. Chairman Henry and Commissioner Cox said there was no indication that multiple-station owners are doing a better job than single-station owners.

Section 315 - The review of the political broadcasting matters dealt mainly with the question of repeal of the equal-time law. Senator Hartke, the author of a bill (S 1010) to repeal the law, said Congress should act on it now, and not "in the heat of battle" during an election year.

But Chairman Henry said the commission does not plan to recommend repeal of the bill. The commission has taken no position on repeal, but Commissioner Cox noted that repeal would pose some problems — it would mean elimination of provisions prohibiting broadcasters from censoring candidates and from charging them more than advertisers for time.

And Chairman Henry said the commission would be faced with "an impossible task" of refereeing countless disputes growing out of complaints against broadcasters under the fairness doctrine.

Chairman Henry has suggested amending the law to remove splinter parties from its protection and to require broadcasters to give major party candidates free time equal to the amount they buy (BROADCASTING, Jan. 18).

Senator Hartke said broadcasters should be trusted to treat candidates fairly — and that if they didn't, he noted,
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Council furor brings demand NAB board member resign

City council restrictions on audio and video recording of council proceedings have evolved into requests from four Scranton-Wilkes-Barre, Pa., stations that Cecil Woodland resign as a member of the National Association of Broadcasters radio board.

Mr. Woodland, general manager of WEJL Scranton, has just been re-elected to his second board term (BROADCASTING, Feb. 22). At its regular Wednesday meeting on Feb. 17, the Scranton city council put a ban on all sound-on-film or audio recording of the council sessions unless the stations would play them back in full. This action kicked off protests by area stations, saying the council's action was an attack on broadcasters' freedom of access.

Following his initial protest against the ban, Mr. Woodland said he felt the council should clarify its position and meet with radio-television representatives to iron out the difficulties.

In taking this new position, Mr. Woodland was quoted in the Scranton Times, owner of WEJL, as saying that the area TV stations had been "spreading vicious misconceptions" about the council's ruling. The second statement and newspaper article produced on-air editorials by WDAU-TV and WARM, Scranton-Wilkes-Barre stations, that Mr. Woodland was "apologizing for the council" and that he should either go back to his original stand against the ban, or resign as an NAB board member.

WNEP-TV and WNEP-TV later gave their support to the position taken by WARM and WDAU-TV, and the four stations told NAB President Vincent Wasilewski that they disagreed with Mr. Woodland's position and felt something should be done. There were suggestions that NAB intercede and have another association member plead the broadcasters' case on the council problem and that Mr. Woodland's resignation should be called for by NAB.

Mr. Wasilewski said last week that the NAB was staying out of the Scranton furor.

Letter to Council = On Thursday (Feb. 25), Mr. Woodland, in a letter to the city council president, said his previous impression that the ban did not mean coverage of the

Consolidation sought on CATV

The National Community Television Association has joined Westinghouse Broadcasting Co. in urging the FCC to consolidate proceedings dealing with community antenna television matters. But the NCTA, in a filing at the FCC, also called on the commission to conclude that it does not possess the authority to regulate CATV directly.

Also urging the commission to expedite its CATV activity and, unlike NCTA, recommending that the FCC assert its authority over all CATV's, was the Association for Competitive Television (ACT).

Westinghouse's policy statement, filed two weeks ago, urged the commission to assert its jurisdiction over all CATV's, those not using microwaves as well as those that do (BROADCASTING, Feb. 15). Only the former are now under commission jurisdiction — and those through the agency's licensing authority over microwaves.

The proceedings that NCTA says should be consolidated involve a proposal to require microwave-fed CATV's to protect local TV stations, an inquiry into whether TV licensees should be allowed to own CATV's, a proposal to shift CATV microwaves into another frequency band and an ABC suggestion to limit the distance a station's sig-

Court upholds sale of KPAS Banning

The U. S. Court of Appeals for the District of Columbia has upheld an FCC decision issued last July which granted assignment of license of KPAS Banning, Calif., from Stevens Broadcasting Inc., controlled by C. A. Jas-
entire council proceeding was in error. "As general manager of WEJL," he said, "we don't oppose the requirement that the entire proceedings be broadcast. However, as director of the NAB and past president of the Pennsylvania Association of Broadcasters and Pennsylvania AP Broadcasters Association, we strongly protest the requirement."

During all this interbroadcaster feuding, the city council continued the ban and set March 4 as a date for the council to meet with media representatives for a solution to the problem.

In the background of the uproar, but unmentioned in this case, are competing applications for community antenna television systems in Scranton. Among the four applicants are: Total Television Cable Inc. and Semit Cable TV Co.

Total Television is a joint venture of WDUA-TV, WBBR-TV and WNEP-TV. Semit is owned by WEJL and Mr. Woodland is acting manager.

nals may be carried by a CATV.

In its petition last week, NCTA said the commission should consolidate all proceedings which raise the question of FCC jurisdiction over CATV "and to decide, as the commission has done heretofore, and as it has repeatedly informed the Congress, that it does not have the authority to regulate CATV systems directly."

ACT, which is headed by William L. Putnam, president and general manager of Springfield (Mass.) Television Broadcasting Corp., pointed out that "if the FCC has the authority indirectly to regulate the networks, "it most assuredly" has the authority through this same licensing power to regulate cables. No cable operation will carry a station's signals," ACT said, "if the station seriously endeavors to prevent it."

Nine chosen for House subcommittee

Representative Walter Rogers (D-Tex.) was named chairman of the House Communications Subcommittee last week as the parent Commerce Committee completed its organization for the 89th Congress, received its operating funds and established five standing subcommittees.

Representative Rogers, who was chairman of the communications panel in the 88th Congress, heads a nine-member group with six Democrats and three Republicans (reflecting the two-to-one Democratic majority in the House).

Representative J. Arthur Younger (R-Calif.) is the senior Republican on the panel and also one of three Californians on it.

The lineup (asterisk denotes new member): Representative Rogers, chairman; Representatives John E. Moss (D-Calif.), Horace R. Kornegay (D-N.C.), Lionel Van Deenin (D-Calif.), Fred B. Rooney (D-Pa.), John M. Murphy (D-N.Y.), Younger, James T. Brolyhill (R-N.C.) and James Harvey (R-Mich.).

Representative Rogers has said he expects to resume a hearing on the FCC's fairness doctrine sometime this spring, perhaps this month.

The House voted last Wednesday (Feb. 24) to give the commerce panel $262,000 for operations through Jan. 31, 1966, a sum in addition to a legislative appropriation of around $240,000 for the same period.

In the organization announced Thursday (Feb. 25), Representative Oren Harris (D-Ark.), chairman of the full committee, also is chairman of its Public Health and Welfare Subcommittee and the Special Subcommittee on Investigations. He headed the latter group in 1963 and 1964 when it was primarily concerned with broadcast ratings. While that panel still has a report to make on the ratings probe, it is expected to move into other areas this year.

Membership of the investigations subcommittee (asterisk denotes new member): Representative Harris, *Samuel N. Friedel (D-Md.), Paul G. Rogers (D-Fla.), *Lionel Van Deenin (D-Calif.), *J. Oliva Huot (D-N.H.), *John Bell Williams (D-Miss.), Younger, *Willard S. Curtin (R-Pa.) and *James Harvey (R-Mich.). Representative Moss is no longer on the subcommittee.

Representatives Harris and William L. Springer (R-Ill.), who are respectivly senior Democrat and Republican on the full committee, are automatically members of each subcommittee and have voting privileges.

The Commerce Committee has set aside the week of March 8 to move into its new quarters in the Rayburn House Office building.

One of the first topics the committee is expected to consider in its new hearing room will be smoking and health. Proposals to require health warnings on cigarette packages and in advertising are pending before the House panel and its Senate counterpart, and the Senate group is expected to begin its hearing March 22.

NAB sets more of convention lineup

The participants for FM Day, a Tuesday panel and luncheon speaker for the National Association of Broadcasters annual convention in Washington, March 21-24, were announced last week.

The FM day session, Sunday, March 21, will be presided over by Harold K. Kreisling, WMPS-FM Memphis. Three panel discussions and two reports are on the day's agenda.

The panels and participants are:


"Measuring the FM Audience"—Howard Mandel, NAB vice president for research, moderator; Sidney Roslow, The Pulse Inc.; George Dick, American Research Bureau, and Frank Stisser, C. E. Hooper Co.

Reports will be given by Mr. Strouse on the FM broadcasting industry and by George W. Bariletti, manager of the NAB engineering department, on "Vertical Polarization."

The National Association of FM Broadcasters will handle the FM Day morning program.

On Tuesday morning, March 23, there will be a two-hour discussion of the "Future of Television Conference '65." John F. Dille Jr., Communiciana Stations and vice chairman of the NAB television board and co-chairman of the convention committee, will moderate. Panelists are:

Julius Barnathan, ABC-TV; Dwight W. Martin, WDSU-TV New Orleans and chairman of NAB's Future of Broadcasting Committee; Frederick W. Ford, National Community Television Association; FCC Commissioner Robert E. Lee; Beardsley Graham, Spindletop Research, Louisville, Ky.; Theodore Pierson, Washington attorney, and W. Walter Watts, RCA.

The Wednesday program for the NAB's Broadcast Engineering Conference includes a luncheon address by General B. A. Schriever, commander of the Air Force Systems Command, which is responsible for all research, development, procurement and production to make an aerospace system operational.

BROADCASTING, March 1, 1965
Grand Rapids agreement not fully itemized

The FCC's Broadcast Bureau has advised the commission that the agreement submitted by the four parties in the channel 13 Grand Rapids, Mich., proceeding lacks sufficient information to determine whether the "amount or value of payment" being made justifies approval under existing rules.

The document was jointly submitted Feb. 1 by West Michigan Telecasters Inc., winning applicant for the Grand Rapids VHF channel, and the three unsuccessful parties—Grand Broadcasting Co., MKO Broadcasting Corp. and Peninsular Broadcasting Co.

The agreement provides for payment by West Michigan of either $120,000 or $130,000 to each of the three losing applicants in return for dismissal of their appeals currently pending before the U. S. Court of Appeals for the District of Columbia (Broadcasting, Dec. 14, 1964).

In the event the parties agree to the $130,000 payment, half to be paid up front on FCC approval and half within five years, the agreement itemizes $55,000 as the sum each applicant spent for legal expenses, and the balance, $75,000, as each applicant's equity in the station (Broadcasting, Jan. 18).

Channel 13 has been operated as WZZM-TV under an interim operation by the four parties since November 1962.

The bureau points out that assuming $55,000 is the legitimate sum incurred by each of the three losing applicants for legal expenses, and $20,000 is for a promissory note the interim corporation owes each party; and $17,500 is for equipment reimbursement after depreciation, there still remains $37,500 which is now unaccountable.

The bureau noted that this amount "may well be" assets in the station, but has not been sufficiently itemized as required. For this reason, the bureau urged the commission not to approve the agreement until "a sufficient showing" is made by the parties.

Court upholds TBC on pension appeal

A Texas appeals court last week upheld a lower court ruling which dismissed a suit by former employees of the Texas Broadcasting Co. seeking payments from a pension fund.

The 39 former employees, all of whom worked for KXOV-TV Weslaco, Tex., maintained that the trust fund owed them from $50,000 to $75,000 after they lost their jobs when the Weslaco station was sold in 1961 to Kenco Enterprises (which last year resold the station). Trustees for the pension fund claimed the employees were offered jobs at TBC's home station, KTBC-TV Austin, but that they refused.

An Austin district judge dismissed the suit (Broadcasting, April 20, 1964) and last week the state court of civil appeals voted 2-1 to uphold the lower court's ruling. TBC is owned by the family of President Johnson, with the ownership shares in trusts.

Losers seek re-opening because of law suit

A law suit filed by the state of New York charging two of the principals of the winning applicant for channel 9 Syracuse with "conspiracy, price-fixing and anticompetitive" practices, has prompted appeals from six of the losing applicants urging the FCC to rescind its grant and reopen the record.

Syracuse TV Inc., Onandaga Broadcasting Inc., WAXX Inc., Syracuse Civic Television Association, Inc., Golda Television Corp. and George P. Hollinbery also asked the commission to remand the proceeding to a hearing examiner for further evidentiary hearings.

In both individual and joint petitions, they urged the commission to vacate its Jan. 22 award of the VHF channel to W. R. G. Baker Radio & Television Corp. (Broadcasting, Jan. 25).

The parties based their action on the recent discovery that T. Frank Dolan Jr. and Leonard P. Markert, president and vice president, respectively, of W. R. G. Baker company, are among seven defendants in a complaint filed Dec. 31, 1964, in the New York Supreme Court by the state's attorney general.

Messrs. Dolan and Markert also own (each 50%) the Edward Joy Co., a plumbing supply company. The Joy company was charged in the suit with "entering agreements and engaging in conspiracies to restrain and eliminate free competition" in the building construction industry to the detriment of New York's school and university construction program.

The six losing applicants noted that Baker failed to notify the commission, as FCC rules require, of the pending law suit. They urged the commission to reopen the record to determine if Messrs. Dolan and Markert engaged in anticompetitive practices which reflect on their qualifications as a licensee and to determine the circumstances surrounding Baker's failure to inform the FCC of the pending suit.

Channel 9 has been operated since September 1962 as WSYN-TV under an interim agreement among the nine original applicants for the facility. Last month the commission awarded the channel to Baker.

The other two applicants are Salt City Broadcasting Corp. and Veterans Broadcasting Inc. The latter company has withdrawn from the interim operation as a result of its sale of WROC-AM-FM-TV Rochester, N. Y., to Rust Craft Broadcasting Co. (Broadcasting, Feb. 15).

Two more stations notified of fines

The FCC has notified Arthur C. Schofield, licensee of WYXK-AM-FM Paducah, Ky., that he was subject to a $500 fine for failing to report a change in station assignment and an illegal transfer of stock.

The commission found that Nationwide Stations Inc. operated WYXK from mid-1962 to the fall of 1964 without FCC approval. The commission also noted that a contract for the transfer of 20% interest to Raymond F. Damgen also was not reported.

In a similar action the FCC notified the Moab Broadcasting & Television Corp. that it has incurred a $500 fine for violations of its station KUCA, Moab, Utah, for failure to keep a maintenance log and failure to reduce power at sunset as required by its license.

More colleges offer radio-TV courses

A National Association of Broadcasters survey of colleges and universities offering radio and television courses, shows that there are more schools offering degrees to more students than in the 1963-1964 survey.

This 1964-65 report, prepared by Dr. Harold Niven, assistant to the NAB president, shows 126 schools offer a bachelor's degree in radio-television, 15 more than last year. A master's degree is offered by 60 schools, one more than the previous report and 17 schools offer a doctorate, two more than did so last year.

The survey reported that of the 4,480 students seeking degrees, 3,257 are juniors and seniors working on their bachelor's, 773 are seeking masters, and 180 are studying for their doctorates.

The previous study showed 2,994 working on bachelor degrees, 593 studying for masters and 132 candidates for doctorates.

Of the schools reporting this year, there are 320 fulltime instructors in radio and TV courses and 331 who cover some phase of broadcasting. Comparable figures for the 1963-64 report are 292 fulltime and 267 parttime teachers.
Consulting firm formed in Boston

Austin A. Harrison, general manager of WHS-TV Boston, and Roy V. Whisnand, president of the Whisnand Management Co., have announced the formation of a broadcasting management consulting and marketing service organization in Boston.

The new firm, Austin A. Harrison Co., will engage in the ownership and operation of TV and radio stations and offer services in finance, investment, advertising and marketing with special attention given to the broadcasting industry.

Harrison Co. has obtained permission to use the facilities of educational-commercial WHS-TV to develop general programming as a part of its services. WHS-TV, licensed to the Boston Catholic TV Center Inc., is owned by the Archdiocese of Boston and operates as an educational station from 9 a.m. to 3 p.m., at which time it becomes a commercial facility.

‘Victim of conspiracy’ to get new hearing

A federal appeals court told the FCC last week to reopen the record in the case of a broadcaster whose renewal for one station was denied, and whose board of directors was revoked.

Stressing that the “interest of justice requires a supplemental record,” the U.S. Court of Appeals in Washington told the FCC to hear the testimony of two witnesses who claim that Edwin H. Estes was framed by a local competitor into sending false program logs to the FCC with his application for renewal of WMOZ Mobile, Ala.

The FCC ruled last year that Mr. Estes had falsified the program logs submitted with WMOZ’s renewal application. It also found he therefore lacked the proper qualifications to be the licensee of WPFA Pensacola, Fla. (Broadcasting, Feb. 10, 1964). The four-commissioner decision upheld the findings of a hearing examiner who recommended the same penalties.

In March last year, Mr. Estes asked for a rehearing, offering the affidavits of two employees who would, he said, back up his contention that he was the victim of a conspiracy. The commission denied these petitions last June.

In issuing its unsigned ruling last week the court said it was making no judgment on how the FCC should decide the case, but felt that “public interest” considerations require a supplemental record.

Sanders named chairman of NAB selection group

Ben B. Sanders, KDIC Spencer, Iowa, has been chosen chairman of the National Association of Broadcasters selection committee. Mr. Sanders was named last Thursday (Feb. 25) at the committee’s first meeting in Washington.

The committee’s job is to find someone to replace Willard Schroder, NAB board chairman, when his term expires in June. Other members of the committee are: James D. Russell, KTV (TV) Colorado Springs; Robert F. Wright, WTKR (TV) Meridian, Miss.; Ray Johnson, KMED Medford, Ore.; Ben Strouse, WWDC (FM) Washington, and Carleton D. Brown, WTVL Waterfall, Me.

All, except Messrs. Strouse and Brown were present last week. The committee plans another meeting in Washington before the NAB convention later this month.

KBZV seeks denial of revocation petition

KBZV Salem, Ore., has asked the FCC to deny the petition for revocation directed against the station by W. Gordon Allen, former owner of KGAY Salem and presently, according to the commission’s records, a 25% stockholder in KBZV.

Mr. Allen’s petition, filed with the commission Jan. 29, alleged that C. O. Fisher, president of Salem Broadcasting Co., KBZV licensee, and B. Loring Schmidt, former licensee of KBZV (then KOCO), “willfully concealed” from the commission in 1956 the existence of three contracts which effected the station’s transfer.

The petition also charged that the two principals submitted a false assignment application to the commission which referred to the transaction as only being an “oral” agreement (Broadcasting, Feb. 8).

In its opposition, KBZV said that the action sought by Mr. Allen is totally unsupported and is the “latest in a long series of attacks” on the principals of Salem Broadcasting going back to 1953.

The company also noted that the commission last month, in the channel 3 Salem TV proceeding, reviewed the same accusations and found that there was “no attempted misrepresentation or failure to disclose pertinent information.”

The issue of the contracts developed in the channel 3 Salem proceeding since Nancy Fisher Harrison, who owns 50% of Salem Television Co., the winning applicant, also is secretary and 25% owner of Salem Broadcasting.

The losing applicant in the TV proceeding, Salem Channel 3 Telecasters Inc., was disqualified, according to the commission, because of “the submission of a false statement under oath... crowned by lack of candor and deliberate evasion.” The examiner in the proceeding also discovered that Mr. Allen’s wife was a financial backer of the disqualified applicant, Salem Channel 3.

KBZV notes that the time elements involved in executing and obtaining
Financial firms help KCBC get own ratings

Claire E. Grant, vice president and general manager of KCBC Des Moines, Iowa, was annoyed when the rating services failed to give what he felt was a true picture of his station's audience. But unlike some other managers who have been in a similar situation, Mr. Grant turned from annoyance to action.

It began 15 years ago. KCBC believed it had "built a responsive adult audience with a format of relaxed radio, consisting of album music and local headline news on the hour. But the rating service showed us sixth in a six-station market. We felt this was far from a true picture and we began looking for a believable sales tool," he said.

Mr. Grant went to the largest savings and loan association in Des Moines, got it to enclose a return postcard with its next monthly mailing to 10,000 home owners. The card asked "What radio station do you listen to most?" It listed the six Des Moines radio stations by call letters, position on the dial and description of program format. The home owner was asked to list his first, second and third choices by checking boxes opposite call letters.

The cards were returned to the savings and loan association—and with no premium or other inducement to respond, there was a 17% return. The tabulation, also done by the savings and loan firm, showed that KCBC stood second among the stations for home listening, first for car listening, Mr. Grant said.

In presenting the study to local businessmen, KCBC salesmen made these points: The people reached by mail were permitted to give their answers at their own convenience, with time to think things over; they were expressing their opinions to a local financial institution they trusted and respected, so it would be reasonable to assume that their answers would be more reliable than those made to an unidentified interviewer on the telephone; and the results were tabulated by local people beyond reproach and held in high esteem in the community.

The survey "resulted in substantial business for KCBC," Mr. Grant reported. In fact, it worked so well that it has been repeated each year since, and in duplicate, with a bank and a savings and loan company sending out the same cards at the same time. More important, the cards received back from the holders of checking accounts at the bank or mortgages from the savings and loan association have, year after year, indicated that KCBC was a station home owners trusted.

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1.

FOR THE MONEY . . .

... at the top of the agenda for the top investors in the business of broadcasting is the Annual Convention of the National Association of Broadcasters starting March 21 in Washington.

72 (THE MEDIA)
year, shown virtually identical results, he said.

KCBS pays for the printing and postage and the financial institutions (six now cooperate) donate the tabulation time and effort for the information they get from the study.

The survey results are readily accepted by Des Moines businessmen who know and trust the financial institutions which cooperate with KCBC in making the studies, Mr. Grant declared. But he added that for some unaccountable reason, advertising agency timebuyers don’t go along with this reasoning. “They seem to feel that because it is made locally it is subject to suspicion. However, I can assure you that it is impossible to get the six largest financial institutions in Des Moines to rig the results of a study circulated with their name attached.”

Cox drops plans for Ohio microwave system

Cox Broadcasting Corp. has abandoned plans for a microwave system that was to relay programs ofeton-TV Chicago and several Ohio stations to community antenna television systems in Ohio.

The FCC, at the request of Video Service Co., of Dayton, Ohio, a Cox subsidiary, dismissed the company’s 11 applications for construction permits for microwave relay stations in Indiana and Ohio.

The action was almost concurrent with—and was related in part to—the commission’s approval of the sale of a microwave system in Indiana to Video Service (Broadcasting, Feb. 22).

When filed in February 1964, the applications gave rise to speculation that Cox was planning a microwave system that would extend from Chicago to New York, serving CATV’s along the way. This was based on applications, filed earlier, for microwaves to relay the signals of independent New York and Philadelphia stations to CATV’s in Chambersburg and Tyrone, both Pennsylvania. Those applications are still pending.

William Sims, counsel for Cox, said last week that speculation lacked “substance.”

He added that the Chicago-Ohio microwave applications were dismissed because “they had been pending for a long time” and because the other applications were granted. He referred to the commission approval of the purchase by Video Service from Jerrold Corp. of the Indiana microwave system, which relays five channels of service to a CATV in Logansport, two to one in Peru and four to one in Lafayette, all Indiana. The commission also granted another Cox subsidiary, The Dalles (Wash.) TV Co., microwave authorizations to serve a Cox-owned CATV with signals of six stations.

The Chicago-Ohio system would have served CATV’s in Lima, Findlay, Fostoria and Tiffin, all Ohio, with signals from one or more of six Ohio stations, in addition to the programing of WOVT.

ABC Radio to have revue at NAB convention

ABC Radio said last week it will present a musical revue, “My Son, the Affiliates,” at the network’s second annual reception and show for affiliates attending the National Association of Broadcasters’ convention. The event will be held on March 21, a day before the convention’s official opening in Washington.

The musical revue, set for 11:30 a.m. in the Park theater at the Sheraton-Park hotel, will emphasize the network’s goals and will pay tribute to the affiliates. A buffet lunch follows at the Park room. In the Ambassador suite on March 20 affiliates will be welcomed at an open house at 4 p.m. A reception will be held March 21 at 10:30 a.m. in the Continental room.

William MacCallum, ABC Radio Midwest regional program director, will produce the revue and Warren Sommerville of The Theater Five will direct.

The network also plans to send the 24-man cast of Breakfast Club from Chicago, with the show originating March 22-24 from Washington’s Mayflower hotel.

Revisions of bylaws up for approval

Changes in the bylaws of the National Association of Broadcasters were sent to the membership last week for approval. The changes were approved by the NAB joint board at its meeting in Palm Springs, Calif., in January (Broadcasting, Feb. 1).

The proposed amendments redefine terms of service of the board chairman and create a vacancy if a board member changes status.

One amendment would delete the stipulation that no board chairman “shall serve more than two successive one-year terms in this office.”

NBC-TV affiliates plan annual meeting

TV stations affiliated with NBC will hold their annual convention on March 17-18 in New York, highlighted by a TV network presentation and a luncheon address by NBC Board Chairman Robert W. Sarnoff.

Both events will be held on Thursday (March 18) at the Waldorf-Astoria. A closed session is slated for the preceding day, according to Tom Knue, vice president, NBC station relations, who said last week that advance registration indicates record attendance by affiliates.

A reception and dinner will be held Thursday evening with NBC-TV stars providing entertainment. Key network executives, led by Mr. Sarnoff and Robert E. Kintner, NBC’s president, will represent NBC-TV.

The affiliates, it is being announced today (March 1) will present comedian Bob Hope with an award, the first of its kind made by the stations. He’ll receive a citation, which salutes him as the most distinguished entertainer ever to appear on stations affiliated with NBC, as a highlight of the entertainment portion of the convention proceedings.

FOR THE SHOW . . .

... in the city of really big shows (at either end of Pennsylvania Avenue), Washington will be the site of the most important gathering of broadcast business people since 1961. Everybody who is anybody will be on hand to speak up for their segment of the business. What they say, and what they do here, could affect you, your product or service, now and for years to come.
ASCAP’s income up 6.3% in ’64

The American Society of Composers Authors and Publishers had a gross income of $40,182,307 in 1964, 6.3% better than the 1963 gross of $37,798,908, according to a treasurer’s report read Wednesday (Feb. 24) to a West Coast membership meeting of the music rights licensing society. Of the total, $39,494,024 came from fees paid by broadcasters and other licensees. Interest on investments accounted for $503,791 and membership dues for $157,492. Salaries and other operating expenses amounted to $7,937,378, leaving $32,244,929 available for distribution to ASCAP’s writer and publisher members.

Not included in those figures is $414,200, paid to ASCAP by the four national radio networks but held in escrow pending the settlement of the dispute over radio rates either through negotiation or in the courts. Stanley Adams, ASCAP president, told the West Coast members that network radio, which used to account for more than half of ASCAP’s radio revenues, now contributes only 5% of the radio total. Most radio money now comes from independent radio stations, which play albums of works written and published by ASCAP members.

ASCAP membership is growing “by leaps and bounds,” Mr. Adams reported, with 250 active writer members and 101 publisher members added within the last six months. There are now 7,756 writer members and 2,521 publisher members for a total membership of 10,277, he stated.

Ampex Corp. up 8% in third quarter

Ampex Corp., Redwood City, Calif., has reported record sales and net earnings in fiscal 1965 for both the third quarter and nine months ended Jan. 30. Third quarter sales totaled $38,356,000, up 8% over last year and net earnings were $2,008,000, or 22 cents a share, up 10%. Comparable nine-month figures were up 6% and 7%, respectively, over the same period in fiscal 1964.

Nine months ended Jan. 30:

<table>
<thead>
<tr>
<th>Description</th>
<th>1965</th>
<th>1964</th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.57</td>
<td>$0.53</td>
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<tr>
<td>Sales</td>
<td>$101,388,000</td>
<td>$101,625,000</td>
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<tr>
<td>Net earnings</td>
<td>5,324,000</td>
<td>4,984,000</td>
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<tr>
<td>Shares outstanding</td>
<td>9,205,418</td>
<td>9,214,031</td>
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Four Star shows profit in first-half report

Four Star Television showed a “substantial improvement” in both sales and earnings for the first half of the current fiscal year over the like period of the previous year, according to an interim report to stockholders. Both of the company’s network programs, The Rogues on NBC-TV and Burke’s Law on ABC-TV, have been renewed for the balance of the 1964-65 season. The half-hour children’s show, Shenanigans on ABC-TV, has been extended for 13 weeks, the report states. A wholly owned subsidiary, Four Star Distribution Corp., now has 11 filmed TV series in syndication on 254 stations in 186 U.S. cities and is enlarging its initial library of motion pictures.

26 weeks ended:

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<tbody>
<tr>
<td>Earnings per share*</td>
<td>$0.25</td>
<td>$0.25</td>
<td>$0.25</td>
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<tr>
<td>Income</td>
<td>8,631,927</td>
<td>5,638,298</td>
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<tr>
<td>Film rental and live</td>
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<td>television</td>
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</tr>
<tr>
<td>Other</td>
<td>267,028</td>
<td>134,061</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>8,898,955</td>
<td>5,772,369</td>
<td>8,762,213</td>
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<tr>
<td>Costs and expenses</td>
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<td>8,102,213</td>
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<tr>
<td>Net income</td>
<td>1,664,018</td>
<td>586,157</td>
<td>267,028</td>
<td>134,061</td>
<td></td>
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<tr>
<td></td>
<td>586,157</td>
<td>267,028</td>
<td>134,061</td>
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*Based on 665,000 shares outstanding

IRLS lifts tax exemption after group uses TV

A ruling by the Internal Revenue Service taking away the tax exemption of the American Plywood Association, because among other things it went heavily into TV in 1961, will be fought in court.

The association, formerly known as the Douglas Fir Plywood Association (DFPA), said: “Obviously, it will be necessary to test the new IRS position in court, which probably will be a long, tedious and expensive process.”

According to material released by the organization on Feb. 11, the Seattle IRS district director informed the APA on Jan. 27 that its tax exemption as a trade association was being revoked as of Jan. 1, 1961. This was based, the district director said, on the fact that commencing in 1961 APA "substantially increased your advertisement of the DFPA trademark which principally benefitted the products of your members rather than the products of the industry as a whole."

The only significant change in its activities beginning in 1961, the association said, was the use for a two-year period, of television as a national advertising medium (David Brinkley’s Journal on NBC). Before 1961, the APA said, consumer campaigns had been directed to readers of national magazines. It has enjoyed tax exemption since 1938, the organization said.

The IRS document said that in 1962 total disbursements were $7,369,191, of which $2,029,916 was for television.

"It may be an oversimplification to say," APA commented, “that IRS has
decided that exposure of a message on television carries much greater weight than exposure of the same message in national print media, but it does appear that this is the case. If this approach prevails many other business factors could obviously be judged unilaterally by the government, and an enterprise could conceivably be taxed on how well an enterprise could have conducted its affairs, in the opinion of IRS, and not on how well it did, in fact, conduct its affairs."

**Time Inc. net income up 87% for 1964**

Time Inc. last week reported a gain of 87% in net income for 1964, a year in which revenues climbed 16% to $413 million. The margin of net income after taxes rose to 6.4% from 4% in 1963. The company's year end statement noted "an upswing in revenues, audience and programming activities..." for Time-Life Broadcast. It also described continuing exploration for new opportunities in broadcasting including community antenna television.

Year ended Dec. 31:

<table>
<thead>
<tr>
<th>1964</th>
<th>1963</th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$3.90</td>
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<tr>
<td>Revenues</td>
<td>412,507,000</td>
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<tr>
<td>Operating income</td>
<td>43,700,000</td>
</tr>
</tbody>
</table>

**National General up 50%**

National General Corp. had a 50% increase in net operating income for the first quarter of fiscal 1965, 13-week period ending Dec. 29, 1964, in comparison with the like period a year ago. The company owns 216 theaters and is becoming active in closed circuit theater television.

First quarter:

<table>
<thead>
<tr>
<th>1965</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.18</td>
</tr>
<tr>
<td>Gross income</td>
<td>$17,781,086</td>
</tr>
<tr>
<td>Net operating income</td>
<td>64,833</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,583,973</td>
</tr>
</tbody>
</table>

**Storer sells Standard Tube**

Storer Broadcasting Co. last week announced an agreement to sell its 334,601 shares of class "B" Standard Tube Co. stock to Michigan Seamless Tube Co. for $11 a share. Total purchase price is $3,680,611 which, according to George B. Storer Jr., president, will result in an after-tax profit of $1,527,000 for the broadcasting firm.

Standard Tube has 658,191 shares outstanding, 50.84% of them owned by Storer. Michigan Seamless will offer all Standard shareholders the same price per share between March 1-16.

**TO GO...**

the direct and most productive way for you to "cover" the NAB Convention. In addition to the thousands of additional copies for on-the-spot delegates, more than 25,000 subscribers will be following the convention proceedings and reading your sales messages in these four Convention-oriented issues.

... BROADCASTING will be on hand to follow every action of the main event as well as the many scheduled conferences, committee meetings, including unscheduled gatherings—all of which will be presented in meaningful, briskly-written reports in four specialized issues.

... GO BROADCASTING for the complete show, get maximum exposure for your station, service or product.

BUY the complete package of four sure-fire issues for incomparable readership among the people who need to know you or BUY any one or a combination of the four to reach your specific prospects.

COMMUNICATE NOW WITH YOUR MAN FROM BROADCASTING
Another grab at the TV spectrum

Mobile radio users firm up campaign to get more frequencies, and they're getting solid help from manufacturers, engineers—maybe the government

The growing swarms of mobile communications users are picking up powerful support in their quest for more frequencies. They are taking dead aim at some of the spectrum space that television now occupies.

The pressure for expansion has been building up for some time as more and more private radio communications systems were installed by taxi fleets, trucking operators, police, fire and other government services and all kinds of enterprises that operate vehicles with which they wish to communicate. In recent weeks, however, the land mobile users have been given a hand by prestigious helpers whose word cannot be ignored.

* A special study group appointed by the Joint Technical Advisory Committee, which represents engineers and manufacturers, has been quietly working on a plan to shoehorn mobile circuits into the VHF television band in major cities, where land mobile users are heavily concentrated.

* In an official study of spectrum use the JTAC has recommended that television channel widths be narrowed to make room for more land mobile frequencies.

* The FCC has appointed a Land Mobile Advisory Committee including engineers and representatives of private industry. Broadcasting is only lightly represented on the full committee and is represented not at all on the 26-member executive committee which last week was notified to meet April 22-23 in Los Angeles where it will inspect land mobile services. Only executive committee members have votes.

The JTAC's shoehorn group is expected to issue a report soon, perhaps within the month. It has been studying the feasibility of putting land mobile circuits on VHF television channels that are unused by local stations. In New York, for example, where channels 2, 4, 5, 7, 9, 11 and 13 are occupied by broadcast stations, the land mobile services would use one or more of channels 3, 6, 8, 10 and 12 which are not assigned to New York. The JTAC group is reported to be nearing what it regards as a method to insert the mobile services without interference to the TV stations in New York or to those in other cities.

This committee is headed by Dr. John A. Pierce of Harvard University. The vice chairman are Frank Marx, president of NBC Engineers, and Waldo A. Shipman, of Columbia Gas System Service Corp.

Throwing the Book * The proposal by JTAC that television band widths be narrowed was made in a book, Radio Spectrum Utilization, newly published under the auspices of the JTAC. In the book the JTAC suggests that a compression of television channels would provide more space for land mobile services. It does not indicate how much narrower TV channels should be, but it is implied by some of those who helped in writing the book that TV channels under today's "state of the art," could be halved.

"The most pressing need in the VHF and UHF bands," the book states, "is the provision of sufficient space for the land mobile services." Not only have the needs for land mobile service expanded in recent years, it says, but the users have virtually exhausted their efforts to use the present channels at their most efficient capabilities. Added efficiently, JTAC says, can come from the use of computers which would aid in making geographical allocations and which could result in "a few more usable channels in crowded areas," and more stringent system standards which might make for more efficiency in use.

But, the book adds, these measures are only a partial solution. The need is for additional frequencies.

"One step in this direction," the re-
port says, "would be a complete review of the spectrum utilization standards for television to develop more rigid standards, freeing some spectrum space now allocated to television broadcasting, for the mobile services. Even a small reduction in the required channel bandwidth would result in substantial relief."

Homogeneous TV • Because the broadcasting services occupy over 50% of the spectrum from 30 mc to 1,000 mc (FM and TV), JTAC declares, "it is quite natural that searching questions be asked as to determination of the need for the size of TV allocations and as to the possibility of improved spectrum utilization in TV channel assignments. The former question is beyond the scope of this book. As for efficient spectrum utilization, the present distribution of TV frequencies makes the job inherently difficult." This is a reference to the three distinct television bands in the VHF-UHF portion of the spectrum—from 54 mc to 72 mc (channels 2-13), from 174 mc to 216 mc (channels 7-13), and from 470 mc to 890 mc (channels 14-83).

The report continues: "There is no doubt that a single relatively compact TV allocation would lead to more even distribution of utilization and to economies in equipment construction that could then be 'reinvested' in improved technical performance. Hardly any change has been made over the past 15 years in the spectrum utilization standards of TV systems. Studies of what improved receiver performance, or improved antenna systems might offer toward providing the required potential number of TV stations within a more limited total allocation should also be thoroughly explored in the laboratory and field.

"Work on the evaluation of the need and toward improving utilization efficiency should go on even though at the outset it would appear that existing investments in stations and receivers might dictate perpetual maintenance of the status quo. The situation in the 30-1,000 mc band is definitely too far out of balance to freeze earlier decisions without continual investigation and field trials of many different technical approaches."

Formed in '48 • JTAC was formed in 1948 by the Institute of Radio Engineers (now the Institute of Electrical & Electronic Engineers) and the Radio Manufacturers Association (now the Electronic Industries Association). It was established at the request of the late Wayne Coy, then chairman of the FCC, to provide "unbiased" technical advice to the commission. The book, which also contains recommendations for AM and FM broadcasting (see page 76), is the work of over 30 engineers representing industry and government. None, however, represents broadcasting.

Dorman D. Israel, Emerson Radio & Phonograph Corp., who is the current JTAC chairman, emphasizes that "the book wasn't written for today; it was written from a long-term viewpoint. We feel that the information is the things that must be done in order to best use the radio spectrum."

Philip F. Siling, chairman of the group which put the book together and also of the subcommittee which presented its analysis of the services using the spectrum, stressed that the recommendations apply to many services and point the way to better use of the spectrum and to the improvement for the services using the radio bands.

FCC pinpoints FM's interference to TV

The FCC has prepared an information bulletin which examines and explains interference to TV reception caused by extraneous radiation from FM stations.

The bulletin notes that the TV interference can be experienced anywhere in the U.S. but is limited to reception on channels 7 through 13.

The interference is of two types:

1. that caused by the direct second harmonic radiation of the FM signal falling within the TV receiver band-pass,

2. the generation of second harmonic signals within the individual TV receivers which become overloaded due to the strong "fundamental" signal from the FM station.

The severity and extent of this type of interference, according to the commission, will depend upon the distance between the TV and FM stations involved; the relative strengths of the two signals; the exact relationship of the FM harmonic (the undesirable foreign frequency) to the TV station's picture and aural carriers, and the orientation of receiving antennas.

Reception of a distant TV signal, when an FM station is in operation close to the TV receiver reportedly will cause the greatest interference to the TV signal.

The FCC pointed out, however, that these two types of interference "cannot be cured" at the FM station and "should not be blamed" on the FM licensee.

The commission also noted that the problem basically stems from the design of the TV receiver, since the receiver does not have sufficient selectivity to reject an FM signal which is far removed from the TV signal frequency.

Sound-equipped hat

A radio-equipped football fans' headgear was previewed by the Hat Corp. of America last week. The New York hat firm's creation is made of imitation Persian lambs wool with an earphone connected to a seven transistor radio by a flesh-colored wire. The hat, which sells for $20, is designed so the wearer can listen to one game while watching another.

"Everybody knows that TV channels can be narrowed today. You could get the same TV services you have now in about 3 mc," he said. "The average receiver today," he noted, "doesn't accept the full 6 mc anyway; it ranges from 3.5 mc to 4.5 mc."

The analysis of present allocations in various portions of the radio spectrum, and the recommendations for long-term changes, were the product of a special group headed by Mr. Siling, frequency allocation expert and retired RCA Frequency Bureau chief. Others on the committee: Wilfred Dean, U.S. Navy; Grant Ericson, AT&T; Herman Garlan, FCC; Richard P. Gifford, General Electric; George Jacobs, U.S. Information Agency; Paul D. Miles, Office of Emergency Planning; James E. Ogle, FCC; Francis M. Ryan, AT&T (retired); Andrew Vadasz, GE; James P. Yeatch, RCA, and William H. Watkins, FCC.

The FCC's Advisors " The recent appointment by the FCC of the Land Mobile Advisory Committee was another indication of heightening interest in expansion of the mobile services. The FCC first announced its intention to appoint such a committee two years ago as part of a broad inquiry prompted by the filing by the National Association of Manufacturers of a petition seeking for land mobile use the UHF television channels 14 and 15.

After one postponement, the deadline for comments on the NAM's proposal...
was put at next April 1 with reply comments due May 18.

Chairman of the FCC's advisory committee is Commissioner Kenneth A. Cox. Vice chairmen are James E. Barr, chief of the FCC's Special Radio Services Bureau, and Allen Cordon, legal assistant to commissioner Cox.

FCC told to revisit 770 kc

The FCC's clear channel case may have to be reopened in part as the result of last week's decision of the U. S. Court of Appeals in the 25-year-old 770 kc case.

The court, in a unanimous, three-judge decision, told the FCC it had not dealt fairly with ABC when it decided that the network-owned WABC New York would have to share 770 kc with KOB Albuquerque, N. M.

This made both stations class I-B stations, the court said, while WCBS New York, owned by CBS, and WNBC New York, owned by NBC, retained their class I-A status, although the CBS station was ordered to share its 880 kc with a new class II-A station in Wyoming. The NBC station, which already had a class II station in Alaska on its 660-kc frequency, was not required to accept another class II station on that frequency.

A class II station is required to directionize at night to protect the dominant clear channel station on its frequency. Class I-B stations on the same frequency must both directionize at night.

Circuit Judge George T. Washington, writing for himself and Judges David L. Bazelon and Wilbur K. Miller, virtually told the FCC that perhaps Albuquerque did not need a class I-B station; that KOB could very well be a class II station. If not, he said, the commission ought to review its decisions for 880 kc (WCBS) and 660 kc (WNBC) in order to put all three network "flagships" on an equitable basis.

"The history of this dispute does not reflect credit on the commission," the decision reads. "Its response to this court's orders [the case has been up to the appeals court three times] has not in final result been to alleviate in any substantial sense the very real grievances which we consider ABC to have suffered over the years. . . . We recognize also that it is not our function to decide what is in the public interest. But we can state that compelling public interest reasons must be given for not giving equitable channel treatment to WABC. We do not find those reasons here. We think that, as the matter now stands, ABC has not received equitable channel treatment on a comparative basis, taking into account the situation in its current aspect."

The same court upheld the FCC's decision to hold in abeyance the application of Hubbard Broadcasting Co., licensee of KOB, for 770 kc in New York. Hubbard had appealed from what it called the FCC's delay in acting on its application.

How It Happened • The case goes back to 1941 when the then WJZ New York (now WABC) was shifted from 760 kc to 770 kc as a class I-A clear channel station, and KOB Albuquerque was shifted from 1180 kc to 1030 kc (with 10 kw) but given special authority to use 770 kc with 50 kw. The moves were necessary because 760 kc and 1180 kc were removed from U. S. use under terms of the new North American Regional Broadcasting Agreement. Ever since, ABC has sought to remove KOB from operating on 770 kc.

The clear channel case, which began in 1945, was concluded in 1961. The FCC decided to break down 13 class I-A frequencies (out of 25 existing) by placing class II stations on the same frequencies in other parts of the country. The other 12 class I-A frequencies were reserved for subsequent action, including possibly higher power.

Court upholds edict against Jerrold Corp.

A federal appeals court has affirmed a $325,000 treble damage antitrust verdict won by KPQ Wenatchee, Wash., against Jerrold Electronics Corp., Philadelphia. A Seattle federal district court jury last year awarded this sum to KPQ in a civil antitrust suit against Jerrold. Jerrold appealed, and on Feb. 9, the U. S. Court of Appeals in San Francisco affirmed the verdict.

KPQ claimed that it was forced to sell its CATV system to a Jerrold-Whitney combination in 1954 after Jerrold refused to sell it equipment. Suit charged

FANFARE

ABC owned stations plan big promotion

TV and radio will figure prominently in a promotion drive to be conducted early this month by ABC-owned television stations in behalf of current programming. TV will be used heavily on the five owned TV outlets and radio advertising will support the promotion on the radio affiliated stations as well as on other stations in the markets. Emphasis will be divided equally on local and network programming.

Plans formulated at a meeting held early last month in New York call for all five TV stations to participate in the campaign that's regarded as probably secondary only in scope to the promotional drive put behind the new season in the fall. All other promotion "facilities," such as newspapers, magazines, outdoor advertising and supplements, will be used in the markets.

During the meeting, station advertising-promotion directors also attended an ABC-TV presentation on programming for the fall season and met with Leonard Goldenson, president of American Broadcasting-Paramount Theaters.

Drumbeats . . .

Membership jump • Charles Dross of WROM Rome, Ga., and president of the Georgia Association of Broadcasters will receive the National Association of Broadcasters Code Authority annual Award of Merit for the GAB's "Crusade for the Code." The award, to be given March 23 at the NAB's Washington convention, is being presented for its drive which increased the number of Georgia radio code members from 40 (23% of stations) to 93 (52%). The campaign began last September (Broadcasting, Sept. 21).

Profiles • WBG Alexander, N. C., to introduce its personnel to the public, has compiled a booklet with pictures and biographical sketches of the administrative, programming, sales and engineering staffs.

In retrospect • In its recently distributed booklet, "Year of Achievement," WPRO-TV Providence, R. I., recounts and illustrates the many various types of special programs it produced in 1964.

Promotion for Westinghouse • Westinghouse Broadcasting Co. has retained Klein/Barzman, Los Angeles, as its promotion agency. The agency will develop promotions for all of Westinghouse's radio and TV stations and its syndicated properties. The group, formed in 1960, is headed by Bob Klein and Alan Barz-
restraint of trade. The Jerrold-Whitney CATV in Wenatchee was subsequently sold to H&B American.

The Department of Justice brought an antitrust suit against Jerrold in 1957 charging that Jerrold imposed tie-in-promises from its customers on equipment and service. Jerrold was found partially guilty in 1960 and agreed to stop the questioned practices.

NAB: remote control for VHF transmitters

For the third time in 13 years the National Association of Broadcasters is asking the FCC to amend its rules regarding remote control operation of transmitters. The attempts in 1952 and 1956 were successful.

Last week the NAB asked that the commission allow VHF stations to operate transmitters through either a DC wire-line system or a multiplex off-air system. AM and UHF stations are now allowed to have remote operations using the wire-line system, and FM stations are permitted to operate remote control through multiplex.

George W. Bartlett, manager of the NAB engineering department, said the proposal would make the philosophy now used for FM applicable to all television, VHF and UHF. If the FCC goes along with the requested rule change, he said, it would "bring about a more efficient utilization of existing manpower."

The NAB filing, based on two-and-a-half years of tests of both systems at four stations, states that "only one valid conclusion" may be drawn; that if remote control operation is extended to VHF stations, there is "assurance that there will be no degradation of the commission's technical standards."

The off-air multiplex system was tested at KXTV (TV) Colorado Springs-Pueblo, Colo., and KFMB-TV San Diego. The wire-line system was tested at WABX-TV Bangor, Me., and WGEN-TV Quincy, Ill.

NAB said the commission had already found remote control operation of AM, FM and UHF stations to be in the public interest and had not permitted such operation by VHF's because of a "lack of technical proof" that standards would not be degraded. The test results, NAB noted, produce the evidence that had been lacking.

If at first you don't succeed

Jack W. Lee, vice president and general manager of WSAS-AM-FM-TV Huntington, W. Va., is making another try for that $10,000 offered by Bill Daniels, Denver CATV broker. Mr. Daniels offered the cash to anyone who could prove that a community antenna TV purposely degraded or deleted a TV station's signals.

Mr. Lee has charged that Durfee's TV Cable Co., Parkersburg, W. Va., had deleted WSAS-TV's commercials. Mr. Daniels rejected the charge saying that WTAP-TV Parkersburg was responsible, not the CATV (Broadcasting, Feb. 15).

Now, Mr. Lee wants a panel of three engineers—one named by the National Association of Broadcasters, one by the National Community Television Association and one by Mr. Lee himself—to judge the issue.

Duplication granted on WMAQ's clear

The FCC last week gave permission to KBOI Boise, Idaho, to change from 950 kc, with 5 kw fulltime to 670 kc, with 50 kw day, 25 kw night. The new frequency is a clear channel which is occupied by WMAQ Chicago with 50 kw fulltime.

The commission decided in 1961 to duplicate 13 of the 25 clear channels, to provide first local nighttime service to underserved areas while keeping to a minimum the loss of service by the duplicated clear.

The only similar grant made was last July when the commission authorized John A. Barnett, who owns KNEWS-TV Roswell, N. M., to construct a 50 kw station on 1020 kc, with 10 kw nighttime power. KDka Pittsburgh operates on 1020 kw, with 50 kw fulltime (Broadcasting, July 20, 1964).

The KBOI grant is conditioned to prevent premature operation with daytime facilities, and to protect WMAQ's signal.

The commission also dismissed a petition to deny filed by NBC, licensee of WMAQ, and denied petitions by Gem State Broadcasting Corp. and Mesabi Western Corp., which had objected for economic and competitive reasons.
Mark Century offers new promotion-game

Mark Century Corp., New York, this week is announcing a new radio contest promotion called "Squzzle" or "square puzzle." The radio production-programming company is testing the promotion with KFWB Los Angeles.

Key to the promotion, as explained by Milton Herson, Mark Century Corp. president, is the reading on the air of numbers which correspond to puzzle boxes. When enough boxes are filled in, a pattern is established that represents an identifiable person or picture. The first listener to identify the picture is the winner.

The broadcaster, who contracts for the game, works with an advertiser on locating points where the contest blanks can be picked up—a store or other retail outlet, gas station, dealership etc. The station and/or the advertiser decides on prizes. The game permits the advertiser to promote his product in the on-the-air announcements.

Mark Century, which has worldwide syndicated rights to Squzzle, will provide a promotional package of teasers, audio announcements and other promos. About 25-35 games will be sent to the subscribing station, the size of the package depending on the market.

Mr. Herson said last week that Mark Century, which last year formed the Mark Century Sales Corp., now provides its programing services to about 500 stations.

Mark Century intends to introduce the package at the National Association of Broadcasters Washington Convention this month.

FATES & FORTUNES

BROADCAST ADVERTISING

James Pat Sweeney, VP and account supervisor, Campbell-Mithun, Chicago, promoted to assistant to Robert Burton, executive VP and manager of Chicago office.

Mr. Sweeney

Paul Ingvaldson, TV producer with Campbell-Mithun, New York, transfers to Chicago as manager of broadcast department there. In New York he is succeeded by Ed Abbott, formerly with Leo Burnett Co.

Donald M. Colman, formerly VP and account supervisor at Rosenbloom, Elias & Associates, Chicago, joins E. H. Russell, McCloskey & Co., there, as VP and head of new department for introduction and testing of new products.

Richard E. Forbes, who joined Chrysler Corp., Detroit, in 1956 as director of corporate advertising, named director of advertising for Chrysler Corp. This new corporate advertising post was formed by consolidation of former corporate advertising department with advertising, sales promotion and merchandising services of firm's automotive sales group into one organization.

Jeremy D. Sprague, group media director for Cunningham & Walsh, New York, joins Foote, Cone & Belding, that city, as associate media director on Menley & James Laboratories, manufacturers of "Contac" for colds and hay fever, account and Kool-Aid products of General Foods.

Will O. Trucksis, director of sales promotion for Nationwide Insurance Companies, Columbus, Ohio, named director of advertising and promotion and will coordinate Nationwide's multi-million-dollar advertising program both nationally and locally.

Bernard D. Kahn, VP and creative director for Grey Advertising, New York, elected executive VP, sharing responsibilities in this department with Ben Alcock, who also is executive VP. He has been with Grey since 1958 and earlier had been with Biow Co. and Lennen & Newell, both New York.

Mr. Kahn

William T. White, manager of Atlanta branch of Advertising Time Sales, appointed manager of Atlanta office of Blair Radio. He succeeds Charles Dilcher, who retires after 28 years with Blair.

R. H. Stewart Mitchell Jr., account supervisor for Tracy-Locke Co., Dallas, named VP.

Raymond J. Lahvic, account executive in Chicago office of Young & Rubicam, named senior account executive, there.

William F. Dohrmann and Lawrence C. Russell join Needham, Harper & Steers, Chicago, as account executives. Mr. Dohrmann was with Tatham-Laird and Mr. Russell had been with Dow
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America, joins

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MacManus,

Mary Ellen

BROADCASTING,

James Jarvis,

John

Carpender,

Ken

Firnstahl, with

Nelson Carpender, senior

Urice,

John

Edward H.

Campbell,

March

Bart, with

of

T.

TV

Brown joins account man-

Edward

Fitzgibbons

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Announcers and Djs

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RCA INSTITUTES, INC.

A Service of Radio Corporation of America

The Most Trusted Name in Electronics
Philadelphia, in plans and marketing department. C. Stewart Johnson, marketing research specialist in House wares Division of General Electric, joins Ayer copy department.

Herbert T. Green, closed-circuit television sales and production executive with General Television, Sterling Movies and ITV, named sales manager of WFMJ-TV Lindsen-Newark, N. J., scheduled to go on air this spring.

Arthur Kugelman, art supervisor, appointed creative supervisor at Young & Rubicam, New York.

Marshall Dickman, with Data Division of Standard Rate and Data Service, New York, named research group manager of Erwin Wasey, that city.

Hannibal (Andy) Coscia, director of sales development for Television Industries Inc., New York, named director of sales and promotion at Advertising Time Sales, same city.


Art Sakelson, for past three years president of FM Group Sales, New York, resigns.

Gerry Schoenfeld, VP and associate creative director at Cunningham & Walsh, New York, joins Marschalk Co., there, in similar post.

Frederick H. Harrison, account executive at Young & Rubicam, Chicago, named senior account executive at Y&R.

Dallas Corser and John Johnson, both account supervisors, elected VP's at Benton & Bowles, New York.

Gerald Weinman, associate creative director, elected VP of Pritchard, Wood, New York. Ron Brello, art director, promoted to senior art director.


THE MEDIA

Cecil Trigg, president of Trigg-Vaughn stations (KHOW Denver; KANO San Bernardino, Calif.; KOSA-AM-TV Odessa, KROD-AM-TV El Paso, KITE Terrell Hills [San Antonio], all Texas), becomes general manager, of KOSA-AM-TV replacing Larry Daniels, who resigns. Sheldon K. Turner Jr., named assistant general manager of KOSA-AM-TV in addition to present duties of sales manager.

W. Robert McKinzie, former executive VP of Atlanta Telemeter Inc., pay-TV firm in Atlanta, not yet in operation, named president replacing W. H. Murray, who resigns because of press of other responsibilities to become member of board of directors.


Robert Buckmaster, secretary of Blackhawk Broadcasting Co., Waterloo, Iowa, elected president succeeding late Ralph J. McElroy, who died Feb. 16 (Broadcasting, Feb. 22). Mr. Buckmaster has been secretary for past 10 years and has been with company since its formation in 1947. Blackhawk operates KWWI-AM-TV Waterloo; KAWS and KMKT-TV Austin, Minn., and KLWW in Cedar Rapids, Iowa.

B. Russell Hirsch, general manager of WNYY Pensacola, Fla., named VP of Pensacola Broadcasting Corp., licensee of WNYY.

Robert H. Pick, assistant general counsel, labor relations, at Metromedia, New York, joins RKO General Broadcasting, same city, as director of labor relations. Adolph Optinger, labor relations coordinator at RKO and with firm since 1931, retires Nov. 1.

Robert J. Rock, with KEVE Golden Valley, Minn., named general manager of KTCK Minneapolis-St. Paul.

Lee Gilbert, formerly staff announcer at WMVA Martinsville, Va., named general manager of WMVA-AM-FM and VP of licensee Martinsville Broadcasting Co.

Bert Briller, promotion director at Richard K. Manoff, New York, named executive editor of Television Information Office there.

Ted Low, representative for national music concern in Jacksonville, Fla., and former station manager of WIVY, that city, named VP and general manager of WIVY.

Rod M. Smith, chief financial officer for Central California Communications Corp. in Salinas, named controller of KJAI-AM-FM-TV Los Angeles, replacing Hugh F. Del Regno, promoted to executive assistant of RKO General's radio

IEEE CONVENTION & SHOW!

March 22-26, 1965

Over 1000 Exhibits using 140,000 running feet of display units in N.Y. Coliseum & N.Y. Hilton.

Electrical-Electronics

Exhibit hours (4 days): Monday & Thursday, 9:45 a.m.-9 p.m.; Tuesday & Wednesday, 9:45 a.m.-6 p.m.

Technical sessions (5 days) 10 a.m.-5 p.m. (Hilton, Tuesday to 10 p.m.)

80 subject-organized technical sessions presenting 400 vital "breakthrough" papers.

NEW YORK COLISEUM and the NEW YORK HILTON

Buses every few minutes
division in New York.

A. G. deSherbinin, certified public accountant for RCA for past 10 years, New York, named director of accounting for NBC, that city.

Bill Weaver, former VP and general manager of KCKOY Sacramento, Calif., named general manager for KCKW Santa Ana, Calif.

Dale Peterson, former general sales manager of KCKB Los Angeles, named general manager, succeeding Wendell B. Campbell, whose reassignment to western radio sales manager was announced in January. Mr. Peterson was general sales manager of KCKB from 1959 until 1962 when he joined Lee-Jeffreys, Los Angeles, as partner in broadcast consultant firm.

Bill Swanson, general manager of KTUL-TV Tulsa, Okla., and VP of Griffin-Leake TV Inc. (KWTY-TV) Oklahoma City; KATV-TV Little Rock, Ark., and KTUL-TV), elected president of Oklahoma Television Association.

James Loper, director of educational services of KCFV-TV Los Angeles non-commercial station, elected president of Western Radio-Television Association, organization to foster better relations between educational and commercial broadcasters. He succeeds James Day, general manager of KCKOY TV San Francisco non-commercial station. Other new WRTA officers: Dr. Kenneth A. Harwood, University of Southern California, VP; Ralph Steeble, Oregon System of Education, VP, and Mrs. Rose Blyth, California Institute of Technology, secretary-treasurer.

EQUIPMENT & ENGINEERING

Robert E. Button, former director, Voice of America, and before that account executive with NBC, New York, named executive assistant to Leo D. Welch, chairman and chief executive officer of Communications Satellite Corp., Washington. During past six years, Mr. Button has been counselor of U. S. Regional Mission to North Atlantic Treaty Organization and to Organization for Economic Cooperation & Development.

Robert A. Matthews, on sales staff of Reeves Soundcraft, Copy Products Division, Danbury, Conn., named sales specialist for Sound Recording, professional and video tape products, New York.

Charles S. Blair, assistant chief engineer at WJZ-TV Baltimore, named chief engineer. He succeeds Glenn H. Laman, who becomes chief engineer at WBSU-TV Boston. Both are Westinghouse Broadcasting Co. stations.

John M. Kinn, manager of technical information and liaison services on corporate staff of International Business Machines, New York, named to newly created post responsible for staff activities in education and information, Institute of Electrical and Electronics Engineers, New York.

Ray M. Unrath, previously with McMartin Industries, NBC, Admiral Corp., and Delco Radio, joins Moseley Associates Inc., Santa Barbara, Calif., as marketing manager.

Glenn A. Brown, transmitter engineer at WBBM-TV Chicago, promoted to operations engineer succeeding Arne Lassila, who moves to New York as staff engineer with CBS-TV.

C. Gordon Murphy, VP, program management, Data Systems Division of Litton Industries, Beverly Hills, Calif., named president of division. He succeeds John J. Connolly, who was advanced to VP of Litton Industries in charge of components group. Harry J. Gray, senior VP, who has headed up components group, moves to senior VP, finance and administration of Litton Industries.

PROGRAMING

Perry Lafferty, producer of CBS-TV's Danny Kaye Show, will resign post after taping of season's final show April 24. Mr. Lafferty plans to open independent production company.


Aram Boyajan signed by Wolper Productions, Hollywood, to produce and direct To a New Land, first of series of hour-long TV specials Wolper will produce in conjunction with American Heritage. Eugene S. Jones, for past 14 years producer-director of major NBC-TV documentaries, joins Wolper as producer with first assignment being This Is Man, hour-long documentary for ABC-TV in December. George Fenneman, formerly on You Bet Your
Bartley gets award

FCC Commissioner Robert T. Bartley has been awarded Marconi Memorial Gold Medal of Achievement by Veteran Wireless Operators Association. Award, given in New York Feb. 20, was in recognition of his "valuable contribution in the field of radio regulation." Also honored by association were TV pioneers Allen B. DuMont, who received DeForest Audion award, and RCA Communications Manager Leslie H. Strong, who was presented Marconi Gold Medal of Achievement.

Life, named by Wolper to host- emcee The Imposters, company's live-TV comedy series. Richard Basehart named to narrate Wolper's Let My People Go. Ralph Riskin joins Wolper and becomes associate producer on two live-TV series, The Imposters and Miss Television U. S. A.

Alan Harris, TV director for Thomas Organ Co., appointed director of advertising, promotion and publicity for National Telefilm Associates, with headquarters in NTA's office in Beverly Hills, Calif.

Charles Dubin, director of ABC-TV's Dinah Shore-Harry Belafonte salute to Peace Corps and CBS-TV's The Hollow Crown and Cinderella, named producer-director of ABC-TV's The Grand Award of Sports. (March 10, 9:30-11 EST.)

Eileen Garrish has joined Goledo Production Co., New York, as head of sales and promotion.

Willis Crenshaw, National Football League player for St. Louis Cardinals, named sports announcer for KATZ St. Louis.

Jerry Cunning, with KEVE Golden Valley, Minn., named program manager at KTCT Minneapolis-St. Paul.

Inez Gottlieb, producer at WCAU-TV Philadelphia, named acting director of station's department of community programs, new name of department of public affairs, replacing George Dessart, named executive producer of WCBS-TV New York.

Reb Foster, program director at KRLA Pasadena, Calif., joins KFMB Los Angeles as disk jockey. He replaces Rog Christian who takes leave of absence for other business interests.

Bill Baker, with WTX New Orleans and WPIX and WMIR, both Jacksonville, Fla., named program director at WJXY Jacksonville.

Bernard Donnenfeld, assistant to president on production activities for Paramount Pictures Corp., named to newly-created post of associate head of company's studio activities, Hollywood.

H. Gale Henley, program director for WET Richmond, Va., joins WROV Roanoke, Va., as daytime personality.

Roy West, formerly with WLP Cincinnati, joins WIND Chicago as disk jockey using air name of "Kassidy." He succeeds Dick Williamson who resigns.

NEWS

Art Kent, news director of KUTV (TV) Salt Lake City, elected president of Utah-Idaho Associated Press Broadcasters, succeeding Dick Eardley, news director of KBOI-AM-TV Boise, Idaho.

M. Richard Applegate, formerly Hong Kong correspondent for NBC News, named news director for Yankee Network and WNAC, both operated by RKO General Broadcasting, Boston.

Gil Heard, sports director and salesman at WMIQ Iron Mountain, Mich., named sports information director at Northern Michigan University, Marquette.

Bob Mayfield, with KBCA-FM Los Angeles, joins KPPC-FM Pasadena, Calif., as news director.

Alan B. Smith, producer, writer and host of WAGA-TV Atlanta nightly newscast, joins WJZ-TV Baltimore, as anchorman of evening news program and co-host of night newscast.


Richard M. Chamberlain, news bureau manager for Martin Co. at Cape Kennedy, Fla., and Raymond Patterson, with WLO Franklin, Ind., join news staff of WIRE Indianapolis.

Morley Safer, CBS News' correspondent in London, has been reassigned to Saigon, South Viet Nam, in order to free Peter Kalischer and Bernard Kalb (now in South Viet Nam) to cover other news in Southeast Asia. Charles Kuralt, CBS News correspondent in London, named to anchor Gemini-Titan shot coverage on CBS Radio from Cape Kennedy, Fla.

Gary Park, with KCRA-AM-TV Sacramento, Calif., and James Ruddle, formerly with WTLY (TV) Tampa-St. Petersburg, Fla., join WOTV Chicago, as on-air news team.

ALLIED FIELDS

Robert Owens, VP of North Dakota KX Television Network, Fargo, named midwest station sales manager for American Research Bureau, Chicago. Clay Braun, ARB account executive in Los Angeles, named assistant manager, western sales, that city, and Graham Wallace, research director at KGO-TV San Francisco, becomes ARB's radio sales coordinator at firm's national headquarters in Beltsville, Md.

Jay H. Smolin, in advertising-sales at

United Press International news products!

John R. Vrba, president of The Fourth Network, sports program syndication firm, and formerly vice president in charge of sales at KTTV(TV) Los Angeles, joins Media, Agencies, Clients, West Coast advertising trade paper, as advertising manager.

FANFARE

Robert E. McCumber, corporate information manager for 3M, St. Paul, moves to New York as public relations representative for 3M, Mutual and Videotape Productions. He will have headquarters in 3M's corporate office in Manhattan.

Paul R. Wachsmith, with WMAL-AM-FM-TV Washington, since 1962, joins staff of WMAL-TV's promotion department.

Jane Phillips, former lobbyist in Washington, named to promotion department of KZK-AM-FM Denver.

INTERNATIONAL

Charles C. Hoffman, president of Radio Sales Bureau, Toronto, resigns, effective at annual RSB meeting to be held in Vancouver, B. C., in conjunction with annual meeting of Canadian Association of Broadcasters March 29-31.


Robert A. Leslie, formerly station representative at CKSL London, Ont.

Wes Armstrong, sales director, and Allan Slaitag, director of programing and operations, of CHUM-AM-FM Toronto, elected VP's and to board of directors of company.

Bob Slater, former newspaper correspondent-columnist, sales representative, named lieutenant of sales at Trans-Atlantic Entertainment Corp., New York sales-programming representative of Radio Caroline, British offshore commercial radio station. Rita Daley, formerly with Los Angeles record company, joins TAEC as publicity director.

Eugene Kaufman, American representative in New York of Rank Film Sales, elected sales manager and secretary, with office continuing in that city.

DEATHS

Wilson Flohr, 46, controller, Dancer-Fitzgerald-Sample Inc., New York, died Feb. 19, in Hackensack hospital, Hackensack, N. J., of heart attack. He is survived by his wife, Dorothy, two sons, and daughter.

Francis Clem Morgan, 58, owner and manager of kwsk Pratt, Kan., until retirement in September 1964, died Feb. 18 in St. Francis hospital, Wichita, Kan., following surgery. Mr. Morgan began his broadcasting in 1923 at KFH Wichita. He later managed stations in Hays, Garden City and Great Bend before purchasing kwsk.

George Callos, 55, president of Klaue-Van-Pietersom-Dunlap, Milwaukee, died Feb. 18 following cerebral hemorrhage Feb. 17. He joined KVPD in 1945, was elected president in 1957. When KVPD came to Polaris in 1962, Mr. Callos became member of board when he sold stock to Polaris and at time of his death, he was administrative assistant to Polaris' president, F. Shepard Cornell.

George E. Diskant, 58, director of photography for The Rogues, produced at Four Star for NBC-TV, died Feb. 22 at his home in North Hollywood following heart attack. Survivors are his wife, Nedra, and son and daughter.

Joseph L. Allabough, 62, radio announcer-director at knx Los Angeles, until retirement in 1960, died Feb. 19 at Culver City (Calif.) Memorial hospital. He leaves his wife, Jessie, and daughter.

Lewis E. Ryan, 87, died following heart attack at his home in Panama City, Fla. Mr. Ryan founded Lewis E. Ryan advertising agency, Washington, in 1925, continued with it until 1958 when he retired. He had earlier been partner of Ryan & Tuberman in Wilkes-Barre, Pa. He is survived by his wife, Martha.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Feb. 18 through Feb. 24 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, sur.—sural, 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 sun-set, mc—megacycles, mod.—modification, N.—night, SCA—subsidary communications authorization, SH.—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, unl.—unlimited hours, VHF—very high frequency, vis.—visual, w.—watts, w.—educational.

New TV stations

ACTION BY FCC

Oklahoma City—KLPR-TV Inc. Granted

Leoville Morris Beasley, Box 4568, Oklahoma City. Studio location & trans. location both Oklahoma City. Geographic coordinates 35° 24' 27" N., 95° 51' 37" W. Long. Type trans. ITA TVU-1A; type ant. Alford 1044S.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers & Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164

Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

BROADCASTING, March 1, 1965
LEGAL COUNSEL W. HOWARD PAYNE, WASHINGTON, consulting engineer COMMERCIAL- 
BUILDING, same city, principals: LEOVRE BEASLY, UMER CARL THOMP- 
son and WILLIAM TOOMBS RICHARDSON (25%), LEON C. NANCE (20%), and MARK H. 
WEHL (20%), no pre-existing relationship. BEASLY and THOMPSON are stockholders in 

APPLICATIONS

Phoenix —Spanish Language Television of Arizona Inc., Docket No. 50 (470-476 mc): ERP 19.50 kw vis., 3.06 kw aur. Ant. height above ground 92 feet. P.O. address 2873 Sky Har- 
iel Park, Phoenix, Ariz. Estimated construction cost $106,600; first year operating cost $92,800, 15 kw vis. and 36 kw aur. Stations are expected to go on the air at the location, plus a possible second station on a different, as yet indeterminate, frequency. Action Feb. 23.

Principals: W. 8. ROBERTS (33%), R. THOMAS (33%), and D. GIBBS (33%). Estimated construction cost $106,600; first year operating cost $92,800, 15 kw vis. and 36 kw aur. Stations are expected to go on the air at the location, plus a possible second station on a different, as yet indeterminate, frequency. Action Feb. 23.

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Robert E. Klisner, president, to Westinghouse Broadcasting Inc., owned by Westinghouse Electric Corporation, which is publicly held corporation. Donald H. McDannell, president, Commercial Broadcasting Inc., which is publicly held corporation. NBC for excess of net additions made by Westinghouse and ABC, and for excess of net additions made by NBC in WRCV-TV, Wallingford, Conn., and KBEL-TV, Corpus Christi, Texas, for rebroadcast of FCC decision of July 31, 1955, to be heard in suit of H. Wallace, executrix of estate of Thales E. Wallace, to be heard in rebroadcast of suit for ownership of station. Action Feb. 17.

WJIN Church Hill, Tenn.—Assigned by A. F. McCauley, owner for Southland Broadcasting Co., owner for Southland Broadcasting Co., to WJIN, owned by William B. Coffin, for cash consideration of $100,000. Mr. Coffin also owns WHL and WMH, both in Chattanooga, for equal consideration. Sale closed Feb. 17.

WQOK Richmond, Va.—Granted transfer of control of WQOK, owned by States Radio Corp., from States Radio Corp., to WQOK, owned by Richard Goodman (35%), Mason A. Loundy (26%) and John S. Loundy (26%), to John S. Loundy. Consideration $30,000. Mr. Hill owns funeral home and real estate company, and is a director of WQOK. Ref. Ann. Feb. 17.

KOLR Sterling, Colo.—Seeks assignment of license to WLOL, owned by KERL, owned by Delores I. Moore (10%), John R. Calton (22%), and KOLR (10%), to United Broadcast- ing Co., owned by Jack W. Rogers (70%) and John R. Calton (22%). Consideration $40,000. Mr. Calton is a lawyer. Mr. Moore is employed by KIOA Des Moines. Ann. Feb. 17.

WBXK Bloomingdale, Fla.—Seeks relinquishment of control of licensee corporation, owned by KSUM (17%), J. E. Couch (17%), and Robert J. Craney (28%), to KSUM (17%), which is owned by John H. Baker (67%), and Robert J. Craney (28%). Ref. Ann. Feb. 17.

WORT New Smyrna Beach, Fla.—Seeks assignment of license to TVKX, owned by John C. Dent, Edward J. Cutler, Robert Warden and Leon H. Shumaker, to John C. Dent, owned by Robert J. Craney, Richard B. Bate, Kay E. Craney, and John R. Craney (10%), to United Broadcast- ing Co., owned by John C. Dent (10%), and John R. Craney (22%). Consideration $100,000. Mr. Bate is new corporate representative of WORT. Ref. Ann. Feb. 17.

KFMM (FM) Des Moines—Seeks transfer of license to Des Moines Broadcasting Co., owned by Fine Music Broadcasting Co., from Herbert Burton (70%) before, none after), through sale of stock to William N. Pymat (30% before, and 50% after), and Ruth D. Pymat (20% before, and 50% after). Consideration $10,000. Mr. Pymat also has interest in West Des Moines State Bank, West Des Moines State Bank, Ann. Feb. 15.

EP-AM Albuquerque — Seeks assignment of license from John C. O'Brien, receiver, to television station properties owned by John C. O'Brien, owned by John C. O'Brien (94.7%), and Cecilio L. Trigo (4.7%), for proceeds of $100,000. Mr. Trigo has 30% interest in KOSO TV-Omaha, and 60% interest in KSVS-TV El Paso, and KHNO San Bernardino. Carson F. E. Gillett and director of KHOM Denver, and KHSE San Antonio, Tex. Mr. C. O'Brien has 30% interest in KZTV TV-Los Angeles, and he also is the president and director of KHOM Denver, and KHSE San Antonio, Tex. Mr. O'Brien has 30% interest in KZTV TV-Los Angeles, and also is the president of The Hawkins and other, to SAIC, owned by John C. O'Brien and Barbara C. O'Brien (50%). Consideration $12,500. Mr. O'Brien has interest in Young Inc., New York based station repre-
SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 24

ON AIR NOT ON AIR TOTAL APPLICATIONS
Lic. CP's CP's CP's
AM 4,004 53 71 401
FM 1,232 71 222 262
TV 550 41 97 202

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 24

WVF UHF TV
Commercial 509 163 672
Noncommercial 59 56 115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Dec. 31, 1964

Licensed (all on air) 3,958 1,176 555
CP's on air (new stations) 51 94 145
CP's not on air (new stations) 68 199 83
Total authorized stations 4,077 1,468 669
Applications for new stations (not in hearing) 183 192 375
Applications for new stations (in hearing) 65
Total applications for news stations 248 241 135
Applications for major changes (not in hearing) 193 61 324
Applications for major changes (in hearing) 28
Total applications for major changes 221 65 46
Licenses deleted 0 1 0
CP's deleted 4 0 4

* Does not include seven licensed stations off air.
* Includes three noncommercial stations operating on commercial channels.

Ind. Action Feb. 17.

By order on petitions that Electronic Industries Association and Phileco Corp., commission granted extension of time to Oct. 20 to file comments and to Nov. 8 for replies in inquiry to determine whether stereophonic sound should be used in TV broadcasting. EIA requested nine-month extension to collect and correlate technical information. Action Feb. 17.

By memorandum opinion and order, commission denied petitions by WULI Inc. (WULI), Leonor City, Tenn., for stay and reconsideration of Oct. 21, 1964 action which granted application of Alvin B. Corum Jr. for commercial TV station (WULI) at Leonor City, Tennessee. Commissioner Bartley not participating. Action Feb. 17.

By Memorandum opinion and order, commission designated for oral argument before the full board in Washington at time to be specified by subsequent order, applications for hearing filed by Edward J. Const. Broadcasting Corp. for additional time to construct WLBQ-FM on Cape May, N.J. for the initial station licensee. Action Feb. 17.

By Memorandum opinion and order, commission denied petitions that itk Broadcasting Corp., for additional time to construct WIFC on New Britain, Conn., to determine whether reasons advanced in support of application warrant further extension of outstanding CP. Hartford County was granted CP on Dec. 8, 1961 for operation on channel 22 (106.5 kw): ERP 20 kw: height 130 feet, and time to construct was last extended to June 13, 1964. This is fifth request for extension. Action Feb. 17.

By Memorandum opinion and order, commission denied petition by Peoples Broadcasting Corp. (KTVY, ch. 9), Sioux City, Iowa, for reconsideration of Nov. 18, 1964 action which granted application of Meredith WIG, Inc., for new UHF translator on channel 70 to serve Norfolk, Neb., in rebroadcasting programs of WOW-TV (ch. 8). Order granted which denied oppositions by Peoples. Action Feb. 17.

By Memorandum opinion and order, commission granted applications for (1) amendment of license of WRCV and WRCV-TV (ch. 13) Philadelphia, from National Broadcasting Inc. to Westinghouse Broadcasting Inc. and (2) granting permission to construct and operate CP of KYW, KYW-FM and KYW-TV (ch. 3) Philadelphia, from Westinghouse to NBC. NBC will pay Westinghouse $150,000, which represents value of improvements on stations made by Westinghouse at KYW and absorb value of any improvements made by NBC. In Philadelphia station company exchanged properties in 1956. Assignments grants are expressly subject to approval of RKO General Inc. in U. S. Court of Appeals for District of Columbia Circuit.

RKO General Inc. denied petition by RKO General Inc. to deny assignment application, and denied petition by Cleveland Local No. 27, International Association of Theatrical Stage Employees, seeking protection of pension rights at KYW-TV. July 29, 1964 decision of commission granted applications of NBC for renewal of licenses of WRCV and WRCV-TV in Philadelphia on condition that subject exchange-of-property applications be filed and granted. Commission's determination to make conditional grant to NBC was based upon finding that NBC acquired licenses of WRCV and WRCV-TV under coercion of power grant or withhold network affiliations. In so finding, commission added to 1966 transaction by which NBC acquired licenses of Philadelphia stations from Westinghouse in exchange for NBC stations in Cleveland. It held that NBC obtained Westinghouse's agreement to exchange, in substantial part, through exercise of power to grant or withhold network affiliations "TV's" in Philadelphia and Pittsburgh and other communities. Action Feb. 17.

Routine roundup

ACtIONS BY REVIEW BOARD

By memorandum opinion and order in 1110 kc, Pasadena, Calif., action proceeding in Doc. 15751 et al., (1) granted in part petition by Pasadena Broadcasting Co. to enlarge its authorized area to application of Charles W. Jobbins and (2) amended Dec. 31, 1964 memorandum opinion and order to add issue whether 3rd and 4th Jobbin's petitions for new AM and TV stations in the Harris County, Tex., area, should be heard and serve in a manner in which he proposes to meet such needs, and whether staff members of Jobbin's would be adequate to operate proposed stations. Member Nelson not participating. Member Kessler concurring in final results. Action Feb. 23.

By Memorandum opinion, Pnoock and Stone adopted decision which (1) disallowed application by the Western Alaska Broadcasters Inc. for additional time to construct KECH Kodiak, Alaska; (2) cancelled CP granted Jan. 23, 1963 on 620 kc, 1 kw-s and 2 kw-n; and (3) terminated proceeding in Doc. 15777. Application at Feb. 18, 1965, consent before board requested withdrawal of extension to hearing and cancellation of CP. Action Feb. 17.

ACtIONS ON MOTIONS

By Commission

Commission granted petition by Insurance Security Inc. for extension of time from Feb. 23 to April 30 to file comments and from Mar. 10 for replies in matter of amendment of Sec. 73.35, 73.45 and 73.638 of multiple ownership of AM's, FM's and TV's: it invited parties to submit additional data and statistics concerning ownership of broadcast facilities by multiple funds and other mutual and trust type entities as soon as such data is available. Action Feb. 19.

By Chief Hearing Examiner

James D. Cunningham


By Designated Examiner Basil P. Cooper to serve as presiding examiner in proceeding on applications of WDFK and Marietta Broad- casting Co. for new FM in Marietta, Ohio, in Doc. 15804-5: scheduled prehearing conference for March 19 and hearing for April 25. Action Feb. 23.

By Designated Examiner Thomas H. Donahue to serve as presiding examiner in proceeding on applications of Westinghouse Broadcasting Inc. and Radio Voice of Central New York Inc. for new AM's in East Syracuse and Syracuse, N. Y., and Connecticut Coast Broadcasting Co. for new AM in Bridgeport, Conn.; scheduled prehearing conference for March 19 and hearing for April 5. Action Feb. 18.

By Hearing Examiner Bass P. Cooper

In proceeding in Doc. 15780-1, granted motion by Wati Broadcasting Corp and Billy Walker for new AM in Pratville, Ala.; in Doc. 15786-9, granted Walker's petition for leave to amend application to reflect up-to-date financial statements. Action Feb. 19.

By Hearing Examiner Thomas H. Donahue

In San Francisco, TV channel 26 proceeding in Doc. 15780-1, granted motion by KBECA Broadcasting Inc. for new channel 26, for April prehearing conference to Feb. 24. Action Feb. 17.

By Hearing Examiner Charles J. Frederick

In proceeding in Doc. 15786-9, granted motion by KBECA Broadcasting Inc. and Ubiquitous Frequency Modulator for April prehearing conference to Feb. 17. Action Feb. 17.

By Hearing Examiner William W. Guenther

In proceeding in Doc. 15788-9, granted petition and supplement by Hubbard Broadcasting Inc. for leave to incorporate new company in place of old company (WMBG) to receive any channel 26 (94.5 mc) to, among other things, specify St. Paul in lieu of Minneapolis as location. Action Feb. 19.

By Hearing Examiner Isadore A. Honig

In proceeding in Doc. 15787-1, granted motion by Television Inc. for new TV on channel 26 in Spring- field, Ill., in Doc. 15450, and scheduled cer- tain procedural date and time for March 18 on issue 4 and for April 27 on issue 5. Action Feb. 19. In proceeding in Doc. 15788-9 in memorandum formalized oral ruling made at Feb. 18 prehearing conference, on examiner's own motion, pleading entitled "Resolution of Issue for Hearing and Coercive Use and Contingent Request for Alternative Relief"
filed by applicant. Action Feb. 17.

By Hearing Examiner H. Gifford Irion

On own motion, rescheduled Feb. 24 prehearing conference for Feb. 26 in proceeding on applications of Channel 73.30(a) of Rules to extend permit for placing station in Plattsmouth, Neb. and install new antenna; remote control permitted.

KFM(FM) Des Moines, Iowa.—Granted SCP on sub-carrier frequency of 97 kc. GRWA Excise tax—remote control permitted; conditions.

A.H. Franklin—Granted CP to install new alternate channel nighttime and auxiliary daytime trans.; remote control permitted.

KLCH, Iowa.—Granted CP to install auxiliary trans. at main trans. location.

Actions of Feb. 19.

WTH-FM Terre Haute, Ind.—Remote control permitted.

XK80-FM No. 9.—Granted mod. of CP to change type trans. and type ant. and make engineering changes.

Actions of Feb. 18.

KITA, K74A, K74AQ, Orleansville, Fer- rens, Castle Dale and Huntington, Utah.—Granted modulation covering changes for UHF TV transmitters.

WFWM(FM) East Orange, N. J.—Granted CP to replace expired permit to make changes in EIRP, trans. and broadcast line and install new trans.

KURL, K31P-FM, St. Louis Park, Minn.—Granted CP to increase ERP to 30 kw.

WNVO-FM Manhasset, N. Y.—Granted CP to increase ERP to 41 kw.

WNEN-FM New York.—Granted CP to increase ERP to 4.1 kw. and install new ant.

KPSI-FM Stillwater, Okla.—Granted CP to install new ant.

Actions of Feb. 17.

WAIA College Park, Ga.—Waived provi- sions of Sec. 73.10(a) of Rules to permit establishment of new main studio outside corporate limits and remote control permitted.

KROK—Granted change in remote control authority for following: WAVA-AM-FM Ar-lington, Va.; WWIN Baltimore; RNIC Win- field, Kan.

Remote control permitted for following: WFW-FM Pittsburgh, N. Y.; WWTW-TV Milwaukee, while using non-DA ant. and Granted renewal of licenses of following main and co-pending auxiliaries: KBIZ Ot- tumwa, Iowa; LOC, Losee, Ill.; and SCA Cedar Rapids, Iowa; WFFI Columbia, Miss.; WGMG Millington Tenn.; WWGO Grayson, Ky.; WYXE Bristol, Tenn.; WMKE(FM) Milwaukee, Wis.

KCRY Caruthersville, Mo.—Granted change in remote control authority.

WPAB-FM Philadelphia, Pa.—GrANTED mod. of CP to change type ant. and make engineering changes.

WNRE-FM Grandy, Va.—Waived provisions of Sec. 73.10(a) of Rules to permit main studio to be located 1.4 miles north-west of Grandy, and granted mod. of CP to change type trans. and type ant., decrease ERP to 50 kw, and make engineering changes; remote control permitted; conditions.

WYAL(FM) Minneapolis.—Approved engineering technical data submitted pursuant to Commission's June 16, 1966 order, to modify CP of WYAL and specify operation of auxiliary channel; (3 mc); ERP 53 kw.; ant. height 420 feet.

WCAST-FM Detroit, Mich.—Granted li- cence covering changes in TV.

WTOA(FM) Trenton, N. J.—Waived provi- sions of Sec. 73.10(a) of Rules to extent of permitting relocation of main studio building or corporate offices (Trenton at Pen- nington Road, 1/4 mile west of Carter Road, Hopewell, N. J.). Application made operative upon notification to commission that operation has commenced from new studio location. (Trenton identification to be continued.)

KJJY Maguay, P. R.—Waived provi- sions of Sec. 73.10(a) of Rules to extent of permitting relocation of main studio building or corporate offices (Old Rt. 22, Route 52, Municipio de Maguay, effective upon notification to commission that opera- tion has commenced from moved studio location. (Maguay identification to be continued.)

WAVY-TV Portsmouth, Va.—Granted mod. of CP to reduce ERP to improve pre- vent future pre-sunrise operation with non-DA and reduced power of 500 kw being utilized.

WREC-TV Memphis, Tenn.—Granted mod. of CP to move ant.-trans. and studio locations; remote control permitted.

WYBE (FM) Bluefield, W. Va.—WAIV- (FM) Bluefield, W. Va.—GrANTED mod. of CP to change ant. height and install new ant.

WLW-Brookneal, Va.—GrANTED mod. of CP to move ant.-trans. and studio locations; remote control permitted.

Fines

Commission notified Arthur C. Schofield, licensee of WXXY-AM-FM Paducah, Ky., that he has incurred a fine of $500 for failing to file license application for a FM station in accordance with a commitment to do so, and for failing to certify to Commission's good faith in seeking a license.

The following FM stations, operating in accordance with their respective licenses, have been ordered to cease and desist from further broadcast operations until such time as a license application is filed and licensed; or such time as such station has been granted authority to operate.

By its office of opinions and review


By office of opinions and review


By office of opinions and review


By office of opinions and review

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- **SITUATIONS WANTED**—Send type or word $2.00 per line.
- **HELP WANTED**—Send type or word $2.50 per line.
- **DISPLAYED SPACE—** for $25.00 per inch. STATIONS FOR SALE, WANTED TO BUY STATIONS AND EMPLOYMENT AGENT CIES advertising require display space. (C6 X rate—$22.50, 52 X rate—$20.00 Display only).
- All other classifications, 35¢ per word—$4.00 minimum.
- No charge for blind number. Send replies care: None.

**APPLICANTS:** If tapes, films or packages larger than No. 10 envelope submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

**RADIO**

**Help Wanted—Management**

Southern New York—Experienced manager with sales experience—too salary & benefits—send photo & full particulars. Box B-185, BROADCASTING.

Aggressive manager for South Carolina station. Send background. Box B-283, BROADCASTING.

Send complete resume, photos, etc., to Box C-51, BROADCASTING.

Experienced sales manager for highly rated Southeastern New York station. Excellent opportunity, Mail complete story to Box B-319, BROADCASTING.

Join and grow with successful small market group. Immediate opening for selling, sober minded, non-smoking, non-drinking professional with management background. Salary, commission, plus commission. Contact Ralph Hooks, Dixie Stations, P.O. Box 46, DeRidder, Louisiana. Phone 9860.

**Sales**

Experienced salesman for major network. Send photo. Box B-215, BROADCASTING.

Experienced sales manager for major network. Send photo and resume. Box B-215, BROADCASTING.

Send photo and resume. Add 35 cents for return. Box B-215, BROADCASTING.

**Announcers**

Immediate opening for young announcer with previous radio experience. Write Box B-806, BROADCASTING.

**Immediate opening for experienced announcer to work on increased modern station. Excellent opportunity. Send complete resume to Box C-19, BROADCASTING.**

DJ with third class ticket, good sound, and a taste for good music and top-notch personality for daytime station. Experienced in remote work and on deadline tape. Send resume, salary require-ments, and recent tape to Box B-339, BROADCASTING.

Send tape, resume, and salary requirements to Box C-349, BROADCASTING.

**Top 40 dj with first phone ticket necessary. Immediate opening in growing market for top 40 format station. Excellent opportunity in summer resort area. Send resume to Box C-230, BROADCASTING.**

**Wanted:**—Sign-on shift. The more tricks you have in your bag the more we can use you. Write to WFWA, Thomson, Georgia.

**Technical**

Chief engineer experienced for Southeastern New York station—excellent pay. Send information immediately. Box B-180, BROADCASTING.

Chief engineer for top New England station. Permanent position—Excellent pay. Send qualifications and salary requirements to Box C-48, BROADCASTING.

**Broadcasting, March 1, 1955**

91
Chief engineer-announcer fulltime station in central Florida. Ability and character references requested. Send resume and tape to Box C-35, BROADCASTING.

Top announcer for Canadian network described as versatile, able in all periods of serious music; also experienced in local and of own deejay programs. Experienced newscaster. Send resume. Box C-56.

Top announcer broadcasting school graduate, and Endorsement. Some experience in hard work. Box B-32, BROADCASTING.

Sincere warm announcer, not a floater or second rate family man. Box C-38, BROADCASTING.

Employed 300,000 market Vet, 7 years experience all phases. Good references. Box B-34, BROADCASTING.

DJ, 3rd FCC, good voice quality. Broadcasting school, eager, 30, immediate start. Box C-7, BROADCASTING.

Thoroughly experienced in announcing, news, programing, writing. Married. Seeking permanent position with future. Would not plan to move but guessed wrong. Present station is folding. College graduate. 40. Box C-5, BROADCASTING

Creative bringer seeks job. School graduate. Some college. Box C-12, BROADCASTING.

Announcer-newsman married, dependable, run tight board, will relocate. Personable. Sales experience. Box C-13, BROADCASTING.

DJ, announcer-newsman, Married, dependable, operate tight board, willing to relocate. Prefer suburbia, or Florida preferred. Box C-14, BROADCASTING.

Young announcer, 1 year experience in small market seeking medium market, will relocate. Box C-10, BROADCASTING.

Middle of the road morning man, experienced, tight board, married, not a floater. Will relocate. Experiences in local news and sports coverage. Box C-17, BROADCASTING.

Experience: Negro dj announcer, distinctive sound, newsman-cum-man with willing to travel, 3rd class license. Box C-20, BROADCASTING.

Available immediately: Experienced first phone personality announcer, extremely versatile, minimum $100. Box C-21, BROADCASTING.

DJ-newsman, bright, mature sound, experienced, willing to travel, 3rd class. Box C-29, BROADCASTING.

Middle Atlantic states: young, versatile conscientious, dedicated announcer with program director experience in small market, excellent production ability and sales experience. Box must include references. Excellent references. Send Box C-50, Philadelphia 215-455-4625 or Box C-29, BROADCASTING.

Announcer, good voice, tight board, five years experience, college graduate. Pennsylvania, Jersey. Box C-35, BROADCASTING.

County disc jockey, first phone. Available, experienced. Box C-45, BROADCASTING.

Attention Jersey Penn., Del., Md., New York, Swingling jockey-news, First phone experienced, employed. Box C-46, BROADCASTING.

Announcer, good voice and delivery, married, no problems. Want permanent position with school. Box C-54, BROADCASTING.

DJ/announcer, tight board, good news, commercials, sound. Box C-60, BROADCASTING.

Announcer seeks start. Endorsement. College, speech background. Ambitious, hard working, good voice. Box C-84, BROADCASTING.

Top announcer on primate-time top 10 board, 3rd phone, tight board, production, news, play-by-play. Want to rock in nice market, good time spot. Will travel. Tape, resume. Box C-40, BROADCASTING.
SITUATIONS WANTED

ANNOUNCERS—(Con'd)

Radio-TV announcer: four years experience, deep, full voice, good personality, dependable, professional, selling ability, good appearance, goodinton. Consider top salary, H. G. Welton, 1155 Mission Ave., Los Angeles, Calif.

DJ/announcer. Professional. Building audiences and keeping an excellent image in disc jockey field. Box C-74, BROADCASTING.

DJ/announcer. Professional. Building audiences and keeping an excellent image in disc jockey field. Box C-84, BROADCASTING.

Gal DJ/announcer, sales, newsgathering, clerical. Experienced programming. Please call 677-6465, or Write Apt. 308, 501 East St., Oil City, Penna.

Experienced, dependable, ambitious. Primarily top 40 or good music. I like SW Ohio—but for right price, you can tell me where to go. Reply Ellis Burkett, 4 Lyburn Rd., Middletown, Ohio. 513-423-1660.

Experienced DJ/newscaster with 1st phone. Good top 40 production and dependable. Can take on PD or assistant duties. Prefer Midwest. Phone 513-643-4221. 10 a.m.-5 p.m.


Experienced DJ/newscaster with 1st phone. Good top 40 production and dependable. Can take on PD or assistant duties. Prefer Midwest. Phone 513-643-4221. 10 a.m. to 5 p.m.


Radio-TV announcer, new, dj. production. AFO '67, 5 year college graduate, 2 years experience. Family man, 20, want to settle, work in the area. Available 1st May. Reply (airmail) C. Balthasser, Box 905, AFO N.Y. 06950.


SITUATIONS WANTED—TECHNICAL

Presently chief engineer 50 kw directional. Thirteen years radio and TV. Mature first phone. Desires position in engineering supervision in maintenance and personnel supervision.谋求 technical opportunity in Northern Florida. No announcing. Box B-349, BROADCASTING.

1st phone inexperienced interested in learning technical end of broadcasting in Washington, D.C. area. Box B-258, BROADCASTING.

Engineer, experienced in construction, directionals, automation. Family, stable. No announcing. South, East. Box C-61, BROADCASTING.

Exceptional broadcast technician, ten years experience all phases operation and maintenance, first class phone, commercial pilot's license, experienced in aviation electronics. Versatile, confident, reliable, and responsible. John Dale, Jr., 10 Groentree Rd. Towner, North Dakota. 701-957-3675.


NEWS

Top news harvester in medium Florida market desires change for personal reason. Good experience all facets. Write Box B-121, BROADCASTING.

News director. Twelve years radio. Strong, authoritative delivery. College degree. Seeking major operation. Box C-97, BROADCASTING.

Current cutback leaves topflight in depth newswoman with sports background available. Rocker and good music stations. Presently employed in this type field. "You can call my boss", Family, steady, and wants to work. Box C-71, BROADCASTING.


News in a nutshell! Broke, hungry, five bills in debt! Tried to quit radio news, didn't work! Still young newsman with first phone available. Married. Interested? Can afford telephone so wire or write Dean Rhodes, 123 Washington St., Marblehead, Mass. All replies answered.

PRODUCTION—PROGRAMMING, OTHERS


Assistant Program Director. 50,000 watt clear-channel and large market position. 15 years experience all phases radio programming. Consider opportunity above location. Box B-724, BROADCASTING.

Farm directors position wanted. Member NATRED. Experienced radio & TV. Box B-180, BROADCASTING.

Need creativity? Double your measure, double your money. Hire two heads for the same price! Women personality wants location with major responsibility or organization. 15 years experience. Send for tape, resume, if interested, if position stated. Box B-274, BROADCASTING.

Veteran newsmen—sportscaster! Gather, write, air! Strong play-by-play! Box B-309, BROADCASTING.

Director-producer. 6 years experience. FTV & commercial. Degree. Box C-1, BROADCASTING.

Program director, jock. Top ratings. Ohio or neighboring states. I know and love this business. Prefer live auditions. Box C-22, BROADCASTING.

Producer-director. 10 years same station, need change for family. Family, good credit. Best reference. Write Box C-34, BROADCASTING.

Production man/dj, good middle-of-road air man with experience director at medium market station. Presently in straight play-by-play market and want to get back into combo or production and dj work. Box C-58, BROADCASTING.

Top personality in large Penna. market desires program directorship with a company or station that wants to be number one. Married. Will relocate. Box C-55, BROADCASTING.

Young, experienced reliable Florida announcer with 6 years in radio & TV desires opportunity to join your staff as a newsmen or program director. Want chance to direct programing and news coverage. Tapes available to all stations. Southeastern states. All replies answered. Box C-57, BROADCASTING.

Five minute woman's program (female voice), fashion, food, homemaking. Excellent availability Box C-80, BROADCASTING.

Spring special! Economical - enthusiastic newsmen from college and know how now available for programming Production . . . jock . . . new! Box C-69, BROADCASTING.

Experienced radio tv personality desires position with progressive organization as program director. Excellent character, good references. Will relocate. Box C-83, BROADCASTING.

CONTINUED

Young man, European experience, desires position in programming and production. Box C-67, BROADCASTING.

Married man needs position in production, sales, management. 961 N. 7th Ave., Denver, Colorado.


TELEVISION

HELP WANTED—SALES

Account executive. Experienced television salesman major market. Top opportunity and remuneration. Complete resume to Box B-356, BROADCASTING.

ANNOUNCERS

TV announcer-personality. Experienced man wants opportunity to jump into network sales work. Has experience but no record in network sales. Willing to start small. Box B-275, BROADCASTING.

Staff announcer wanted: Experienced television personality. West Coast based, available now! Address: W. H. Duling, KENS-TV.

WSBT-TV respected leader in the area has attractive staff opening for young man with some experience wanting to establish his career with good music, prestige station. Prefer man in Indiana or neighboring states with no military obligation consider working with professional staff, excellent in-service training and personal growth opportunities. Send resume, tape and photo to Personnel Director, South Bend Tribune, South Bend, Indiana 46629.

TECHNICAL

Engineer supervision, major Midwest TV station. Requires exceptional individual to operate modern, unionized shop. Technical knowledge and supervisory experience essential. Starting salary $10,000. Box B-889, BROADCASTING.

Transmitter supervisor/assistant chief strong on GE transmitter, high band VHF. Texas Gulf coast market. Good opportunity for advancement and benefits. Airmail complete resume to Box B-530, BROADCASTING.

First class engineers (3) needed for exceptional opportunity to work and grow in all phases of broadcasting. Desires position at top-ranking, network affiliated station in the Midwest. Your family will thrive in this medium market community with the "metropolitan" air. They will enjoy the finest of schools, churches, shopping and fine homes plus wonderful recreational facilities at nearby lake regions.

You will be given an opportunity to broaden your own experience and advance with a solid broadcast group operation which believes in promoting from within. This is a career opportunity for an ambitious, experienced, educated "engineering pro" who is not a floater. Please rush your resume to Box C-39, BROADCASTING.

Television transmitter maintenance and program switching. Colorado station needs capable, reliable first phone. Box C-31, BROADCASTING.

Have opening for first class engineer—TV transmitter work—no announcing. Michigan station. Box C-269, BROADCASTING.

NEWS

Newsmen-strong newscaster to deliver first-rate evening newscast. Will fill open position in the Northwest city. Must be able to supervise newscaster, tape, photo, and engineering. Send resume and tape. Box C-356, BROADCASTING.

BROADCASTING, March 1, 1965
Production—Programming, Others

Film editor also opportunity to work into television position. Include full details with wage required in original application. Box C-397, BROADCASTING.

Large Eastern VHF has immediate opening for creative TV copy writer. Thorough background in television production, knowledge of equipment and techniques helpful. Send resume, picture, copy sample to Box C-495, BROADCASTING.

Production manager-director for top-ranking network affiliate in midwest medium market. Must be "shirt sleeves" type with solid background in all phases of TV production. Will be working with the latest type of solid state switcher, special effects generator and all-new studio cameras. The man we need must be strongly creative with the ability to produce and direct programs with complete professional spin plus weight at the same time, assuming the complete supervision and development of others on his staff. This is a challenging opportunity with a group TV-radio operation with room for advancement and solid fringe benefits. Tell us all about yourself, detailing experience, in first letter. Box C-59, BROADCASTING.

WANTED: Experienced TV sports-anouncer must both telephone and telecast. Send resume & tape to Al Rowe, P. D., WRVL TV, Atlanta, Ga.

Graphite Arts and set designer for education series seeks General Manager-Officer, Ball Graphic Arts and set designer for educational television installation. Salary around $12,500. For full details with wage requirements, send resume to Box C-203, BROADCASTING.

Newsman interviews arranged. Married, age 31. Box C-3, BROADCASTING.

Major market TV account executive with network affiliate and independent experience seeks General Manager or Sales manager position. Excellent knowledge of business, 16 years in communications. Box C-59, BROADCASTING.

Experienced radio-weatherman & newsman available for the metropolitan areas of Ohio's northern Va. and Baltimore. Interviews arranged. Married—age 31. Box C-3, BROADCASTING.

CHIEF ENGINEER in construction of VHF-UHF desires to relocate. College graduate—management capabilities. Box B-239, BROADCASTING.

Transmitter engineer, experienced VHF, UHF license. South, East. Box C-62, BROADCASTING.

Experienced supervisor, first phone, 14 years TV experience. Knowledge of construction, supervision, design, maintenance, operating and administration. Desires responsible position. Box C-66, BROADCASTING.

TV/radio newsman desires challenge. Family man, middle 30's. Five figure salary required. Box C-4, BROADCASTING.

Newsmen—experienced all phases TV news. Good writer, excellent photographer, administrative skill. Looking for spot with future. Box C-32, BROADCASTING.

Production—Programming, Others

A creative director—announcer who likes hard work, impossible! Well, not quite. Call 312-652-3144.

WANTED TO BUY—Equipment

Need immediately a used 15 kw natural gas or diesel generator. Contact Jim Bonnette, 5874-7936, Toledo, Ohio or write WMGS Rt. 1, Peru, Indiana 46970.

Need 10 kw FM amplifier on west coast. Any condition considered. Box B-269, BROADCASTING.

Need 10 kw transmitter with stereo generator operating 98.7 mc, with type 440 guyed 300 ft. tower complete with 8 Bay antenna system and coaxial line, yard console with monitor amplifier. (3) monitor speakers, phone, Fairchild turntable, Ampex 601 tape recorder. Equipment 3 yrs. old—proof of performance guaranteed. Five figure sale of this equipment and subject to prior sale. Reply WBFG-FM, Box 665, Detroit, Michigan.

FOR SALE—Equipment

Television radio transmitters, monitors, studio & test equipment, camera studio, Electrofind, 440 Columbus Ave. N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, dice, etc. $250.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California 532-3527.


New and reconditioned remote pick up (aural) equipment, Fire & Police Radio. FM 2-way radios. World Wide Co., Phone 817-594-1720, Box C-1001, Atlanta, Georgia.

Used 250 watt Raytheon AM transmitter Excellent main or standby use. $800. Contact R. H. Morgan, WTRR, Westminster, Md.

For Sale. Schafer model 1200 automation. Includes 2 Schafer model LU-3 Seeburg units and 3 racks. Rack A includes 2 tape playback units (Ampex) including all electronics. Rack B includes all automation electronics and control. Rack C includes program preparation for unit. It can also be used as plug-in high power amplifiers. Bought originally for night operation. No all-plugging or programing no need for it now. The unit has been used less than 25 hours in perfect condition. Contact Radio WSM, Nashville, Tennessee.


150 feet, 16 gauge, 3 inch wide copper ground strap, $195.00 FOB, KFAM, St. Paul, Minnesota.

Gates FM 10A, 10 kw transmitter with stereo generator operating 98.7 mc, utility type 440 guyed 300 ft. tower complete with 8 Bay antenna system and coaxial line, yard console with monitor amplifier, (3) monitor speakers, phone, Fairchild turntable, Ampex 601 tape recorder. Equipment 3 yrs. old—proof of performance guaranteed. Five figure sale of this equipment and subject to prior sale. Reply WBFG-FM, Box 665, Detroit, Michigan.

FORSALE—Complete One kilowatt two tower AM radio station. All Collins equipment, practically new, for installation. For further information reply Box C-5, BROADCASTING.

Sell, buy or trade towers—Second-hand 4/5/6 tower foot, new 500 picker, P.O.B. 55, Greenville, North Carolina, Tele- phone PL 2-5585.

Commercial Crystal and new or replacement crystals for RCA, Gates, W. E. Bliley and others: repairing, repair etc. BC-604 crystals, also service on microwave monitors and H-P 3535B FM Monitors. Nationwide unsolicited requests praise our products and fast service. Eldoon Electronic Company, Box 96, Temple, Texas.

New and reconditioned rural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-394-5172.

For Sale—Complete used broadcast equipment. Broadcast Equipment and Supply Co., Box 2411, Bristol, Tennessee.

MISCELLANEOUS

3600 Professional Comedy Lines! Topical laugh service, feature format. Show off your comment. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Add 30% to your billing with weekly ideas from the Braintrust. Each issue contains 10 valuable ideas. Get this exclusive. Tie up your market now. Write Braintrust Box 879, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, bloopers, etc. - $5.00. Write for free "Broadcast Comedy" Sample Show, 512, West 155th St., New York, N. Y.

"The Weekly Prompter" Radio Division, 415 West Lake Avenue, Glenview, Illinois. Seven sections sample script.

INSTRUCTIONS

FCC first license preparation by correspondence or in residence with latest in advanced electronics training available. Granham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 32-page brochure write Dept. D, Raytheon, 355B 37th Rd., Brooklyn, N. Y. 11229

Free star interviews! Record from telephone! For phone number, write: PO. Box 807, Beverly Hills, California.

Giant Easter Bunnies! Beautiful pastel colors —Fluffy—49" tall—Do Christmas business now! $15.00 each—See—2700 Northwest—26th Street, Chattanooga, Tennessee—968-3346.


"The Weekly Prompter" Radio Division, 415 West Lake Avenue, Glenview, Illinois. Seven sections sample script.

FOR SALE—Complete equipment furnished. box C-5, BROADCASTING.

Equipment—Con’d

FOR SALE—Complete One kilowatt two tower AM radio station. All Collins equipment, practically new, for installation. For further information reply Box C-5, BROADCASTING.
INSTRUCTIONS—(Cont’d)

Announcing programing, console operation Twelve with two intensive practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins’ famous six-week course in First Class FCC License preparation through proven theory and lab methods Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946, original course for FCC first phone operator license in six weeks. Over 400 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting March 10, June 16, August 16 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks—guaranteed—complete tuition $285.00—Rooms $19.00 per week—Classes begin March 14-April 20-May 25-June 20 & Aug. 3. Call or write Radio Engineering Institute, 1326 Main Street in beautiful warm Sarasota, Florida.


America’s pioneer. Ist in announcing since 1924, National Academy of Broadcasting 814 H St. NW, Washington 1, D. C.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

RADIO—Help Wanted

Management

OFFICE MANAGER

Broadcasting to $8500
Paid Relocation to Boston Area

Need bright, capable, industrious person. Opportunity to progress to key management position. Must have experience in General Office Management. Personal & Purchasing, include experience, education & past earnings to:

Box C-18, BROADCASTING

Sales

WANTED:

Sales manager for Negro programs station serving over 600,000 from Raleigh, North Carolina, salary and commission open.

Reply to WJLE
Box 190, Raleigh, N. C.
Attn: General Manager,
Paul VonHagel

Announcers

SAN FRANCISCO

good music station needs a strong masculine voice with a First Class license. Close to $12,000.00 per year, five day week. Send tape and background notes to

Box S-29, BROADCASTING

Announcers—(Cont’d)

WANTED

Articulate British Top 40 disc jockey with definite British or Welsh dialect and manner.

Box B-290, BROADCASTING

ONE OF NATION’S GREAT RADIO STATIONS NEEDS:

MAJOR TALENT
FOR MAJOR MARKET
FOR MAJOR SALARY

Have DriveTime Open For Swinging Music
PERSONALITY For Current #1 Radio Station.

(Please, no beginners...No time
temps...Only professionals. Your reply kept in strictest confidence. Tapes returned upon request. But, the need is now!)

Box C-50, BROADCASTING

Technical

THE UNIVERSITY OF MICHIGAN

has an immediate opening for a RADIO STUDIO ENGINEER

Applicants should be experienced in maintenance and operation of studio equipment. Knowledge of music desirable, FCC license preferred. Opportunity to enroll in University course work. Starting salary of $2500 to $6000 depending on education and experience. Liberal fringe benefit program. Send resumes to Chris A. Evangelides, Personnel Office, The University of Michigan, 1320 Administration Building, Ann Arbor, Michigan.

An Equal Opportunity Employer

Production—Programing, Others

STRIKE IN EXISTANCE
ENGINEERS WANTED

Permanent positions first class licenses:

Contact:

Richard Anderson
Chief Engineer
KLAG
Los Angeles 36, Calif.

Box C-42, BROADCASTING

News

RADIO NEWS DIRECTOR

For more than a year, we’ve been hunting for a man to take direction of our news staff so that our present director can devote himself full time to public affairs projects. The man we seek writes with authority and authority. He has a flair for editing. He wants to guide others to pursue of enterprise stories. He was un- rashly used to local and in national stories. He believes that his first responsibility is to provide the public with the information it most exacts demands. Stories that motivate the public interest are stories to which he gives his primary attention. But he believes also that he must give the public the information which the public does not seek Information on subjects related to city, state, and federation, for example. You can see that we’re looking for a man who’s at least as much of a newcomer as he is a radio man. Does all this fit you? Then send us a letter, a resume, and writing samples. (Ask tapes for now thank you.) We’re in no hurry; you’ll probably continue to see this ad for quite some time.

Roy Watson, Radio Station WBBF, 850 Midtown Tower, Rochester, New York 14604

Promotion

ARE YOU A PROMOTER?

If so, one of the nation’s outstanding stations in a top major market needs you! Only an experienced, aggressive BROADCAST AUDIENCE PROMOTION man need apply. This is your opportunity for an unlimited future. All replies strictly confidential.

Box B-253, BROADCASTING

Situations Wanted—Announcers

ATTENTION STATION MANAGERS...Available immediately: Djs, Newsman, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorse- ment. Well trained, experienced, professional broadcasters.

Southern California School of Radio 3911 Pacific Highway San Diego 10, Calif.

Production—Programing, Others

PROGRAM DIRECTOR IN MAJOR MARKET WITH MAJOR STATION WITH MAJOR GROUP

Looking for Challenge with viral progressive management

I believe in Radio!
I believe in ratings!
I believe in adults as well as teens!
I believe in professional talent and maturity, but exciting-informed sound!
I believe one of radios greatest assets is its deviousness and that "all talk", "good music" or "rock and roll" do not preclude either rating or financial success!
I believe you know of my station’s success already!
I would like to talk with you...the talk may do us both a world of good!

(Replies held in strictest confidence)

Box C-73, BROADCASTING

ANNOUNCEMENTS

FOR SALE: (Box 414)

FOR LEASE: (Box 415)

INFORMATION: (Box 416)
TELEVISION—Help Wanted

CHEF ENGINEER WANTED
Outstanding opportunity for chief engineer to one of the nation’s great TV stations. Midwest location in one of the nation’s top 15 markets. Must be experienced administrator as well as having knowledge of latest broadcasting developments, such as color, video tape, etc. Applicant must be management oriented.
Box B-93, BROADCASTING

Marketing—Programming, Continued

MARKET RESEARCH ANALYST
Wanted by major Coast television station. Knowledge of broadcasting helpful, not essential. Write giving full details:
General Manager, KPIX
2655 Van Ness Ave.
San Francisco, Calif.

EMPLOYMENT SERVICE

NATIONWIDE BROADCAST SERVICES
Immediate openings nationwide for qualified dependable announcers; disc jockeys; newsmen/engineers; advertisers; copywriters; and traffic girls. Also, Program Directors, Sales Manager, and General Manager positions in key markets. Here is your opportunity to move up to a better, higher paying job in radio or TV. Write for application.
NATIONWIDE BROADCAST SERVICES
825 Federal
Denver 4, Colorado
Note: Station Inquiries for Personnel Invited.

FOR SALE—Equipment

1.028’ Tuscan TV Tower
40 lb. wind load
for sale as stands
for further information contact:
Rupert Bogan, Director of Engineering
WBAP-TV
P.O. Box 1780, Fort Worth
Texas 76101
Phone: Area code 817
JE 6-1981

TELEVISION TOWER FOR SALE

WHAS tower located in Louisville, Kentucky. 600 feet overall height, Blaw-Knox H-40 tower. G.E. TV - 14, telescopic 15 years old, good condition. Available to dismantle May 1, 1965 or earlier.

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10,000 Watts—Non-Directional Day—1350 KC. All new equipment—furnishings—studio includes transmitter, property with new building. Ideal opportunity to enter Florida’s largest industrial market. Low down payment—very attractive terms to good operator securing paper. Call or write John McLendon—601-968-1617 Jacksonville, Miss., P. O. Box 197.

Low cost operation ideal for owner-operator. Asking price of $85,000 is about one and one-half times 1964 gross. $19,000 down and 10 years on balance.
Box B-319, BROADCASTING

CALIFORNIA DYNAMITE
$95,000
$15,000.00 down
10 years
ASSUME LIABILITIES
NO BROKERS
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SACRAMENTO, CALIF. AM
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$200,000 CASH takes it all
free and clear
QUALIFIED PRINCIPALS ONLY
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$400,000 yearly gross. Top Facility
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Accredited liberal arts college. Specialization in radio. TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degree. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinics. Outstanding opportunities for achieving professional competence in writing, directing, and script writing for radio and TV. Good 85th year. For catalog write: Director of Admissions.
EMERSON COLLEGE
303 Berkeley St., Boston 16
Continued from page 90
be modified to one of alternative plans: (all cities in Alabama) Selma: delete channel 7, add channel 8; Birmingham: add channel 8; Selma delete channel 8. Received Feb. 9.

Processing line
- Application listed is mutually exclusive with file No. BR-4006, of licensee of cable system, for renewal of license. Proposal is for identical facilities of class III except that different antenna site is proposed.

The following are activities in community antenna television proposed to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchise sales and services of existing installations. Reports appear in alphabetical order by states.

Corte Madera, Calif.—Tele-Vue Systems of California Inc., of the city, has filed an application, proposing a $50,000 performance bond and won a 10-year franchise. Clear View Cable Inc. was the rival firm. The franchise requires free service to public places. Tele-Vue is also proposing to cable Television of Marin for a franchise in Larkspur, Calif.

Glendale, Calif. — National Trans-Video Inc., Los Angeles, Calif., has been given the right to file competing applications with the city, as well a bid of $35,000. The 10-year franchise requires a $25,000 performance bond, 2% of the gross revenue to go to the city and for the use of existing and public facilities wherever possible in distributing cables. The rival firms were H&B Communications of California Inc., and United Community Television of Burbank, Calif.

Maryville, Calif.—Midvalley Cable TV of Maryville and Oroville Communications of Oroville, Calif., are seeking to establish a new lower franchise. Each firm proposes to charge $25 installation and $5 a month.

San Juan Capistrano, Calif.—Tel-Clear, Laguna Beach, Calif., has applied for a franchise.

Grand Junction, Colo. — Home-Owned Cable TV Inc., which had proposed to serve the community for 50 cents per month, has dropped a plan to build a television cable system.

The citizenry also has turned down proposals by Colorado and Western Inc., Casper, Wyo., Reelvision Inc., and Westerntronics Inc., Casper, Wyo., multiple owners of CATV systems in the Rocky Mountain states, has applied for a franchise.

Cookeville, Ind. — The Cookeville Cable Television system, owned by Louis Henderson and Tom McCurr, has proposed a $2,000,000 cable TV system which would include WICD (800,000 watts) and WCTV (700,000 watts). Owner is Cookeville citizens. WCTV will also carry television signals.

Johnson City, Ill. — Illinois Cablevision Corp. of Illinois has been granted a 25-year franchise for a cable system. Among the conditions of the franchise are: (1) the applicant will serve the city and all other public places; (2) the franchise holder must provide service to children and special classes of information; and (3) the franchise holder will be required to pay $5 a month for each extra channel.

Littleton, Ill. — Jack Owens of Charleston, Ill., and Friends of Broadband Inc. (WEIC Charleston) have applied for a CATV franchise.

Covington, Ind. — The Covington Cable TV System, owned by Louis Henderson and Tom McCurr, has proposed a $2,000,000 cable TV system which would include WICD (800,000 watts) and WCTV (700,000 watts). Owner is Covington citizens. WCTV will also carry television signals.

Shelbyville, Ill. — Jack Owens of Charleston, Ill., and Friends of Broadband Inc. (WEIC Charleston) have applied for a CATV franchise.

Lawrenceburg, Ind. — A new applicant has been filed for a franchise in Lawrenceburg. The applicant is the Lawrenceburg Cablevision Corp., Lawrenceburg, Ind. The proposed system would include WICD (800,000 watts) and WCTV (700,000 watts). Owner is Lawrenceburg citizens. WCTV will also carry television signals.

Point Pleasant, Ind. — A new applicant has been filed for a franchise in Point Pleasant. The new owner is Point Pleasant Cablevision Corp., Point Pleasant, Ind. The proposed system would include WICD (800,000 watts) and WCTV (700,000 watts). Owner is Point Pleasant citizens. WCTV will also carry television signals.

Topeka, Ind. — A new applicant has been filed for a franchise in Topeka. The new owner is Topeka Cablevision Corp., Topeka, Ind. The proposed system would include WICD (800,000 watts) and WCTV (700,000 watts). Owner is Topeka citizens. WCTV will also carry television signals.

Davenport, Iowa — The Davenport Cablevision Corp., Davenport, Iowa, is seeking a franchise. The Davenport Cablevision Corp. has proposed a $2,000,000 cable TV system which would include WICD (800,000 watts) and WCTV (700,000 watts). Owner is Davenport citizens. WCTV will also carry television signals.

Mount Pleasant, Mich. — The Mount Pleasant Cablevision Corp. of Mount Pleasant, Mich., is seeking a franchise. The Mount Pleasant Cablevision Corp. has proposed a $2,000,000 cable TV system which would include WICD (800,000 watts) and WCTV (700,000 watts). Owner is Mount Pleasant citizens. WCTV will also carry television signals.

BROADCASTING, March 1, 1965

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television proposed to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchise sales and services of existing installations. Reports appear in alphabetical order by states.
Lumberton, N. C.—The city council has announced that it would grant a franchise of Cable Television Inc., Wilmington, N. C., for a 15-year franchise at no cost in 1962 and a one-year extension in 1963 and again in 1964. Stanley W. Hanzlik is seeking a franchise. Don Curtis is executive vice president and general manager of Cablevision.

Valdese, Burt County Broadcasting Co. has requested a franchise.

Bismarck, N. Dak.—KXMB Inc. (KXMB-TX Bismarck) that the city council has granted a Bismarck Cable Co. franchise and the city council has granted a franchise to Bismarck Cable Co. A franchise was granted to Bismarck Cable Co. for a franchise at no cost in 1962 and a one-year extension in 1963 and again in 1964. Stanley W. Hanzlik is seeking a franchise. Don Curtis is executive vice president and general manager of Cablevision.

Winston-Salem, N. C.—The city council has announced that it would grant a franchise of Cable Television Inc., Wilmington, N. C., for a 15-year franchise at no cost in 1962 and a one-year extension in 1963 and again in 1964. Stanley W. Hanzlik is seeking a franchise. Don Curtis is executive vice president and general manager of Cablevision.

Fulton, N. Y.—Newhouse Broadcasting Co., Syracuse, N. Y., has applied for a franchise. A franchise was granted to Bismarck Cable Co. for a franchise at no cost in 1962 and a one-year extension in 1963 and again in 1964. Stanley W. Hanzlik is seeking a franchise. Don Curtis is executive vice president and general manager of Cablevision.

Northfield, N. Y.—Northfield Cablevision Inc., Northfield, N. Y., has applied for a franchise. A franchise was granted to Bismarck Cable Co. for a franchise at no cost in 1962 and a one-year extension in 1963 and again in 1964. Stanley W. Hanzlik is seeking a franchise. Don Curtis is executive vice president and general manager of Cablevision.

Saratoga Springs, N. Y.—Channel 15 has applied for a franchise. A franchise was granted to Bismarck Cable Co. for a franchise at no cost in 1962 and a one-year extension in 1963 and again in 1964. Stanley W. Hanzlik is seeking a franchise. Don Curtis is executive vice president and general manager of Cablevision.

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By most standards John Masterson would be reckoned a busy man. As vice president of MacManus, John & Adams and general manager of its Los Angeles operations, he is responsible for seeing that the 23 clients served by MJA’s L.A. organization are pleased with the service they are getting, particularly the Pontiac Dealers Association of Southern California, whose account he personally supervises. He needs to be an aggressive new business getter. In the year he has been in his present job, the billings of MJA, L.A., have more than doubled, from about $1.5 million to some $3.25 million annually.

He needs to be a good administrator, too, to encourage, persuade and cajole his creative staff (grown from 25 to 36 in the past year) to devote its full creative powers to producing the best possible product for the agency’s clients. Yes, he has a more than full-time job, by any ordinary yardstick.

But ordinary yardsticks don’t apply to John Masterson. “A human dynamo,” is how one associate describes him. He complains about never having enough time for golf or tennis and he eats and drinks whatever he pleases, to the annoyance of his calorie-counting friends, yet he tips the scales at 170, which is low for his height (exactly six feet) and just about what it was 30 years ago, when he was a student at Gonzaga University in his native Spokane, Wash.

A Triple Threat • It was then that John first displayed his ability to do a number of jobs at once—and to do them all creditably. He was president of his class in each of his college years and president of the student body his senior year. He edited the weekly Gonzaga Bulletin. As a sophomore, he got himself appointed publicity director of the university, which had previously been a full-time job for a graduate. That year and the next, he held down another full-time job as a radio newswriter, working for the Wash stations in Spokane, at that time both KHQ and KDA.

In his senior year he turned the newswriting job over to his roommate, John Reddy, to become a deputy sheriff. (“I’d managed the campaign of a local hardware dealer for sheriff and when he was elected he made me a deputy.” Mr. Masterson recalls, “and from then on I did my studying at the county jail—on salary.”)

For a year after his graduation, John stayed on in Spokane as deputy sheriff and publicity head for Gonzaga. Then John Reddy went to work for Transradio Press (radio’s first independent news service) in New York and it was not long afterwards that John Masterson became a member of Transradio’s San Francisco bureau. He soon learned his way around the Bay City and in short order he had left his newswriting job for a better-paying post as assistant manager of the San Francisco Convention and Visitors’ Bureau. One job was still not enough to keep him occupied, so he created a weekly program, Today’s Football, which he wrote and produced with co-star John Nelson, San Francisco announcer, each Saturday at KFC. From 1938 to 1941, he also was publicity director of the Shrine East-West football game.

A Hollywood Producer • In 1941 John Masterson moved to Hollywood as co-owner and manager of a program he helped to create, a radio-adjacent daytime show, Breakfast in Hollywood, with Tom Breneman as MC. “It ran for eight years with the same sponsors all the way—Procter & Gamble and Kellogg—and it might be running yet if Tom hadn’t had his fatal heart attack in 1948,” Mr. Masterson observes.

Midway through that period, he and John Reddy had joined forces with John Nelson to form a program packaging firm. Masterson, Reddy & Nelson (shortly dubbed “The Three Johns” and seldom afterwards called anything else in the broadcasting-advertising world). In addition to Breakfast in Hollywood, MR&N introduced another weekday daytime show, Bride and Groom, which ran until the late 1950’s, first in radio, then in television.

Jack Paar made his TV debut in an MR&N program, Lucky Stars. And there were many others before, in 1956, the three Johns split up to go their separate ways.

An Agency Executive • Mr. Masterson entered the advertising agency field as head of the New York office of Tatham-Laird, Chicago-based agency. After four years, he became a New York office vice president of another agency with midwestern headquarters, MacManus, John & Adams, which has its home office in the Detroit suburb of Bloomfield Hills. Four more years and on Jan. 1, 1964, he moved back to the West Coast as head of the MJA & Los Angeles office.

With a background in radio such as his, Mr. Masterson is naturally enthusiastic about this medium and he puts it to good use for the Pontiac dealers of Southern California, an association of 33 automobile agencies which put most of their advertising budget (of about $350,000 a year) into saturation radio. It’s real saturation, too, with 18 stations plastering the market with 580 Pontiac commercials a week.

Speaking both as one who has personally created and produced successful network radio and television series and as an agency executive, Mr. Masterson voices two major objections to the way TV networks are operating today.

“First, almost without exception the top echelon of all three networks, the men who decide which programs go on and which go off, never created or produced anything. Second, I think the manner in which the networks have virtually excluded any real agency or sponsor participation in program development or selection is incredibly shortsighted and unwise.”

No stopping a dynamo set in motion


Week’s profile
EDITORIALS

Short count

ALL kinds of mischief may be expected to flow from the continuing poll of readers' attitudes toward television that a number of newspapers around the country are now carrying. Results of the first poll, as reported in Broadcasting last week, were, to no surprise, unfavorable to television and were, again to no surprise, given prominent display in subscribing papers.

The principal mischief that has already been caused by this newspaper feature is the wholly incorrect assumption that responses can be projected to the entire viewing audience. It is not so much that the questions and their presentation are loaded to induce anti-television results—although both conditions are inherent in the feature. The big defect is that readers who are unfavorably disposed toward television are far more likely to fill out ballots and mail them in than readers who like television. By no juggling of statistics can the responses justifiably be taken to represent the attitudes of the general population.

Yet erroneous projections are already being made. In last Monday's Washington Evening Star, the results of the first poll were presented under a two-column headline at the top of a page. Accompanying the main story and a new ballot seeking reactions to TV commercials was another story reporting that the results of this poll were in "direct contradiction" to the 1962 study of viewer attitudes done for CBS by the Bureau of Applied Social Research of Columbia University. The Columbia study, as reported in a book, The People Look at Television, "concluded that on the whole the average American viewer considers the programs good—'somewhat better than satisfactory,'" the Star said.

The Star should know better (and maybe it does) than to match the newspaper poll with the Columbia study which was carried out under the highest standards of contemporary research (Broadcasting, Feb. 18, 1963). The Columbia information was obtained from personal interviews conducted by trained researchers among respondents who were carefully selected to constitute a sample of the adult population. What the Columbia study discovered could with confidence be projected as a reflection of the attitudes of all American adults. What the newspaper poll is discovering is applicable to nobody but the voters in the poll.

The Bell-McClure syndicate which is distributing the newspaper feature has placed it in some 20 papers and hopes eventually to sell it to 150. Television broadcasters had better start taking measures to distribute true facts about the audience as fast as the newspapers spread the slanted word they are being given by their syndicate.

Liberal vs. conservative fantasy

AMESMANSHIP between liberals and conservatives might have slowed down since the elections last November, but it didn't go into limbo. The most disturbing aspect is that free broadcasting is being made the new battleground.

Democrats, whatever their coloration, are generally defined as the liberals who are after the "radical right" users of paid broadcasts. They have complained to the FCC on "fairness" grounds and are mounting a full-scale investigation to be directed by Senator John O. Pastore (D-R.I.), peppery chairman of the Senate Commerce Subcommittee.

The Republicans—particularly that segment that calls itself Goldwater conservative—make no bones about their determination to infiltrate the major news media, particularly network television. The target of at least one small section is to seize control, if possible, or at least sufficient stock interest in CBS to influence its editorial policies. It described CBS as "the most influential single media in the United States" while saying unkind things about its news orientation.

It is recalled that at the Republican convention in San Francisco last summer, Donald E. (Buz) Lukens, national chairman of the Young Republicans, advocated a 10-year project to work Republicans into positions of responsibility in broadcast news operations and thus establish beachheads that could influence or control the electorate.

This philosophy, as well as the harassment of the media by the liberals, is so much claptrap. It displays an appalling ignorance of the journalistic function.

Let's dissect the scheme to grab control of a network. If a network attempted to control, suppress or slant the news (which is something that happens and is not contrived or invented), it would soon find that many of its affiliates would refuse to carry such schedules. It then would cease to be a network.

Broadcasters may be flattered by the special attention of the politicians, who recognize their public acceptance as the foremost mass media. But they soon would lose that cherished acceptance if they knuckled under to any of the special interests.

A case of access

AS reported in some detail elsewhere in this issue, the FCC last week conducted an off-the-record conference with representatives of the National Community Television Association and the National Association of Broadcasters to exchange suggestions on how CATV ought to be regulated. The legality of such a meeting may not be questionable, but the propriety of it is.

What the government eventually does about CATV is a matter of great significance to the American public. Although public hearings will undoubtedly at some time be held before government policy is established, the secrecy surrounding meetings of the FCC and elements representing strong self-interests at this stage of the proceedings can only raise doubts about the influences that are being brought to bear.

This is no way to conduct the preliminaries in the formation of government policy. The public is entitled to know what is being fed to the government agency that is supposed to be its representative.

"The opinions expressed by this machine are entirely its own and do not necessarily reflect those of this station!"

Drawing for Broadcasting by Sid Hix

100
The State House was built in 1795 by famous architect Charles Bulfinch, on land bought from John Hancock. Samuel Adams laid the cornerstone. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH
Should Bob and Dick Sherman gently soar over the Disney studios on an umbrella, no one would be terribly surprised. For the brothers Sherman aren't expected to do anything expected—and they haven't since the 50's when their history of hits began.

As the only songwriters in the world under contract to a motion picture producer, Bob and Dick have composed for more than 19 films, exhibiting a versatile magic that skips from ragtime to romance, from British puffery to French fluffery, from sad songs that make audiences laugh, to happy songs that, incredibly, make them cry.

BMI takes special pride in Robert and Richard as well as in all the other esteemed composers for motion pictures whose music we license for public performance.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

Among the Sherman brothers' happiest successes are: Pineapple Princess, You're Sixteen, Tall Paul (singles); songs for The Parent Trap, The Absent Minded Professor, The Castaways, Bon Voyage, Summer Magic, "Walt Disney's Wonderful World of Color" and Mary Poppins. Current project: Winnie the Pooh, for Walt Disney Productions.