Radio spreads
the word
fastest

A great sport booms from coast-to-coast and for most fans Radio is the fastest—often the only—source for up-to-the-minute ski reports. And for selling, nothing beats Spot Radio's speed. It's the fast way to spread the word about your product.
What's in the CARDS?

No game of chance, no blind luck... this punch decoded reads, "an avid, enthusiastic audience of the bigger-buying age" and affirms WTRF-TV's leadership. Indeed, a code station with facilities and abilities to deliver selling performance for clients and audience.

*ARB (Nov '64) (7:30-11 PM Mon-Sun)

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**Television Station**

WTRF-TV (Wheeling, West Virginia)

**Station Details**

- **Network**: Basic NBC
- **Market**: Wheeling
- **Ratings**: 46/76
- **Time**: Nov-Dec '64
- **Code**: YES

**Merchandising**

"excellent"

---

**Time Buyers**

- **Bugs Bunny**
- **Daffy Duck**
"... there emerges a whole new ballgame in the latenight live programming sweepstakes."

Variety

"He has enough tastes, talents and affections for two or three people."

TV Guide

"Griffin's appeal lies in his unpretentious charm, which is ingeniously combined with a highly sophisticated wit."

NY Daily News

"Griffin stands as one of a relatively new breed of showbusiness people: the total man."

The Hartford Times

Merv Griffin fields plaudits from the pundits (and a cheering public) with disarming ease. Now marvelous Merv has been signed by Group W. And when he goes under the lights in mid-April, you'll see how the game really should be played. The Merv Griffin Show is a sure hit!

Ninety minutes of late-night action for the weeknight crowd, top stars hot on the current scene (and screen), plus lots of new talent, entertaining newsmakers and other good sports of all sorts. Through it all, mighty Merv is in there with his own abundant talents as a singer, musician, wit and host. Merv is on the move. So are available markets. Sign now for the big opener.

THE MERV GRIFFIN SHOW

Call/Write/Wire

WBC PROGRAM SALES, INC.

122 East 42nd Street, New York, N.Y. 10017 - Phone (212) 983-6535
Frequently manufacturers' sales figures show only cities where shipments are received by wholesalers and distributors. They do not show where these shipments are actually sold by retailers over a wide area. Ask your sales staff for the full picture of your retail sales in the Lancaster-Harrisburg-York area where WGAL-TV/Channel 8 offers total-market coverage to do your selling.
Now cooking: CATV rules

Although final decision is still very much in doubt, FCC Friday took step toward asserting jurisdiction over all community antenna television systems. Commission reportedly instructed staff to prepare notice of inquiry asking for comment on whether commission has authority over off-air systems, as well as notice proposing rules similar to those contemplated for microwave-fed systems. And commission instructed staff to prepare final order adopting latter rules, which have been under consideration for more than a year.

Rules are said to be along lines of those originally proposed, requiring 15-day, before-and-after nonduplication of local stations and requiring carriage of local stations' signals. Commission sources stress, however, that decisions at meeting Friday—after day and a half of intensive, detailed discussion—were tentative, that there is no assurance either document will be issued. They will be considered at special meeting March 19.

New name

President Johnson's known desire for woman or educator on FCC has brought up name of woman who is both Mrs. Mary Guy Franklin, supervisor of television education of Richmond (Va.) public school system. Although no one second-guesses chief executive, as many false alarms attest, it's known that Mrs. Franklin is one of last under consideration in long-delayed selection of successor to Rep. Marcy Walker, Fred W. Ford, now president of National Community Television Association.

Others reportedly still in running include Richard Hull, Ohio State University; Dean Kenneth Bartlett of Syracuse University, and Dean Charles King of Detroit School of Law. Mrs. Franklin, 50, is graduate of Westhampton College, branch of Richmond University; started teaching in 1942 in Richmond and was selected as one of several educators to specialize in ETV. She later was made its head.

Foaming over

With New York Yankees entering last year of TV-radio rights contract with P. Ballantine & Sons for coming baseball season, it's renegotiation time. Price being asked by Yankees for 1966 is reported to be $2.1 million which, if agreed upon, would be largest sum to be won so far by any baseball club for home city and regional broadcasts. Ballantine is said to feel figure is too high. Usually Ballantine sells off portions of sponsorship to other advertisers. Ballantine account moved from William Esty to Young & Rubicam and Sullivan, Stauffer, Collin & Bayles last month (Broadcasting, Feb. 15).

Transatlantic TV

Rate making for television use of Early Bird synchronous satellite (due to be placed in orbit next month) is due for serious study next week by Communications Satellite Corp. "Interim Committee" of Comsat, which comprises all carriers owning 1.5% or more of Comsat stock, is set to meet for week beginning March 15 in Washington. Subject of TV rates for Early Bird came up informally two weeks ago at London meeting of U. S. and European broadcasters (Broadcasting, March 1).

Europeans at London meeting suggested TV rate for Early Bird be equivalent to charge for coast-to-coast network feed in U. S. (less than $5,000 an hour). They also proposed, as inducement to two-way use of satellite (which can move TV signal only one way at a time), that over-and-back rate be set at one and a half times that for single transmission.

Shadow to substance

Jack Valenti, Lyndon Johnson's shadow since that eventful day President assumed office 15 months ago, may be leaving White House executive staff soon to return to advertising agency business. Mr. Valenti's primary duties as appointment secretary have been taken over by fellow Texan, Marvin Watson. Mr. Valenti, partner in Dallas agency until he suddenly became new President's aide, may join big New York agency as partner.

Circumventing court

Broadcaster support for federal libel law giving licensees certain immunities is being sought by Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee. Determined to overturn precedent set by U. S. Supreme Court in benchmark New York Times libel decision (almost anything may be said about public official unless malicious), Representative Rogers is drafting bill for federal libel law that would include criminal sanctions and give public officials protections enjoyed by private citizens (Broadcasting, Nov. 30, 1964).

Starting campaign (he's given National Association of Broadcasters representatives fill-in), Mr. Rogers says if station carried libelous statements over which it had no prior control (as with live speech), it would be immune from suit. Station would be liable if it aired libelous editorial or was otherwise responsible for content.

Literary notes

Brigadier General David Sarnoff, chairman of RCA, is subject of biography being written for possible fall release. Eugene Lyons, senior editor of Reader's Digest, is writing Sarnoff saga, to be published by Harper's.

General Sarnoff's opposite number, Chairman William S. Paley of CBS Inc., is taping his memoirs for network's historical records, which might be basis for published biography of his career.

Deal in Chicago?

Possible sale of WCHU-TV Chicago, year-old UHF (ch. 26), loomed Friday despite denials by chief officers. Dohl Hewitt, packager of Barn Dance on WGN-AM-TV Chicago, has made offer via Hamilton-Landis, brokers, to buy controlling shares from certain stockholders for about $650,000. Other bids also have been tendered, WCHU officials admitted.

Fear convention space SRO

Space shortages are beginning to worry some planners of events associated with National Association of Broadcasters convention to be held in Washington beginning March 21. Broadcast Pioneers now fear March 23 banquet—which will feature such stars as Jack Benny and George Allen—will attract bigger crowd than Shoreham hotel ballroom now assigned can hold. Room is rated at 1,700 capacity, but stage necessary for big show (including 40-piece orchestra) will reduce table space to 1,000. Pioneers' biggest headache: handling requests for big blocks of tables by broadcasters bringing congressional delegations.

Hotel suites are also in short supply. With record number of convention participants anticipated, NAB associates have already spilled out of five hotels originally signed to accommodate convention and are taking space anywhere they can find it.
Theatre 5 won’t revolutionize radio overnight. It’s just the beginning.

AND NOW, THEATRE 5, TWENTY-FIVE MINUTES OF RADIO DRAMA BROUGHT TO YOU BY...

ABC believes that radio can offer more. Both to the listener and the advertiser. Theatre 5 is a first step toward that goal.

Theatre 5 is designed to bring something strikingly different to the listener and the advertiser. It’s twenty-five minutes of newly-produced, fast-moving adult drama. Five programs of suspense, mystery, hard-hitting adventure, and science fiction every week. With modern themes, up-to-date twists and surprises.

Theatre 5 is a program to increase a station’s profit. It can be sold for more than virtually any other property in local radio.

A program specifically designed to give radio stations a completely new format to offer important clients. A program that can be his alone. One he can merchandise with impact every day of the week, 52 weeks of the year.

There’s only one new radio drama like Theatre 5. And if you have it, no one else can get it.

Write or call Mr. Marvin Grieve (The ABC Radio Network, Special Program Features, 7 West 66th St., N.Y., N.Y.—212 SU 7-5000).

He’ll give you a few other significant reasons why the ABC Radio Network believes all radio has an exciting future. And Theatre 5 is just the beginning.

THEATRE 5. A NEW PRODUCT OF THE ABC NETWORK, SPECIAL PROGRAM FEATURES DEPT.
**WEEK IN BRIEF**

Dr. Seiden's report calls for enlarging TV markets; proposes use of translators. Says FCC proposed CATV rules are sound; UHF's in large markets won't be seriously injured. See . . .

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Economic impact of CATV's on TV stations isn't make or break situation, Dr. Seiden says. In report to FCC, he finds local station business more affected than national buys by CATV presence. See . . .

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Dr. Seiden finds CATV profitability so attractive that TV licensees should be led from temptation by FCC rules that would prevent them from operating CATV's in their own markets. See . . .

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Hole opens in sky and color set sales go rushing through. Unexpected boom in consumer demand has produced shortages of large rectangular-tube models. Manufacturers raise estimates of 1965 sales. See . . .

**FULL MARKET IN COLOR . . . 78**

Appeals court tells FCC to reopen Orlando ch. 9 case and accept new applicants. Court says commission went its own way last June in reaffirming 1957 grant and basing it on 'state' evidence. See . . .

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CBS-TV undergoes executive facelitig. Genial John Schneider is moved in to replace aloof Jim Aubrey. Stromberg resigns in Hollywood and Shakespeare moves to TV stations division. See . . .

**POLICY CHANGES NEXT . . . 52**

Uneasy is head that wears TV network crown. Schneider becomes fifth CBS-TV chief since 1951. ABC-TV has had four men at top. NBC-TV has been run by seven presidents, dating back to 1940's. See . . .

**NETWORK CHANGES FREQUENT . . . 58**

North Dakota legislators seem ready to pass 3% tax on advertising that would cost media estimated $700,000 yearly. Opposition of media and advertisers can't seem to dent support for bill. See . . .

**TAX THREAT GROWS . . . 38**

FCC turns down bid of ABC, CBS and NBC brass for informal meeting on proposed TV program control limitations. FCC session on 50% plan is postponed. Hyde urges fellow commissioners to go slow. See . . .

**NETWORKS WAIT FOR SHOE . . . 70**

Cigarettes will get their week on Capitol Hill. Senate Commerce Committee sets hearing for late March. NAB's Wasiowski and Bell, FTC Chairman Dixon and cigarette code boss Meyner due to testify. See . . .

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BROADCASTING, March 8, 1965
You are cordially invited to visit

General Electric's Quality Gardens

at the 1965 National Association of Broadcasters' Show, March 21-24, Sheraton Park Hotel, Washington, D.C. (Booth 218)

In the exquisite setting of General Electric's Quality Gardens, you'll find it all.

Striking new television broadcast equipment to improve your station image, field-proven, customer-accepted studio and film cameras, audio equipment, transmitters and antennas.

Your G-E representative will be there. Ask him to show you through Quality Gardens.

Visual Communications Products
Consumer Electronics Division

Syracuse, N.Y.
IRS: Tax Court erred on network depreciation

Internal Revenue Service, still fighting legality of depreciation of network affiliation contracts by broadcasters, claims affiliations go on and on virtually without end.

Appeal brief, filed in U. S. Seventh Circuit Court (Chicago), March 4, said U. S. Tax Court erred in approving 20-year straight line amortization to Corinthian Broadcasting Co last year (Broadcasting, March 9, 1964).

Government claims also that statistical tables used to show expected life of affiliation contracts are in error, since they are based on atypical history of TV stations (primarily experience during "freeze" years).

Tax court approved Corinthian claim that $4,650,000 allocation to CBS affiliations for WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind., were depreciable. Corinthian paid $10 million for those stations and AM adjuncts in 1956.

**RKO buys 48% of newspaper**

RKO General Inc has purchased substantial interest in Schenectady (N.Y.) Union Star, it was announced jointly Friday (March 5) by John Poor, president of RKO General Inc and Frank Miller Jr., president of newspaper.

RKO General official in New York said company has acquired 48% interest in Star, representing RKO General's first move into newspaper field. Purchase price not disclosed.

**Salinger is now seeking uniform poll closing law**

Pierre Salinger, formerly advocate of voluntary restraints on broadcasts of early voting projections while polls remain open, said Friday (March 5) he thinks proper approach is law or constitutional amendment requiring states to conform to uniform poll closing hours.

Mr. Salinger's view is in accord with CBS Inc. President Frank Stanton's that reform of voting procedures is best way to prevent foreknowledge of voting outcome, based on projections, from influencing voting (Broadcasting, Aug. 17, 1964, et seq).

Mr. Salinger said poll taken for him in his unsuccessful 1964 California senatorial election campaign showed 350,000 voters didn't vote because they'd seen or heard network projections of election outcome. Harm was more to local and state races than national ticket, Mr. Salinger says, although he contends it was factor in his defeat.

Mr. Salinger is vice president for advertising, public relations and promotion for National General Corp., Beverly Hills.

**Rohner leaves CBS-TV; Sipes named to post**

CBS-TV announced resignation Friday (March 5) of Franklin Rohner as vice president-business affairs, Hollywood. This was second departure of CBS-TV executive within week to follow resignation of James T. Aubrey Jr. as CBS-TV network president (page 52).

Donald Sipes, director of package negotiations for network's business affairs in New York, named as successor to Mr. Rohner. Salvatore J. Iannucci, vice president-business affairs, CBS-TV, said Mr. Rohner's resignation was effective immediately. Mr. Sipes, who joined CBS-TV two years ago, previously had been with Frank Cooper Associates and with NBC.

Announcement came one day after Hunt Stromberg's resignation as vice president-programming in Hollywood.

**ANA releases first study on TV trends**

First Association of National Advertisers study of TV audience and cost trends, television circulation and rate trends, 1959-64, was released by ANA Friday (March 5). Officials said it was similar to ANA's circulation and rate trend studies of newspapers, magazines and other media and, like them, would be updated periodically.

Study shows for each of 493 U. S. TV stations its network affiliation (if any), estimates of homes reached, network Class A hour rate, prime 20-second spot rate and average cost-per-thousand homes, for each year of five-year span. Data was compiled by American Research Bureau and Standard Rate & Data Service under direction of ANA Broadcast Committee, headed by A. L. (Fred) Plant, Block Drug Co.

Officials said TV studies were not started earlier because circulation figures for meaningful analysis of trends were not available till recently. Copies of study are available from ANA, 155 East 44th Street, New York, at $15 per copy.

**Program item set for Mar. 15**

FCC has set March 15 as new date for special meeting to consider proposed rule that would limit networks' ownership and control of their prime time programming.

Commission was to have considered issuance of proposed rulemaking at meeting Friday (March 5) (see page 70). But commissioners decided instead to continue meeting that was begun Thursday on community antenna television.

**No Grade B protection against CATV, board says**

FCC Review Board has ruled against television station seeking simultaneous nonduplication protection from community antenna television system in its Grade B contour.

KTVC-TV (ch. 6) Ensign, Kan., had urged denial of grant of facilities to Teleprompter Transmission of Kansas Inc, unless CATV in Liberal, Kan., promise to refrain from duplicating its programs.

Board held that protection was not needed. KTVC is 52 miles from Liberal,
John A. Schneider, VP and general manager of WCBS-TV New York, appointed president of CBS-TV Network, succeeding James T. Aubrey Jr., who has resigned. Frank Shakespeare Jr., senior VP New York, appointed executive VP, CBS Television Stations Division, and Hunt Stromberg Jr., VP programs, Hollywood has resigned (see page 52). Successors to Mr. Schneider and Mr. Stromberg were not announced.

John Hinsey, manager, film programs, West Coast for NBC, appointed director of NBC Productions, Los Angeles, replacing Felix Jackson who has resigned to enter motion picture and television production work. Previously, Mr. Hinsey had been program manager of NBC-TV Los Angeles and producer of Matinee Theatre.

Herbert M. Rosenthal, chairman of board, Creative Management Associates Ltd., New York, elected VP in charge of program development, NBC-TV, effective March 29. As program creator-talent manager, Mr. Rosenthal was with MCA for 23 years, was president of MCA Artists Ltd., and also VP of parent, MCA Inc., during that time. He joined MCA last August. At NBC-TV, he will report to Mort Werner, VP in charge of NBC-TV program department. Three program creation-developers at NBC-TV will report to Mr. Rosenthal: Edwin S. Friendly Jr., VP, special programs; Thomas A. McAvity, general program executive, and Ross Donaldson, director, program services.

Philbin S. Flanagan, VP of Henry J. Christal Co., New York, elected president of radio representation firm. Mr. Flanagan joined Christal as account executive in 1952, became eastern sales manager in 1958, general sales manager in 1959 and two years ago was elected VP. Presidency of company, since its organization in 1951, has been held by Henry I. Christal, who now becomes board chairman.

Abe Mandell, executive VP of Independent Television Corp., New York, appointed president of ITC. Michael Nidorf, president and board chairman of ITC, has resigned but will remain as American consultant to Associated Television Ltd., London, of which ITC is a subsidiary. Mr. Mandell joined ITC as director of foreign operations in 1958 and was named executive VP in 1962. Earlier he had been with Ziv Television Programs (now United Artists Television).

W. Stanley Redpath, executive VP and member of board of Ketchum, MacLeod & Grove, Pittsburgh, named chairman of new executive committee and vice chairman of board. Other KM&G promotions: William E. Pensyl and William J. Gillilan, senior VP’s, elected executive VP’s and members of executive committee; William R. Parker, head of finance and administration, named senior VP and member of executive committee; James J. Cochran, VP and manager of New York office, named senior VP; Richard H. Conner, VP, public relations manager and member of board, named senior VP; Donald H. Ratchford, VP, member of board and group manager, named senior VP, and William H. Genge, VP and group manager, elected to board and named senior VP. George Ketchum, chairman of board and founder, is member of executive committee as Edward T. Parrack, president and chief executive officer.

For other personnel changes of the week see FATES & FORTUNES

Y&R promotes Bond to chief executive officer

Edward L. Bond Jr., president of Young & Rubicam since 1963, was named chief executive officer, effective today (March 8). George H. Gribbin, former chief executive officer, will remain as board chairman and will concentrate on creative output of agency in U. S. and abroad. Y&R said its billing had grown from $227 million in 1957 when Mr. Gribbin became president to $330 million in 1964, of which $60 million is from business outside U. S.

Four CBS executives sell off some stock

Insider trading reports issued by New York Stock Exchange shows four CBS executives sold total of 16,600 shares of company’s stock during February. There was no indication selling was related to resignation of James T. Aubrey Jr. and other CBS-TV executive changes announced last week (see page 52).

Clarence Hopper, vice president in charge of facilities and personnel, sold 6,500 shares, retaining 9,208 and another 1,014 jointly with wife; Richard Salant, vice president, sold 4,400 shares, holds 6,436; Goddard Lieberson, president, Columbia Records, sold 4,000, retains 15,690, and assistant treasurer Walter Rozett, sold 1,700 keeping 38 shares.

WEEK'S HEADLINERS

Mr. Mandell

Mr. Cohen

Mr. Fianagan

Mr. Hinsey

Mr. Jackson

Mr. Flanagan

Mr. Redpath
Looking for the camera that's versatile and trouble-free, the one designed to meet all your station's needs? Meet the

**Kodak Reflex Special Camera**

With the Kodak Reflex Special Camera and its accessories you have a complete 16mm motion picture system, both sound and silent. The camera provides the most accurate reflex viewing and is ruggedly engineered for continuous day-to-day performance in the field and in the studio. But most important, the camera's optical and film-transport systems assure recorded images unmatched in sharpness and steadiness. Here are some of the quality features contributing to its versatility:

1. Variable shutter permits exposure and depth-of-field control in addition to that provided by lens diaphragm. This feature is particularly valuable when shooting news events in low-light conditions.
2. Ground-glass reticle shows exact scene which reaches film, provides accuracy as great as any camera-rackover system but with the speed and convenience of reflex viewing.
3. Adjustable eyepiece can be locked into position. Normal 10X magnification can be increased to 20X for precision focusing—assuring extreme sharpness in the projected image.
4. Three-lens turret provides flexibility to meet any situation. Type R lens mounts and positive-action turret afford great accuracy and speed of lens change.
5. Nine Kodak Ektan Lenses have been developed for this camera, ranging in focal length from 10mm to 150mm, including a new f/2.2 zoom lens with variable focus from 17.5 to 70mm. These superb optics yield images of extraordinary resolution.
6. Single-system sound-recording accessory provides the portability and dependability necessary for news reporting and features maintenance-free transistorized amplifier.

The Kodak Reflex Special Camera is part of a rapid-access 16mm TV film system that takes you from "on the spot" to "on the screen" in minutes. It includes camera, pre-striped films, processor and projector. For a brochure with complete details, write to:

Motion Picture and Education Markets Division  EASTMAN KODAK COMPANY  Rochester, N. Y. 14650

or the regional sales offices: New York, Chicago, Hollywood
The Embassy of Belgium

His Excellency Baron Louis Scheyven, Ambassador from Belgium, with Baroness Scheyven and their daughter, in the Embassy library ... another in the WTOP-TV series on the Washington diplomatic scene.

WTOP-TV
WASHINGTON, D.C.
Represented by TVAR

A POST-NEWSWEEK STATION

Photograph by Fred Maroon
A WORD ABOUT A WORD
YOU WILL SOON FIND IN EVERY DICTIONARY

The word is LP-gas.
It means many things to many people.
To housewives LP-gas means modern comfort and convenience. It heats homes, cooks food, heats water, dries clothes.
To industry executives, LP-gas is a vital source of energy for running fork lift trucks, cutting metals and powering generators.
To farmers and ranchers, LP-gas provides power for tractors and trucks, and heat for crop dryers and brooders.
To civic-minded bus companies, LP-gas is not only an efficient fuel, but also helps to reduce air pollution in cities. Clean burning and odorless, LP-gas leaves no noxious fumes to contaminate the air. Over 1600 buses in Chicago use LP-gas.
If you, as a broadcaster, want to know more about LP-gas and how it can help solve your city's air pollution problem, write us for a complete “LP-gas Press Portfolio.”
What exactly is LP-gas? It is liquefied petroleum gas, a gas compressed into a liquid for easy transportation and storage. It goes by many names...propane, butane, or bottled gas...but they're all LP-gas. You'll find LP-gas wherever there is a need for heat and power.
In fact, of America's great sources of energy only LP-gas serves people in so many ways.

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

NATIONAL LP-GAS MARKET DEVELOPMENT COUNCIL • 79 W. Monroe St., Chicago, Illinois 60603 • Phone 312 372-5484
DATEBOOK

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

MARCH

March 8 — Seventh annual Broadcasting Day sponsored by Florida Association of Broadcasters. Speakers include: FCC Commissioner Kenneth A. Cook; Thomas Wall and Robert L. Head, Washington attorneys; Edwin Gill, WSB Atlanta; Edwin Pfeiffer, WFAA Dallas; Virgil Wolff, WRDW-AM Augusta, Ga., and Howard Green, WOND Atlantic City. University of Florida, Gainesville.

March 8—FCC tentatively scheduled to appear at House Independent Offices Appropriations Subcommittee to justify fiscal 1966 budget request of $77.5 million.

March 12—Hollywood Festival of World Television Classics. Prize-winning programs from 25 countries will be shown. Festival is jointly sponsored by 12 Hollywood TV film producers. Huntington Hartford Theater, Hollywood.

March 9—National Academy of Television Arts & Sciences, Hollywood chapter, special meeting addressing "The Future of television." 8 p.m. Huntington Hartford Theater.

March 10—Meeting of National Association of Broadcasters Future of Broadcasting Committee, Park Lane hotel, New York.


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

March 15—Meeting of Institute of High Fidelity Inc. Speakers include Sherrill W. Taylor, vice president for radio of National Association of Broadcasters. Ambassador hotel, Los Angeles.


March 14—Association of National Advertisers, sales promotion seminar. Westchester Country Club, Rye, N. Y.

March 15—Deadline for comments on the FCC's inquiry and proposed rulemaking to amend its TV translator rules to permit licensing to regular TV stations and others upon a showing of translators using up to 100-w power output to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments.

March 15—Deadline for Alfred P. Sloan Radio-TV Awards for Highway Safety. Entries should be sent to 300 Ring building, Washington 20038.


March 18—Frederick W. Ford, president of National Community Television Association, addresses the Television and Radio Advertisers Club of Philadelphia.


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


March 23-30—Senate Commerce Committee hearing on legislation to regulate cigarette advertising and labeling: (S 551) and cigarette advertising and labeling (S 547), with witnesses representing media and health, associations, government agencies and tobacco industry. Senate, Washington, D.C.

March 23-28—Institute of Electrical and Electronics Engineers International convention, New York Coliseum and New York Hilton hotel.


March 24-25—Meeting of Southern CAXV 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 CAXV's future; Fred Webber, Telesystems Corp., Glenside, Pa., on CAXV promotion and advertising; Frederick W. Ford, president, NCTA, on CATV and negotiations with the National Association of Broadcasters, and Hon. Paul B. Johnson, Mississippi governor, on the value of the CATV industry to Mississippi. Broadwater Beach hotel, Biloxi, Miss.

March 25—Deadline for reply comments on the FCC's inquiry and proposed rulemaking to amend TV translator rules to permit licensing to regular TV stations and others, upon a showing of translators using up to 100-w power output to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments.

March 28-April 2—Society of Motion Picture and Television Engineers, 57th semi-

BROADCASTING, March 6, 1965
**KIDS**
love the FUN! - FUN! - FUN!
of

The NEW PHIL SILVERS SHOW

25-city audience count reveals:

**39.3%**

of the viewers were Kids in late (for Junior) time.*

PROVED — AN ALL-FAMILY SHOW WITH ESPECIALLY STRONG APPEAL FOR KIDS

Average composition throughout its run shows the under-11 and 12-17 age groups to be...

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*on CBS-TV network, 1st 4 months at 9:30 pm next 8 months at 8:30 pm

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

annual conference. Ambassador hotel, Los Angeles.

March 29 — duPont awards dinner, Mayflower hotel, Washington.

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

March 29-31 — Canadian Association of Broadcasters annual convention. Bayshore Inn, Vancouver, B. C.

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

#March 31—Frederick W. Ford, president of National Community Television Association, and Morton Leslie, acting chairman, Television Accessory Manufacturers Institute, debate community antenna television at meeting of the National Electronic Distributors Association, New York Hilton hotel.

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

APRIL

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

April 2 — The Publicists Guild, awards luncheon, Beverly Hills hotel, Beverly Hills, Calif.

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

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

April 8-9 — Sixteenth annual Atlanta Advertising Institute will have Mike Wallace and Robert Sorenson, vice president and assistant to the chairman of the board of D'Arcy Advertising, as speakers. Dinkler Plaza hotel, Atlanta.

*Indicates first or revised listing.

Reprints of radio's story

EDITOR: The article on radio in the Feb. 22 "Perspective 1965" issue ("Radio outlook: research could add luster") is outstanding. You have done a great job in clarifying the fundamental problems (as well as the exciting opportunities of today's radio).

This is a real service to both broadcasters and the advertising community.

We would like 200 reprints as quickly as possible—Miles David, administrative vice president, Radio Advertising Bureau, New York.

(Reprints of the article on radio's outlook are available at 25 cents each from Readers Service Department, BROADCASTING, 1735 DeSales St., N.W., Washington 20006.)

Reminder for car dealers

EDITOR: May we have permission to reprint the excellent article, "Radio's effectiveness praised by Los Angeles agency" (BROADCASTING, Feb. 22).

We would like to circulate this article, with full credit, to the Milwaukee car dealers and their advertising agencies.—James T. Butler, vice president-general manager, WISN Milwaukee.

(Permission granted)

Man, it all sounds alike

EDITOR: Donald Brown's defense of Top 40 operations (BROADCASTING, Feb. 15) reminds me of the experience we had with one of our former announcers who received his training at "rockers," including one of the best.

We asked him to produce a commercial using "Easter Parade" as the music background. He was to use the arrangement found in a Joe Buskin-Irving Berlin medley.

The project was completed. It was a first-rate commercial, only the background was "Let's Have Another Cup of Coffee" which the Top 40-oriented announcer couldn't distinguish from "Easter Parade." — Frank C. McIntyre, vice president, KLUB Salt Lake City.

To quaff nevermore

EDITOR: Brewmeisters of the world—arise, unite and revolt!

The recent edict handed down by that compendium of non-sequiturs, moronic mandates and virtuoso exercises in obscurantism, the TV Code Authority, is sufficient to make any self-respecting auds-sachem leap into his deepest vat and stay down.

All this has to do with a ukase concerning the depiction of beer in TV commercials [BROADCASTING, March 1]. It is now verboten to "tilt or hold a (beer) vessel close to the lips; the whipping, smacking or purging of lips and the swallowing motion of the Adam's apple or similar actions." Of the long list of lunacies endemic to the code, none parallels this for sheer infantilism.

Picture the scene. Gurgling happily into a stein, a stream of Bavarian Borsch tunefully trickles its way. People are sitting around it with eyeballs hung out like the compound optics of a fly, waiting for the word to pour the elixir down their throats. Isn't this why the stuff was made in the first place?

Nay, say not so. It hath other uses. Money can be bet on how long it takes for the head to fizzle itself into oblivion; coins can be pitched into the stein from a distance of 10 feet. But drink it? Nay,
A show for teenagers should make parents proud!

This one does.

Look at the faces or Mom and Dad. It's easy to see how they feel about seeing their youngster on "It's Academic," The Illuminating Company's lively information game show...one of 16 school and college telecasts seen every week on WEWS, the community minded Scripps-Howard television station in Cleveland.
for it might have an immoral influence on the young viewer. If there be any young viewer, starting from the age of 2, who doesn't think that a liquid poured into a goblet is for anything but drinking, it is respectfully suggested he be returned to the womb, for his development obviously ceased at the braincase.

I cannot fathom the labyrinthian thought processes of the gentry who dreamed up the stricture in the code. No doubt they were motivated by the highest principles but so were the counsils of the Inquisition.

Boy, fetch me a decanter of Gombrinus. No, I don't want to drink it; just glare at it.—Name withheld.

Our readers are buyers too

EDITOR: Many thanks for the great story about my Super Market Radio Shopper program (BROADCASTING, Feb. 15).

Did you know that [within a week] I received inquiries for exclusive rights to the program from (and am in negotiations with) stations in Baltimore; Canton, Ohio; Cincinnati, St. Louis, Des Moines; Denver; Portland, Ore.; Wichita, Kan., and Roanoke, Va.—Charles Ross, Charles Ross Advertising Agency, 1350 North Highland Avenue, Hollywood 28.

(The program, on KGBS Los Angeles, was among the four radio programs cited for sales successes in our "Perspective 1965" issue)

Not so in Germany

EDITOR: Charles F. Adams [of MacManus, John & Adams] in your Feb. 22 issue writes: "All European networks, both commercial and noncommercial, are government-owned..." This is partly in error as far as Germany is concerned.

Although the Second Network operates under special authority of the German states, the First (and larger) Network has no connection with the government. It functions as a public body and the nine regional stations which form the First Network are committed to strict neutrality in political matters.

To safeguard non-partisan programming, supervisory bodies, called broadcasting councils, have been installed. The members are representatives of civic groups, churches, trade unions, political groups, etc. Operating revenues are derived from viewers' fees.

It is, therefore, impossible for the government to "announce allocation of bought time" as stated by Mr. Adams.

—Manfred Bauer, chief, radio-TV department, German Information Center, New York.
Value Added

There is, we feel it necessary periodically to remind time buyers in seaboard cities, a vast tasteland between the Appalachians and the Rockies. In the middle of this American middle lies Iowa, where, thanks to natural and man-made resources, and a standard of living well above the national average, close to three million people live a life relatively free from the pressures of commuting, traffic jams, smog and ulcers.

Iowa is replete with paradoxes. Known for years as a Republican state, last November it gave President Johnson 62% of its vote and re-elected Democratic Governor Harold Hughes with 68% of its vote. Known to many as a farm state, the last census showed city and suburban population up 17% in a decade, farm population down 10%. In the face of a declining farm population, farming remains the number one industry in terms of persons employed. Iowa produces about 10% of the nation's food supply, is first in the U. S. in corn production, hog production, in value of livestock and livestock products; second in total cash farm receipts, in beef production and egg production.

Iowa farmers manage with fewer people because they use modern techniques. The average Iowa farmer produces enough food for himself and 25 others. This increases his appetite and his ability to satisfy it.

Value of farm output is up about 16% in a decade.

Value added by manufacturing is up about 88% in the same period.

Value added by listening to WMT has not been calculated. Number of listeners has. They aren't limited to Eastern Iowa—but if they're in Eastern Iowa, they're probably in our audience. Look at any rating service for any period for a measure of the devotion generated by our air personalities who are practically members of listener families.
Advice to radio: don't overlook the small local advertisers

For all too long a time now, the radio broadcaster has thought of retail advertising as the large department store or the large specialty shop dealing in men's and women's apparel—whereas actually, the hardware store, the building supply company, the financial institution, the launderer and the dry cleaner, the drug store, the restaurant, and the automobile dealer—all are, in fact, retailers.

As station men know, the retail business, overall, finished the year 1964 with a very good increase over 1963. In entering 1965, and in riding the crest of a strong national economy, one forecast after another indicates a further increase for this year.

Radio Rosy • Similarly, radio enjoyed an overall increase in 1964, and the forecast for 1965 is good. More and more national advertisers are returning to radio with substantial budgets—but of greater interest to the broadcaster is what is happening in the use of radio by local advertisers.

As an indication of the trend, let's look at what has been happening:

Expenditures by local advertisers in radio have increased approximately 60% in the past 10 years. According to some estimates, volume is now running $3 expended by local advertisers to every $2 spent by national advertisers, including both national spot and network.

Local volume in 1964 moreover, is estimated at close to $500 million, and the prediction is that this will increase by 10% in 1965.

Now, what is happening in markets of 500,000 population or less? In markets of this size, local volume runs from two to one up to 10 to one over national and regional combined, depending on the size of the market.

Look Locally • It's time to face one of the undeniable facts of station business—your big job is local.

Stop lamenting the fact that the national advertiser doesn't choose your market or your station. Face up to the proposition that local is the one source of business over which you can exercise some control.

You can beat your head bloody on the doors of timebuyers on Madison Avenue and not get a nickel's worth of national business if the account isn't coming into your market.

But you can do something about that local retailer down on the corner with some good sound planning, persistent selling, a bit of ingenuity, and a lot of sweat.

Where are these increases in local volume from? Look at some figures:

According to the most recent analysis available, automobile dealers account for 9.4% of local volume, supermarkets 6.1%, appliance stores 4.8%, department stores 4.6%, furniture stores 4.6%, banks 4.1%, soft drink bottlers 3.7%, movie houses 2.9%, savings and loan associations 2.7%, drug stores 2.3%, and gasoline stations 2.3%.

Accounting for 2% or under are women's wear stores, men's stores, dairies, building supply companies, restaurants, laundries, public utilities, heating firms, jewelry stores, realtors, personal loan companies, hardware stores, shoe stores, bakeries, and so on.

Now, when you're looking for more business, where do you look?

First, you go back to your good customers for more and, second, you develop more volume from the firms that aren't spending what they should spend with you.

Prospects • You go to your car dealers who account for approximately 10% of your volume and sell them a special promotion—and you comb your prospect list for specialty stores, dairies, loan companies and service accounts that are dragging their feet, and you concentrate on them.

Too often, you become glamorized with the development of one large local store, such as the Chicago women's wear store that spends $200,000 annually on radio, and you neglect the smaller firm, such as the savings and loan association in a city of 100,000 population, that in 12 years increased its radio budget from $4,000 to $15,000 a year on one station.

Dynamic • In short, to the local retail advertiser, your radio station represents the most dynamic, and least expensive method of reaching with a close personal message the buying market in which he is most interested—your listening audience.

Even though national radio budgets are increasing, it is your skill, imagination, talents, and ingenuity, applied dexterously to solving the problems of the local retail advertisers in your market which will spell the degree of success you wish to attain for your station.

They are your bread and butter, just as you represent the irreplaceable source of their increasing profit margins with the general economy. In the words of the old song, "Your happiness lies right under your eyes: right in your own backyard."
Talk to most of the women with Detroit's leading radio station

They're a clean, well defined group according to the WKNR figures in Pulse.*

Pulse shows WKNR first in total adults from 9 AM to 6 PM Monday through Friday.
This same Pulse indicates that WKNR delivers more women per quarter hour
between 9 AM and 6 PM than any Detroit radio station. These figures result in the lowest cost-per-thousand** in today's Detroit radio.
This is how you sell soap in Detroit—effectively and economically.
For the complete story of WKNR's CompletAudience... for soap or almost anything else you have to sell... call your KeeNeR salesman or your Paul Raymer man.

*Detroit Metro Area Survey, July, August, September 1964.

**SRDS Spot Radio, January 1965, 1 x 1 min.
The days of updating are over. The days of television tape recorder performance inadequate to the demands of teleproduction are over. The days of equipment performance inadequate to the demands of color recording are over. The days when you are asked to pay upwards of sixty thousand dollars for a recorder that will be technologically bypassed in less than two years are over. Now — for the first time — there is a recorder so advanced it can make superb, broadcast-quality third generation color copies. Now — for the first time — there is a recorder capable of producing superb, broadcast-quality fourth generation black-and-white dubs. The VR-2000 is revolutionary in conception: Ampex engineers made an exhaustive mathematical re-examination of the signal handling theory which had been the basis for all the recorders developed in the last nine years. Result: a new standard utilizing a new high-band carrier/deviation frequency of 7.06 to 10.0 Mc. The VR-2000 is revolutionary in execution: the new criteria called for the development of a completely new head assembly, a completely new mechanical design, a completely new signal electronics system, with built-in intersync television signal synchronization. Result: a recorder with a S/N ratio up to 46 db.; a basic frequency response to six megacycles depending on standard used; a transient response "K" Factor of less than 2%; moire so minimal as to be virtually nonexistent. Result: a recorder which provides a total teleproduction capability that even includes frame-by-frame animation (when equipped with the exclusive Ampex Editec System). Result: a recorder that delivers picture quality that has to be seen to be believed. Result: a recorder that marks the turning point of what can only be called a new era in television tape technology. Term financing and leasing available. For complete information call your Ampex representative or write: Ampex Corp., 401 Broadway, Redwood City, Calif.
SUPERB, BROADCAST-QUALITY THIRD GENERATION COLOR COPIES.

AMPEX VR-2000
TELEPRODUCTION
VIDEOTAPE® RECORDER.
EQUATION
FOR
TIMEBUYERS

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

*PICK A SURVEY---ANY SURVEY

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager
Three networks in every market?

Seiden tells FCC the answer to the CATV problem

is to add translators to market areas until enough homes are included to support at least three stations

A television distribution system in which most markets have at least three broadcast services; in which community antenna television serves only an auxiliary role, kept in check more by the laws of economics than by the laws of man, and in which the development of UHF television has ceased to be one of the FCC's principal headaches. That is the kind of future that Dr. Martin Seiden, special consultant to the FCC, sees as possible for a television industry that has begun to wonder whether CATV poses a threat to the continued existence of free television.

Dr. Seiden regards CATV as a symptom of a problem, not a cause of it—with the fundamental ailment being in the TV distribution system as it was blocked out in the commission's Sixth Report and Order in 1952. The present system does not, he says, provide enough of the public with three television services (one for each network) that are demanded. As a result, CATV's, like translators before them, have sprung up to fill the gap. He says 16 million families live in areas receiving fewer than three services.

His solution is a radical one: Use translators to enlarge the size of the 172 one- and two-station markets in the continental U.S., to an area containing sufficient population to support three stations (CLOSED CIRCUIT; March 1). He even feels that the use of translators for this purpose should be "required." He would also apply the policy to available station assignments, about half of which are in markets unable to support more than two stations.

Seiden Report • Dr. Seiden's views are contained in a 152-page report, "An Economic Analysis of Community Antenna Television Systems and the Television Broadcasting Industry," which is already figuring importantly in commission debates over CATV policy.

Before taking on the assignment with the commission, Dr. Seiden was associated with Economics Associates Inc., a Washington consulting firm. He has also been associated in consulting work with Leon Keyserling, who headed President Truman's Council of Economic Advisers, and with the National Bureau of Economic Research, in New York.

In preparing his report for the commission, he headed a small study group, which was financed with an original authorization of $20,000.

The writer of the report

Dr. Martin H. Seiden, a 31-year-old economist, was retained by the FCC last July to collect the facts on community antenna television and its relation to TV. The fruit of his labor including recommendations, is contained in the 152 pages of his report, "An Economic Analysis of Community Television Association figures are 1,600 systems and 1.7 million homes), while the nation is served by 454 commercial VHF and 90 commercial UHF stations, with 1,171 TV assignments lying fallow. It estimates that CATV has a potential market of 6 million homes.

The report scans the whole field of CATV and its relation to television: the CATV and TV industry structures, the commission's allocations and translator policies, proposed regulation of CATV and CATV's economic impact on TV, the economics of CATV, its ownership and its potential.

Besides the recommendation that the TV markets be enlarged, the report makes these points: The commission's proposed rules for regulating CATV are sound; common ownership of CATV's and TV's in the same markets should be barred (although such ownership should not be restricted when different markets are involved); CATV's have not had a direct economic impact on local television but will have, at least in small markets; CATV is not likely to have a serious impact on UHF's in large markets, and CATV's are highly profitable.

Struggle with Policy • The report was issued as the commission was deeply engaged in efforts to reach a policy decision on regulating CATV. The commissioners on Thursday (March 4) were considering proposed rules to require microwave-fed CATV's to protect local television stations, as well as a staff recommendation to assert jurisdiction over all CATV's, off-air systems as well as microwave served CATV's.

Dr. Seiden's report supports the FCC's proposed regulations, which would provide for nonduplication of local TV stations by CATV's and require the cable companies to carry local station's signals on their lines.

The report says that the federal commission should leave to states and localities the CATV regulation they can best handle: awarding of franchises, rate making, protection of communities from liability, requirement of payments to local governments and the like.

Dr. Seiden says the federal nonduplication provision would aid small broadcasters, "diminishing somewhat the competitive effect of the other net-
THREE NETWORKS IN EVERY MARKET? continued

work stations brought in by the CATV." But he says such provisions are only "temp. Dr.'s expediency." They cannot "stay the growth of a service which brings the three networks to homes in one- and two-station markets ... What is required is the correction of the underlyng cause of the problem."" UHF Growth: And his proposal, he says, will do that. It will "attract capital back to the broadcasting industry and thereby encourage the growth of the UHF system in areas where network affiliations are still available. Equally important, this policy will eliminate present and future threats to the survival of small broadcasters currently posed by CATV." Cable systems, he says, will face "a formidable" challenge in markets where viewers can receive the three network signals free.

He sees capital now being diverted from television by the "substantial" profits in CATV. The report says that the profit margin of 28 CATV systems that made their figures available was 57% in 1963, or more than twice the profit margin that year of 27% calculated for the TV broadcasting industry, exclusive of the networks and their owned-and-operated stations. (CATV figure does not include interest payments; TV figure does.

Dr. Seiden's report constitutes what is probably the most thorough research job yet done on the subject, and as such has been highly praised by mem-

bers of the commission. But no commis-sioners are ready to express agreement with his recommendations and conclusions, and some are known to disagree with some of them.

NCTA President Frederick W. Ford had no immediate comment on the report, but the initial reaction of some NCTA officials was said to be favor-able.

The proposed realignment of the table of allocations as it relates to one- and two-station markets has been greeted with skepticism by some com-missioners. "The idea of using transla-tors to enlarge markets is delightful," said one, "but how is it to be done?" One FCC staff member expressed doubt that translators could appreciably en-large the potential audience of station in many one-station markets. Such markets are in sparsely populated areas, he said. Another staffer said it's not yet clear that CATV's won't adversely affect free TV in three-station markets.

Not Enough Frequencies: A con-sulting engineer with long experience in communications work saw another prob-lem: He said: "There are not enough frequencies for both mother stations and translators to transform many areas now served by one or two stations into three-station markets."

However, Dr. Seiden told Broad-casting that although the proposal re-quires more research, preliminary studies he has made indicate it is prac-tical. He said there are a number of areas on the West Coast, for instance, where markets of less than three sta-tions could be expanded to include suf-ficient population to support three outlets.

In his report, he notes there are 1,171 available station assignments. About half of them are in areas too small to support three stations. He estimates that a station needs a poten-tial audience of some 25,000 TV families to break even, and that a three-station market would require some 75,000 TV homes.

The Seiden proposal fits in with a proposed notice of rulemaking issued by the commission last month. It would permit stations to use high power UHF translators as well as UHF translators outside their normal service area to extend their signals. The proposal en-visages the use of existing, unoccupied channels (Broadcasting, Feb. 22).

Failure of Sixth Report: The Sixth Report and Order, to which Dr. Seiden devotes two chapters in his report, pro-vides for a system of priorities: (1) To provide at least one service to all parts of the country; (2) To provide each community with at least one station; (3) To provide at least two services to all parts of the country; (4) To pro-vide each community with at least two stations.

It fails, he suggests, because of an inherent "conflict" between the com-mission's goals and the people's desires. The commission hoped to pro-vide for a system of small town broad-

CATV's threat to TV: overemphasized?

SEIDEN'S VIEW: LITTLE HARM TO SMALL STATIONS, LESS TO BIG

Dr. Martin H. Seiden, the FCC's community antenna expert, doesn't think CATV's have much of an economic impact on TV stations. They might, he says, have some effect on sta-tions in one- or two-station markets, but they don't make them or break them.

And the economic damage to stations in the big markets is even less likely, he says, citing Philadelphia as an example (see page 30).

In his report to the FCC released last week, Dr. Seiden concludes that neither CATV penetration nor duplication can be isolated as a significant factor in the economics of CATV and TV stations.

It is his contention further that the presence or absence of CATV sys-tems in a station's service area primar-ily affects audience and that this, in turn, affects the station's local adver-tising business, not its national spot or network billings.

National advertisers, he says, have not yet taken CATV into account in buying or not buying a station. And where they do, he says, there is so little detailed information on CATV (number of systems, number of sub-scribers, viewing habits of subscribers) that national advertisers and agencies don't know how to weigh it.

The economic section of Dr. Seiden's study ranges over station selection by advertisers, ratings, the Fisher Report, an economic study sponsored by the National Association of Broadcasters, CATV and income, CATV penetration and duplication.

Highlights of this section:

A network advertiser would not pre-fer a selected group of markets in order to save on his station costs, Dr. Seiden says. Counting both his program costs and station time charges, he adds, the cost-per-viewer will be lower as he gets into a greater number of markets.

This is predicated on a constant pro-gram charge (an average of $125,000 for an hour's show, Dr. Seiden says) and a substantial network lineup ($500,000 an hour at a minimum, he says).

Thus, even if CATV did reduce the viewing audience of some markets in his lineup, the advertiser would not re-ject them for it would be to his dis-advantage.

"The possibility does exist," Dr. Seiden says, "that the network might reduce the hourly rate of stations with high CATV penetration of their market to reflect a smaller viewing audi-ence. However, there are no known examples of declining network rates, all evidence indicates that they have increasing, although the same effect could be achieved simply by not raising the station's network rate."

Buys Markets: The national spot advertiser does not buy audience, Dr. Seiden concludes. However, the small station adds to the bigger picture a significant number of viewers who might not be reached by a network.
casters. The public, he says, wants three network services, which require larger, regional stations. "As a result, auxiliary services have been supported by the public to achieve their objective of more complete program fare."

His concern with the use of translators to expand free television leads Dr. Seiden to recommend that the commission prohibit licensees from owning CATV's in their service area and compel the licensees already owning CATV's in their markets to sell them. He says co-located common ownership discourages licensees from employing translators to extend their coverage area. He says that since the profit margin in CATV is about twice that from broadcasting, there is sufficient motive for the licensee who owns a co-located CATV system "to avoid any action" that would improve off-the-air reception.

"On the other hand," he continues, "if the CATV were owned by someone else, the license would be encouraged to compete with the use of translators, which would be in the public interest."

He recommends that compulsory divestment be undertaken as soon as possible, since an increasing number of licensees are seeking co-located CATV's. He says 124 franchise applications are now pending for 29 licenses.

Common Ownership - Dr. Seiden does not see any need for restrictions on common ownership where the CATV and TV are in different markets, for despite the publicity given to broad-casters who have acquired CATV interests, he has found no stampede underway. He notes that 72 TV licensees, about 22% of all licensees, own 176 CATV's serving some 256,000 subscribers. Accordingly, he does not see common ownership of CATV and TV as posing a threat to the mass communications industry, "either in terms of principle or in terms of the numbers involved."

One of the issues confronting the commission is whether to permit cross-ownership. The staff is now drafting a proposed rulemaking on the question, but no final decision on recommendations to the commission has been made.

Another aspect of the report that has already stirred controversy is Dr. Seiden's conclusion that CATV's will have little effect on UHF's in large markets, such as Philadelphia. He says the market has sufficient population to support a CATV system as well as a new UHF. The chief problem faced by the UHF, he states, is the difficulty of obtaining good programing material (see page 28).

As for the key question of CATV's economic impact on television, Dr. Seiden says thus far there has been little, if any. A study of the 86 stations with declining local revenue in 1963, he says, shows that 71 didn't have CATV penetration of their A contour and 61 didn't have CATV competition within their B contour. And 49 of the stations had a net circulation gain through the extension of their service by CATV.

Beyond their grade B contour, he notes similar findings followed from an analysis of stations with declining network and spot revenue.

In Small Markets - However, Dr. Seiden warns that the future is bleak for small-market stations. The lack of direct impact now, he says, is attributable to the absence of information by advertisers regarding CATV. Once they realize that the signals of larger-market stations are resulting in audience duplication, "the use of small stations will become redundant." (see page 28).

An indirect impact already felt involves the use of ratings. Dr. Seiden says rating agencies report a CATV bias in their surveys, with the result that the size of the local broadcaster's audience has been underestimated. He says the American Research Bureau and A. C. Nielsen Co. are establishing statistical controls to correct matters, "but the paucity of available CATV data limits the ability of ARB and Nielsen to make accurate judgments."

In estimating the potential CATV market, Dr. Seiden says an analysis of 377 systems franchised since 1960 shows that CATV's are established where at least one of the network signals is at least 40 miles away. There are reported to be 16 million homes in areas meeting this criterion. Half of them are in urbanized locations capable of supporting a CATV system. A realistic estimate, he says, is that two-thirds of these homes, or 6 million, are potential subscribers.

Seiden says, he buys specific markets.

Given his choice of markets, Dr. Seiden goes on, the national spot advertiser selects the most efficient buy from among the markets' stations. CATV's presence, however, is felt across the board by all the stations in the market, and, Dr. Seiden comments, he has learned from extensive conversations with leading spot advertisers, CATV has not yet entered into their consideration.

"The reason is," he says, "that they are not certain what its effect is and most important, there is almost a complete absence of data related to CATV."

Dr. Seiden warns that this assumption on national spot is based on the assumption that any CATV's in the market treat all the stations in the market equally—that they are either all carried or not carried by the cable companies.

Although information indicates that CATV has not had a direct impact on the advertisers' choice of markets or stations, Dr. Seiden says, it has had an indirect effect on broadcasters' revenues.

Based on conversations with A. C. Neilsen Co. and the American Research Bureau, he says, past rating samples included a "disproportionate" number of CATV homes. Since CATV homes had more viewing fare available to them, they thus reported less viewing of local stations, and this, in turn, led to underestimating the size of the local stations' audience.

Currently both Nielsen and ARB have instituted controls to correct this situation by identifying CATV homes among respondents, he says. Even so, Dr. Seiden observes, it is hard to evaluate the outcome of these steps, although they are in the right direction.

He continues:

"Thus, CATV viewers, by being more cooperative in ratings surveys than non-CATV viewers, have in fact had an indirect economic impact on some broadcasters, particularly in one- and two-station markets where most CATV systems are located. And even where the loss of a small number of viewers can constitute a large proportion of the station's audience, this has meant a lower rating for the station and thus a higher CPM [cost per thousand] for the advertiser. . . ."

Fisher Report - Commenting on the Fisher Report's estimate that a TV home in a station's prime time viewing audience was worth, in 1963, about $27 a year in gross revenue overall, and $29 a year in one or two station markets (Broadcasting, Oct. 26, 1964), Dr. Seiden says that the reasonableness of this figure was confirmed by dividing the $904 million in time sales earned by all broadcasters in 1963 by 60% of all TV homes reported by Neilsen and ARB to be viewing TV in prime time. This resulted in an average annual gross of $30 per TV home, he says, which is pretty close to the Fisher estimate.

The report to which Dr. Seiden refers was prepared by Dr. Franklin M. Fisher of the Massachusetts Institute of Technology, for the National Association of Broadcasters. It was submitted to the FCC last October.

In his report, Dr. Fisher estimated the losses suffered by a TV station when it was not carried on a CATV system, when it was carried on a CATV system, whether it was duplicated, how many other signals came into the market over the air and via CATV. De-
CATV: no threat to UHF in large cities, says Seiden

Does community antenna television pose a threat to UHF's in large markets? This question is becoming increasingly important as CATV moves out of the small towns, tucked away in valleys, and into the canyons of the big cities.

Dr. Martin H. Seiden, the economic consultant retained by the FCC to make an analysis of CATV, concludes that it does not. There are simply too many TV homes to go around, he says.

This view is disputed by some commissioners and staff members, who feel that UHF's need all the TV homes they can collect and that the loss of a relative handful might spell their doom.

But Dr. Seiden, in his report to the commission (see page 27), says the UHF's problem is "the quality of its programing, a factor that is not related to market structure." He says that even VHF independents have "extreme difficulties unless they are in a market sufficiently large to support what would be a marginal operation anywhere else." He supports this with an analysis of the situation in Philadelphia, where several CATV applications are pending.

Dr. Seiden acknowledges that the question raised by Professor Herbert Arkin, who submitted a criticism of the Fisher report to the commission at the request of the National Community Television Association (BROADCASTING, Dec. 21, 1964), may have some validity.

Professor Arkin argued that the formula used by Dr. Fisher has a built-in association between that which is looked to for an explanation and the object being explained. This results in a high correlation, referring to the Fisher correlation of the potential off-the-air audience of a station and the CATV subscribers with the station's actual audience, according to Dr. Seiden.

In fact, Dr. Seiden says, there are "fairly high standard errors" in the second half of the Fisher formula (representing CATV competition for audience), although in the first half of the report (measurement of off-the-air competition) the standard errors are "relatively small."

Taking these standard errors into account, Dr. Seiden notes, the Fisher estimate of the loss of $373 a year per 1,000 CATV homes for each additional half hour of duplication by the CATV (above 35 half hours a week) could really range from a low of $13 to a high of $732 (using a .95 probability factor).

Dr. Seiden also notes that Dr. Fisher warned that the $373 annual loss from an increase of one half-hour duplication above 35 half-hours weekly is not a firm figure for duplication as a whole; the hours of duplication below the 35 half-hourly weekly base do not cost the TV station as much as $373 yearly, and additional half hours of duplication above the 35-hour base cost the stations more than $373.

Off-Air Competition • Using Dr. Fisher's findings, Dr. Seiden shows that a one-station broadcaster fairs much worse when a second or third off-the-air station comes on in his market, than from CATV competition.

"From the broadcaster's standpoint," Dr. Seiden says, "it would seem to be in his interest, judging from Fisher's data, to seek the proliferation of CATV systems in his area as a means of discouraging the entry of a new broadcaster into his market, CATV being the lesser of two evils. From the commission's standpoint, it means that economic protection alone cannot be the basis of restricting CATV operations if the commission continues, as it should, to encourage the growth of the television broadcasting industry which could have a greater economic impact on existing broadcasters than CATV."

Economic Impact • Even when a study was made of the stations reporting declining revenues in local advertising in 1961-63, CATV impact had little to do with it, Dr. Seiden says.

Of the 86 stations reporting declining local revenues in 1961-63, Dr. Seiden says, 71 had no known CATV subscribers in their A contour and 61 had no CATV subscribers in their B contours. It was also found, he reports, that 49 had a net extension of their audience via CATV. Only seven stations showed net losses in audience, and five of these amounted to less than 5% of net weekly circulation. Fewer than four had substantial CATV penetration of their A or B contours.

Similar analyses, with similar findings, were made, Dr. Seiden says, of the 87 stations with declining spot revenues and of the 102 stations with declining network revenues in the 1961-63 period.

Even where CATV penetration takes
Why KNTV bought Volumes 1, 2, 3, 4, 5, 7, 8 & 9 of Seven Arts' "Films of the 50's"

Says Allen T. Gilliland:
President—KNTV, San Jose, California

"Our marketing position is extremely competitive, facing major overlap coverage from five VHF channels. Yet, we are in the unique situation of having

9 of our 11* weekly movies fully sponsored

by automotive dealers and could sell more if we could free the time.

<table>
<thead>
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<th>DAY</th>
<th>TIME</th>
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</tr>
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</tr>
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<td>2. Tuesday</td>
<td>11:30 pm - 1:00 am</td>
<td>San Jose Ford</td>
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<tr>
<td>3. Wednesday</td>
<td>11:30 pm - 1:00 am</td>
<td>West Valley Ford</td>
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<tr>
<td>4. Thursday</td>
<td>11:30 pm - 1:00 am</td>
<td>Bob Sykes Dodge</td>
</tr>
<tr>
<td>5. Friday</td>
<td>11:30 pm - 1:00 am</td>
<td>Bonded Motors</td>
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<td>6. Saturday</td>
<td>12:30 pm - 2:30 pm</td>
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<tr>
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<td>3:00 pm - 5:00 pm</td>
<td>Ken Keagan Volvo</td>
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<td>11:00 pm - 1:00 am</td>
<td>Bob Sykes Dodge</td>
</tr>
<tr>
<td>9. Sunday</td>
<td>11:15 pm - 1:00 am</td>
<td>West Valley Ford</td>
</tr>
</tbody>
</table>

One of the major factors behind this enviable record has been the strategic use of our complete library of 522 Seven Arts' 'Films of the 50's'. These films not only sell automobiles but also, more importantly, build for KNTV a viewer dial habit in highly competitive time slots. This, after all, is the basic reason for our successful investment in Seven Arts' features.

* The other two are: The ABC Network Sunday Night Movie and a Sunday 6:00 - 7:30 pm feature time slot sold on a spot basis (S.R.O.)."
up to 25% of an audience away from a TV station, this does not spell economic disaster for the station, Dr. Seiden maintains. Stations with large audiences can withstand even these sizable cuts in audience (and they apply only to a limited number of stations), but in one- and two-station markets, with limited audiences to begin with, even "very small proportional losses can be serious."

Citing the seven stations in which A contour CATV subscribers were equivalent to more than 25% of the stations' net weekly circulation, Dr. Seiden says he found that all of them are in one- or two-station markets. Six are in markets ranking below 199, he says, and none of them grossed more than $224,000 in 1963. Five of them operated at a loss in that year, he reports.

"It is these types of markets that are most attractive to CATV," Dr. Seiden says, "for they are not providing three network signals and their small size makes it unlikely that they will in the future. Should the marketplace become aware of these data, the economic results could be disastrous for small market stations. The networks would cut back the station's hourly rate, and the spot market or the rating agencies would adjust the audience rating to effect a higher CPM."

In other studies of station characteristics and CATV penetration, Dr. Seiden finds that half of the stations grossing less than $450,000 a year had CATV penetration of their A contour, compared to 20% of the stations in the over $1 million category. Using the B contour as a base, the categories were about the same—47% and 40% respectively. He also finds that 74% of the large market stations (grossing over $1 million annually) had a net extension of their audience beyond their B contour via CATV, compared to only 47% of the stations in the under $450,000 gross revenue category.

A similar pattern occurs in market rankings, he says. Over 50% of the stations in markets below 151 ranking had CATV penetration of their A contours (and in the case of nearly 20%, CATV subscribers in their A contour equalled over 11% of the stations' net weekly circulation).

Among stations in the top 100 markets, only 23% had CATV penetration of their A contour, Dr. Seiden notes. This pattern is repeated, he says, when stations are judged on the size of their markets. Over 45% of the stations in one- and two-station markets had CATV penetration of their A contours, compared to only 20% of the stations in three-station markets.

Of the profitable stations in 1963, 21% had CATV penetration of their A contours, compared to 38% of the stations losing money. But, Dr. Seiden says, this differential is too small to support an argument that CATV causes these losses.

Duplication—No Duplication * Even the protection of non-duplication agreements does not get to the root of the problem, Dr. Seiden argues. Except where the CATV system does not carry the local TV station at all, he points out, there is no way of knowing which of the two methods—duplication of programs by the CATV or fractionalization of the audience—through the bringing of more programs to the CATV subscriber—is more significant. A non-duplication agreement would, Dr. Seiden agrees, help the local station by giving it first choice of the better or more popular programs. Thus small stations can defend themselves by reducing the audience lost to CATV.

"But," he adds, "the loss can never be fully offset, and as the number of CATV systems increase, the audience will be eroded. For stations based on a small audience to start with, non-duplication can serve as a temporary expedient, but something more sustaining is required. . . ."

**CATV: So far it's a money machine**

**SEIDEN SHOWS UP PROFIT MARGINS BIGGER THAN IN BROADCASTING**

No wonder some broadcasters are rushing into community antenna television. Dr. Martin H. Seiden, the FCC's economic consultant, finds the profit margin in CATV to be about twice that in television broadcasting and a CATV system's annual revenue per home served to be more than three times a television station's.

In his CATV report for the FCC released last week (see page 27), Dr. Seiden says that CATV's profitability is attracting an increasing volume of capital "to the disadvantage of the growth of television broadcasting."

The profit margin of 28 CATV's that shared their balance sheets in confidence with Dr. Seiden was 57%, "or more than twice the 19% profit margin of 27% (net of interest payments) calculated for the TV broadcasting industry exclusive of the networks and their owned stations." He found, however, that the weighted average rate of return to capital is about 30% in the CATV group studied compared to 37% for TV.

The Plusses * But the CATV picture is better than it looks, Dr. Seiden continues, because installation charges often permit CATV's to recover substantial parts of their investment, almost reversing the broadcaster's advantage.

In addition, Dr. Seiden says, television's expansion is into UHF, a service destined to enjoy fewer viewers than VHF and thereby a higher capital cost per TV home. The move into UHF will result in lower profitability for TV.

Dr. Seiden estimated the average CATV's annual revenue at $60 per home, television's about $18 (dividing the revenue received by all TV stations for 1963 time sales [$940 million] by total TV homes, 50,2 million).

Dr. Seiden finds "neither an optimum size nor an established economic limit to the size of a CATV system," largely because a CATV's capital (fixed) cost is based on [the] length of the main cable grid) while there are few fixed operating costs. Operating costs are highly flexible, and although they vary in relative terms, they tend to be stable in their share of gross revenue (see table, page 34).

**CATV Potential** * "It is apparently a reliable hypothesis that potential CATV markets are those lying 40 or more miles distant from three full networks," Dr. Seiden says. This is based on a study of 1,257 CATV's, 91% of which, he says, were begun apparently because the areas they serve are located too far from three-network service.

What of the many CATV applications in large cities? Dr. Seiden says there is a potential for CATV in high-rise apartment houses located near transmitters but having poor reception. "Almost half of the national potential of this type of CATV is in New York City."

He wonders what applicants in large cities will offer in addition to three network services to attract subscribers and whether signals of independent TV stations located outside these areas are enough to support CATV. Only a consumer study is likely to resolve this, Dr. Seiden suggests.

**CATV Costs** * Dr. Seiden notes the wide variation in estimates of CATV system construction costs. Many estimates fall within $3,500-4,000 per mile for a modern high-band transistorized system, but Dr. Seiden reports that two estimates for the same community can vary more than 100%. System cost generally is related to anticipated sub-
AND THE SUIT FITS! WSB-TV's Hal Suit aired more than fifty reports on Huntley-Brinkley during 1964, marking himself and WSB-TV News as one of the nation's major contributors to NBC-TV News. If Atlanta suits you with its retail sales market of $1,703,320,000*, WSB-TV is your best fit! *Sales Management, 1964.
CATV: SO FAR IT'S A MONEY MACHINE

The Seiden report, utilizing financial information obtained in confidence from 27 operating CATV systems, shows how the gross revenue pie is divided by percentages among various CATV operating costs. Salaries run about 25-30% in smaller systems, but only 10.5% in the larger. Regardless of size, pole rental is between 2-4% and size seems relatively unimportant in relation to local franchise taxes, maintenance expenses and advertising.

As for franchise applications, the following licensees have more than 10 each: Newhouse Broadcasting Corp., 24; Meredith-Aveco Inc. (Meredith Broadcasting-Crosley Broadcasting), 22; Springfield TV Broadcasting Co. (WWLP [tv] Springfield, Mass.), 16; Time-Life Broadcasting, 14; General Electric, 13; Rust Craft, 12, and Capital Cities, 10. The total is 111.

At the end of 1964, the study finds, 20 TV licensees owned a total of 34 CATV's operating in their A or B contour; 12 licensees had 29 CATV systems under construction in their A or B, and 29 TV's had 124 franchise applications pending. Dr. Seiden recommends the divestiture of common TV-CATV ownerships in the same markets (see page 27).

CATV's and Contours. Looking at the overall CATV picture, the report finds the signals of almost as many commercial TV's carried on cable systems to areas beyond their service areas as were carried on CATV's within their service areas.

A total of 208 had a total of 440 CATV's operating in their A contour with more than 519,000 subscribers; 253 TV's had 622 systems in their B contour serving 675,000 subscribers and 397 TV's were carried by 965 CATV's operating outside their contours to more than 1,104,000 subscribers.

**Direct Loss of Audience.** "A direct loss of audience is experienced by about 80 TV stations in whose A contour is located in 151 CATV systems which do not carry these signals to about 222,000 subscribers," Dr. Seiden's report says. "Another 123 TV stations have 261 CATV systems in their B contour not carrying them to about 324,000 subscribers. These subscribers may be assumed to represent lost audience."

**System Size.** Of the CATV's studied, 3% offered one or two TV channels, 11% offered eight or more and 85% between three and seven. The five-channel system is most common, accounting for about 37%.

The report finds that multiple channel service publicity is "not very meaningful in terms of service sales."

**Group CATV Ownership.** Ninety-two firms owned two or more CATV's (35 owned two) in late 1964 covering 473 CATV's, 408 of them reporting a total of 697,000 subscribers. The average group-owned CATV serves 1,708 subscribers, nongroup, 1,251, media 655.

The nine largest group owners own 179 CATV's, representing 15% of the industry.

Data available on CATV charges indicate the average installation cost is $27 (although the trend is to cheaper and cheaper rates because of competition for franchise applications) and the average monthly rate is $4.90.

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### The outgo and income of CATV systems

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<th>Pole Rent</th>
<th>Adv't</th>
<th>Maint.</th>
<th>Franch. Tax</th>
<th>Microwave</th>
<th>Ratio of Profits to Revenue</th>
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1. Profit excludes deductions for depreciation, amortization, interest, and federal tax.

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(LEAD STORY)

BROADCASTING, March 8, 1965
In any season
STEVE GILMARTIN
is hard to beat on sports

Steve Gilmartin has the inside track on Washington sports stories. He covers the NFL Redskins, baseball Senators and is personally acquainted with many of the best-known sports personalities. His probing interviews are revealing and informative. His exclusive coverage of area college and high school teams has built an enthusiastic and large audience for WMAL.

A key member of WMAL's 25-man staff of news and public affairs specialists, Steve Gilmartin's expert, twice-daily sports reports on radio and TV help make WMAL Radio and WMAL-TV the news and sports authority in the Nation's Capital.
The Twilight Zone
In one of the greatest hits in all television, created by the medium's leading playwright, Rod Serling ("Requiem for a Heavyweight," "Patterns").

The Twilight Zone was enjoyed by an average of 18,000,000 viewers weekly during its five seasons on the CBS Television Network.

The Twilight Zone presents stellar performers—Carol Burnett, Cliff Robertson, Agnes Moorehead, Rod Taylor, Buster Keaton and others—in suspense-filled programs that spell "quality," dramas that guarantee big audiences.

The Twilight Zone has won three "Emmy" awards, been called "marvelously ingenious" (New York Herald Tribune) and "a fresh idea presented with respect for the medium and the audience" (Time).

The Twilight Zone is now available for first-run regional and local sales from CBS Films. For details, call us.
Ad tax threat grows in N. D.

3% levy expected to pass Senate; stations fear crippling losses

Broadcasters in North Dakota last week were faced with what appeared to be a certain 3% tax on advertising revenues. Their resignation to the outcome of the state administration-supported bill came after the broadcasters and other media representatives had attacked the bill in an open Senate committee hearing.

It has been estimated that the 3% tax on advertising would cost media about $700,000 a year.

The 3% measure is part of broadcasting sales tax and services tax bill, which easily passed the Democratic-controlled state House of Representatives last month (Broadcasting, Feb. 15)

The Republican-controlled state Senate last week passed a measure that lumped several administration tax bills together and would not include the advertising tax.

But the measure is now before a joint committee and the Democrats have said they would not amend their house bill enough to leave advertising out of it. And Republicans believe that last week’s vote in the Senate was more for show than feeling.

The crux of the situation is overwhelming public support to eliminate the state personal property tax. The Democrats say the House bill will do this by 1966. The GOP says the Senate measure will accomplish the same thing, but in 1967.

Business Damages = At a five-and-a-half hour Senate committee hearing late last month, Ernest Fleck, speaking for the North Dakota Broadcasters Association, said the tax would cripple radio and TV stations already hampered by a low ratio of population. He cited the state’s sparse population as the main reason that national accounts are hard to come by for North Dakota broadcasters, adding the sales tax would make selling even more difficult.

Frank Fitzsimonds, co-owner of KBOM Bismarck, said the tax can’t be added to advertising fees, that the money would have to come from the station's gross and that it would increase the KBOM taxes by 1,000%.

Myron Atkinson, manager of KFVR-

TV Bismarck said the proposed tax would cut deeply into profits of two of Meyer Broadcasting Co. stations and put the third deeply in the red. Meyer owns KFVR-AM-TV and two satellites, KMOT(TV) Minot and KUMV-TV Williams.

John Boer, president of the North Dakota Broadcasting Co., said the 3% tax would put at least three of his television stations in the red. North Dakota Broadcasting owns KXGO-AM-FM Fargo, KXJB-TV Valley City-Fargo, KXMB-TV Bismarck, all North Dakota, and KXAB-TV Aberdeen, S. D.

The hearing was broadcast live by KBOM and telecast live by KFVR-TV using a new General Electric light-sensitive tube, especially flown in, which used available light.

At the Senate floor hearing last week, the two-hour debate and vote on the GOP-sponsored bill was broadcast live by KBOM and KFVR. In the case of both broadcasts, it was the first time in the state’s history live hearing and floor coverage had been allowed and given by radio and television.

TV code board meets in Arizona sunshine

Guidelines for toy advertising on television were reaffirmed, concern was again expressed over movie commercials on TV and politics was gently laid aside as a nonpressing matter at the National Association of Broadcasters TV code board meeting in Scottsdale, Ariz., last Wednesday and Thursday (March 3-4).

The board said it “wholeheartedly supports” the action of the NAB Code Authority in implementing guidelines on advertising of toy weapons and other toys. Special attention was drawn to code provisions which call for advertisers to “avoid dramatization of the toy in a realistic war atmosphere... dramatizations which could frighten or scare children.”

Toy advertising had not been a cause of real concern to the code since the toy manufacturers and code authority

This film identification can’t be lost

Ted Bates, New York, which has expressed a growing concern for proper scheduling of its commercials by TV stations, is now giving its filmed spots an identification tag they can’t lose.

Assuming some improper placement of commercials derives from a film’s loss of identity, the agency is giving each of its commercials a code number which is shot into the filmed picture area.

Generally identification of film spots has been by code information on the commercial’s leader strip or by markings on the cans in which they are stored.

Neither of these methods is infallible. Leaders are often clipped off before the commercial is programmed by a station and films may be placed in the wrong cans.

The ID code in the adjacent commercial prepared by Bates (CMB 25) stands for Chase Manhattan Bank, number 25. It is placed about 30 frames from the cue dot and 25 frames from the beginning of the fade in. Although it is within the picture area it is outside the area of the frame image that is transmitted over the air.
had gotten together several years ago to cooperate on commercial content.

But last week, the board asked advertisers anew to cooperate in placing war toys in “a very definite play environment, avoiding the projection of adult concept into a child’s play world. Aggressive, intense, ominous atmospheres should be avoided.” The spots, the board said should “reflect an essential lightness of tone.”

The ad board continued to show concern over commercials for feature films, and supported the efforts of Howard Bell, NAB Code Authority director, in his efforts to improve ties between the code and the motion picture industry (BROADCASTING, March 1).

Moving Ahead * Mr. Bell is seeking to gain an agreement with the film industry akin to the ties the code has with toy manufacturers. He told the board progress had been made in his talks last month in Los Angeles with Geoffrey Shurlock, code director of the Motion Picture Association of America.

The issue of what to do about political advertising, which had been brought up at the December code board meeting (BROADCASTING, Dec. 14, 1964), was passed over lightly last week. The board felt that national elections—the creator of the problems of sponsor identification and political dramatizations—would not be around for at least another year and that there is still time to work on the subject.

Plans for a working manual for code subscribers to supplement current distribution of memorandums and the monthly TV Code News, were endorsed by the board. The manual would be a loose-leaf publication including code provisions, guidelines and interpretations.

The board’s next meeting is set for Tuesday, March 23, during the NAB convention in Washington.

Wasi1ewski calls for adherence to codes

The importance of self-regulation and need for continued growth of the radio and television codes of the National Association of Broadcasters was spelled out last week by NAB President Vincent T. Wasi1ewski. In an advertising lecture at the University of Delaware at Newark under co-sponsorship of the Advertising Clubs of Wilmington and the university last Tuesday (March 2), Mr. Wasi1ewski said it is “our job to get all the radio and television stations into the codes and see that standards are maintained.

And it is the job of advertisers and agencies to discourage practices which play one station off against another and undermine the codes.” He attacked those who advance the “misconception” that “no station has ever been thrown out of the code” and those who advocate that the codes are “merely protective devices — smoke-screening little substance—behind which we can hide to confuse the public and those who we would regulate them.”

The codes, he said, are a “major part” of NAB activity and nearly one-third of the association’s staff is employed in code work. “More than half-a-million dollars each year is devoted to code activities and enforcement,” he added.

The NAB chief pointed out that often the broadcaster who joins the code “agrees to make less money than he could if operated outside the code. . . for the good of the industry and the good of the public, he agrees to abide by decisions of his peers even though they may run contrary to his private convictions.”

Mr. Wasi1ewski charged advertisers, agencies and all media with developing “rules of behavior which reflect the prevailing morality of our times, and [they] must not only adhere to these rules themselves, but they must see to it that others adhere to them as well.” The only position the American businessman in free competition can take, he said is that “we will accept not only the responsibility for our own individual actions but also for the actions of our associates.”

Interpublic forms marketing institute

The Interpublic Group of Companies, New York, announced last week the formation of the Institute of Marketing Communications, an association designed by Interpublic to serve as a seminar center for publishing, research and teaching activities.

According to Marion Harper Jr., president of Interpublic, “the institute will bring together . . . the advertiser, the agency, media and the academic world,” in order to “extend the body of marketing communications knowledge, and incorporate the work being done in . . . the social and physical sciences.”

The first seminar will be held March 21-28 at Columbia University, New York. Approximately 25 senior management executives are expected to participate in a week of case study work, presentations, panels and discussions.

Smoking goes before Congress

Everyone whose interests are involved will attend the week-long hearings

The Senate Commerce Committee announced last week it will begin a six-day hearing on cigarette labeling and advertising control legislation March 22.

Federal agencies and health groups will be among the first witnesses, followed by tobacco industry and medical witnesses and representatives of advertising-supported media.

The National Association of Broadcasters, which conducts its annual convention the week the hearing opens (see page 68), will be represented at the Senate proceeding March 30 by Vincent T. Wasi1ewski, NAB president, and Howard H. Bell, head of the NAB Code Authority.

Bills before the committee so far are S 559 by Senator Warren G. Magnuson (D-Wash.), chairman, who would require health warnings on cigarette package labels and listing of nicotine and tar contents, and S 547 of Senator Maurne B. Neuberger (D-Ore.), a committee member who would go further than Senator Magnuson and require health warnings in all advertising.

Former New Jersey Governor Robert B. Meyner, administrator of the tobacco industry Cigarette Advertising Code, is to testify March 30 and Federal Trade Commission Chairman Paul Rand Dixon on March 29.

The FTC has delayed the effective date of its labeling and advertising control rules until July 1 at the request of the House Commerce Committee, which sought sufficient time for the Congress to establish a policy on the smoking-and-health issue. The House panel has not set a date for its hearing.

'65-'66 sales made, CBS-TV moves shows

While CBS-TV’s prime-time schedule for the 1965-66 season was taking on a new look last week in the wake of the network’s executive shakeup (see page 52), ABC-TV and NBC-TV continued to announce new sponsorships in

BROADCASTING, March 8, 1965
BAR estimates for 17 markets

Estimates of the dollar volume of nonnetwork television business on the air in 17 U.S. markets during the week ended Feb. 12 are reported below as compiled by Broadcast Advertisers Reports.

The estimates are based on monitoring, using discounted-rate formulas developed with the assistance of leading advertising agencies. BAR monitors and makes estimates for about 15 to 20 markets a week, covering the top 75 markets in the course of a month. These estimates appear weekly in Broadcasting.

In the list below, the number in parentheses immediately following the market name indicates the number of stations monitored. The dollar figures are BAR’s estimates of all national spot, regional and local business on the air in the respective markets during the week indicated.

- Atlanta (3)—$178,963
- Boston (3)—$644,134
- Charleston-Huntington, W. Va. (3)—$112.401
- Cleveland (3)—$501,608
- Denver (4)—$200,453
- Des Moines, Iowa (3)—$97,845
- Fort Wayne, Ind. (3)—$60,458
- Fresno, Calif. (4)—$84,613
- Green Bay, Wis. (3)—$56,899
- Harrisburg-Lancaster-Lebanon, Pa. (3)—$101,429
- Hartford, Conn. (3)—$357,159
- Jacksonville, Fla. (2)—$111,598
- Los Angeles (3)—$1,471,961
- Norfolk, Va. (3)—$177,105
- Portland, Ore. (4)—$190,023
- Roanoke, Va. (3)—$54,871
- Wheeling, W. Va.-Steubenville, Ohio (2)—$50,118

their comparatively settled new season line-ups.

Among the CBS-TV moves:

Selena Mead was withdrawn from its tentative position on Monday night (9:30-10 p.m.) in favor of Hazel. The latter program, currently running in NBC-TV’s schedule, was acquired by CBS from Screen Gems. It’s expected to undergo some format changes before its fall network switch.

Password has been earmarked for the Monday 10-11 spot.

CBS Reports, which had been tentatively marked for Monday at 10-11, is now slated Tuesdays at 10-11, where it had been speculated that Haunted might be placed.

Lost in Space moves from a penciled-in position at 7:30-8:30 Tuesdays to the same hour Wednesday, and Rawhide, previously reported off the schedule, goes to the vacated Tuesday period.

The Loner, a new half-hour western, is spotted at 9:30-10 on Saturday instead of Son of Rawhide.

Sales * New business for the fall reported by ABC-TV includes a renewal by Chevrolet through Campbell-Ewald for half-sponsorship of Bewitched; A.C. Sparkplug with a weekly minute in Combat through D. P. Brother; Speidel with a renewal of its minute in Peyton Place through McCann-Marschalk, and All State Insurance with minutes in Fugitive and Combat through Leo Burnett Co.

New sponsorships in NBC-TV’s 1965-66 schedule announced last week were Mattel Inc. with an alternate half-hour in Flipper through Carson/Roberts; Alberto Culver (Compton) in Wackiest Ship in the Army for an alternate half-hour; Vick Chemical Corp. in Tuesday Night Movies with a minute per week through Morse International; The Virginian, Reynolds Tobacco through Esty and National Biscuit (McCann-Erickson) as participants. In Saturday “Movies” NBC-TV announced new participations from Reynolds (Esty), American Tobacco (Sullivan, Stauffer, Colwell & Bayles) and Vick Chemical (Morse International).

WLDB Atlantic City takes ABC to court

WLDB Atlantic City last week filed a libel suit in the Atlantic County Superior Court against American Broadcasting-Paramount Theaters Inc., American Broadcasting Co. and the ABC Radio network.

The station’s owners, Mr. and Mrs. Leroy Bremmer, in the suit charged that ABC “falsely and maliciously” published reports that the station sold off network time to local sponsors during the Clay-Liston heavyweight championship fight in February 1964.

WLDB claimed that it learned two or three months later that the network had monitored the station, and later charging that WLDB had “pirated” time from some network commercials. Mr. Bremmer, however, said that “the fight was broadcast on WLDB in its entirety as it came off the ABC network lines.”

The station owners also charged that the network’s charges have subjected it to possible cancellation of its broadcast license.

Lawyers for ABC declined to comment on the suit last week.

Misrepresentation case sent by judge to FCC

A U.S. district court judge in Hartford, Conn., last week directed the U.S. attorney’s office in that city to submit to the FCC evidence on a program carried on WATR(TV) Waterbury, Conn., to determine whether the station had participated in misrepresentation.

Judge T. Emmet Clarke found defendant Peter Bochan, who presented the weekly Mail Order Market program over the station, innocent of criminal intent to devise a scheme and artifice to defraud.

The government claimed that Mr. Bochan, in soliciting advertising for the program through the mail, had “fraudulently misrepresented” the audience of the station and the popularity of the program.

In asking that evidence on advertising for the program be turned over to the FCC, Judge Clarke noted that the agency that governs the licensing of stations may want to make a determination on whether or not WATR had participated in misrepresentation.

Business briefly...

Schenley Imports Co. (for Dubonnet wine), through Shaffer-Rubin, both New York, today (March 8) will begin a three-commercial-per-week participation in CBS Radio’s Arthur Godfrey Time (Monday-Friday, 9:10-10 a.m. EST), to extend through June.

Paper Mate Co., Chicago, through Foote, Cone & Belding there, plans heavy spot TV campaign in the top 50 markets plus participations on two CBS-TV shows for Paper Mate Profile Trio line of pens. Spot drive starts March 15 for five weeks.

Renault Inc., through Daniel & Charles, both New York, last week began a nationwide dealer co-op spot TV campaign, to run through June, promoting the company’s R-8 economy car.

The Brunswick-Zebco Co., Warsaw, Ind., through Whitney Advertising, Tulsa, Okla., and Kiehlaefer-Mercury Outboard Motors, Fond du Lac, Wis., through Gardner Advertising, New York, will sponsor “Monitor Outdoors” a new NBC Radio Monitor feature. It will begin March 27 and 28 and be heard five times each weekend at various times.

Advertisers buying new participations in NBC-TV programs announced last week include Carnation Co., Los Angeles, through Erwin Wasey Co., New York, in The Man from U.N.C.L.E., The Andy Williams Show/Jonathan
The modern Apollo has EVSTC—Extra-Vehicular Suit Telemetry and Communications. Once out of the Lunar Excursion Module, EVSTC will keep him in voice communication, relay his respiration rate, temperature, pulse, and space suit pressure back to his spacecraft. Instructions relayed back through the Module will automatically control his suit environment.

Back on Earth—where EVSTC was provided by an ITT company—ITT will be coming up with more communication ideas for further interplanetary exploration and manned space stations. ITT developments in microelectronics have already lent themselves to advances in extraterrestrial hardware. The low-cost Army geodetic satellite, built by ITT, is a good example.

An ITT-developed transportable ground station was the first of its kind to be compatible with NASA’s Relay and Syncom satellites as well as Telstar.

Lasers, infrared, optical sensors and gas bearing gyros for inertial guidance systems are but a few of the areas of advanced development that have made ITT the world’s largest international supplier of electronic and telecommunication equipment. International Telephone and Telegraph Corporation. World Headquarters: 320 Park Avenue, New York, New York 10022.

Union Oil Co. of California through Smock, Debnam & Waddell, Los Angeles, has increased its current schedule on ABC Radio West, adding a 52-week schedule of alternating participations in Frank Hemingway's news report at 7:10 a.m., on a Mon.-Wed.-Fri., Tues.-Thurs. basis, and continuing to sponsor his 5:30-5:40 p.m. News-Sound program on more than 50 stations in California, Oregon, Washington, Nevada and Arizona.

Anheuser-Busch Inc. (for Michelob Beer) will sponsor Baseball's Comeback Cardinals on CBS-TV, March 28 (4:30-5 p.m. EST). Program is the second in a yearly series of specials on CBS-TV to be sponsored by Anheuser-Busch, under the aggregate title of the Michelob Hour of Excellence.

The Toni Co., through North Advertising, both Chicago; Pepsi-Cola, through BBDO, both New York, and the Oldsmobile Division of General Motors, Lansing, Mich., through D. P. Brother, Detroit, will sponsor CBS-TV's Miss America Pageant, Sat., Sept 11 (10 p.m.-midnight EDT).

Procter & Gamble Co. through Leo Burnett Co., Chicago, to introduce its new spray product, Hidden Magic, is making spot-TV buys on a market-by-market basis Columbus, Ohio, was the test market.

Agency appointments...

- McCulloch Corp., Los Angeles, manufacturer of chain saws and other power tools, outboard motors and other marine products, Karts, Kart engines and aircraft engines, appoints McCann-Erickson, Los Angeles, as agency for all products. Account, formerly handled by Fuller & Smith & Ross, Los Angeles, has been a heavy user of spot radio for its chain-saw line.

- Earl Scheib Inc., operating more than 100 auto paint shops, has named MacManus, John & Adams, Los Angeles, to handle its broadcast advertising, with budget running into the "mid-six figures." Charles N. Cumber will be account executive, with Harmon O. Nelson, director of broadcast for the agency, in charge of preparing the radio and TV commercials.


- The Milton Bradley Co., Springfield, Mass., has named Richard K. Manoff Inc., New York, as agency for its adult games, creative activities games and its educational division, replacing Wunderman, Ricotta and Kline. Billing is estimated at $250,000. Entire Bradley account is now at Manoff, which has represented the company's regular line of games since 1963. The total account bills approximately $2 million, of which 95% is in TV.

Rep. appointments...


- KNTV(TV) San Jose, Calif.: Blair Television, BTA Division.


Also in advertising...

New office Rose-Magwood Productions, New York producer of commercials, has formed Rose-Magwood Productions of California, located at General Service Studios in Hollywood, to handle production on the West Coast.

Move over Kane and Light Advertising's new offices are at 641 Lexington Avenue, New York 10022. Telephone: Plaza 2-7150.

Habla Espanol? A booklet listing Latin-American characteristics of the population in the five southwestern states has been prepared by Standard Rate & Data Service Inc. for the Spanish International Network, and is available from the network's New York offices at 250 Park Avenue.

Background musicmaker Emanuel

National TV Sales gets underway

Nearly a year after being organized, (Broadcasting, April 6, 1964) Ollie Treyz's National Television Sales, New York representation firm, has signed its first clients: two Polaris Corp. television stations. Mr. Treyz (l), former president of ABC-TV, is shown with Joseph Stamler, former vice president in charge of WABC-TV New York and now executive vice president of Polaris Broadcasting.

National Television Sales will represent KTHI-TV Fargo-Grand Forks and KCND-TV Pembina, both North Dakota. After leaving ABC-TV in March 1962, Mr. Treyz was a vice president of Revlon Inc., New York.
The reception proves the rule. Whenever an event gets national attention, the majority of the nation's viewers turns to NBC.

Consider this past season—certainly one of the busiest in network news history. In 1964-1965, NBC News again achieved outstanding audience leadership, as well as the lion's share of critical acclaim. Its coverage of the Presidential Conventions, Elections and Inauguration attracted far more viewers than any other network, as did its reporting of the recent rocket launchings. On the day-to-day front, "The Huntley-Brinkley Report" continues to be TV's most watched news program.

Such superiority does not come by chance. Rather, it is the product of a sustained, behind-the-scenes effort of the largest, most efficient broadcast news staff in the world. With 25% of the NBC Television schedule devoted to NBC News-produced programs, this network continues to be the public's leading source of information on national and world events.

But then, NBC is also a clear-cut leader in the areas of entertainment, sports and Special programming, as well as being the only network to present most of its schedule, day and night, in color. It's not hard to see why the NBC program schedule attracts by far the largest number of adult viewers.

Clearly, '64-'65 has been a newsworthy year for NBC—in every department. What do we do for an encore? Go all out in our next schedule, of course. Described in the following pages are three of the reasons NBC expects...

GREAT NEWS NEXT SEASON...
Imagine you're a young, handsome, rich, successful lawyer—who's just been told he may have only two more years to live. What do you do?

If you're Paul Bryan, you promise to live those two remaining years as fully and intensely as possible. That promise becomes a premise—the premise of "Run For Your Life," a stirring new NBC action-drama series.

Ben Gazzara—indisputably one of America's finest actors—stars as the man whose decision to leave the courtroom for the world-at-large involves him in a succession of swift-moving, far-ranging experiences. Foreign locales and top guest stars will figure prominently in the hour-long "Run For Your Life," which is bound to strike a highly responsive chord among adventure lovers next season.

So, fasten the seat-belts in those easy chairs. It's no time to take chances.
"PLEASE DON'T EAT THE DAISIES"

PRE-TEST OF STRENGTH

As a book by hit playwright Jean Kerr, it has sold more than 2,500,000 copies to date. As an MGM movie, it landed high on Variety's chart of all-time top-grossing motion pictures.

And now, as an NBC television series, "Please Don't Eat The Daisies" will be reaching a greater audience than at any time in its proud history. (That's show business.)

Veteran producer Jerry Thorpe has invested this television vehicle with all the nuttiness and charm of the originals.

Popular Pat Crowley stars as Joan Nash, a wife and mother whose endearing brand of suburbanity makes life wonderful for the whole family—which includes, in her case, a professor-husband, four young sons, and a delightfully disobedient dog.

Never has a household come so well recommended as the menage of "Please Don't Eat The Daisies."

Come right in.
"GET SMART"

ESPIOFUGE AND SUBTERNAGE

Meet Maxwell Smart (Secret Agent 86 for CONTROL), whose death-defying assignments frequently take him to the four corners of the room. And, when he can find the door, beyond.

Faced with such a hero, what can we do—except predict that "Get Smart" will soon be hailed everywhere as one of the freshest comedies to come along in years.

Starring in these tales of derring-don't is popular comedian Don Adams, who comes well prepared for the role. (He's already played the world's worst house detective.)

Co-creators of "Get Smart" are Mel Brooks (who's been working on the idea for 2,000 years) and colleague Buck Henry—two of the funniest men in the business. On hand, too, is one of television's fastest-rising young actresses, Barbara Feldon—as Secret Agent 99. Oh, and Fang The Spy Dog. Put them all together on NBC and ... "Get Smart."

This Fall, have the time of your life with
FTC's Dixon has kind words for NAB codes

The radio and TV codes of the National Association of Broadcasters were hailed last week by a government official whose function is to combat false and misleading advertising—Paul Rand Dixon, chairman of the Federal Trade Commission.

Speaking to the International Radio & Television Society in New York last Wednesday (March 3), Mr. Dixon cited the broadcast codes as evidence that American businessmen are willing and capable of self-discipline.

Critics of the American economy portray businessmen as motivated solely by their search for profits, Mr. Dixon said. He declared, however, that he wished "... it were possible for these savage defamers of the American free enterprise system to examine the code of good practices developed by the [NAB]."

Citing sections of the radio code, he added: "That this code is subscribed to by so many a number of broadcasters today is a spectacular demonstration of the self-restraint American businessmen freely impose upon themselves in the public interest."

Better Channels • In other portions of his talk to the IRTS, Mr. Dixon expressed the belief that communications between the broadcasting industry and FTC "might be improved." Acknowledging that they are better than they once were, he emphasized that the trade agency does not try to tell businessmen how to advertise, but only what is questionnable advertising.

"In the field of false advertising, however, 50 years of investigating and trying cases, many of which have been reviewed by the courts, have built up a great body of case law. And of this the commission has intimate knowledge. This is our field of expertise. If advertising irritates or surfeits your audience that is not our business: if it is false or misleading it is our business."

Although the FTC cannot present fast decisions on what may or may not be false or misleading advertising, Mr. Dixon said, the history of cases litigated before the FTC, the agency’s guides and trade practice rules can help in formulating a judgment on whether or not the proposed advertising is clean or too close to the line. And, he added, the FTC has an advisory opinion group which can provide guidance quickly.

Clearing house for jobs

The Southern California council of the American Association of Advertising Agencies is testing a plan whereby the council office will serve as a clearing house for applicants for agency positions. As outlined by Thomas V. Mahlman, assistant vice president in charge of the office, the plan will cover all agency job classifications except secretarial. Applicants must be presently unemployed or, if now employed by an AAAA agency, must show certification from the agency head that they are now available. Applicants submitting resumes will be identified by code numbers with names disclosed only on agency request and names of agencies requesting them will not be disclosed to applicants. Resumes will be supplied only to AAAA member agencies. The AAAA office will collect the resumes and supply them to agencies on request, but will not interview or screen the applicants.

Local Pepsi show supplements national campaign

When the Pepsi-Cola Bottling Co. of Milwaukee and its agency, James Jeffords Associates, told WISN-TV Milwaukee they wanted some sort of unusual local advertising campaign to attract attention and bolster the national Pepsi radio-television drive, WISN-TV came up with a program package innovation—a 90-second “show” with a one-minute commercial.

Called Pepsi’s Come Alive Show, the “program” is slotted at 6 p.m. Wednesday, Thursday and Friday and features WISN-TV’s women’s editor, Shirley Bales, who give a 30-second report on area ski conditions, basketball scores, bowling results or other sports news. Now on the air just a month, the live feature has been signed by the bottler through the end of May and will be resumed again in the fall after a summer hiatus.

Miss Bales dresses the part for each sport report in the vignette series. The “show” opens with the current Pepsi jingle theme over ID slide, segues to Miss Bales holding the product and introducing herself with, "Hi, I’m Shirley Bales, your Pepsi pleasure guide."

After her report the feature closes with a 60-second Pepsi film commercial. It is logged by WISN-TV as a 90-second program. The sale was based on a regular minute spot package.

TV spots deplete stock

The Ideal Toy Co., New York, last week said that it would delay a spot-TV campaign for its new “instant animals” toy because of the success of the company’s New York campaign that began Feb. 8 on WPX(TV) and WWFM-TV.

According to an Ideal spokesman, the New York campaigns’ success “depleted” the company’s stock, causing a postponement of the expanded campaign until the end of this month.

Grey Advertising is the agency for Ideal.
KBLA 1500
NEW RADIO IN LOS ANGELES!
on your dial

NOW!
EVERYBODY IN GREATER LOS ANGELES CAN HEAR...
LOUD AND CLEAR...

KBLA 24 hours a day!
A GEORGE E. CAMERON JR., COMMUNICATIONS STATION
Now a new image at CBS-TV

If Aubrey left his mark as Jungle Jim, Schneider starts making his as Genial John; now promised is an era of friendly but relentless salesmanship

The CBS TV network got a new boss last week, and every sign indicated that a new style would follow.

In a move that electrified the broadcasting and advertising worlds, John A. Schneider was named president of the network, succeeding James T. Aubrey Jr., who was described as having resigned.

The contrast between Mr. Schneider's operating approach, genial and relying heavily on teamwork, and that of Mr. Aubrey, aloof and autocratic, was regarded as inevitably certain to be reflected in network operations and network-client relations.

Mr. Schneider, who moved into the network presidency from the vice presidency in charge of CBS-owned WCBS-TV New York and who has had no network experience, was considered sure—for reasons of background as well as temperament—to rely much more on the network program department in particular, than Mr. Aubrey did.

There also was speculation, but not confirmed, that CBS Board Chairman William S. Paley—whose skill in programming has been demonstrated since the early days of radio—and President Frank Stanton would be more intimately involved in programming in the immediate future than they have been in the immediate past.

Mr. Schneider, a salesman and manager with a reputation as a conciliator, also was expected to smooth over the ruffled feelings that sometimes developed among agencies and clients in dealing with Mr. Aubrey on issues of programming and scheduling (see page 56).

In talking to newsmen—which in itself was a marked departure from Mr. Aubrey's habits—Mr. Schneider was careful to make it clear that he was new to the job and as yet had developed no set method of operation.

He declined to discuss programming or how much control he would assume or delegate, except to say that he had the responsibility and "commensurate authority."

Stromberg Leaves * By coincidence or not, the first executive change announced after he took office was the resignation of Hunt Stromberg Jr., CBS-TV's programming vice president in Hollywood. There was no indication in the announcement, made Thursday by Michael H. Dann, network program vice president, that Mr. Stromberg's departure and Mr. Schneider's arrival were related.

Mr. Stromberg joined CBS-TV as an executive in program development on the West Coast in 1956 and was elected as Hollywood program's vice president in March last year.

The Schneider-for-Aubrey announcement included one other major change. Frank J. Shakespeare Jr., who had been assistant to Mr. Aubrey before being named senior New York vice president of the network earlier this year, (Broadcasting, Jan. 18) was assigned to the CBS Television Stations Division with responsibilities for the division's international operations.

A successor to Mr. Schneider as vice president and general manager of WCBS-TV was expected to be announced shortly.

John Arnold Schneider says that for him "lightning struck over the (Feb. 27) weekend."

It was a typical comment for Jack Schneider, known to associates as a "salesman with a catch phrase" and an "expert phrase maker."

Though genuinely surprised, he was neither bewildered nor tongue-tied. When a newsman asked how old he was, he quipped: "I'm 38 now, but I'll be 55 next week."

The events of that weekend found nearly everyone with an opinion speaking in terms of "hours."

On Tuesday (March 2) at about 5:15 P.M. (Eastern Standard Time), Mr. Schneider asked affiliates during a closed-circuit telecast originating in New York for their help. Remember, he told the affiliates, only 36 hours before he, too, had been a station manager.

Stanton Introduction * During the same closed circuit, Dr. Frank Stanton, president of CBS Inc., who introduced Mr. Schneider to affiliates across the country, said the new head man had but 48 hours to prepare for the presidency. Dr. Stanton commented that things move faster now than in 1946 when he himself had had about four months to prepare for the CBS presidency after details have been worked out with
Does your audience think first about convenience when buying food?

Homemakers, who usually serve as the family food purchasing agent, have a good many different attitudes which influence their buying decisions. Sometimes these attitudes may produce conflict that must be resolved. At any rate, buying food is seldom a matter of simply selecting nutrients to keep the family healthy. The values attached to various foods are affected by the attitudes which are most important to each homemaker.

We know, for example, that economy is an important factor for many homemakers. There are other women whose chief concern is the nutritive value in the foods. Then there are other important values which may affect decisions, such as preparing meals that elicit responses of praise for the homemaker as a provider for her family and guests.

In recent years a great deal of attention has been devoted to the subject of convenience foods. Oftentimes people tend to think of convenience foods as prepared mixes or frozen meals, for example—these newer food products with the "built-in maid service." Yet there really is nothing new about convenience foods.

Milk is the Original Convenience Food

Although the processing and distribution of milk has changed a great deal since those days when most families kept their own cows in the backyard, milk is still just about as convenient a food as anyone can buy. A glass of milk can serve well that person who is on the run and can't take time to eat a complete meal—although we certainly are not advocating this kind of eating because we know that a daily diet well balanced in terms of all food nutrients is still the wise policy for those who want to enjoy the best of health and who want the vitality it takes to be on the run.

Milk plays a starring role in the American diet because of its convenience, as well as its almost universally liked flavor, its high nutritive value, its economy, its ready availability. And, for that rare individual who finds that milk does not suit his taste, he can still get the values of milk in a number of other ways. He can add his favorite flavoring to milk, or he can get milk's nutrients from a wide variety of other dairy foods.

The products made from milk—cheese, butter, ice cream, for example—are also among the original convenience foods. Is there, for example, a dessert easier to serve and more enjoyed by all the members of the family than ice cream? The answer must be no, judging by the steady increase in the annual consumption of ice cream in the U. S. A.

A Convenience Food with Many Plus Values

There are many very excellent convenience foods to be found on the grocer's shelves and in his refrigerated display cases. Many of these foods have their flavor and nutritive values enhanced because they incorporate milk or other dairy products. Packers of frozen vegetables have found, as one good example, that including a butter sauce is an excellent way to add good flavor to their products.

Yet milk itself, so easy to serve, is a convenience food that offers a tremendous collection of nutrient values—for adults as well as for the younger members of the family. The following table shows what two 8-ounce glasses of milk provide each day for an adult man and an adult woman.

- **Adult Woman**
  - Protein: 30%
  - Calcium: 72%
  - Vitamin A: 14%
  - Riboflavin: 64%
  - Thiamine: 18%
  - Calories: 16%

- **Adult Man**
  - Protein: 21%
  - Calcium: 72%
  - Vitamin A: 14%
  - Riboflavin: 48%
  - Thiamine: 12%
  - Calories: 10%

Since it is easy for us to forget what we learned in school about why these nutrients are important to us, consider this: Milk protein is very high in quality, providing the essential amino acids that build and maintain body tissue. Calcium is as essential to adults as it is for children, for bones deteriorate if the calcium intake is too low. Riboflavin helps cells use oxygen and contributes to healthy tongues, lips, and skin. Vitamin A aids in keeping mucous membranes healthy and resistant to infection. Thiamine contributes to a healthy nervous system and aids in reducing irritability.

Convenient for Adults As Well as for the Young

Some people tend to think of milk as a food important only to children. While it certainly is true that milk's important nutrients can be provided in other ways, adults who drink at least two glasses of milk each day are assuring themselves these nutrients in a pleasant, economical, and certainly very convenient manner. Add to this daily milk intake a selection of foods from the three major food groups (meat, fish, poultry, and eggs; fruits and vegetables; cereals and breads), and a major step toward enjoying a well balanced diet has been achieved.

For more detailed information on family meal planning, send for your free copy of "Family Feeding For Fitness And Fun." Write to: American Dairy Association, 20 N. Wacker Drive, Chicago, Illinois 60606.

A message from dairy farmers members of American Dairy Association.
SPOTMASTER '65

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**Spotmaster TenSpot**

...Combining 10 stacked playback decks for a new dimension in programming flexibility

Advanced new 10-deck cartridge playback system can be mounted on table-top or in rack. Completely solid state, the compact TenSpot plays standard NAB-approved cartridges...its ingenious design permitting two heavy-duty motors to run all 10 decks. Automatic, sequential operation can be pre-programmed, yet full manual control is always available. Individual decks can be removed without tools for quick, easy maintenance. One-year guarantee.

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New Super B equipment includes models to match every programming need: record-playback and playback-only...compact and rack-mount. Specifications and performance equal or exceed NAB requirements. Features include new styling and ease of operation, solid-state modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads, A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output, full year guarantee, and many more.

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- **Compact and Rack Mount Stereo Record-Playback Units** (Playback-only models also available)
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- **Tape Cartridge Winder Model TP-1A & Optional Tape Timer**
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Don't let their low price fool you. New solid state SPOTMASTER Compact models are second-best only to the Super B series. Offered in record-playback (Model 400) and playback-only (Model 405) versions, the Compacts permit even the smallest station to enjoy SPOTMASTER pushbutton broadcasting. Compact units carry a 90-day parts and labor guarantee.

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This one talks to you and for you...a cartridge playback package your time salesmen can carry anywhere. Powered by a rechargeable nickel-cadmium battery, the PortaPak I is 11 pounds of rugged performance, playing all standard cartridges with wide range response and low distortion. Solid state design minimizes battery drain, volume and tone controls are provided, and the whole package is wrapped up in a handsome Armohide aluminum case.

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William S. Paley, then president and now chairman of the board.
The closed circuit was brief, lasting in all but seven minutes. In the several minutes of Mr. Schneider's talk, affiliates listening closely detected in the appeal for help—the actual word used—the subtle use of the Schneider touch. It was obvious to most that Mr. Schneider was attempting at the outset to install a philosophy of teamwork.

One long-time associate, who is not a CBS man, put it this way: "Jack Schneider is a conciliator," an especially useful quality if in the past some important client and producer feathers had been ruffled in the high-level negotiations which characterize the network TV business.

Affiliates, too, were being assured by CBS last week that a partnership close to the ideal in network-station relations might be forged with Mr. Schneider, CBS-owned station operator for the past six-and-a-half years, first with WCAU-TV Philadelphia and more recently with the New York station.

Mr. Schneider told affiliates he was at ease in talking to station people because he knows what it means to operate a station.

That Jack Schneider doesn't vary the script to fit the picture was obvious in his comment that people look at stars and programs and select channels, but they don't pick networks to watch.

Long-Held View * This sentiment was similar to what Mr. Schneider expressed nearly six years ago when at WCAU-TV. "A viewer," he said then, "only cares what he sees on the screen. His whole impression of the station is what he sees there. He has no knowledge of what is local on network, live or film, nor does he care."

In Mr. Schneider's book—he's been a CBS man since 1950—CBS has been lucky to have what he believes to be the best team of professionals ever put together to operate a broadcast enterprise.

He sees what he calls a flywheel effect that keeps network activity at a high level, a team effort that has placed, CBS-TV in the vanguard among networks in terms of billing.

It hasn't been standard operating procedure, under Mr. Aubrey, for the network president to think of newsmen, especially when they have a lot of questions to ask.

But Jack Schneider invited a selected group of newsmen to the CBS 19th floor executive dining room, close to his

---

The Aubrey mystique: unruffled to the last

James T. Aubrey Jr., who maintained that it is sometimes necessary to have "the guts to drop a program in spite of its successful record," learned last week that the same philosophy can be applied to people.

His "resignation" and immediate replacement by John A. Schneider as president of the CBS-TV network stunned the television world with the suddeness of his toppling and the mystery that surrounded it. The moves were effective last Monday (March 1). The presidential shift caught CBS insiders as well as outsiders by surprise. CBS President Frank Stanton's announcement, distributed on Sunday, Feb. 28, for publication on Monday, said the changes occurred "today" but gave no reason. His reference to the departed president was succinct:

"Jim Aubrey's outstanding accomplishments during his tenure as head of the CBS Television Network need no elaboration. His extraordinary record speaks for itself."

Reportedly the surprise extended to Mr. Aubrey who had attended an office luncheon on Thursday, (Feb 25) for William J. Fagan, who was retiring as business manager of CBS-TV network sales, and then had flown to Miami Beach for a party celebrating CBS-TV star Jackie Gleason's 49th birthday (see picture). If he had any notion of resigning he gave no inkling.

Although the formal announcement dated March 1 spoke of the changes as occurring that day, they apparently were settled upon two days earlier, reportedly in a session attended by Dr. Stanton, CBS Board Chairman William S. Paley and Mr. Aubrey.

Exactly what happened at that Saturday session was last week's best-kept secret. There was, however, practically endless speculation as to what led up to it.

Mr. Aubrey, 46, is widely known as aloof, cool (if not cold), and authoritarian—a mixture that does not always sit well with those who come in contact with it.

Lever Moves * There were reports, even before his departure, that Lever Brothers moved some of its business away from CBS because Lever officials could not get as much information as they wanted about CBS-TV program plans for next fall. There also have been reports—not confirmed—that part of General Foods' decision to cut back some of its nighttime business on CBS next fall stemmed from dissatisfaction with scheduling.

Mr. Aubrey has also been alternately praised and criticized for buying and scheduling programs in many cases on what seemed to be minimum information. Sometimes this instinct has paid off. The most notable example is Beverly Hillbillies. He is said to have bought that program, which long ruled the ratings roost, on the basis of an outline and a conversation with Paul Henning, its creator. He hasn't always been so lucky, and this season he was unluckier than usual. His seeming affinity for the offerings of Keefe Brasselle's Richelieu Productions has drawn much comment—and this year Richelieu hasn't been so lucky either. In the current season two Richelieu programs, The Baileys of Balboa and The Reporter, have been cancelled: A third The Cara Williams Show is not expected to return next fall.

Falling audience shares have afflicted other CBS-TV programs, too. For years far out in front of its competitors in both ratings and revenues, CBS has slipped this season into a virtual three-way tie with the other networks in the nighttime audience race. In December Mr. Aubrey put through one of the most extensive midseason program realignments a network has ever undertaken, but the ratings did not respond significantly.

Personal Reasons? * Knowledgeable sources doubted seriously that a man with Mr. Aubrey's probably unmatched success over a four-year period would be summarily dismissed for failing in his fifth season—and especially, these sources noted, when CBS is still out in front if daytime ratings are counted in. Throughout the speculation there ran the feeling that his departure probably resulted from a number of causes and may have been triggered by personal matters.

Mr. Aubrey maintained his reputation for coolness in his final departure from the CBS premises. This

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office, for coffee and doughnuts and a chance to get acquainted. This was held on Tuesday morning, only one day after he had been appointed.

First Decision • A decision to meet newsmen had obviously been one of his first in assuming command at CBS-TV.

Though the meeting was set forth as purely social—"not a news conference" he did not explain the rules were familiar to the boards and an informal news conference was underway. He did not explain his phrase, "stimulate a symbol," but it was his meeting that the coffee session stood for a new era in CBS-TV network relationships with newsman—an end of the virtual inaccessibility that was Mr. Aubrey's rule.

Mr. Schneider carefully avoided sensitive questions and at times appeared overly cautious, but newsman generally felt that he got through it well. When it was over, he was asked by one sympathetic newsman if the conference had been hard to take. Mr. Schneider said:

"No, not at all. It's never going to be easier for me than it was today. I can genuinely say to you, this time, that I don't know."

He told the newsman he hoped to be "cautious and prudent," and hoped that the first 36 hours in his job were not typical of what's ahead. If they were, he added, it would be a "hard way to lose weight" but "quicker than all-protein diet."

Asked how active a role he would assume in programing, Mr. Schneider noted that he had the "responsibility and the commensurate authority" as network president, but that he was aware that each network president finds his own method in fulfilling the responsibility. At this time, he said, "I have not found an MO (modus operandi) for myself" but he hoped it would come about by "evolution."

During the meeting, Mr. Schneider let it be known that the change in command at CBS-TV was a "mystery" to him, and that he had been "obviously surprised."

Asked About Aubrey • A questioner asked if he had been in touch with Mr. Aubrey since he had known of the change. Mr. Schneider parried with a comment: "I don't think the question is germane."

He did consider another question germane, however, in discussing "broad philosophy." A station manager's position is "many facetted," he said, and a network president's role is national, but a similarity exists in that the station president serves a community and a network president serves the nation.

Mr. Schneider is urbane. And so are his roots. He was born in Chicago and has worked in metropolitan areas ever since—Chicago, New York and Philadelphia.

His salesmanship was displayed early in life. On the Notre Dame campus where he ran a sandwich business and booked bands, he was earning $100 a week and has recollected he lost money when he took his first job after graduation at $65 a week (as a salesman with the National Outdoor Advertising Bureau covering a territory in Illinois.)

After local selling for WMAQ and WGN in Chicago, Mr. Schneider in 1950 was hired in that city as an account executive with CBS Television Spot Sales.

One of his superiors at that time is reputed as having said: "We just hired Jack Schneider. He's a flea on a hot tin skillet."

From Chicago, Mr. Schneider started moving up through the CBS "farm team" and into a sales post with the spot sales organization in New York, back to Chicago in 1954 as its midwestern sales manager, to New York again a year later as eastern sales manager and then, in 1956 to general manager.

In August 1958 when CBS assumed ownership of WCBS-TV, Jack Schneider was moved to Philadelphia as general manager and later was elected a vice president of the CBS Television Stations Division. Last September he was returned to New York as vice president and general manager of WCBS-TV. Of the frequent movement of CBS executives among U. S. metropolitan centers, Mr. Schneider has said it "breeds out provincialism."

Mr. Schneider has coupled an ability
Only who, Dick Daring?

Coincidental with the departure of James T. Aubrey from the CBS-TV presidency (see page 52), producer Arthur Cantor announced last week that he plans to bring to Broadway in 1966 a musical satire based upon a recent book in which Mr. Aubrey was a central character.

The musical will be an adaptation of the book *Only You Dick Daring! Or How To Write One Television Script And Make $50,000,000*, by Merle Miller and Evan Rhodes. The book dealt with the authors' experiences in putting together the pilot film of a proposed series for CBS-TV, and identified network and other industry executives, including Mr. Aubrey by name. The series did not get on the air.

Mr. Cantor said Mr. Aubrey will not be identified by name in the musical but will figure in the presentation "only in the sense that he is a universal figure." He added that originally the thought was that television was "too inside" as a subject for a musical, but he pointed out, in an obvious reference to Mr. Aubrey, that "when a network executive resigns and it is front-page news in every newspaper in New York, it's not inside any longer."

to move fast with what he has often referred to as a sense of understanding of the obligation of a broadcaster's role. He said during an interview some years ago that the broadcaster must not forget his obligation despite TV's apparent involvement in "ratings, dollars and firsts"—a comment that some observers felt last week took on added significance in light of recent events in TV networking.

Schneider Salary * The salary Mr. Schneider will get as network president was not disclosed, but unofficial estimates place it somewhere in the $100,000 range, before bonuses or other additional compensation. Mr. Schneider reportedly owns 3,182 shares of CBS stock.

If custom is observed, as network president Mr. Schneider will later be given new or additional stock-purchase options as part of the company's incentive program and will be named to the CBS Inc. board or directors.

Mr. Shakespeare's responsibilities in his new assignment as an executive vice president of the CBS Television Stations Division were defined by Merle S. Jones, president of the division, in an intra-organization memo last Monday.

Mr. Jones said that Craig Lawrence will continue as executive vice president of the CBS-owned TV stations and CBS Television Stations National Sales, and that "Mr. Shakespeare will assume the responsibility of all other functions of the division including CBS Films Inc. and foreign investment in Television. Messrs. Lawrence and Shakespeare will report to Mr. Jones.

Sam Cook Digges, administrative vice president of CBS Films, will report to Mr. Shakespeare, who also will become executive vice president of CBS Films and CBS Japan Inc., vice chairman of CBS Ltd. (London) and CBS (Europe) SA (Zug, Switzerland). Mr. Shakespeare will also replace Mr. Jones as a director of corporations in which CBS has investments.

Mr. Shakespeare joined CBS Television Spot Sales (now CBS Television Stations National Sales) in 1950 as an account executive. He became general sales manager of WCBS-TV in 1954 and general manager of WSB (TV) Milwaukee, then CBS-owned, in 1957. The following year he was named general manager of WCAU-TV, and in 1962 became vice president and assistant to Mr. Aubrey. That post was discontinued early this year when Mr. Shakespeare was named the network's senior vice president-New York.

Tire easily? then head a network

You probably won't be around long enough to learn to hate the job

James Aubrey's sudden departure from CBS-TV last week affirmed once more that television network presidencies tend to provide short-term careers.

Since positions of that description were created some 15 years ago, TV network leadership has passed into— or through—the hands of no fewer than 14 men, not counting those who ran the old Dumont network.

Five men have held the presidency of CBS-TV, including John A. Schneider who was appointed to the job to succeed Mr. Aubrey.

The late Jack L. Van Volkenburg was named to the position in 1951 when CBS separated its TV and radio operations. He retired in 1956, and Merle Jones moved in from his post as executive vice president of the CBS Television Division.

Mr. Jones (now president of the CBS Television Stations Division) gave way to Louis G. Cowan as CBS-TV network president in March 1958. Mr. Cowan left in 1959. In a publicly released letter to CBS President Frank Stanton, Mr. Cowan said he was being forced to resign and protested that the question of his health, which had been raised, was not at issue in his dismissal.

Mr. Aubrey, whose tenure ended last week, had taken over the CBS-TV network helm from Mr. Cowan, who is now director of the Morse Communications Research Center at Brandeis University.

ABC-TV has a four-president past including a period of interim operating control by Leonard Goldenson, the president of American Broadcasting-Paramount Theaters, ABC-TV's parent. Mr. Goldenson is president of the entire ABC operation as well as of the parent AB-PT.

Oliver Treyz moved from the presidency of the Television Bureau of Advertising to ABC, was elected vice president in charge of ABC-TV in October 1956 and president of ABC-TV in 1958. His network star fell on March 26, 1962, when Thomas Moore, the current TV network president, was moved up to succeed him. Mr. Treyz now heads a station rep firm, National Television Sales (which last week acquired its first

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Robert Sarnoff, was installed in the NBC presidency.
In July 1958 Mr. Sarnoff was elevated to the NBC board chairmanship and Mr. Kintner to the presidency. Mr. Weaver left NBC in 1956, later joined McCann-Erickson and still later became president of Subscription Television Inc., a pay-TV operation that has been dormant since its California business was shut down by popular vote last November.

**Warner Bros. drops bids for 3 UHF's**

Warner Bros. Pictures Inc. last week asked the FCC to dismiss its applications for television stations in Chicago, Houston and Fort Worth.

The company would give no reason for the sudden action other than saying "the dismissal will contribute to the more expeditious inauguration of the new UHF service" in each of the three cities.

Warner Bros., which produces motion pictures and programs for television, is headed by Jack L. Warner, president, chief executive officer and the company's largest single stockholder (23.6%).

The company applied for channel 38 in Chicago and channel 20 in Fort Worth on Dec. 3, 1963, and for channel 29 in Houston on Nov. 17, 1964. The Warner applications were consolidated with others for the same facilities earlier this year by the commission for prehearing conferences to expedite various issues with respect to Warner Bros. including its history of civil antitrust suits and the degree of its ownership by individuals who are not U. S. citizens.

The two remaining applicants in the Chicago proceeding will be the Chicago Federation of Labor and Industrial Union Council (wcrf., Chicago) and Chicagoland TV Inc., owned equally by Frederick B. Livingston and Thomas L. Davis.

Former applicants for the facility which have since dismissed are Field Enterprises Inc. and Kaiser Industries Corp.

The remaining applicant for the Fort Worth facility is Trinity Broadcasting Co.

In Houston, two applicants remain: Kxyz TV Inc. and Crest Broadcasting Co.
Puerto Rican manager seeks reopened hearing

The former manager of three commonly owned Puerto Rican radio stations, which are facing license revocation, has asked FCC's review board to reopen the hearing record and accept new evidence which will show "gross inaccuracies" in the testimony.

George A. Mayoral, who says that he was barred by the examiner in February 1964 from participating in the hearing and has been "deprived of the due process" filed a petition to intervene in the case.

Mr. Mayoral claims that because he was not being permitted to call his own witnesses and refute the "slanderous charges" made against his character, he has "suffered severe mental and financial injury," and his 30-year reputation as a broadcaster has been largely destroyed.

The case involves alleged violations of the commission's rebroadcast rules by WKNY and WFMQ(FM), both San Juan, and WORA-FM Mayaguez, all owned by Alfredo R. de Arellano Jr. and his family. The stations are charged with rebroadcasting without written permission, portions of three man-in-space programs which were the product of pooled U. S. network coverage and of at least eight news shows furnished to the Armed Forces Radio Service in New York by the Mutual Broadcasting System (Broadcasting, Dec. 28, 1964).

In an initial decision issued last December, Hearing Examiner Forest L. McClennig recommended that the stations' licenses be revoked. He linked Mr. Mayoral, who was manager of the stations at the time of the alleged violations, most closely with them.

In seeking to reopen the record, Mr. Mayoral said he intends to supply "direct positive evidence which will . . . refute the damaging allegations" and show that although he held the title of station manager, he was in no way engaged in the day-to-day operations of the stations.

Mr. Mayoral said that contrary to the testimony of several former part-time employees at WKNY, he did not at any time make tapes of AFPS newscasts for the purpose of rebroadcasting, nor were such tapes broadcast by him or under his direction.

He also noted that his duties during the months in question were "virtually and totally" in the field of engineering, and that the titles of manager or station manager given him were "mere labels not substantiated by the realities" of daily presence in the actual operation of a station. "In short," he said, "I was a manager in name only."

Mr. Mayoral, who is not now directly associated with any stations, resigned in November 1963 as a director, minor stockholder and vice president in charge of engineering for the Puerto Rican stations.

Exceptions to the hearing examiner's initial decision are due at the commission today (March 8).

Changing hands

ANNOUNCED - The following station sale was reported last week subject to FCC approval:

- KENO Las Vegas: Sold to Lotus Theater Corp. by VRA Enterprises Inc. for $330,000. Lotus Theater Corp. is owned by Howard A. Kalmenson of Los Angeles, who also owns KKKK Pasadena-Los Angeles. Keno is on 1460 kc with 1 kw. Broker: Hogan, Feldman, Los Angeles.

- APPROVED - The following transfer of station interests was among those approved by the FCC last week (For other commission activities see FOR THE RECORD, page 90).

- KPJZ-FM Fort Worth: Sold by Texas State Network Inc. to Radio Fort Worth for $1.1 million. Radio Fort Worth is 44% owned by Pyrometer Co. of America, Arnold Malkan, Pyrometer board chairman, 41%; Stanley E. Wilson, vice president and director of Texas State Network, 10%, and Jimmy R. Phillips, 5%. KPJZ, founded in 1922, operates on 1270 kc with 5 kw. KPJZ-FM, which began operating in 1959, is on 97.1 mc with 22 kw.

Community Antenna Television


- Jack Kent Cooke Inc., Beverly Hills, Calif., through its American Cablevision Co., division, paid $4.25 million last week to Wentriconics Inc., Casper, Wyo., for its six CATV systems serving 14,000 subscribers in Casper; Perryton, Tex.; Moab, Utah; Gallup, N. M.; Independence, Kan., and Berlin-Ocean City, Md. American also paid $2.5 million to Cable Inc., Minneapolis, for CATV's in Rochester and Brainerd, both Minnesota, serving 8,965 subscrib-
New TV stations

As of March 4 there were 105 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's, 38 were commercial UHF's, 4 were educational VHF's, and 23 were educational UHF's.

New station going on the VHF's

The new station going on the VHF's are commercial.

WPSX (ch. 3) Clearfield, Pa. Pennsylvania State University licensee, went on the air March 1 with program test. Address is 409 Boucke building, University Park, Pa. WPSX-TV goes on the air with 100 kw visual and 50 kw aural with an antenna 359 feet above ground. Presently the noncommercial station is broadcasting from its transmitter site in Clearfield with an on-campus studio to be constructed next year. The station plans to offer programs supplied by the National Educational Television Network and Eastern Educational Network among other sources.

WCEE-TV (ch. 23) Freeport, Ill. Rock River TV Corp., licensee, announced that it plans to begin construction of a new $250,000 studio building in March. The cost of its new 725 foot tower and transistorized broadcasting equipment will total $500,000 according to David Carlson, Rock River TV president. The building will include a 40-by-60 foot studio with total floor space of 13,600 square feet. WCEE-TV will be equipped to originate its own color film programs. Scheduled completion date of the building is August 1965.

KLAC seeks injunction against AFTRA-IBEW

KLAC-AM-FM Los Angeles has applied for a preliminary injunction against the Los Angeles local of the American Federation of Television & Radio Artists and local 45 (also Los Angeles) of the International Brotherhood of Electrical Workers. The injunction petition will be heard today (March 8) in Los Angeles Superior Court. The two unions are now on strike against KLAC in a dispute over tape editing and the operation of cartridge machines. The station wants this work done by announcers, while the unions feel these duties belong to the engineers (Broadcasting, Feb. 22).

KLAC is asking for an injunction to give each man the right to return to work if he so desires without becoming liable to retaliatory action on the part of his union, until the dispute has been settled. Meetings under the auspices of the California Conciliation Service were discontinued after no progress was made toward agreement.

The injunction petition first went before the superior court, a state court, Feb. 24, but before it was heard the court granted a petition of AFTRA to have it transferred to a federal court, which last Tuesday (March 2) approved the KLAC motion to send it back to the Los Angeles Superior Court.

Application filed for WVUE(TV) sale

Application for FCC approval of the sale of WVUE(TV) New Orleans to Screen Gems Inc. for almost $8 million (Broadcasting, Feb. 22) was filed with the FCC Friday (March 5).

The contract for the purchase of the 60% ownership held by nine New Orleans principals (the other 40% is owned by Rust Craft Broadcasting Co.) indicates that the local shareholders, each of whom owns 180 shares, are receiving different amounts of the $4.8 million which is their share of the $8 million. Rust Craft is receiving $3.15 million for its 40% interest.

The highest payment is being made to U. S. District Judge Frank B. Ellis; he's receiving $764,443.60. The next highest payments are to Joseph A. Paretti, president and general manager of the station, and Chalin O. Perez, who are each receiving $684,442.60. The remaining six stockholders are each receiving $444,445.20 for their respective 180 shares: William G. Aly, Richard J. Carrere, George C. Foltz, George E. Martin, John E. Pottharst Jr., and William H. Saunders Jr. (with his four children).

No explanation for the variations in payments is given in the application, and Mr. Paretti declined to comment when asked for clarification.

WVUE had total assets, as of Jan. 31, of $1,131,959.45, the application showed. Of this $404,418.58 were total current assets. Total current liabilities were $525,573.57; long term obligations, $458,375.97, and retained earnings as of Jan. 1, $93,928.47. In the month of January, the balance sheet showed, the station lost $13,619.56.

The transaction between Screen Gems, which is 89% owned by Columbia Pictures Corp., and the New Orle ans 60% owners was handled by Howard E. Stark.

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BROADCASTING, March 8, 1965
Higher-fine ceiling not sought—FCC

FCC officials denied last week that any thought is being given to asking Congress to lift to $100,000 the ceiling on the amount of forfeiture that the commission may levy on broadcasters (CLOSED CIRCUIT, March 1).

The information had been provided by a reliable commission source. But other FCC officials said that although suggestions for asking Congress to raise the present $10,000 ceiling on forfeitures were considered more than a year ago, they were never adopted. They said draft legislation now being considered by the commission staff would give the commission additional authority to impose a fine as an alternative to revocation or nonrenewal of license after a hearing has been held. The proposal would lift the present one-year statute of limitations on the imposition of a fine and enable the commission to levy one for an offense occurring anytime within the three-year license period. The proposal would also eliminate the requirement for a federal court trial in any forfeiture case in which a hearing was held before the commission.

**Harriscoppe enters CATV in big buy**

Harriscoppe Broadcasting Corp., Beverly Hills, entered the community antenna television field last week by paying what is believed to be the highest price in a single CATV transaction: $5,700,000.

The firm, a group broadcast owner, bought systems in Palm Springs, Calif., and Flagstaff, Ariz., from H&B American Corp., the nation's largest CATV group owner. Sale of the two CATV's serving 12,700 subscribers reduced H&B holdings to 27 systems serving 74,000 subscribers.

Burt I. Harris, Harriscoppe president, said the firm intends to continue operation of its CATV's with present management. Harriscoppe's broadcast properties: KFBB-AM-TV Great Falls, Mont.; KTW-O-AM-TV Casper, Wyo.; KLFM Long Beach, KBAK-TV Bakersfield and KKAR Pomona, all California. It also produces and distributes films for TV and publishes FM and Fine Arts.

David E. Bright, H&B president and board chairman, said proceeds from the CATV sale would be used to retire the major portion of H&B's funded debt of about $6 million. H&B headquarters are in Beverly Hills, Calif.

**American Cablevision buys eight CATV's**

American Cablevision Co., a division of Jack Kent Cooke Inc., Beverly Hills, moved into the ranks of the nation's largest multiple owners of CATV systems last week by concluding purchases of 8 CATV's for a total of $6,250,000.

The transactions bring the firm's total of systems to 20 and its subscribers to more than 51,000. American has been in CATV only since last fall (BROADCASTING, Oct. 26, 1964).

The company paid $4,250,000 to acquire the 8 CATV's with 14,000 subscribers of Wentronics Inc., Casper, Wyo.; Gene W. Schneider, Wentronics president, will become American Cablevision executive vice president and the American name gradually will be substituted for Wentronics at the systems in Casper; Perryton, Tex.; Moab, Utah; Gallup, N. M.; Independence Kan., and Berlin-Ocean City, Md.

American also paid $2,500,000 for CATV's of Cable Inc., Minneapolis, serving 8,695 subscribers in Rochester and Brainerd, both Minnesota.

Mr. Cooke, president of the parent firm, also announced his CATV company has contracted with Trousdale Construction Co., Beverly Hills, to build and operate a CATV system to serve the Trousdale Estates area of the city.

In addition to the just acquired systems, American has paid $8.2 million since October for CATV's in Lewiston, Idaho; Clarkston, Wash.; Laguna Beach and Barstow, both California; Palestine and Graham, both Texas; Keene, N. H.; Winona, Minn., and La Crosse, Wis.

**Zenith will request rule allowing pay-TV**

Zenith Radio Corp. has confirmed reports that it will soon request the FCC to adopt rules permitting regular operation of on-air subscription television (CLOSED CIRCUIT, Feb. 15).

Zenith has been cooperating since 1961 with RKO General in a pay-TV test on WYCT-TV (ch. 18), Hartford, Conn. The Hartford test uses Zenith's Phonevision System, in which signals are transmitted in scrambled form to prevent unauthorized reception.

Joseph S. Wright, Zenith president, has called the Hartford test a success. And Zenith last week said that the over-the-air system has "substantial" cost advantages over cable pay TV.

Zenith's petition for rulemaking, expected to be filed with the commission this week, will contain a detailed report of the Hartford test results.

**Third broadcast group in Cleveland CATV**

The Scripps-Howard Broadcasting Co. announced last week it has bought "a substantial minority stock interest" in Telerama Inc. of Cleveland, an applicant for a community antenna television franchise in Cleveland and surrounding suburbs.

With this announcement applicants in the Cleveland area now include two of the three Cleveland TV stations and both daily newspapers. The other applicants are Cleveland Area TV Inc. (Cox Cablevision Corp. and the Cleveland Plain Dealer) and Westinghouse Corp. (licensee of KYW-AM-FM-TV Cleveland and owner of other radio and TV stations).

Telerama Inc., organized last November by a group of Cleveland businessmen, was the first applicant in Cleveland (BROADCASTING, Nov. 19, 1964) and proposes to carry TV signals from Windsor and London, both On-
Size and weight of these new cameras are comparable to current black-and-white cameras. The ultimate in compact design and low power consumption permit their use in difficult areas.

The heart of these new cameras is the PLUMBICON TV Camera Tube. Its ideal characteristics eliminate many of the problems common to other types of pickup tubes. The long linear light transfer properties and extremely low dark current, provide unexcelled “genuine” color over an extended tonal range and enable operation under less scene illumination ... resulting in less heat on the set. (Typical operation 125 foot candles).

The PLUMBICON, developed by Philips, is used in a wide range of Norelco color and black-and-white cameras manufactured in Mount Vernon, N.Y. See these on display at the National Association of Broadcasters Convention, Sheraton-Park Hotel, Booth #106, Washington, D.C. –March 21-24, 1965.

*PLUMBICON is a registered trademark.
The National Cable Television Association (NCTA) has been joined in the move last week, said Vumore's action leaves H&B American Corp., Beverly Hills, the nation's largest CATV group owner, as the only one of the 10 largest group owners not an NCTA member.

Vumore, a subsidiary of RKO General Inc., group owner of radio and television stations, owns 27 systems and serves more than 32,000 CATV subscribers. H&B owns 27 systems with more than 74,000 subscribers.

Vumore CATV's are in Arizona, Kansas, Mississippi, Missouri, Oklahoma and Texas.

The NCTA represents in excess of 150 member systems serving more than 900,000 CATV subscribers.

CBS Inc. now owns 90% of N.Y. Yankees

CBS Inc. last week bought Del Webb's 10% interest in the New York Yankee baseball club for $1.4 million, thus becoming 90% owner of the team.

The transaction conforms with the original acquisition agreement of last year (Broadcasting, Aug. 17) whereby CBS Inc. obtained 80% of the club for $11.2 million from co-owners Dan Topping and Mr. Webb. CBS Inc. was given the option of buying the remaining 20% within five years for another $2.8 million and Mr. Webb had the option of selling his interest to CBS by March 1 this year.

Mr. Topping—who still owns 10% of the Yankees and is president of the CBS subsidiary, which now does business as New York Yankees Inc.—said he would remain as active director of the team.

Bill would enlarge Conn. CATV regulation

The authority of the Connecticut Public Utilities Commission to regulate community antenna television would be made more formal and permanent under a bill filed Feb. 23 in the Connecticut General Assembly.

The measure, house bill 3860, would have the effect of making CATV a public utility along with power companies and other utilities regulated by the PUC. It was introduced by Republican Representative Harry L. Filer.

The PUC is currently operating under 1963 legislation that empowered it to hold hearings on and grant applications for CATV franchises but did not spell out the commission's CATV authority otherwise. Hearings began last September on more than a score of applications and are to resume next month.

The new bill would be given a public hearing by the public utilities committee. A spokesman for the National Community Television Association welcomed the opportunity for a hearing, saying it would give CATV operators a chance to clarify what CATV is and to show it shouldn't be considered a public utility.

IRTS charters chapter in San Francisco

The San Francisco chapter of the International Radio & Television Society received its charter in its first official meeting at the St. Francis hotel there, March 1.

Sam Cooke Digges, IRTS president, New York, presented the charter to the club and its president, Rod MacDonald of Guild, Bascom and Bonfigli.

Other officers of the organization are: Bill Exline, Stor's TV Sales, vice-president; William Decker, general manager of KNBR, secretary-treasurer; Joseph Friedman, I-R Representatives, and Ed Hewitt, CBS Films, both members of the board.
Want to know what's going on, why it's going on, while it's going on?
Orlando case sent to FCC for 3d time

Court orders channel 9 matter reopened with new applicants, cites 'stale' record in earlier grant

A federal court in Washington last week told the FCC to reopen the 10-year-old Orlando channel 9 television case and to accept new applicants.

The U.S. Court of Appeals in Washington ordered the whole Orlando case reopened in an unsigned four-page opinion because the case was decided, for the second time, on a "stale" record. This is the third time the court has acted in the Orlando TV litigation.

The court said that the commission's action last year, (Broadcasting, June 22, 1964) affirming its 1957 grant to Mid-Florida (WFTV[TV]) was based on old evidence.

"The commission has, of course," the court said, "a large area of discretion to decide between competing applicants for the privileges committed to its care, both generally and under the terms of our last remand in this proceeding. But this case has been beset throughout by a variety of dubious circumstances which, at best, have prolonged the ultimate choice an unconscionably long period beyond the assembling of the facts upon which that choice must of necessity be based, and which, at worst, leave a nagging uncertainty as to whether so vital a community facility as is involved here should not be exposed to what may possibly be wider interests than those represented by these two applicants."

The FCC's decision was appealed to the federal court by WORZ Orlando, the losing applicant. Wozz attorney Edward P. Morgan said last week that his client was thinking of asking the FCC to place WFTV under joint interim operation, pending the conclusion of a new hearing as ordered by the court, or at least requiring the station to place its profits in escrow for that period.

Back to 1955 • The case has been before the District of Columbia circuit court three times, all on appeals by WORZ. In 1958, the court ratified the FCC's grant to Mid-Florida, and a petition for review was filed with the U.S. Supreme Court. After the House Oversight Subcommittee exposed off-the-record approaches to the FCC in a number of TV grants, the court remanded the Orlando case, among others, to the FCC to determine if the 1957 decision should be reversed. After the commission determined that its 1957 grant should stand, which again was appealed, the court remanded the case instructing the FCC to determine if the activities of William Dial, an attorney for Mid-Florida, in contacting the late Commissioner Richard A. Mack, disqualified Mid-Florida, and if a whole new hearing should be held, with new applicants.

The latest appeal, again by WORZ, was from the FCC's 1964 decision 4-0 upholding its 1957 grant to Mid-Florida and finding that its principals had no knowledge of Mr. Dial's activities.

In last week's decision the court reminded the FCC of its 1963 suggestion that the case be reopened completely. In obviously caustic language the court said:

"The present review proceedings bring to us the commission's determination, after reargument, not to avail itself of our invitation [to reopen the record and to permit new applicants to file] but, instead, to reaffirm the award to Mid-Florida on the basis of the record made 10 years ago . . . ."

In its concluding paragraph the court continues in this vein:

"We are not prepared to say that the commission is wrong in its appraisal of the significance to be accorded the lapses with which each party has been charged in these proceedings; and we would agree that, absent of any new evidence bearing upon them, the time has come to end litigation about them. Neither are we prepared to say, however, that the guardianship of the public interest, entrusted by Congress to the commission, is adequately effectuated by confining the choice of these two applicants in the light of facts put on the record over 10 years ago . . . ."

The court said that the commission could, if it desired, continue operation of the station under temporary authority.

WUNI makes new home from old one

This ante-bellum Mobile, Ala., home has been converted into studios for WUNI, that city. The station, formerly WALA, had to find new studios when it and WALA-TV were sold to different owners. Stone Representatives Inc., New York, which purchased the radio station for $250,000, paid $35,000 for the 1830 home with its 16-inch thick brick walls, and is spending another $30,000 to renovate the building into studios for WUNI. The station's new address is 1257 Springhill Avenue.
**Employe charges FCC with discrimination**

The FCC has been accused of discrimination in connection with the complaint of a Negro employe who says he has been denied advancement and job-improvement opportunities because of his race. Commission officials deny the charge, but the issue is headed for an agency hearing.

The second of two complaints filed with the commission by Harold Thompson, who is employed as a clerk in the Data Processing Division, results from his supervisor’s refusal to approve his request to attend a government-paid training course.

He filed an earlier complaint after he was turned down for another position in data processing, which would have raised him from a grade 3 to grade 4. Mr. Thompson, who had been working in Safety and Special Services since joining the commission in April 1963, withdrew that complaint after getting his present grade 4 appointment in April 1964.

Mr. Thompson, 32, who filed a complaint with the President’s Committee on Equal Employment Opportunity as well as with the commission, is scheduled to have a hearing on his charge before a special FCC hearing examiner on April 15. A number of prehearing conferences have already been held.

**Complaint Rejected** - He asked for the hearing after Joel T. Rosenbloom, the commission’s employment policy officer, rejected his complaint following an investigation. Mr. Rosenbloom said last week he was satisfied that Mr. Thompson had not been the object of discrimination.

The hearing officer is Daniel Ohlbaum, FCC deputy general counsel, who, based on the evidence developed, will make a recommendation on the disposition of the complaint to Mr. Rosenbloom. If Mr. Thompson is dissatisfied, he may appeal to the President’s committee.

The hearing is the first of its kind ever held by the commission. Mr. Rosenbloom said other complaints based on charges of racial discrimination had been made but were resolved short of a hearing.

The commission’s previous concern with discrimination has been as the result of complaints filed against the employment practices of broadcasters. And Chairman E. William Henry once expressed the view the commission should make clear it opposes such discrimination (Broadcasting, July 1, 1963). The commission has never officially issued such a statement.

In denying the discrimination charges, Mr. Rosenbloom, who is also special assistant to Chairman Henry, said that
earlier openings in data processing for which Mr. Thompson had been turned down were subsequently filled with Negro women.

He said Mr. Thompson had asked for permission to take the training course, in Basic Concepts in Data Processing, given by the Department of Agriculture, two days after he began working in data processing as a clerk. He was turned down, Mr. Rosenbloom added, because of the supervisor's policy of making the training available only to those likely to benefit directly.

FCC Chairman E. William Henry has in the past expressed concern over the employment hiring practices of broadcast licensees. He has said the commission should be alert to charges of discrimination.

**Humphrey to address NAB convention**

Vice President Hubert H. Humphrey will address the opening general assembly of the National Association of Broadcasters 43rd annual convention in Washington on March 22. Mr. Humphrey will speak in the Shoreham hotel's Regency Ballroom before Lieutenant H. Goldenson, president of American Broadcasting-Paramount Theaters, receives the NAB's Distinguished Service Award.

Preregistration for the March 21-24 convention at the Shoreham and Sheraton-Park hotels rose to 2,876 by last Thursday (March 4). Everett Revercomb, convention manager and NAB secretary-treasurer, said the total registration would be as big as or surpass the 3,826 who attended the convention in Chicago last year.

William E. Roberts, president of Amperex Corp., Redwood City, Calif., will speak at the opening luncheon of the NAB's Broadcast Engineering Conference held at the Shoreham in conjunction with the convention.

Three radio sessions are scheduled during the convention. The first session will feature a Radio Advertising Bureau presentation on the latest in radio sales and techniques.

Rex G. Howell, KREX Grand Junction, Colo., and NAB radio board chairman, will present a report at the Tuesday morning session. Other features of that second-day meeting will be a report by Howard Mandel, NAB vice president for research on the All-Radio Methodology Study; a report by Dr. Robert White, chief of the U. S. Weather Bureau, and a panel presentation by the Record Industry Association of America.

The Wednesday morning session will feature a presentation on radio public relations by John M. Courie, NAB vice president for public relations; a Station Representatives Association presentation of "Radio to Sell Radio"; a music licensing report by Robert T. Mason. WMRN Marion, Ohio, and chairman of the All-Industry Radio Music License Committee; a demonstration on "The Sounds of the World," by Ted Malone and Tony Schwartz, and a panel on "The Economic Future of Radio in America."

Panel participants are: Lionel Baxter, Storer Broadcasting Co.; Gordon McLendon, McLendon Stations; Stephens Dietz, Kenyon & Eckhardt, and Blaine Cooke, United Air Lines.

**FCC tie vote affirms translator grant**

The absence of a seventh commissioner was felt by the FCC last week, when a petition for reconsideration failed to carry because of a 3-3 tie. The seventh place has been vacant since Commissioner Frederick W. Ford resigned Dec. 31, 1964, to become president of the National Community Television Association.

The commission action last week involved the applications of Ottumwa Area Translator System Inc. for two UHF TV translator stations at Ottumwa, Iowa, without the attachment of program nonduplication conditions.

The petition for reconsideration that was denied by the 3-3 vote had been filed by KTVO(TV) Kirksville, Mo., which had complained that its programming would be duplicated by the translators. KTVO provides a grade A signal to Ottumwa and carries programs from all three networks.

The two translators, which operate on channels 74 and 76, rebroadcast the programs of KCRG(TV) (an ABC affiliate on channel 9) Cedar Rapids and WHO-TV (an NBC affiliate on channel 13) Des Moines, Iowa.

Voting for reconsideration last week were Commissioners E. William Henry, Kenneth A. Cox and Robert E. Lee. Commissioners Rosel H. Hyde, Lee Loevinger and Robert T. Bartley voted to affirm the commission's previous decision to grant the applications without the nonduplication conditions. (Broadcasting, Nov. 30, 1964, Closed Circuit, Nov. 30, 1964).

**Culligan resigns as Curtis chairman**

Matthew J. Culligan resigned as chairman of the Curtis Publishing Co. last Thursday and took on new duties that include the development of "broadcasting opportunities" for Curtis.

It was believed that he would look for "opportunities" first in the programming field. There was said to be little likelihood that Curtis would undertake the acquisition of broadcasting station properties until its financial problems in the publishing field were more nearly under control. The company has had financial difficulties for several years and was reported to have lost $14 million in 1964.

The current network television show Hazel was based on the cartoon character of that name in Curtis's Saturday Evening Post, and the series was said to remain under Curtis ownership. The possibility of developing other entertainment shows and perhaps women's service shows and public-service presentations was reported to be on Mr. Culligan's agenda for exploration.

The other major phase of Mr. Culligan's new duties calls for the writing of a history of Curtis from the days of Benjamin Franklin.

Mr. Culligan, formerly with McCann-Erickson and before that the operating head of NBC Radio, joined Curtis in 1962 as president and board chairman. He resigned the presidency last year after an editorial-department revolt but retained the board chairmanship until last week. His contract runs to January 1966.

**ACLU embraces pay TV**

The American Civil Liberties Union last week gave "full endorsement" to the principle of pay television, revising a 1955 position which supported toll TV conditionally provided that safeguards were attached. The ACLU's current view is that pay TV will promote "diversity" on the airwaves. It said it had reviewed its earlier position and had come to the conclusion that all restrictions on pay TV should be removed, other than those falling within the framework of existing laws governing radio-TV communications.
Ray Manystrokes changed to Wings & Wheels jetfreight service, but we didn’t help his game much.

(He’s playing more though.)

Before changing to Wings & Wheels, poor Ray couldn’t get away from shipping problems, much less think about golf.

Worry, worry, worry.

Then Wings & Wheels’ automated advance notification—*an industry exclusive*—helped Ray with his important shipments.

Now he’s certain of scheduled deliveries. He always knows where his shipments are.

Wings & Wheels doesn’t have to trace when he calls. Wings & Wheels knows what is arriving.

This is automated advance notification, available in 44 cities.

The next time you have an important shipment, don’t handicap yourself.

Let Wings & Wheels handle your shipment like pros.

18 years of airfreight forwarding experience is your assurance.

Wings & Wheels

The automated jetfreight service

Terminals throughout the nation. Consult your local telephone directory for the one nearest you.
Networks still wait for that shoe to drop

Networks fail to get audience as FCC postpones session on proposal to limit their program controls

Network personnel, from presidents to stagehands, are engaging in final-hour maneuvering in advance of an expected FCC decision to issue a notice of proposed rulemaking to limit to 50% the amount of prime-time programing networks may own or financially control.

The commission was to have met on the proposal Friday (March 5). But everyone concerned was given a reprieve Thursday when the commission postponed the meeting without setting a new date. The postponement was to permit the commission to continue a special session on community antenna television begun on Thursday.

The presidents of ABC, CBS and NBC, it was reported last week, had failed in their request to FCC Chairman E. William Henry for a private, informal meeting with the commission before it acted on the draft rulemaking. Network representatives had also consulted with Senator Vance Hartke (D-Ind.) before he submitted a list of 14 questions on the proposal to the commission (BROADCASTING, March 1).

And last week, talent and craft unions representing members employed in television protested the proposal. In a telegram to the commission, they said the draft, as described in press accounts, would have adverse effects on the public and TV employees and its adoption would be "the worst decision ever made in Washington."

Hyde Speaks Out • In another development, Commissioner Rosel H. Hyde, considered the only sure vote against the proposal, publicly criticized it and urged his colleagues to take a go-slow approach. Commissioner Robert E. Lee was also considered a possible opponent of the proposal.

The commission, at its meeting two weeks ago, rejected the network presidents' request for a meeting and, through Chairman Henry, suggested that they submit in writing any information they wanted to transmit. The networks indicated last week they would not file anything unless the draft is issued in the form of a notice of proposed rulemaking.

A commission official last week said the networks had not indicated the nature of the information they would have submitted, and it was not clear whether the networks hoped to cause a postponement of the March 5 meeting. But one commissioner said the request for a conference was "belated." He noted that the proposal had been under consideration for a long time, more than two years, in one form or another.

A reply to Senator Hartke's letter was being prepared last week, but it was not expected to be ready for him before today (March 8). A key question posed by the senator asks if the commission has considered whether enough advertisers are willing to finance programs and be responsible for 50% of the network schedule.

The networks own or have financial control of more than 90% of the prime-time programing, according to commission figures, and the aim of the proposal would be to break the grip of the networks on prime-time programing. The FCC network study staff, which prepared the draft, feels that this would result in more diversified programing, with some advertisers bringing in programs of appeal to minority tastes. The staff says network programing is largely limited to a type appealing to mass audiences.

Besides limiting network ownership of prime-time programing, the proposal would bar the networks from domestic syndication and also from participating in the profits from foreign sales of independently produced programs.

The craft and talent unions, in their telegram to the commission, said that the American public receives more and better television service than is available anywhere else in the world" and that any effort to decrease network control of programing "can have only bad effects for the public and for the membership of our organizations and for anyone else who earns his living from television."

It added: "Advertisers, producers and creative talent and all craft organizations now work together with the networks on economic ground rules worked out as they should be by the process of collective bargaining. To upset these rules by government decree could be the worst decision ever made in Washington."

The telegram was signed by representatives of the New York local of the American Federation of Television &
Radio Artists; the International Brotherhood, of Electrical Workers; the International Alliance of Theatrical Stage Employees; various locals of the International Brotherhood of Teamsters; the National Association of Broadcast Employees & Technicians; and the Association of Theatrical Press Agents and Managers.

The unions which are opposing the FCC proposal have their strength and membership on the East Coast, though some are national in scope. Not openly expressed in the telegram is the fear that the FCC plan would drive more production to the West Coast.

One union official noted that there would be a tendency for advertisers to deal with independent producers in arranging for programs and he pointed out that the bulk of independent packagers are concentrated in Hollywood. This would aggravate their unemployment problem, which has grown with the movement of television in the direction of film, the union official stated.

Commissioner Hyde, in an interview with the Associated Press, said: “In their present form, the proposals involve a degree of government control I just can’t stomach.” He said the commission should consider the matter further before acting on it. “I simply can’t see taking program control away from one group and giving it to another unless there is some evidence the second group is going to improve things.” he said.

BMI, RKO General ask suit dismissal

Broadcast Music Inc. and RKO General Inc. last week entered general details of charges leveled by the U. S. Justice Department in its civil antitrust suit seeking to require broadcasters to give up ownership of BMI.

RKO, believed to be the largest BMI stockholder, was the only co-defendant named with BMI because, according to Justice, it would be “impractical” to bring all of the estimated 517 stockholders into court. RKO was designated as “representative” of them all, and the charges were said to apply to all.

In its answer, RKO denied that it was representative of all BMI stockholders or could be sued in that capacity, and maintained that RKO stations are programed without consideration being given to the source of the performing rights to the music played.

Otherwise RKO’s answer, and that of BMI, denied the government’s charges without entering independent defenses or making counter-charges. Both answers, filed in the U. S. Southern District Court in New York, asked that the suit be dismissed.

The suit charges that BMI stockholders and other broadcasters promote BMI music to the exclusion of music licensed by the American Society of Composers, Authors & Publishers and other sources, depress the rates of other music-licensing organizations, depress the royalty rates paid to music writers and publishers and in general tend to create a monopoly in music-performance rights (BROADCASTING, Dec. 14, 1964).

Copyright bill passed in Montana

The prospect of copyright chaos loomed in Montana last week after the state legislature passed a music licensing bill and broadcasters were waiting for the governor to sign it into law over the weekend. The bill would go into effect July 1.

The bill, which will put music licensing organizations under state control, has been strongly opposed by the American Society of Composers, Authors & Publishers (ASCAP), Broadcast Music Inc. (BMI) and the Society of European Songwriters, Authors & Composers (SESAC) (BROADCASTING, Feb. 15).

Under the bill, broadcasters would be able to choose from three types of licenses, and recording companies and motion picture films could get at-source licenses if they desire.

Montana broadcasters have described the measure as a means of getting fees that fit their needs. Last week it was reported that broadcasters in the state were planning to renew their BMI licenses that expire March 11 and then, a spokesman said, the stations would probably serve notice on BMI as the bill’s effective date nears.

At the outset of the legislative fight, BMI said “it would be forced to stop doing business” in the state if the bill became law and SESAC felt it would “have no choice” but to live under the measure. However last Thursday (March 4), ASCAP, BMI and SESAC could not be reached for comment on the later developments.

Bulletinitis is evil of the day

Hagerty warns public may force broadcasters to reduce number of bulletins

A plea for broadcasters to “take corrective action” against the “current trend toward over-bulletining news” was issued by James C. Hagerty, vice president in charge of corporate relations, American Broadcasting-Paramount Theaters, in a speech before the New York State Broadcasters Association last Thursday (March 4).

Mr. Hagerty’s plea followed a similar request made to the CBS News staff by Fred Friendly, president, CBS News, (BROADCASTING, March 1).

Unless stations cut out excessive use of bulletins, Mr. Hagerty said, “they might be forced to do so by the outside pressure of public condemnation.”

He asserted that the networks’ frequent interruption of programs with reports on President Johnson’s recent flu attack was an example of “crying wolf too often . . . at a time when the President’s life was obviously not endangered.”

Mr. Hagerty also warned that the American public is tiring of the “electronic hodge-podge” that often accompanies what he termed “the disgraceful and frenzied interviews of public figures that are put on the air.”

He stated that the industry’s leaders were made “to look like idiots every time we air such exhibitions,” and called for broadcasters to “work out some dignified system where order replaces bedlam and where intelligence and ordinary courtesy overcome stupidity and downright rudeness.”

Mr. Hagerty also asked whether broadcast newsmen were not trilling with individual rights . . . and due process of law” by broadcasting interviews with alleged criminals as they are being booked.

R. Peter Straus of WMCA New York, president, New York State Broadcasters Association, was toastmaster.
Rogan Jones stations settle with ASCAP

A settlement of two of the three lawsuits won by American Society of Composers, Authors & Publishers against radio stations in Washington state was announced last week. Under terms of the agreements, KGMI Bellingham and KPO Wenatchee have agreed to take ASCAP licenses, dating back to Jan. 1, 1959 and running to the end of this year. This satisfies the judgments which need not be paid, it was said, and require no payment of court costs, attorneys fees, interest or penalties.

The judgments against the three Washington stations were entered last month and consisted of a total of $60,048.40 against KGMI, $13,129.20 against KPO, both of which are controlled by Rogan Jones, and $1,252.31 against KLM Seattle (BROADCASTING, Feb. 15). KLM is still considering whether to appeal the decision.

The stations contended that a state law prohibited their taking a per-program or a blanket license from ASCAP. Federal Judge G. J. Solomon ruled, however, that they had failed to take licenses in order to avoid paying fees (BROADCASTING, Sept. 21, 1964).

AP asks for review of private-line ruling

The Associated Press, in a petition filed Feb. 15, has urged the FCC to reconsider and rescind its order prohibiting the news service from obtaining certain AT&T private-line channels, except at rates "much higher" than those paid by commercial users.

The commission's ruling, issued Jan. 15, stems from an AP request last October for 160 leased AT&T channels under the tariff providing for "press" rates. At that same time, however, the newswire service asked that AT&T provide 15 other leased channels under "other than press" rates.

All of the requested 175 leased channels, according to the AP, were to be used and are now being used for the collection and dissemination of general news for publication.

The AP noted that the commission's interpretation indicates that press customers, applying for leased channels under "other than press" rates, would be charged "a rate substantially higher" than the rate paid by banks, manufacturers or other commercial organizations.

In a separate action dealing with AT&T's proposed rate increase, National Educational Television, New York, asked the commission to permit it to intervene in the proceeding.

Videotape Center, Creative TV sign pact

A co-production agreement was signed last week between Videotape Center and Creative Television Inc., both New York. Under the agreement Videotape Center will provide its production personnel and facilities to Creative TV for the production of TV programs and commercials.

An initial TV project currently is being developed but no details were released. Creative Television, which was formed last June, is headed by Arnold Brown and has produced programs and commercials. Videotape Center, a 3M subsidiary, is directed by John Lanigan, vice president and general manager.

CBS-TV gets NFL Pro Bowl

CBS-TV last week won television rights for presentation of the National Football League's 1966 Pro Bowl contest. The game is scheduled to be played in the Los Angeles Coliseum Sunday, Jan. 16, 1966. CBS reportedly bid more than $500,000, beating out an offer by ABC-TV, the only other network involved in the bidding.

CBS News makes changes in its radio division

Realignments in the radio division of CBS News were announced last week by Lee Hanna, director.

Al Snyder, executive producer of news programs, has been named executive news editor responsible for hourly news broadcasts, news analyses, news specials and other newscasts. Roger Sharp, formerly executive editor, succeeds Joel Heller as executive producer of the weekend Dimension series and will be a reporter on the series. Mr. Heller moves up to executive producer of news programs with responsibility for special cultural programs and other series.

Also announced by CBS News last week was assignment of Alexander Kendrick as anchorman for The World This Week (Saturday 6:10 p.m. EST) replacing White House correspondent Harry Reasoner. Mr. Kendrick has been chief of CBS News London bureau for the past six years.

CATV to be discussed at TV Stations Inc. meet

Community antenna television systems will be the topic for the annual breakfast meeting of TV Stations Inc., a film-buying group. Herb Jacobs, president of TV Stations, will speak on "CATV ... Necessity and Convenience — in Whose Interest," at the session, March 22, in the Blue Room of the Shoreham hotel, Washington.

The meeting, held in conjunction with the National Association of Broadcasters convention, will be presided over by Douglas Manship, WBRZ-TV Baton Rouge, chairman of the board of TV Stations Inc. In addition to the organization's own 120 member markets, more than 100 other broadcasters and members of the FCC will be on hand.

CBS stations exchange public service programs

CBS Owned TV Stations will participate in their seventh annual "Community Affairs Program Exchange" beginning April 17. WCBS-TV New York, will contribute its locally produced American Musical Theater program, in exchange for programs originated by CBS-TV's other four owned stations. The shows include Friendship Show (WBBM-TV Chicago); As Others See Us (KNXT-TV Los Angeles); Tottle (WCAU-TV Phil-
Bar group urged not to ban good newsmen

The premise of throwing out one rotten apple instead of the whole bushel has been advocated by Roger Van Duzer, manager of KACL, Reno, Nev.

Speaking to the Washoe County Bar Association on the problem of media access to courts, Mr. Van Duzer said that "free speech and the public's right to know should not be jeopardized by the 'out-of-line individual.' Rather than cut hobbles on all media, he offered, "the control of dissemination of information, communications, should be judged on a case-by-case basis."

He said the problem of access is more often one of "too free with their speech" than of "freedom of speech." He suggested that lawyers should take are of the source of trouble by barring from "proceedings and from information" those reporters who, by themselves, or "abetted" by management ignore restraint."

Supreme Court won't review Faulk award

A $550,000 libel award to John Henry Faulk, former New York broadcast personality, from Aware, Inc., and its director, Vincent Hartnett, has been upheld by the refusal last week of the S. Supreme Court to review the case.

The Supreme Court's order of denial made no comment on the case, although Justices Hugo Black and William J. Douglas noted that they favored hearing the appeal.

The appeal had been asked by Aware Inc. and Mr. Hartnett.

Mr. Faulk won a jury award of $3.5 million in 1962 on charges that he had been dismissed as a performer by CBS, and later blacklisted by broadcasters, because the publication Aware linked him with a Communist conspiracy. On appeal by Aware, the New York appellate division ruled the award excessive and reduced it to $550,000, although it upheld the jury's finding that Aware and Mr. Hartnett had been malicious in their attacks on Mr. Faulk.

In their notice of appeal to the Supreme Court, Aware and Mr. Hartnett argued that under the New York Times case last year Mr. Faulk was a public official and therefore could not recover damages for criticism of his official performance unless he proved that the statements were made with malice. Mr. Faulk had just been elected second vice president of the New York chapter of the American Federation of Television & Radio Artists when the Aware circular was issued.

A third defendant, Syracuse, N.Y., supermarket operator Lawrence A. Johnson, died while the case was on appeal. An out-of-court $175,000 settlement was made with his estate.

High court rejects Estes' petition

The U. S. Supreme Court last week denied a petition by Billie Sol Estes for reconsideration of its Jan. 18 decision rejecting his appeal from a federal conviction for mail fraud and conspiracy. In his request for reconsideration, Mr. Estes contended that the Supreme Court already has agreed to review his conviction by a state court but only on one issue: whether his right to a fair trial was jeopardized because his trial was televised (Broadcasting, Dec. 14, 1964).

Mr. Estes said in his latest appeal that if the court reverses his state conviction because of television, this could be considered infringing on his rights to a fair trial in the federal court.

Seven Arts syndicates quiz show, more shows

Seven Arts Associated Corp. is placing 41 additional post-1950 feature films and a new half-hour quiz series, Play-A-Pair, into syndication during the National Association of Broadcasters convention. It was announced last week by Robert Rich, vice president and general sales manager, and Donald Klauber, vice president and national sales manager.

Seven Arts is holding a general sales meeting of its staff in New York on March 18-19 to discuss marketing plans for the feature package, titled Volume 10, Films of the '50's, and for the new quiz series. A sales review also will be held of other Seven Arts programming.
And in French, FCC is eff-say-say

Over a year ago, the FCC threw a curve at WHAS Louisville, Ky., claiming that the Courier-Journal and Times station was using only "HAS" as call letter identification instead of the regular call, WHAS.

During the course of the correspondence that went back and forth between WHAS and the commission (during which the station acknowledged it has used the three-letter call for promotional purposes but never for identification) the FCC brought up the question of misunderstanding of three-letter calls in areas beyond the United States. For example, it said, "HI" calls are allocated by international treaty to Hungary, and, the inference was, if Hungarians heard WHAS Louisville referring to itself as "HAS" they might think it was a native station.

This was too much for Neville Miller, Washington lawyer for WHAS. Checking the International Center in Louisville, he found that HAS in Hungarian is pronounced "Hahsh-Aah-Ess" and, as he told the FCC, "could not conceivably confuse or mislead the people in the Hungarian People's Republic or elsewhere."

On Feb. 19, WHAS received a brief, seven-line letter from the FCC stating that after further consideration, the commission has concluded that "your use of the "HAS" in promotional announcements does not violate Section 73.117 of the rules."

Radio series sales...

Beyond the Green Door (Tucker Productions): WKRC Cincinnati and WDEE New Haven, Conn.


Sports Special (Tucker Productions): WPBR Baltimore, Md.


Tips on Tots (Woroner Productions): CKOG Hamilton, Ont.; WFLY Syracuse, N.Y.; WLXO Biloxi, Miss.; KELP El Paso, Tex., and WYSI-AM-FM Buffalo, N.Y.

Points on Pets (Woroner Productions): KELP El Paso, Tex.; WLXO Biloxi, Miss., and WYSI-AM-FM Buffalo, N.Y.


Film sales...

Twilight Zone (CBS Films): WGN-TV Chicago; KPX(TV) San Francisco; KING-TV Seattle; KOW-TV Portland, Ore., and WKBW-TV Youngstown, Ohio.

Volume 7 (Seven Arts): KVAL-TV Eugene, KPIC(TV) Roseburg and KCBY-TV Coos Bay, all Oregon.


Gadabout Gaddis: The Flying Fisherman (Gadabout Gaddis Productions): KLAS-TV Las Vegas; WNMN-TV Flint, Saginaw, Bay City and KXKL-TV Kalamazoo, both Michigan; WTV-2 Toledo WIMA-TV Lima and WTV(TV) Youngstown, all Ohio; WJJO-TV Fort Wayne, Ind.; WICS(TV) Decatur-Springfield, WREX-TV Rockford, WCHU(TV) Champaign, and WELCOME-TV Peoria-LaSalle, IL.

NAB radio clinics planned for May, June

Dates and locations for the National Association of Broadcasters radio program clinics in May and June were announced last week by Sherill Taylor NAB vice president for radio.

Satisfied with the results of last September's four pilot clinics, the NAB board at its meeting in Palm Springs Calif., in January approved running six clinics this year and making them day-and-a-half sessions, compared to the one-day meetings run in 1964. The clinics will be held in Atlanta May 17-18; New York, May 20-21; New Orleans, May 24-25; Chicago May 27-28; Denver, June 7-8; and Los Angeles, June 10-11.

UPI guild takes strike vote

The Wire Service Guild reported last week that its United Press International unit has voted "overwhelmingly" to strike against UPI if a satisfactory contract is not reached by March 15 when the present pact expires. UPI supplies news to 2,378 radio stations and 34 TV stations.

The Wire Service Guild, part of the American Newspaper Guild, is seeking a weekly $200 minimum salary, to seven-year journeymen, a 35-hour week and improved working conditions from UPI.

Universal TV's 'Look' series

A new half-hour film series, "Look: Story of People," a subsidiary of MCA and Look magazine, was announced.
last week. The 26-episode series will use the editorial resources of the magazine, the newswired library of Universal and new film footage to relate the story of significant events and trends of the last 25 years. The series is intended for syndication later this year through MCA TV.

Program notes . . .

Iwo Jima • WAZL-AM-FM Hazleton, Pa., under the direction of program director Bill Schmeier, has produced a one-hour program on the Iwo Jima landing featuring interviews with three local men who participated in it.

Prime-time soaper • CBS-TV will present a twice-a-week half-hour dramatic series, tentatively titled *The Woman Lisa* on Wednesday (8:30-9 p.m.) and Friday (9-9:30 p.m.), starting in early May as an experiment in scheduling soap opera fare in prime time. The series is a spin-off of the popular daytime serial on CBS-TV, *As the World Turns.* The nighttime series will be sponsored by Procter & Gamble.

Labor show • International Association of Machinists, Washington, announced last week that its five-minute labor news radio program, *The World of Labor,* is now sponsored in 41 cities by district and local IAM lodges. The twice-weekly show, started as an experiment in March 1964, reports on union bargaining, legislative activity and personalities in the news, and is written and narrated by the staff of *The Machinist,* weekly newspaper of the IAM.

Farm time • A half-hour farm TV series, *Voice of Agriculture,* is being offered stations in California by California Service Agency, 2855 Telegraph Ave., Berkeley. Each show is in three parts: a roundtable of key figures on farm issues, a feature on science and research innovations, and a detailed report on a news development in agriculture. Series will start March 14 on KFOX-TV San Francisco, is presented by the California Farm Bureau Federation.

Fair film • *To the Fair,* a 26½-minute color film describing the New York World's Fair, is available to schools, churches and community associations on a free-loan basis through Associated Film's five regional film centers. The film will also be distributed to television stations and theaters throughout the world.

Cat and mouse • CBS-TV has signed a long-term agreement with MGM for exclusive U. S. television rights to the studio's *Tom and Jerry* cartoon series. Series will be presented Saturdays, (11-11:30 a.m. EST), beginning in September.

Isometric TV • Former Olympic Verne Gagne is featured in a new 15 minute syndicated TV series now in production by the Verne Gagne Foundation for Physical Fitness. The series, *Exercise One Minute a Day, the Lazy Man's Way,* is designed to instruct viewers in the use of isometric exercises. Using various themes Mr. Gagne shows how to keep fit while exercising at a coffee break, watching a football game, driving a car or almost anywhere. The foundation has its offices in the WCCO building, Minneapolis.

New assignment • ABC newswoman Ron Cochran will be added to the staff of *ABC Reports* five-minute topical news series, beginning March 15. He will also be featured on the daily 9:55 a.m. EST news show. *ABC Reports,* heard five times daily, will feature Mr. Cochran three times each day (Monday-Friday 12:25, 2:25, 4:25, p.m. EST). He had been anchorman on ABC-TV's dinner-hour news show until Jan. 29.

Going network • *Zoorama,* half-hour series originating at the San Diego (Calif.) Zoo, which has been a weekly local show on KFMB-TV San Diego for the nine years, goes network April 18, as a CBS-TV series, Sun., 6:30-7 p.m.


RTNDA conference scheduled

The first in a series of 1965 regional news conferences sponsored by the Radio-Television News Directors Association will be held Saturday, March 13, at WABC-TV New York. John O. Gilbert, station vice president and general manager, will be host.

The one-day meeting will detail different ways of strengthening the basic content of news programs. Because of space limitations, attendance will be limited to 150 newsmen and commercial news producers from the New England and Middle Atlantic states. Those interested in attending should apply to Mr. Gilbert.

Inspiradio Network formed

America's Inspiradio Network has been formed at 499 Hamilton, Palo Alto, Calif. Head of the new network, which will offer sacred music and inspirational programming with Christian theme to interested stations, is Dick Palmquist, one of the founders of Family Stations Inc. (KEAR) in San Francisco, KEBC in Sacramento, and KFCR in El Cajon, Calif.). Programs presently are being produced at KEBR pending completion of a new production center.

ROHN TOWERS “STAND UP” to Hurricane Hilda!

A series of ROHN micro-wave towers, used on Shell Oil Company offshore platforms near the Louisiana coast, took on the full fury of “Hurricane Hilda” and withstanded the test! Designed for 50 pound windload per square foot, these towers stood up to winds known to have been well in excess of this.

For towers proved in design, engineering and construction, specify ROHN. Complete tower, lighting kit, microwave reflector, and tower accessory catalogs and specifications available on request. Representatives world-wide.

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ROHN Manufacturing Co.
Box 2000, Poolesville, Maryland

Phone 301-677-8416 — TWX 309-697-1488

"World's Largest EXCLUSIVE Manufacturer of Towers: designers, engineers and installers of complete communication tower systems."
Gross Telecasting earnings up 9%  

Gross Telecasting Inc., licensee of WJIM-AM-FM-TV Lansing, Mich., reports record sales and earnings for 1964, topping the previous 1958 high. Revenue was up 9% to $3,052,722, with net income after-taxes of $788,127.

Cash dividends of $1.60 a share on common and 30 cents a share on common B were paid during 1964, the 10th consecutive year the firm has declared a dividend.

Year ended Dec. 31:

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<tr>
<td>Net earnings</td>
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</table>

*Based on 400,000 shares outstanding.

Financial notes . . .

- Admiral Corp., Chicago, reported last week that sales in 1964 increased by 10% to $238 million while profits went up 34% to total of $4 million ($1.66 a share). Admiral hopes to start pilot production in its new color tube making plant by September and said the development costs are being written off as they occur.
- Profits from the television operations of Chris Craft Industries "increased substantially during 1964," according to the firm's annual report. Overall, Chris Craft had consolidated net sales of $68,814,499 compared with $69,977,390 in 1963, and net earnings of $2,157,680, against $2,072,411 the previous year. Chris Craft owns xcoP(TV) Los Angeles, KFTV(TV) Portland, Ore., and WTCN-TV Minneapolis.

FC&B gets on big board

The New York Stock Exchange has approved listing of Foote, Cone & Belding, New York. Big board trading of the agency's stock is set to begin March 15. Currently traded over the counter, FC&B shares stood at 18¼ bid, 19 asked late last week.

Zenith sales up 12%, profits up 16% in '64

Sales and earnings of Zenith Radio Corp. hit record highs, Joseph Wright, president of the Chicago firm, said last week in giving preliminary figures for 1964. Color-TV sales made the greatest contribution to the increases, he said.

Zenith sales of $392 million last year were up 12% and profit after taxes of nearly $24.3 million represented a 16% hike. Zenith sold 1.75 million monochrome and color receivers in 1964, Mr. Wright said, "establishing a new sales record for the television industry."

Black-and-white sales accounted for more than a million units for the sixth straight year, he explained, keeping his firm in its "historic" first place in share of market. Zenith's color share exceeded the monochrome share but Zenith is still only second in industry color sales, it was noted (see page 78).
Supreme Court won't review KWK case

The FCC cense on court of the case. The Supreme Court's action, taken without comment, upholds an appeals court ruling which confirmed the FCC's 1963 order revoking the station's license on the grounds it conducted fraudulent treasure hunts. The FCC order was upheld by the U. S. Court of Appeals in Washington last year (BROADCASTING, June 15, 1964).

KWK was charged with practicing fraud in two so-called treasure hunt promotions in 1960. The station broadcast clues on the whereabouts of the treasure ($1,000 and $1,500) which became less and less as the contest continued. The FCC found that KWK purposely delayed hiding the treasure until the last day of the contest in order to pay out only the smallest amount. By a 3-2 vote, the commission ordered KWK's license revoked.

Pa. broadcasters meet in Washington

Practically all of the Pennsylvania congressional delegation and Vincent T. Wasielewski, president of the National Association of Broadcasters, were guests of the Pennsylvania Association of Broadcasters at a Washington banquet last Wednesday (March 3).

The PAB made a visual presentation, "Here and Now," depicting public service programming of Pennsylvania stations during the past year.

In addition, David L. Lawrence, former governor of Pennsylvania and chairman of the President's Committee on Equal Opportunity in Housing, was presented the Keystone Award of PAB.

The award, an annual event, was given to Governor Lawrence because of his past service to his state and his national contributions.

Quake coverage earns AP honors for six

The Associated Press Radio-Television Association last week conferred annual recognition awards for outstanding achievement in cooperative news coverage for 1964 to WWTV(TV) Cadillac-Traverse City, Mich.; WAKY Louisville, Ky., and WISN Madison, Wis.

In addition, special recognition awards were bestowed on KENI-AM-TV, KHAR and KFOD Anchorage; KFAR and KFBR Fairbanks, and KCAM Glenallen, all Alaska, for their combined efforts in covering last year's earthquakes.

Honorable mention certificates were also awarded to KGAK Gallup, N. M.; KKVU Concord, Calif.; KCOL Fort Worth, Tex.; WWL Mount Kisco, N. Y.; KTLR Blackwell, Okla.; KORK Las Vegas; WORK York, Pa., and WKBW Buffalo, N. Y.

Red Cross uses radio-TV for drive

A three-and-a-half minute message by President Johnson was carried on all three television networks, at least one radio network and all armed forces stations Feb. 28 to open the 1965 Red Cross campaign, being conducted throughout March.

Because some Red Cross chapters conduct their fund-raising drives in the fall instead of March, Red Cross authorities asked that stations work with their local chapters in arranging for use of specially prepared materials. These include three filmed spots prepared by J. Walter Thompson Co., plus slides, a film, copy for live TV and radio spots and a transcription containing promotional announcements featuring TV, radio and other name talent.

Robert W. Sarnoff, board chairman of NBC, is a co-chairman of the 1965 Red Cross national fund, and Donald H. McGannon, president of Westminster Broadcasting, is vice chairman for public information.

President Johnson's kickoff message was carried by NBC-TV during Profiles in Courage, by CBS-TV at the end of What's My Line?, by ABC-TV at the end of Sunday Night Movies and by CBS Radio on its 7:30 p.m. EST Dimension feature, according to Red Cross officials.

AFA, EIA to join Radio Month activities

The Advertising Federation of America and the Electronic Industries Association have announced their support of the National Association of Broadcasters National Radio Month in May.

Mark F. Cooper, AFA president, called radio a news and entertainment medium that "is only surpassed by its ability to convey advertising messages in a personal and dynamic manner." AFA affiliated clubs, he said, have been urged to work with local stations to develop special radio month programs.

Jack Wayman, EIA staff director of the Consumer Products Division, said set manufacturers have been asked to feature the 1965 radio month theme, "Radio—the Sound of Year-Round Pleasure," in spring and summer radio promotion kits. Local radio dealers, he said, are being urged to work with "local broadcasters in advertising radio via radio" and to support the campaign in their store displays.

Drumbeats...

Promotion for FM • KSPF(FM) San Fernando, Calif., has named Hooplah Promotions, division of Barry Friedman Public Relations, Hollywood, as public relations firm for the station.

PR for CATV • McFadden, Strauss, Eddy, Irwin & Goodman has been named public relations counsel for H&B American Corp., multiple owner of community antenna TV systems.

4863 • WHB Kansas City, Mo., celebrated Chinese New Year by giving prizes to listeners who displayed the best signs in their yards with the New Year's greeting, "Gung Hay Fut Toy—whv." One of the prizes was $46.63, the number of the new Chinese year.

'Casey' rings the bell • ABC-TV will receive the Alexander Graham Bell award for the production, "A World Full of Question Marks," shown on the Ben Casey series. The award will be presented during the Alexander Graham Bell Association for the Deaf's annual banquet in Washington, today (March 8). The program was cited for "outstanding contribution to the welfare of deaf children and to public understanding of the problems of deafness."

New edition • WPDM Potsdam, N. Y., has released its 1965 Fact Sheet, a documented summary of past performances and future projects. The report covers the personnel, programming and services of the station, its public service and promotion actions and related activities.

Mental health study • In an attempt to make the people of Indiana aware of the problems of mental health, Gene Slaymaker, WPBM-AM-FM-WPDM news editor, surveyed and reported on Indiana's hospitals. The reports, two to three minutes each, were broadcast twice a day plus half-hour programs each weekend for five weeks.
Bull market in color TV

Fast sales pace causes shortage in some models, upped sales predictions

The boom in color TV receiver sales which reached its acme during the Christmas selling season last year and which was expected to subside after Dec. 25, 1964, is continuing—to the delighted consternation of manufacturers, distributors and retailers.

So swift is the pace in color receiver sales, there were reports last week of shortages. This was partially confirmed in a national check of retailers, most of whom agreed they were tight in some popular models (mainly 23- and 25-inch rectangulars) but generally were well supplied with color television receivers.

The unexpected color market has revised estimates of the number of color sets to be sold this year.

R. W. Saxon, RCA Victor home instruments chief, who in January predicted 2.05 million color sets sold in 1965, now has updated his forecast to 2.2 million. He is joined in this estimate by Joseph Wright, Zenith president, and by Motorola.

An unidentified New York distributor of major color receivers forecast 2.5 million.

Robert J. Theis, Sylvania marketing executive, remained bullish, but decided to stick by his January prediction of 2.2 million.

None, yet, publicly has supported the estimate made by FCC Commissioner Robert E. Lee who, also in January forecast three million color TV set sales in 1965.

Perhaps the best indication of the color surge is in the production figures for the first seven weeks of this year: 253,000, compared to 158,000 for the same period in 1964.

"Everybody underestimated the color boom," Sol Polk, head of a Chicago retail chain, said, "and did not order enough inventory." Mr. Polk said his chain is experiencing no shortages because he anticipated volume demand and maintained the regular stock of 3,000 units.

Mr. Polk acknowledged that there might be short waits for 23- and 25-inch rectangular sets. The waiting period, he said, is minimum; these sets can be delivered "tomorrow" if ordered today.

James E. Fulford, owner of a major Washington retail outlet, agreed there was a shortage, or waiting period, for some of the more popular models. But he added: "If you came in now for a color set, I'll guarantee you you'll go out with one. I'll see to that."

In Los Angeles, considered one of the major color set markets in the country, one retailer explained that there has been a slight shortage during the past couple of weeks because manufacturers were keeping sets out of the state until inventory days are over. This, it was explained, is the date on which the state imposes a tax on all inventory—in stock, in warehouses, etc. Now, he said last week, color sets were "coming in droves."

Another Los Angeles retail buyer reported that "not all models of all lines are available."

Chicago department stores along downtown State Street gave mixed reactions: Sears-Roebuck—Color selling "very well," "can hardly keep up with production," and "there could be a shortage later in the year." Goldblatt—Color moving "exceptionally well" there appears to be a "definite shortage" primarily in 23- and 25-inch sets with "possible shortage" in 21-inch receivers.

Carson Pirie Scott—Color sales are "pretty good", considering usual slump after holidays. Hard to get 25-inch sets but no trouble with 21-inch receivers Wible's—Color is selling "very well right now" but 23-inch sets getting scarce. Marshall Field—All models is good supply.

The nature of the color-set marke was pungently expressed by Zenith President Joseph Wright. The demand for color sets, he said, "is explosive." He foresaw a "distinct" possibility of shortages during the year, and expressed the belief that the estimate of 2.2 million sets this year "is the bottom of minimum figure at this time."

Zenith estimated that color sales for the firm "will be moving at a rate exeeding black and white by the end of the year." Zenith's tube-making subsidiary, Rauland, will turn out near one million color tubes annually by the end of the year, the company said.

Motorola, whose 23-inch rectangular is one of the popular units now (the 25-inch rectangular is appearing primarily in RCA sets at first), acknowledged that it is having difficulty keeping up with orders for this model of TV set.

Motorola recently introduced iv new lower priced 23-inch color model bringing the starting price for that line down from $625 to a new low start of $479.

Not overlooked in discussion of the tight market in some models is the fact that manufacturers normally phase out current production before restarting their lines with new models. The 196 line will be shown to the trade in May with units coming into the market in June.
Radio set sales had banner year in 1964

The biggest year ever for radio set sales was recorded in 1964. The total radio set count in the U. S. reached 228,279,200 according to the Radio Advertising Bureau.

In its annual report of set sales and total set data, RAB said 1964 retail sales reached 27,959,800, outdoing the previous record year (1962) by 3 million sets.

Miles David, RAB administrative vice president, attributed the good radio year to "healthy economy, continued improvement of transistor sets and record car sales."

Mr. David said "only a few years ago, we thought a sale of 20 million radios in a year was an impossibility. Now it is almost impossible not to predict a set sale figure of 30 million within the next year or two."

The sources for RAB figures are Electronics Industries Association, the Japan Trade Center and industrial and merchandising surveys. The bureau said its computation allowed for "scrapage, duplication and other variables."

A three-year sales history of plug-in, portable and auto radio sales:

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Harassment charged by WTAP-TV manager

Jack Lee, vice president and general manager of WSAZ-AM-TV Huntington, W. Va., tried last month to get the $10,000 that has been offered to anyone who can prove a community antenna television system purposely degrades a TV station's signal (Broadcasting, March 1). He hasn't got the money yet, but his request did produce a proposal to the FCC last week that it hold a hearing on WSAZ-TV's license-renewal application.

The complaint to the FCC was filed by Allan Land, general manager of WTAP-TV (ch. 15) Parkersburg, W. Va. He charged the request by Mr. Lee was actually another in a series of harassments of WTAP-TV by the Huntington station.

Mr. Land said the commission should conduct a hearing on WSAZ-TV's license-renewal application to determine if the licensee, Capital Broadcasting Co., "is predatory and, if so, whether" it should be a licensee.

The episode began last month when Mr. Lee wrote Bill Daniels, of Daniels & Associates, Denver CATV broker, claiming the $10,000 Mr. Daniels has put up as proof of his faith in the determination of CATV operators to transmit the best possible TV pictures (Broadcasting, Jan. 18).

Mr. Lee, declaring he would turn the money over to the United Fund of Huntington and Charleston, said he could offer filmed proof that the CATV (Durfee's Cable TV Co.) in Parkersburg degrades his station's programing. He said the film shows that the CATV deletes WSAZ-TV's commercials and sub-

stitutes WTAP-TV's (Broadcasting, Feb. 15).

Mr. Daniels, however, said the fault was not the CATV's but WTAP-TV's which does the switching. Mr. Lee subsequently asked for a panel of three engineers to judge the issue (Broadcasting, March 1).

Attempt to Embarrass • Mr. Land said last week the original request by Mr. Lee was aimed at embarrassing WTAP-TV because, he claimed, Mr. Lee knew the switching was done by the UHF station and that this fact would be publicized in Mr. Daniels' response.

Mr. Lee told Broadcasting last week there was no attempt to embarrass the UHF station. He said the complaint was aimed solely at the CATV.

WTAP-TV, an NBC affiliate, has an agreement with the Parkersburg CATV, under which the station's signal is protected against duplication. WSAZ-TV is also an NBC affiliate.

Mr. Land, in his letter to the commission, said the incident is another in a series of efforts, dating back to WTAP-TV's establishment in 1953, by which WSAZ-TV has tried to "destroy the local station." Mr. Lee noted that Capital Cities took possession of the Huntington properties last September.

Mr. Land noted that Capital Cities Broadcasting Co., licensee of WSAZ-TV, has never complained to the management of WTAP-TV. "Instead, it took the route of public access to trade publications, the commission, and others, to air, what to them, evidently is an issue of great magnitude."

Mr. Land said the issue is one of a big city station that "cannot abide the existence of small, local television stations within 100 miles." WTAP-AM-FM-TV is owned by the Zanesville Publishing Co.

Arguments filed in CATV court appeal

The FCC says that its constitutional authority to require microwave-fed community antenna television systems to afford extended nonduplication to local television stations is no longer in question.

It makes the statement in a pleading filed in the U. S. Court of Appeals for the District of Columbia in a case involving Idaho Microwave Inc., a common carrier, and Cable View of Burley (Idaho) Inc., the CATV it serves.

Idaho and Cable View have argued that the 15-day nonduplication condition the commission attaches to microwave grants for CATV's violates constitutional and Communications Act prohibitions against censorship. They also said this question has not been ruled on by the courts.

The commission, however, said last week that the appeals court in Washington, in the benchmark CATV case—Carter Mountain—had rejected the argument that imposition of the nonduplication condition violates constitutional and statutory prohibitions.

Idaho and Cable View are appealing from a commission decision attaching to the license it granted Idaho on Oct. 28, 1964, the conditions it normally attaches to construction permits for microwave facilities to serve CATV's. They require Cable View to refrain from transmitting programs for 15 days before and after they are carried by KMYV(TV) Twin Falls, Idaho and require it to carry the station on its cable.

License Turned In • Idaho turned in

BROADCASTING, March 8, 1965
the license rather than accept it with conditions, and the commission authorized the carrier to continue operating on its program test authority, provided it abides by the standard conditions. Idaho and Cable View are asking the court to stay the effectiveness of that order pending a decision on the appeal (Broadcasting, March 1).

In asking the stay, they said their appeal differed from the Carter Mountain case since the CATV benefiting from the microwave service to be provided by Carter Mountain Transmission Corp. was not a party to that proceeding. But the commission last week said "the principle that rights of speech are not impinged by denial of a license upon valid public interest grounds applies as well to Cable View of Burley as to the carrier in Carter Mountain."

And the commission said that the court in Carter Mountain had held that the condition to be imposed was a "legitimate measure of protection for the local station and the public interest." The court also said the commission noted that such protection "does not amount to censorship ...."

Idaho and Cable had said there was a difference between the Carter Mountain case, which involved a denial of license, and their appeal, which involved the grant of a license with conditions. But the commission called this argument "frivolous," noting that the decision in Carter Mountain was "without prejudice" to the carrier's refiling of an application on a showing it wouldn't duplicate the local station's programming.

In requesting the stay, Idaho and Cable had said they would suffer irreparable economic injury if required to protect the local station while the case is being litigated. This was based on statements by CATV subscribers who said they would cancel their subscriptions if the 15-day nonduplication condition were observed. But the commission said concern over economic impact was "speculative." It added that the allegation "is contrary to the known experience in the industry." The commission said 122 CATV's are operating under the protectionist conditions "without noticeable complaint or hardship."

**CBS gear to ETV network**

CBS Inc. last week donated $180,000 worth of equipment to the 14 member TV stations of the Eastern Educational Network bringing the corporation's contributions to ETV since the first of the year to $295,000.

Last week's gift consisted of studio and control room installations which had been housed in New York's Grand Central terminal. It was phased out of use with CBS's consolidation of facilities at its new broadcast center in New York.

In January CBS donated equipment valued at $115,000 to the Long Island Educational Television Council.

**Speedac has new video-tape splicer**

Speedac Instruments, Staten Island, N.Y., has introduced a new video-tape splicer, which as a complete unit is priced at $1,250. The company last week described the splicer kit as including a hard wood travel case, a developer which would create a two-year guarantee. Also in the package: instructions for the use of the splicer which measures 5½ inches in height, 6½ inches in width, and 14 inches in length (weight is about five pounds).

Speedac (division of J. Westenburger Tool and Die Works, 18 Holton Avenue, Prince Bay in Staten Island) in its specifications, noted that the machine's main parts are in "hard duraluminum, machined from the solid-satin finish"; the shafts and small parts in "stainless steel with a high polish and close fit"; and the blades are "tool steel, specially selected to resist abrasive action of tape" (also largely self-sharpening and adjusting).

**NBC wants SNI application dismissed**

NBC urged the FCC last week to dismiss the application of Sports Network Inc. for a TV auxiliary remote pickup station on the 12775-12800 mc band for use with the new wireless, portable TV camera-transmitter unit. SNI, which originates five sports programs for television stations, applied for the microwave authorization last December for use anywhere within the U.S. (Broadcasting, Dec. 21, 1964).

In opposing the grant, NBC noted that the commission last month signed the frequency band in question to NBC for "exclusive" use in the New York area.

The network pointed out that it would be "physically impossible" for both organizations to use the same frequency simultaneously in the same area, and added, there can be no replacement of a portion of a remote pickup lost because of interference.

NBC said also that SNI is not a
licensee of the commission, and "certainly no grant" should be made to the applicant on the wide-area basis it has requested.

Early last month, Richard Bailey, SNJ's president, filed applications for TV channel 35 Albany, N. Y., and channel 63 Kansas City, Mo. (Broadcasting, Feb. 8).

**WSIM, IBEW argue state jurisdiction**

Whether the state of Alabama has the right to assert jurisdiction in a labor dispute involving WSIM Pritchard, Ala., was argued before the U. S. Supreme Court last week.

The case began in 1962 when the Charles W. Holt group bought the station. Local 1264 of the International Brotherhood of Electrical Workers began to picket the station and urged advertisers to advertise on other stations later that year when the station refused to accept its demand that the IBEW local be declared the bargaining agent for the station's technical employees. The station secured a temporary injunction, which was dissolved by a state circuit court on the ground that the state did not have jurisdiction over radio or TV labor disputes. The Alabama Supreme Court in 1963 reversed the circuit court and held that the state does have jurisdiction, and reinstated the injunction.

One of the principal arguments before the U.S. Supreme Court was that the Labor Act and the National Labor Relations Board excluded federal jurisdiction any radio or TV station that grosses less than $100,000 yearly.

The union contended, however, that his determination should be made on the gross volume of all the Holt stations, not just the Pritchard one. Other Holt stations: WYHY Hattiesburg and WJNY McComb, both Mississippi, and WJHY Montgomery, Ala.

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**Progress noted on tower heights**

Representative Oren Harris (D.-Ark), chairman of the House Commerce Committee, said last week that parties seeking to resolve a controversy over limits on antenna tower heights and guidelines for their location appear to be making good headway.

Representative Harris conducted a committee hearing toward the end last month and sternly criticized witnesses who suggested administrative alternatives rather than congressional policy (Broadcasting, Feb. 22). He said Thursday (March 4) that he had indications from the FCC, the Federal Aviation Agency and the Air Transport Association that they are coming around to his view.

The committee chairman is author of HJRes 261 which would place a 2,000-foot (above ground) ceiling on tower heights except in cases of special need. It is intended to establish a congressional policy that recognizes the value of present FCC-FAA coordination on tower matters (final say is an FCC responsibility) but affirming it as the desire of the Congress rather than an arrangement among administrative personnel. It is also intended, as broadcaster groups have urged, that antenna farms be formed only if the location of a station's tower in one would neither reduce nor limit its assigned service area.

Further comments filed with the committee last week included a recommendation in general support of this view but urging that the committee (1) recognize the need for greater than 2,000-foot heights, (2) require the FAA to order changes in flight rules rather than alter broadcast service areas and (3) require the FCC to urge television broadcasters to use added tower height wherever possible.

The statement of A. Earl Cullum Jr. & Associates, Dallas, said licensees should promise to use towers of at least 1,000-foot height "as a condition to obtaining the right to use valuable assignment of a channel." The Federal Communications Bar Association said existing and authorized towers above 2,000 feet should be "grandfathered," that is, be allowed to be erected even if the national policy should be a 2,000-foot limit.

**3M Co. divisions merged**

The 3M Co., St. Paul, Minn., is consolidating its Revere-Wollensak and Mincon divisions into a new, Revere-Mincon operating unit.

R. J. Gavin, vice president and general manager of the Revere-Wollensak
division, will occupy the same position
with the new division.

Francis C. Healey, formerly general
manager of Mincom, will become
general manager of the new Revere-
Mincom division western facilities in
Camarillo, Calif.

Technical topics...

Space talk • CBS Laboratories has
been awarded a contract by the Nation-
al Aeronautics & Space Administration
to supply voice recorders for the Gem-
ini two-man spacecraft flight program.
Gemini is the predecessor to the Apollo
two-man flight to the moon. The re-
corders are extremely small, reliable
magnetic tape units using replaceable
tape cartridges to record the voices of
the astronauts. Each cartridge allows
more than one hour of recording.

High power • A transmitter for overseas
broadcasters has been designed by Gates
Radio Co., Quincy, Ill. Model HF 100,
a 100-kw short wave outfit features
continuous front panel tuning from 3.2
mc to 26.1 mc. This feature allows
complete frequency coverage without
plug-in or manually changed power
amplifier or output coils. Time-con-
suming internal component changes and
storage problems are eliminated. The
compact HF 100 can be installed in any
type building and is designed for opera-
tion in areas of high altitude and ex-
treme temperature and humidity.

New mike • The Audiophonics MK-3D,
a professional dynamic microphone with
a frequency response range of 50 to
12,000 cycles per second, has been an-
ounced by Audiophonics Corp., Bever-
y, Mass. It is adaptable for both tube
and transistor applications in tape re-
corders, communications and education
labs. In a conical-shaped casting with
stain chrome finish, stainless steel grid
and desk stand, the MK-3D is available
with impedance output of 200, 10,000
and 50,000 ohms. A 13-inch gooseneck
mounted version is available as model
MK-3DL.

Built-in power • A condenser microphone
that eliminates the need for a remote
power supply has been announced by
Fairchild Recording Equipment
Corp., Long Island City, N. Y. The
F-22 uses a field-effect transistor and
a mylar diaphragm. A self-contained
mercury cell power supply provides
"plug-in-and-go" convenience of dy-
mamic and ribbon microphones and
allows 2,500 hours operation. Back-to-
front projection ratio is 20 db. Fre-
cuency range is up to 18,000 cycles per

Big buy • WAVY-AM-TV Norfolk-New-
port News, Va., is spending more than
$350,000 for new equipment and facili-
ties, most of it with RCA, according to
J. Glen Taylor, president of Tidewater
tele Radio Inc. Equipment, installed and
on order, includes an RCA solid state
video switching system, TK-42 color
cameras, a TK-27 color film chain, a
new AM transmitter for WAVY, a TP-
66 film projector system and a TR-5
mobile TV tape recorder.

Scripps-Howard stations
to install color gear

As part of a planned effort to empha-
size color-TV programming in its mar-
kets, the Scripps-Howard Broadcasting
Co. announced it is installing equip-
ment to present color film and slides on
WCPQ-TV Cincinnati, WBSV(TV) Cleve-
land, WMCT(TV) Memphis and WPVT
(TV) Palm Beach, Fla.

The equipment has been ordered
from RCA, according to a company
spokesman, and costs "hundreds of
thousands of dollars." He said company
stations currently are equipped to tele-
cast network color programs and added
that S-H is exploring the use of color
in local live studio programming.

He said S-H will be purchasing color
feature films and programs that can be
projected with its new equipment.

INTERNATIONAL

Britons keep
protesting ban

The complete ouster of cigarette ad-
vertising from Great Britain's TV
(BROADCASTING, Feb. 15) continues to
draw criticism from agencies, advertis-
ers and commercial broadcasters.
Among the reactions:

J. G. Wynne-Williams, managing di-
rector of Masius, Wayne-Williams Ltd.,
a leading London agency, said that the
ban would mean a loss to agencies they
could not fully recoup. He contended
the government's action weakened the
position of all British agencies which
were engaged against heavy and well-
organized American opposition.

George Cooper, a director of ABC
Television Ltd., one of Britain's major
TV companies, commented that the
TV companies would be able to regain
the lost $16.8 million revenue but that
it would take time and would have the
effect of slowing down the companies'
growth.

Earle Adler, chairman of Philip Mor-
is and Co. Ltd., London, said that the
TV decree might well create a precedent
for curtailing cigarette advertising in
other media and thus impose an almost
complete ban on information about one
of the United Kingdom's major con-
sumer products.

Brian F. MacCabe, president of the
Institute of Practitioners in Advertising,
declared that the public is entitled to
know what brands are available and
manufacturers are entitled to advertise
and sell their individual brands.

West Berlin papers
want ban on TV ads

Publishers of West Berlin's main
newspapers have asked Mayor Willy
Brandt to ban advertising on TV sta-
tion Freies Berlin. They claim the TV
advertising has taken a large part of
the newspapers' income.

Some newspapers, said the publishers
in a joint letter to the mayor, are
already unable to exist without outside
support and even the most important
papers are threatened.

They claim that the promise not to
air more than 20 minutes of commercials a day has been violated. Freies Berlin TV advertising revenue is $5,040,000 a year which is more than the total sales of the city's 10 daily papers.

The station's management has rejected all the publishers' allegations. Freies Berlin TV is controlled by representatives of the West German provinces (Lander) and by other political and public bodies.

Fifth Montreux contest scheduled

The fifth annual "Golden Rose of Montreux" contest, promoting international exchanges of radio and television programs, will be held in Montreux, Switzerland, from April 29 to May 8. The contest is sponsored by the European Broadcasting Union in cooperation with the Swiss Radio & Television Corp.

Contest participation is restricted to licensed broadcasting organizations from countries that are members or associate members of the International Telecommunication Union.

Abroad in brief...

Canadian commercials • Elektra Films, New York, and Lesser Studios Ltd., Toronto, have joined forces to produce Canadian television commercials. Creative work and preliminary meetings will be handled at Elektra's New York headquarters while filming and finishing will be done in Lesser studios in Canada, it was reported. Sam Magoffin is president of Elektra Films and Mort Lesser head of Lesser studios.

Appointed • Whirlpool Corp., Benton Harbor, Mich., has appointed Kenyon & Eckhardt International, New York, as its Latin American advertising agency, effective immediately.

Records for Caroline • Roulette Records has been signed to an exclusive two-year advertising contract with Radio Caroline, Great Britain's offshore commercial radio station. Trans-Atlantic Entertainment Corp., New York representative for Radio Caroline, reported Roulette represents the first major account to be secured for the station through TAEC in New York.

Financial report • Canadian Marconi Ltd., Montreal, with CFCF-AM-TV Montreal, among its operating assets, had record earnings in 1964 of $2,023,544, compared with $1,709,043 in 1963. The company sells radio and television receivers and transmitters and components. Its sales were up 3.5% over the previous year to $53,055,000. Earnings were 44 cents a share compared with 37 cents in 1963. Part of the increased profit was due to reduction of interest payments on debt from $795,000 in 1963 to $490,000 last year.

U.S.-Canadian rep named • British TV Corp. announced the appointment last week of Communications Services, New York, as U.S. and Canadian sales representative for its stations in Wales and West of England. W. M. Fromm, formerly director of new business for NBC Spot Sales until his resignation last year, is president of Communications Services, which has offices at 341 Madison Avenue, New York 10017.

Radio Caroline may move sales office to U.S.

One of Britain's major unlicensed offshore commercial radio stations, Radio Caroline, is prepared to move its time sales office to New York if legislation curtails its business in London.

Meanwhile that station and Britain's other major offshore outlet, Radio London, expect to continue broadcasting regardless of any legislation aimed at forcing them off the air following the recent Council of Europe agreement to outlaw unauthorized stations.

Spokesmen for both stations said that they will attempt to circumvent and not violate any laws.

The Council of Europe agreement will not be fully effective until all signatory countries have enacted legislation giving force to their respective government's decision. When this happens the two floating radio stations will not lawfully be able to obtain fuel, food, equipment, program material and other supplies from several West European countries.

However, several sources for these items would still remain. Spain, which is not a signatory to the agreement, is one likely source because of its relatively convenient location. Dozens of commercial stations using "unauthorized" frequencies operate from that country.

The spokesman said program material would be available from the U.S. while United Kingdom legislation could only prevent some advertising from being placed with the stations. Probably only 100% British-owned companies would be barred from buying time. International companies could buy time through their offices outside of Britain. This explains Caroline's readiness to move its time sales unit to New York. The British government has suggested to the Isle of Man that it stop aiding Caroline's Irish Sea transmitter ship. The government of the island off the northwest coast of England, however, has been reluctant to comply. The island, constitutionally a semi-autonomous part of the United Kingdom, is always anxious to assert its independence.

The House of Keys, the island's legislature, is possibly upset at the British government's refusal to allow Radio Manx, Britain's only licensed commercial station, to operate on anything but what the station considers to be a very awkward frequency and at very low power. Word is that the island's government would be more willing to act against Caroline North, as the offshore floating station is called, if limitations on Radio Manx were less stringent.

CBC-TV buys Wolper specials

The second group of six one-hour Wolper-UA-TV Specials of Our Times has been bought by Canadian Broadcasting Corp. Television Network for showing on its full network, it was announced last week by M. J. (Bud) Rifkin, United Artists TV executive vice president in charge of sales. Sponsors for the entire six hours of programming, he said, are Procter & Gamble, Sterling Drug, Imperial Tobacco and the Gillette Safety Razor Co.
BROADCAST ADVERTISING

Charles J. Allen, president of John W. Shaw Advertising, Chicago, named board chairman. Norman R. Anderson, executive VP, becomes president. Other officers in agency which becomes Allen, Anderson, Niefeld & Paley, effective March 15, are Jaye Niefeld, executive VP, and Arnold Paley, senior VP. First three had acquired firm from founder John W. Shaw in mid-1963. Mr. Paley joined them later that year.


Peter Pih, assistant manager of market and media research for General Mills, Minneapolis, joins Broadcast Communications Group Inc., New York, as director of research and marketing.


Richard E. Sklar, with Merchandising Programs Inc., subsidiary of Norman, Craig & Kummel Advertising, New York, named assistant to general manager of Kudner Agency's new sales promotion and merchandising division, that city.

Frank L. Callahan, account executive at Erwin Wasey Inc., Chicago, named account executive at Young & Rubicam, that city. He is replacing Robert S. Bashaw, who was promoted to senior account executive at Y&R.


Jack Payne, salesman at WJJK Granite Falls, N. C., named sales manager at WJJO Port St. Joe, Fla.

Joseph R. Fife, VP and general manager of KYOK Houston, named general commercial manager of WJJS and WTO (FM) Owensboro, Ky.

Raymond F. Gomber, senior VP of Klu-Van Pietersen-Dunlap, Milwaukee, elected president and chief executive officer succeeding George J. Callos who died Feb. 18 (BROADCASTING, March 1). Stanley E. Wolkenheim, senior VP, promoted to executive VP.


Kenneth G. Manuel, president of D. P. Brother & Co., Detroit, elected board chairman, succeeding late Donor P. Brother, founder.


Mr. Karol Mr. Fagan

John Karol, VP and director of special projects for CBS Television Network Sales, adds duties of business manager. Mr. Karol will take over many of assignments previously handled by William J. Fagan, who has retired after more than 30 years with network. Mr. Fagan organized first network sales department in 1930.

William M. Clark, product manager, new products for Gillette's toiletries sales division, Boston, named assistant director of advertising for company.

Jack Bell, sales manager for KEZY Anaheim, Calif., named to similar capacity at KWIZ Santa Ana, Calif.

Ralph Turner, VP and account supervisor at Chirurg & Cairns Inc., New York, named account director at McCann-Erickson, that city.

Thoren Schroock, with sales staff of KMOX-TV St. Louis, named account executive at Chicago office of CBS Television Stations National Sales.

Frank R. Hussey, with CBS National Sales, New York, named account executive for CBS Television Network Sales, that city.

Max Sherman, VP sales at WJWD-AM-FM Washington, named senior VP sales, there.

Jay Carter, veteran food and drug merchandising executive, joins KAB (FM) Los Angeles, in charge of expanded food and drug merchandising department.

Stan Marinoff, producer-director for Temple University, Philadelphia, joins Ball Associates, that city, as copywriter and public relations man.

Robert F. Whiteley, national sales representative for WMAL-TV Washington, named general sales manager for WMAL-FM, that city. Mr. Whiteley has served with The Evening Star Broadcasting Co. (WMAL-AM-FM-TV) for past 10 years.

Robert P. Geary, director of television and radio at Mathisson & Co., Milwaukee, elected VP and director of company.

Norris Kalar, formerly account executive at WTH-AM-FM Baltimore, returns there to resume his old position.

Franklin S. Browning Jr., treasurer of Badger and Browning & Parcher Inc., Boston, elected president succeeding Clifford P. Parcher, president for 16 years who now becomes chairman of board. Mr. Browning will continue as treasurer at advertising agency.

Nevin W. Meredith and Harold E. Allen join Leo Burnett Co., Chicago, as account executives. Mr. Meredith was with Gardner Advertising, St. Louis, and Mr. Allen was with Maxon Inc., Detroit.

Henry I. Sherry, account supervisor, Edward H. Weiss & Co., Chicago, named VP.

Richard Ulman Jr., coordinator of local media for Lennen & Newell, New York, joins New York sales staff of Metro Radio Sales division of Metromedia Inc.

John A. Serrao, general manager of WKRD-TV Detroit, has been made VP-sales of Kaiser Broadcasting Corp., New York, in corporation's new East Coast headquarters.

John B. Bourne, formerly with advertising staff of Detroit Free Press, named account representative at WJJK Detroit.

Harold J. Grainger, VP and account supervisor at Lennen & Newell and general manager of Compton Advertising, both San Francisco, named gen-
eral manager and account supervisor in San Francisco office of Recht & Co., advertising agency. Mary Petr, media director of Campbell-Mithum, Chicago, joins Los Angeles office of Recht & Co. as media director.


John Georgias, Leslie H. Goldberg, and John J. Hamilton, all account supervisors at J. Walter Thompson Co., New York, elected VP's. Mr. Georgias joined JWT in 1964 following 13 years with General Foods Corp. Mr. Goldberg joined agency in 1964 from Benton & Bowles, New York. Mr. Hamilton joined JWT in 1950 and has been in account work since 1956.

Oliver Trittler, manager of Los Angeles office of Blair Television for past two years, elected VP of company. He joined Blair in 1956.

Robert W. Bacon, after five years owner of advertising agency in Hartford, Conn., and formerly with WTRC, that city, named sales promotion manager of WSMP Springfield, Mass.


William D. Buckley, manager of radio-TV department of Norman, Craig & Kummel, New York, joins J. Walter Thompson, that city, as broadcast supervisor.

Alan W. Crandall, copy supervisor, Guild, Bascom & Bonfigli, San Francisco, appointed account executive for Foremost milk and cottage cheese, and for Foremost Industrial Division, while Robert L. Hodges, recently account executive, Meldrum & Fewsmith Advertising, Cleveland, becomes account executive for Foremost ice cream and Foremost frozen products. Also at GB&B, Carol Liu, with company since 1962, promoted from media assistant to media buyer on Ralston Purina account.

Richard E. Taylor, for three years on local sales staff of WMAQ-TV Chicago, promoted to NBC Spot Sales office there, replacing Gene Bohi who moves to NBC Spot Sales in New York.

Don Staley, formerly account executive with The Katz Agency, named national director of Recording For The Blind Inc., New York.

James D. Curran, salesman with Edward Petry Co., New York, joins TV sales staff at H-R Television, same city.

Zallo Loston, account supervisor at Recht & Co., Beverly Hills, Calif., joins Cooke & Leavitt, Los Angeles, in same capacity.

Ralph A. Keever, advertising manager in chain supermarket in Albany, N. Y., named marketing manager of WTRY Troy, N. Y.

Gilbert R. Kahn, formerly VP at Grey Advertising, New York, named senior VP and member of plans board at Edward M. Meyers Associates, New York advertising and public relations firm.

Edith Hawkins, copywriter, Foote, Cone & Belding, New York, since 1963, promoted to copy supervisor on Menley & James Laboratories account.

Hugh Martin, formerly partner with Marketing Catalysts, Chicago, and once head of his own marketing consulting firm there, joins WIND Chicago in newly created post of marketing and research director.

John D. McQuaide, territorial manager for International Milling Co., Jacksonville, Fla., joins WJXT(TV) Jacksonville, as national sales coordinator.

Lyle Nelson, formerly account executive for WOW Omaha and KS0O-AM-TV Sioux Falls, S. D., joins KETV(TV) Omaha in similar capacity.


THE MEDIA

Perry Samuels, WFTR Albany, N. Y., elected president of New York State Broadcasters Association. Other officers elected at annual spring meeting: Robert Dreyer, Metromedia Inc., New York, VP; Elliot Stewart, WBX Utica,
IRTS's new officers

Thomas J. McDermott, VP at N. W. Ayer, nominated as president of International Radio & Television Society beginning May 5. Others selected by nominating committee: Edward P. Shurick, VP at H-R Representatives, first VP; Julius Barnathan, VP and general manager of ABC-TV and Howard S. Meighan, formerly of Videotape Productions, VP's; Clifford A. Botway, VP-associate media director of Ogilvy, Benson & Mather, secretary, and Thomas S. Murphy, president of Capital Cities Broadcasting Corp., treasurer. All are from New York.

secretary, and John B. Lynch, WWSC Glen Falls, treasurer.

Kenneth Devaney, administrative assistant to president of Crowell-Collier Broadcasting Co., named general manager of KHJ-AM-FM Los Angeles, succeeding Ira Laufer, who headed station for less than two months (BROADCASTING, Dec. 7, 1964). Mr. Devaney has also served as managing director of California Broadcasters Association.


James T. Lynagh, program manager of WKBV-TV Detroit, named station manager. Ted Perry, with Kaiser Engineers Division overseas, appointed assistant controller for Kaiser Broadcasting Corp., New York, as well as business manager for its WOR-AM Philadelphia, scheduled to go on air this summer.

Ralph Amatrudi, designer for Norcross Greeting Cards, named director of art and advertising at WNHU-TV Linden-Newark, N. J., scheduled to go on air this spring.

Bill Russell, KTUL-TV Tulsa, named president of Oklahoma Telecasters Association. Others elected include: Ben K. West, KOCO-TV Oklahoma City, VP;

Tom Parrington, WXY-TV, Oklahoma City, secretary-treasurer, and past President Jacques DeLier, KWWTV(TV) Oklahoma City, to board.

William C. Hurley, former president and general manager of KLOO Corvallis, Ore., named general manager of KERN Bakersfield, Calif. He previously was with Paul Raymer Co., Chicago, J. Walter Thompson, New York, NBC and ABC.

Stan Doyle, promotion director and community relations director of WPTV (TV) West Palm Beach, Fla., named to newly created post of administrative assistant to general manager. Replacing him is Sip Taylor, women's editor of station.

Tom Mulvey, formerly with KOA and KHOW, both Denver, named station manager of KZIX-AM-FM Fort Collins, Colo., succeeding Phyllis Lovejoy, who continues as commercial manager and also becomes administrative assistant for Les Ware station group.

Robert Dunne, director of talent and program administration, NBC-TV New York, named director, news and sports, talent and program administration. He joined network's talent and program department in 1960 and became manager in 1962. Prior to that he had been with KKO Picture Corp. and CBS Radio.

Louis E. Mahla, assistant manager and sales manager of WNOO-AM-FM Ashland, Ohio, named general manager.

Jim Young, sales manager of KHAK-AM-FM Cedar Rapids, Iowa, named general manager succeeding Gene Koehn, appointed general manager of KWBI Rochester, Minn.

Neil J. Murphy, manager of administration for NBC-TV network operation, New York, named controller of WCTV-TV Miami.

Don E. Hague, assistant manager and account executive at KXKU Mexico, Mo., named general manager of KLIX Twin Falls, Idaho.

David C. Drew, station manager of WCHQ Quincy, Fla., named general manager of WJDE Port St. Joe, Fla.


PROGRAMING

William G. Mulvey, general sales manager of KEFE-TV Fresno, Calif., named director, Triangle Program Sales, West Coast, that city.


Philip Barry Jr., producer of DuPont Specials on NBC-TV, New York, joins programming staff of ABC-TV Western Division, Los Angeles.

Tom Breneman Jr., with KBRG(FM) Los Angeles sales staff, named director of video tape sales at KCO(TV), that city.

Chet Collier, executive producer of That Regis Philbin Show, The Steve Allen Show and general manager of WBC Productions, West Coast, division of Westinghouse Broadcasting Co., named executive producer for WBC's The Merv Griffin Show to be syndicated for late-night programming.

Philip E. Sherck, national sales manager for last nine years at WJMJ-TV Lansing, Mich., named program operations manager in addition to sales duties.

John O'Donoghue, baseball pitcher for Kansas City Athletics, named sports director for KXUL Fairfield, Kan.

Sam Riddle, KFMB Los Angeles personality and host of nationally syndicated Hollywood a Go Go (RKO General-Four Star) and KHJ-TV's 9th Street West, also Los Angeles, will leave KFMB due to TV and film commitments.

Knowles Robertson, former announcer for KGO and KCBS, both San Francisco, has formed Knowles Robertson Enterprises, that city, to create, write and produce custom radio programs especially for institutional advertisers.

Joe Scully, in casting department at 2oth Century-Fox Television, Beverly Hills, Calif., assigned as casting director of Peyton Place (ABC-TV, 9:30-10 p.m., Tues. and Thurs.).


Frank Price, executive producer of Universal Television's The Virginian (NBC-TV, Wed., 7:30-9 p.m.), named executive producer of new Convoy series which is scheduled for NBC-TV this
The Virginian

is Norman Macdonnell, producer and creative executive at Universal TV, both Hollywood.

Bob Stewart, president of Bob Stewart Productions Inc., joins Filmways Inc., as head of audience participation and game show division, Hollywood.

Bob Landers, air personality at WNEW New York, resigns, being replaced by Jim Tate, WIP Philadelphia announcer. Both stations are placed WNEW and Metromedia.

Farrell Smith and Jim Turner, both air personalities at WWOX Charlotte, N. C., named director of community relations and sports director, respectively.

Rich Pauley, newsman and weatherman at WTVT (TV) Tampa-St. Petersburg, Fla., named air personality and newscaster at WFBC-AM-FM-TV Greenville, S. C.

Willis Grant, director of research projects for NBC, New York, joins Screen Gems Inc., that city, as head of newly created department of research and planning. Mr. Grant has also worked in research capacities for Young & Rubicam and Ted Bates Co.

John Doremus, air personality on WMAQ Chicago, joins WGN there, as host of 6-10 a.m. period.

Rick Nelson, announcer at WJBO Baton Rouge, named announcer of all-night show at WAWY Portsmouth, Va.

Hermione Baddeley, co-star of pilot of Camp Runamuck, new half-hour comedy series which Screen Gems is producing for NBC-TV in fall, has asked for release from series because of prior film and TV commitments.

John Carr, VP and general manager of KASK-AM-FM Ontario, Calif., named sales representative for Pepper Sound Studios Inc., Memphis.

Jerome K. Johnson, producer-director for WMAL-TV Washington, named producer-director of public affairs at station. Mr. Johnson has produced and directed documentaries for station's Close Up series since it began in 1962.

Kent Swig, air personality at WHO Dothan, Ala., named announcer-engineer at WJOE Port St. Joe, Fla. William F. Lyles, announcer at WJOE, promoted to program director.

Harry Sanger, regional sales manager for Mark Century and Ullman, appointed VP-sales, responsible for Southeast, at Woroner Productions, Miami. Herb Berman and Joey Levin, both regional sales managers for Mark Century, join Woroner as VP's responsible for sales in Northeast U.S. and eastern Canada.

Douglas Crane, screen cartoonist, has joined graphic arts department of NBC, Los Angeles.

News

Joseph C. Harsh, NBC News chief, London, for past eight years, will return to U. S. later this year to become NBC News diplomatic correspondent in Washington. Elie Abel, now NBC News diplomatic correspondent, will replace Mr. Harsh as London bureau chief, effective July 1.

John Deignan, writer for WCBS's Jack Sterling Show, New York, joins WJZ Cleveland as newswriter and newscaster.


George Sprout, news director of WMUW Greenville, S. C., elected chairman of Associated Press Broadcasters in South Carolina, succeeding Lamar Caldwell, of WSC Hartsville.

Tom Danaher, WMT Fort Dodge, elected chairman of Iowa Associated Press Radio-TV News Association. Mel Grummert, KXIC Iowa City, elected vice chairman of association.

Bob Roberts, formerly with KGU and KGMB-AM-TV, both Honolulu, named chief editorial writer at KVI Seattle.
FANFARE

Frank Goodman, partner in public relations firm of McFadden, Strauss, Eddy, Irwin & Goodman, New York, withdraws to form his own firm, Frank Goodman Associates, that city.

Robert Karr, formerly with Rogers & Cowan, Los Angeles, named publicity director of kcop-tv Los Angeles.

Hilda C. Woehrwey, public relations manager at wowo Fort Wayne, Ind., retires after 35 years with station. She intends to remain in public relations.

EQUIPMENT & ENGINEERING

Gene Hill, wkrd(tv) Detroit, chief engineer, named director of engineering of Kaiser Broadcasting Corp. James S. Parent replaces Mr. Hill at wkrd(tv).

George F. James, eastern regional sales manager for Ameco, CATV manufacturers, and CATV multiple owners, named southeastern sales manager for Entron Inc., Silver Spring, Md., CATV manufacturers, with offices at 4008 McClain Lane, NW, Huntsville, Ala.

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BROADCASTING 1735 DeSales St., Washington, D. C. 20036

88 (FATES & FORTUNES)

ALLIED FIELDS

Richard J. Glaspell, production control manager for American Research Bureau, Beltsville, Md., named to newly created post of manager of client services and is responsible for coordination of services available to clients at ARB's home office. He is replaced by William F. Grovermann, former systems and procedures analyst in production control department. Joe Adams, assistant manager of promotion department, named assistant manager of advertising and sales promotion. Maurice C. Barkley, technical director of local market reports, named assistant manager for local market TV reports.

Howard W. Coleman, in charge of sales promotion for A. C. Nielsen Co.'s local TV audience measurement service, named director of press relations. Mr. Coleman will remain in New York.

Charles J. Robertson has become associated with law firm of Dow, Lohnes & Albertson, Washington. Mr. Robertson received his law degree from George Washington University Law School, Washington, in June 1964. He was with Dow, Lohnes & Albertson while attending law school.

Thomas T. Johnson, with Telesystems Corp., Glenside, Pa., named director of sales and promotion activities in CATV operations at Daniels & Associates Inc., Denver CATV brokers and consultants.

INTERNATIONAL


Charles C. Hoffman, who resigned last month as president of Canadian Radio Sales Bureau, Toronto, has been named VP and managing director of Niagara International Centre Ltd., Niagara Falls, Ont., new trade and tourism project.

DEATHS

Mrs. Grayce Kerr Flynn, 64, widow of late Senator Robert S. Kerr (D.-Okla.), died March 3 of cancer. She held minority interests in kvoo-tv Tulsa, koco-tv Oklahoma City; week-tv Peoria and wweq-tv LaSalle, both Illinois, in addition to her part of estate of Senator Kerr which held 50.6% of week-tv and wweq-tv, and 13.1% of kvoo-tv (Broadcasting, Jan. 7, 1963). She married Olney Flynn, Tulsa oilman, last August. She is survived by her husband, three sons and one daughter.

Edward Weiss, 52, president of Edward Weiss Advertising Agency, New York, died Feb. 24 at his home. Mr. Weiss had worked in several advertising firms before forming own agency 13 years ago. He is survived by his wife, Sylvia; son, Michael; daughter, Linda; his father, Jacob, and his brother, Harold, executive VP at agency.

John C. Roberts, 67, one time general manager of kxok St. Louis, and former VP of old St. Louis Star Times, died March 2 in St. Louis.

Jack Sorelle, 59, transmitter engineer for wbs-tv Atlanta, died Feb. 23 at his home following heart attack. Mr. Sorelle joined wsa in 1931 as radio transmitter engineer. In 1954 he was transferred from wsa to wbs-tv. He is survived by his wife, Evelyn, and son, Jack Jr.

Brace Beemer, 62, who played title role in radio's The Lone Ranger for 13 years until radio version was terminated in 1954, died at his home in Oxford, Mich., following heart attack. Mr. Beemer began his radio career in Indianapolis in 1922, joined wxyj Detroit, 10 years later and became Lone Ranger following death in 1941 of Earle Glaser, another "Ranger." He was not connected with TV or motion picture versions of "Ranger" except to dub in famous, "Hi-yo Silver, away!" He came out of retirement early this year to do commercials for Chrysler Corp., with Lone Ranger theme (Broadcasting, Feb. 15). He is survived by his wife, Leta, daughter, three sons and seven grandchildren.

Frank B. Bradley, 41, announcer-newsman at wxzo-tv Kalamazoo, Mich., died Feb. 20, after long illness. Mr. Bradley had been employed by Fetzer Broadcasting Co. for 13 years as radio and television reporter-personality. He had been child actor in early years of wxzo. He is survived by his wife, Marjorie, and three sons.
Five years ago, Jerry Bock and Sheldon Harnick illuminated the world of a little man in a big hat—and Fiorello! became a classic in the American Musical Theater. This year, Bock & Harnick have rekindled the world of a Yiddish writer from Kiev, and Fiddler on the Roof exploded into a magical hit. Brought together by a music publisher in 1957 (“and shoved toward a piano”) Jerry and Sheldon quickly developed a rapport that brought them the Antoinette Perry Award, Drama Critics Circle Award and the Pulitzer Prize. BMI bows to Bock & Harnick and to the many other brilliant composers and lyricists whose music we license for performance.

BROADCAST MUSIC, INC.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Feb. 25 through March 3 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, AT&T—AT&T TV, CATV—community antenna television, CH—critical hours, CP—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, Mc—megacycles, mod.—modification, N.—night, SCA—subauditory communications authorization, SSA—specified station authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, unl.—unlimited hours, VHF—very high frequency, vis.—visual, w.w.—watts, -edu.—educational.

New TV stations

APPLICATIONS

*Olivey, Ill.—Southern Illinois University, UHF channel 16 (482-488 mc); ERP 1,000 kw vis., 500 kw aud. Ant. height above average terrain 1,000 feet, above ground 1,062.6 feet. P.O. address Southern Illinois University, Carbondale, Ill. Estimated construction cost $707,788; first year operating cost $78,754. Studio and trans. locations both on campus. P.O. address Bloomfield Hill, N. Liberty, Ill. Geographic coordinates 39° 39’ 28” north latitude, 89° 08’ 06” west longitude. Type trans. RCA TTU-508, type ant. RCA TTU-306, Legal counsel George P. Adair, both Washington. Principal of trustees: Southern Illinois University is licensee of WSIU-FM and WSIU-TV.

Hammond, Ind.—Aben E. Johnson Jr., UHF channel 22 (572-578 mc); ERP 281 kw vis., 144 kw aud. Ant. height above average terrain 439 feet, above ground 506 feet. P.O. address, 323 Hillcrest Drive, Bloomfield Hill, N. Mich. Estimated construction cost $244,553; first year operating cost $13,000; revenue $146,000. Studio and trans. locations both (GATV). Estimated geographic coordinates 45° 01’ 49” north latitude, 87° 11’ 15” west longitude. Type trans. GE TT-240, type ant. GE TT-240. Legal counsel and attorney: Robert N. Libek of Hammond. Principal: Hammond Broadcasting Inc., Hammond, Ind. Filed June 20.

Chapel Hill, N. C.—University of North Carolina, UHF channel 18 (679-726 mc); ERP 281 kw vis., 115 kw aud. Ant. height above average terrain 1,054 feet, above ground 284 feet. P.O. address Consolidated Office, Chapel Hill, Estimated construction cost $182,716; first year operating cost $317,948. Studio location Chapel Hill, trans. location Chapel Hill. Estimated geographic coordinates 35° 49’ north latitude, 81° 50’ 33” west longitude. Type trans. GE TT-25A, type ant. RCA TTU-306. Legal counsel and attorney: Mr. and Mrs. Arthur Ohlson, both Chapel Hill. Princ. of trustees: University of North Carolina is licensee of WUNC-TV and WUNC-FM (Chapel Hill) and WUAG (FM) Greensboro, N. C. Ann. Feb. 26.

Existing TV stations

ACTION BY FCC

WBDJ-TV Roanoke, Va.—Granted mod. of CP to make slight changes in trans. location and change ERP from 316 kw vis. and 119 kw aud. to 318 kw vis. and 119 kw aud. Commissioners Bartley and Lee dissented. Action March 3.

New AM stations

APPLICATIONS

Lakeport, Calif.—Lake County Broadcasting Co., D. P. O. address 1670 Pastel Lane, Novato, Calif. Estimated construction cost $19,061; first year operating cost $42,600; revenue $50,000. Principals: Hugh E. Turner, Juanita Louise Turner, Joseph D. Turner (each 25%). Mr. Turner has 25% interest in ABC. Mr. Turner is interested in golf course and housing development in Cable, Calif., and vicinity. Ann. Feb. 23.

Newport Beach, Calif.—Balboas Broadcasting Co., D. O. P. O. address 1096 Newport Beach, Calif. Estimated construction cost $20,775; first year operating cost $17,020; revenue $44,904. Principals: William A. Louden (31%), John L. Latham (31%), N. A. Astor (31%), Z. H. Astor (2.5%) and O. W. Richard (2.5%). Mr. N. A. Astor is resident partner and manager of Los Angeles radio and television representative firm. Mr. Z. H. Astor is attorney. Mr. Latham is new broadcaster for NBC. Mr. Louden is manager of Newport Beach (25%) and manager of Newport Beach (25%). Mr. Richard and his wife, Dolly, own 100% of Newport Beach, Calif. Mr. Richard owns market. Ann. Feb. 23.

Avery, N. C.—John C. Hall, 1070 kc, 1 kw, D. P. O. address 1306 Howard Street, Kinston, N. C. Estimated construction cost $31,810; first year operating cost $20,000; revenue $38,000. Mr. Hall is employed by Coastland Home Improvement Co., Kinston, N. C. Ann. Feb. 18.

Kettering, Ohio.—Kittycat Broadcasting Corp., 1140 W. Main Street, via Box 285, Kettering. Estimated construction cost $17,590; first year operating cost $10,830; revenue $106,200. Principals: John A. Kempfer (32%), E. Raymond Arn (17%), Kenneth D. Caywood (17%), Robert Frame (17%), John K. Peare (9%) and Victor J. Cassara (9%). Mr. Arn owns Film Associates Inc., Dayton, Ohio. Mr. Frame owns advertising agency in Dayton with other business interests in Kettering. Mr. Kempfer owns 60% interest in brokerage firm. Others have business interests in Dayton and vicinity.

New Castle, Pa.—Lawrence County Broadcasting Co., D. O. P. O. address 406 W. Piccadilly, New Castle, Pa. Estimated construction cost $17,917; first year operating cost $60,000; revenue $75,000. Principals: Peter W. Weiss (40%), Robert C. Rovelo (30%), Thomas W. Fletcher (33.3%) and Robert L. Roeder (16.7%). Mr. Macchia owns restaurants in Geneva, La., and real estate in New Castle. Mr. Roeder owns Whitaker and Associates. Washington consulting engineers. Mr. Fletcher is husband of Pernell Rovelo and is associated with Roeder and Associates. Mr. Roeder is treasurer. Ann. Feb. 22.

Picket, S. C.—Picket Radio Co., 1540 kc, 1 kw, D. P. O. address 210 Pecan Street, Johnston, S. C. Estimated construction cost $14,941; first year operating cost $26,261; revenue $30,000. Principals: Frank D. Fitzgerald (33%), Raymond B. Rohrer (33%), and Robert Nocera (33.3%). Mr. Rohrer and his wife, Roberta, own 25% of Sedgefield-Saluda Radio Co. licensed to WJES Johnston, and is general manager of station. Mr. Ferguson is attorney. Ann. Feb. 18.

Existing AM stations

ACTION BY FCC

* By order, commission granted application by Brainerd Broadcasting Co. for review of Oct. 12, 1964 decision of board to grant permit to WDBJ-TV to operate as a Class I station with facilities in Geneva, Minn., on 1320 kc, from 1 kw, D, to 5 kw, using Yaesu and MR-1 and offered the parties to file briefs by March 29 and replies by April 12, and scheduled oral argument on May 28 for consideration of the application. Commissioner Bartley dissented. Action March 3.

* By memorandum opinion and order, commission denied application by Major Market Stations Inc. for waiver of Sec. 73.367 of rules Brainerd’s application to increase daytime power of KREL Corona, Calif., on 1370 kc from 1 kw to 5 kw and from change from NA-4 to NA-2, continued the hearing, and recommended the application be disposed of as moot petitions by John Brown Schools of California Inc. (KREL). Commissioner Ghent dissented. Action March 3.

New FM stations

APPLICATIONS

Escondido, Calif.—Palomar Broadcasting Co., D. O. P. O. address 5211, channel 21A, 3 kw. Ant. height above average terrain minus 50,000. P.O. address 316 Hale Avenue, Escondido. Estimated construction cost $11,000; first year operating cost $9,000; revenue $12,800. Principals: Dean V. and Floretta Kiner and Alan B. and Nancy Scopa (both 33.3%). Palomar Broadcasting is licensee of KOWN Escondido, Calif. Action Feb. 28.

Pratt, Kan.—KWNS Inc. Granted CP for new FM on 93.1 mc, channel 228, 29 kw. Ant. height above average terrain 129 feet. P.O. address Box 486, Pratt. Estimated construction cost $20,000; first year operating cost $10,000; revenue $15,000. Principals: Wilmer E. Haffman, Mr. Hoffman is licensee of KWNS Pratt and is seeking transfer of control of facility. Action Feb. 25.

Amherst, Mass.—Colby Broadcasting Co. Granted CP for new FM on 99.3 mc, channel 257A, 3 kw. Ant. height above average terrain minus 100 feet. P.O. address Box 501, Amherst. Estimated construction cost $12,900; first year operating cost $12,000; revenue $18,000. Principals: Augustine L. Cavallaro Jr., Mr. Cavallaro is principal. Action Feb. 25.

Alamogordo, N. M.—F. Brady Kayser. Granted CP for new FM on 94.3 mc, channel 220, 1 kw. Ant. height above average terrain minus 150 feet. P.O. address 719 10th Street, Alamogordo. Estimated construction cost $11,000; first year operating cost $15,000; revenue $20,000. Mr. Kayser was general manager of station.
<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
<th>Address</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>2411 - 2419 M St., N.W. Washington 37, D. C. 296-6400</td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer, National Press Bldg.</td>
<td>Wash. 4, D. C. Telephone District 7-1205</td>
<td>Member APOOB</td>
</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>BROADCASTING, Charleston, W.Va.</td>
<td>Dickinson Suite 1302 Phone: 309-3110</td>
<td></td>
</tr>
<tr>
<td>GUEST &amp; KENNEDY</td>
<td>1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D. C.</td>
<td>Member APOOB</td>
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</tr>
<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>CONSULTING ENGINEERS, Radio-Television Communications-Electronics</td>
<td>901 20th St., N.W. Washington 6, D. C. Federal 2-1116</td>
<td>Member APOOB</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>9th Floor, Securities Bldg. 729 15th St., N.W., 393-4616 Washington 5, C.</td>
<td>Member APOOB</td>
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<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCASTING ENGINEERING CONSULTANT</td>
<td>Box 220 Coldwater, Michigan 49036 Phone: 517-278-6739</td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer, National Press Bldg.</td>
<td>Wash. 4, D. C. Telephone District 7-1205</td>
<td>Member APOOB</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>42 Years' Experience in Radio Engineering</td>
<td>1710 H St., N. W. 298-4680 WASHINGTON 6, D. C.</td>
<td>Member APOOB</td>
</tr>
<tr>
<td>GAUTNEY &amp; JONES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>930 Warner Bldg. National 8-7757 Washington 4, D. C.</td>
<td>Member APOOB</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>P.O. Box 808 CRasview 4-8721</td>
<td>310 W. Abram ARLINGTON, TEXAS</td>
<td></td>
</tr>
<tr>
<td>SILLMAN, MOFFET &amp; KOWALSKI</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>Box 68, International Airport San Francisco 28, California Diamond 2-5208</td>
<td>Member APOOB</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl. Hiland 4-7010</td>
<td>KANSAS CITY 14, MISSOURI</td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer, National Press Bldg.</td>
<td>Wash. 4, D. C. Telephone District 7-1205</td>
<td>Member APOOB</td>
</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS AM-FM-TV</td>
<td></td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASUREMENT SERVICE SPECIALISTS FOR AM-FM-TV</td>
<td>445 Concord Ave., Cambridge, MA. Phone: 772-5700</td>
<td></td>
</tr>
<tr>
<td>Spot Your Firm's Name Here</td>
<td>To Be Seen by 100,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm and facsimile facilities. *ARB Continuing Readership Study</td>
<td></td>
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by Broadcasting, March 3

ON AIR  NOT ON AIR  TOTAL APPLICATIONS

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<th>Lic.</th>
<th>AM</th>
<th>CP's</th>
<th>Total</th>
<th>FM</th>
<th>CP’s</th>
<th>Total</th>
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<td></td>
<td>4,007</td>
<td>53</td>
<td>4,060</td>
<td>1,234</td>
<td>77</td>
<td>1,311</td>
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AUTHORIZED TELEVISION STATIONS

Compiled by Broadcasting, March 3

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<th>VHF</th>
<th>UHF</th>
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<td>673</td>
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<tr>
<td>Commercial</td>
<td>509</td>
<td>73</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>59</td>
<td>115</td>
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COMMERCIAL STATION SCORE

Compiled by FCC, Jan. 31, 1965

<table>
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<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>3,968</td>
<td>1,212</td>
<td>558</td>
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</tbody>
</table>

*Does not include seven licensed stations off air.

Includes three noncommercial stations operating on commercial channels.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

- Designated Examiner Charles J. Frederick to serve as presiding officer in proceeding on AM applications of Charlotteville Broadcasting Corp. (WINDA), Charlottesville, andWRXRM Broadcasting Inc. Springfield, Va., in Doc. 1668-2, scheduled prehearing conference for March 16 and hearing for April 15, Action Feb. 26.

- Designated Examiner Forest L. McClennan continued in proceeding on applications of Radio Station WKKU and Telera Inc. for new FM in Griffin, Ga., in Doc. 1669-2, scheduled prehearing conference for March 16 and hearing for April 16, Action Feb. 26.

By Hearing Examiner Thomas H. Donabue

- Denied petition by Broadcast Bureau for extension of time from March 1 to March 15 to file proposed findings in proceeding on application of WHAS Inc. (WHAS-TV), Louisville, Ky., Action Feb. 28.

- Granted motion by United Broadcasting Co. of New York, and others, to extend time for continuing hearing in proceeding on AM application of Navacut Valley Service Inc. (WOWW), Navacul, Conn., and, on own motion, continued Feb. 24 hearing to March 19; scheduled oral argument for March 15 on applicant's petition for leave to amend. Action Feb. 28.

- By Hearing Examiner Charles J. Frederick

  - In proceeding on revocation of license of Radio Station WTIP Inc. (WTIP), Tifton, Ga., WDMG Inc. for renewal of license of WDMG, Douglas, Ga.; WENM Inc. for renewal of license of WMMN Tallahassee, Fla., and B. J. Timon for renewal of new AM in Jacksonville, Fla., granted permission to extend time from March 8 to March 13 to file proposed findings and from March 22 to April 5 for replies. Action March 1.

- By Hearing Examiner Millard F. French

  - In San Diego TV channel 51 proceeding, in Doc. 15824-5, upon oral request of Gross Broadcasting Co., and with consent of other parties, continued March 2 prehearing conference to March 8. Action March 6.

- By Hearing Examiner Chester F. Naumowicz Jr.

  - Formulated by order certain agreements reached and rulings made at Feb. 26 prehearing conference in proceeding on applications of John N. Traxler and Alvera M. Traxler, Sunshine Broadcasting Corp., and Boca Broadcasters Inc. for new FM in Deer Bay and Pompano Beach, Fla., in Doc. 15801-6; scheduled certain procedural dates and rescheduled March 29 hearing for May 18, Action Feb. 26.

- By Hearing Examiner Isadore A. Hodge

  - In proceeding on applications of Midwest Television Inc. to change facilities of WMID-FM Peoria, Ill., and Peoria Journal Star Inc. for new FM in Peoria, in Doc. 15746-4, granted Peoria Journal Star's petition for leave to amend application to specify operation from channel 31 (106.9 mc) or channel 227 (87.3 mc), returned amended application to processing line, and retained in hearing the proposed applications. Action March 1, on order, on own motion, rescheduled for March 29 for continuance on second application and cancelled prehearing conference originally scheduled for Jan. 28, but postponed without date. Action March 1.

- Granted petition by Hall County Broad- cast Co. for acceptance of appearance in proceeding on application and that of Southern Broadcasting Co. for new FM in Gainesville, Ga., Action Feb. 26.


- By Hearing Examiner H. Gifford Irlon

  - Pursuant to agreement at Feb. 26 prehearing conference in proceeding on AM applications of Lighthouse Broadcasters (KOFI), Kailispe, and Garden City Broadcasters of Los Angeles andcomments on the KOFI proposal, in Doc. 15815-6, continued March 31 hearing to April 30, Action Feb. 28.

- In proceeding on FM applications of Cascade Broadcasters Inc. and Sunset Broadcasters Inc., Vancouver, Wash., in Doc. 15393-4, granted request to extend time for filing of additional new exhibits and concluded Feb. 26 hearing to April 2, Action Feb. 25.

- By Hearing Examiner Chester F. Naumowicz Jr.

  - Formalized by order certain agreements reached and rulings made at March 2 prehearing conference in Houston TV channel 39 proceeding, specified certain procedural dates and scheduled hearings for April 1 and May 26, respectively, for Warner Bros. Pictures Inc. and parties to offer into evidence exhibits directed to certain issues in proceeding and for entertaining any objections thereto. Action March 1.

- In proceeding on certain applications received and rulings made at March 2 prehearing conference in proceeding on applications of WDBL Inc. and Boca Broadcasters Inc. for new FM in Deer Bay and Pompano Beach, Fla., restaurant hearing conference in Chicago, TV channel 38 proceeding in Doc. 15668 et al., and continuing date for exchange of exhibits from Feb. 25 to March 2, specified March 22 for Chicago and TV Co. to submit evidences list, of witnesses who will testify orally with respect to all exhibits presented by review board, and scheduled hearing for April 6 on that issue in Chicago address to be specified by subsequent order. Action Feb. 26.

- By Hearing Examiner Herbert Sharfman

  - In proceeding on applications of TriCities Broadcasting Co. and Dawson County Broadcasting Corp., f. o. b. Gadsden, Neb., in Doc. 1679-80, on unopposed oral request of Tri-Cities, further extended time from May 27 to May 31 to determine direct authoritative written cases of applications; condition March 3 to March 12 for notification of engineering witnesses, and set March 15 to April 15 for hearing. Action Feb. 25.

- By office of opinions and review

  - Granted petition by Quality Broadcasters Inc. and Radio America, Inc. to extend time to March 8 to file exceptions to initial decision in initial consideration of licenses of Quality Broadcasting for WQDM-FM and WQAD-FM for Radio Americas Corp. for WORA FM Mayaguez, P. R. Action Feb. 28.

- Granted Broadcast Corp. for new FM in request to extend time to March 5 to file reply to petition for reconsideration and granted proceeding on applications of Lompoa Valley Cable TV Inc for operational fixed stations in Business Radio Service. Action Feb. 25.

BROADCAST ACTIONS

by Broadcast Bureau

- By Broadcast Bureau

  - Granted license covering changes in daytime directional ant. pattern; specify type ant. WANN Annapolis, Md.

  - Granted license covering frequency in power and installation of new antennas. WVCG Coral Gables, Fla.

  - Granted license covering changes in antenna, installation of new radio and two remote control operations; specify type and conditions. WNIL Niles, Mich.

  - Granted license covering changes in hours of operation, and installation of new trans. and DA-N condition. WTLT Madisonville, Ky.

  - Granted license covering changes in day time directional ant. pattern; specify type ant. WATB Waynesboro, Va.

  - Granted license covering changes in day time auxiliary daytime and alternate main nighttime pattern; specify type ant. and antenna height, and remote control operation. WNIC(FM) DeKalb, Ill.

  - Granted license covering changes in ERP and changes in frequency in and-ant. trans. as shown: installation of new trans. and antenna; specify ERP, height of antenna, and remote control operation. WAMX-FM Muncie, Ind.

  - Granted license covering changes in antenna system, and installation of new ant.; specify type ant. and remote control operation. WWXY Catholic City, Calif., and specify main studio location. WKFY-AM Ronald, Utah, and specify ERP as 10 kW. WNIC(TV) 1224 Albany, N. Y., on type ant.

  - Granted license covering extension of completion dates as shown: WABB (WBBF) Winfield, Ill., to April 15; KXIC Iowa City, to Sept. 1; WWKB-FM Clinton, Mont., to Sept. 1; WHOA San Juan, P. R., to April 30; WRLJ (WFLJ) Columbus, N. Y., to May 21; WDPN-FM St. Petersburg, Fla., to Sept. 8; WWIC-FM Superior, Wis., to Sept. 1; WTTM-FM Trenton, N. J., to Sept. 1; WSWN-FM Belle Glade, Fla., to Dec. 21; WDRW-CW Hackensack, N. J., to April 1.

  - Granted license covering use of old signals and new main trans. using DA-N, at main trans. site; remote control operated using non-D.A. WLBQ South Boston, N. C.

  - By Broadcast Bureau, on request. Continued on page 99
**NEW**

Help Wanted—Management

Southern New York—Experience manager with sales experience—top salary & benefits—send photo & full particulars. Box B-185, BROADCASTING.

Small market Ohio station offers great opportunity for ambitious young man who is ready for management responsibility. Strong management background required. Box C-53, BROADCASTING.

Manager-Salesman remote studio city of 6,000 established fulltime AM and maximum FM, plus multiplex music. A one man operation. Experience fulltime news job and established. Box C-86, BROADCASTING.

General manager for midwest market major operation. Must have successful background in sales and management. Strong personality, sales experience required. Box C-125, BROADCASTING.

Ohio daytimer needed experience station manager or man with background to accept full responsibility of manager. Box C-159, BROADCASTING.

Want a permanent position? Metropolitan two station market, South Plains, has opening for manager. Desire a good community personality who can keep accounts serviced and make sales. Name, address, background, experience, references, Box B-306, BROADCASTING.

Radio man for one of the largest stations in the heart of a metropolitan New England area. Proven sales, creativity, alertness, reliability. Good commission. Incentive plans. Send resume Box C-10, BROADCASTING.

We swamp the competition in this market, a beautiful medium sized community where our top professional people enjoy selling and enjoy living. A good salesman can live well here, recognized, appreciated, and make money. Box C-90, BROADCASTING.

Salesman: station in Southwestern Ohio—salary plus commission—good account list—extremely good working conditions. Box C-93, BROADCASTING.

Phila. based salesman to cover Phila. agencies on full or part time basis for Salt Lake City’s station. Box C-100, BROADCASTING.

Salesman with strong small market experience. Chance to quickly become sales manager. Top salary. Hours of your choosing if you prove yourself. Progressive station in developing market. Must have good credit references. Proven sales. Send resume and past billings to Box C-101, BROADCASTING.

New station in expanding chain now developing sales staff. Want men interested in permanency and who have management potential. Submit background and location. Our staff know of this ad. Box C-108, BROADCASTING.

**SITUATIONS**

Sales—(Cont'd)

Aggressive selling sales manager wanted by Central Illinois station with above average air sound and good community acceptance. Send salary requirements and references first letter. Box C-114, BROADCASTING.

Are you an experienced broadcaster able to handle local sales in return for secure position with a well established Virginia station in a growing market? If so, forward photograph and resume, Box C-135, BROADCASTING.

Country music salesman wanted for Eastern Pa. station. Box C-193, BROADCASTING.

We like to write big commission checks. Immediate opening. KSSN, Mason City, Iowa.

Saleswoman for station featuring women’s programs, and talks. Open and commission. Write to Suite 486, Decatur Federal Building, Decatur, Ill., for full particulars. Box C-109, BROADCASTING.

Need sales manager for growing station in metropolitan market. Some announcing and production experience required. Salary and commission can easily be four figures—wonderful experience for experienced man who likes radio and doesn’t mind hard work. Possibility full time partner ownership. Reply to: Mr. J. F. Robinson, WTKY, Tuscumbia, Ala.

Vermonter with 3 years major market experience, excellent speaking voice. Good salary and commission plus truck and travel expenses. Contact Box C-132, BROADCASTING.

Wanted . . . Two experienced men. One salesman with experience, also one announcer—minority program—top salary. Please send complete resume, Box C-96, BROADCASTING.

Opening for young single announcer in rural small market. Must be tall, have deep voice, and be able to sell a product. Inquire now. Box C-97, BROADCASTING.

We are looking for a professional station manager. Must have top selling ability. We are in the deep South and have a big city atmosphere. Reply to Box C-78, BROADCASTING.

Immediate opening for young single announcer—with third class license, experienced or with training, KVWM AM & FM, Showlow, Arizona.

We are seeking a man who has an outstanding reputation and a desire to work with one of the largest and most progressive stations in its market area. Reply to Box C-134, BROADCASTING.

Phone for interview with Mr. John Garrison, WFIX, Huntsville, Alabama, 35804.

Top announcer for top station in market . . . We want a professional on his way up and one who can give us more than average voice. Send tape to Roger Carter, WQKY, Charleston, West Virginia.

**ANNOUNCERS—(Cont'd)**

YOUNG, ambitious announcer—salesman for small single station market. Use state New York. Must be reliable and willing to work. No stars or prima donnas. Box C-56, BROADCASTING.

Talent—talent—talent: If you’ve got it, we want you. Top personality station, great future. Box C-61, BROADCASTING.

Interested in combo-announcer—1st class Engineer, who can do maintenance, engineering, and sales. Metro, Northeast market. Box C-94, BROADCASTING.

Looking for announcer who now realizes that to make money in small market radio, he must look to sales. We offer a guaranteed salary and a commission on all air time accounts. Take the place of salesman—announcer who just joined our young three station organization. Be a part of a growing group. Upper Midwest. Box C-98, BROADCASTING.

First ticket announcer, Pacific Northwest. Must have good voice, good experience and picture required. Box C-132, BROADCASTING.

Country music station wants “up-town” personality to announce. Must have a good voice. Send tape, references, photo, sales experience, etc. To: Box C-136, BROADCASTING.

First phone for maintenance and air shift. Small 2 station market on Southeast coast. Send references, resume, tape, photo, and salary requirements . . . first letter. Box C-145, BROADCASTING.

Upscale New York. Engineer-announcer for small market. Must have first class license and $100 per week for top man. Write or wire today. Box C-154, BROADCASTING.

We are seeking a man who has an outstanding reputation and a desire to work with one of the largest and most progressive stations in its market area. Reply to Box C-134, BROADCASTING.

Immediate opening for young single announcer—third class license, experienced or with training, KVWM AM & FM, Showlow, Arizona.

Announcer-experienced in adult format for class A station, with third class license opportunity and good pay in South’s fastest growing market with well established, successful station. Send tape, photo and resume to John Garrison, WFIX, Huntsville, Alabama, 35804.

Top announcer for top station in market . . . We want a professional on his way up and one who can give us more than average voice. Send tape to Roger Carter, WQKY, Charleston, West Virginia.

Opening for mature, experienced announcer on 5 kw regional station. Middle road format. 3rd class ticket with endorser required. Stable job in Northern Michigan vacant. Send resume to Box C-126, BROADCASTING.

BROADCASTING, March 9, 1965

94
Announcers—(Cont’d)

Immediate opening for a bright, mature, morning personality, on one of the leading top stations in Florida. Send air check and resume to Bob Hughes, Program director, WHEW, P. O. Box 2903 West Palm Beach, Fla.

WANTED: Double threat happy personality for middle music station. Opportunity to double in sales. In some market in two station, 150,000 market. Al Bishop, WJUL, Niagara Falls, New York.

Announcer with mature voice for good music station with adult format. No drifters or part timers wanted. Send complete resume and tape with first reply to Irv Laing, WQTE, Detroit, Michigan 48214.

Experienced man for sign-on shift. The more tricks you have in your bag the more we can pay you. Write all to WTWA, Thomson, Georgia.

Announcers—I for AM, 1 for FM. Strong on news & commercials. WVOS, Liberty, N. Y.

Dear Sirs: Two new manuscripts: Ad libbing technique, self-confidence, how to increase popularity, quips, gags, fill-ins etc. $1 copy. Information from Fisher, 676 Medford, Patchogue, New York 11772.

Looking for a job? You’ll get better, faster results if FACTOR transfers your 15 minute demonstration tape to your prospective employer. Call 3rd phone, will relocate. Personable. Box C-152, BROADCASTING.

Two Wisconsin stations seeking several employees: two newscasters, one experienced, one Junior, continuity writer, and two combination announcer-engineers. No floaters, please. Send complete resume and tape to WMIR, Lake Geneva, or WSSW, Platteville.

Immediate opening for engineer-announcer, right on our format. Chief engineer in charge of news and sports. Desirable consumer for radio broadcasting. Please, omit advertisement. Box C-139, BROADCASTING.

Top announcer-salereman. Want early morning show, afternoon show, and late news hour. Seasoned radio veteran. Friendly, easy adult personality. No shouters. Not high pressure. Can write, produce own commercials. Eight years present job, Northeast, Native Southerner. Must have good base salary plus commision. Box C-54, BROADCASTING.

Production—Programing, Others

Announcers—(Cont’d)

Production—Programing, Others

Immediate opening for a bright, mature, morning personality, on one of the leading top stations in Florida. Send air check and resume to Bob Hughes, Program director, WHEW, P. O. Box 2903 West Palm Beach, Fla.

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Production—Programing, Others
Announcers—(Cont'd)

Sportsman—strong play-by-play, 6 years experience—also announce and news. Single, 27, college graduate. Stable, honest, hard worker with leadership qualities. Box C-150, BROADCASTING.

Experienced in all formats—including “talk show”. Looking for good station, or chance at mid-west state affiliated station in last position, great with public relations. Then you need me. Box C-158, BROADCASTING.

Experienced dj-newswoman with 1st phone. Good top 40 production and dependable. Can call on for assistant during part time. Midwest. Phone 513-943-4221. 10 a.m.-5 p.m.


Young man desires chance!! Announcing experience and desire to make future as radio announcer—fast learner and will work hard!! Have to start somewhere.


Announcer, tv-radio, college trained, 5 years experience including armed forces television. Married. Wants Northeast. Available December, January. Write Donald Hilt, 6226 Murray Street, Riverside, California.


Situations Wanted—Technical

Experience radio chief, young and ambitious. Desires challenging position with future. Box C-66, BROADCASTING.

Experience radio-TV operating engineer. Any location considered. No announcing. Box C-112, BROADCASTING.

First phone engineer, young with some college, wants position in Middle West. Can handle in or announcing. Box C-127, BROADCASTING.

Chief engineer. Experienced: construction, maintenance, AC/DC, FM, directional, proofs, to 50 kw. C-157, BROADCASTING.

Radio school graduate—first phone—some experience in tv. Recently married; prefer Southwest—Call after 5:00 PM—EM 5-7807, S121 Rosedale, Dallas, Texas.

NEWS

Current cutback leaves topfite in depth newsmen with sports background available. Rocker and good music stations. Presently employed in 14 station market. “You can call my boss’. Family ready, and wants to work. Box C-37, BROADCASTING.

Production—Programming, Others

Production man available specializing in money making commercials. My audition speaks sales. Box B-471, BROADCASTING.

Program director, jock. Top ratings. Ohio or neighboring state. College, graduate. Stable, honest, hard working. See man. Box C-22, BROADCASTING.

Five minute woman's program (female voice). Fashion, food, homemaking. Exclusive, availability. Box C-60, BROADCASTING.

Mature Virginia broadcaster seeking program—morning man. Stations operations position. State, 20, 12 years experience, programmer, morning man, newsmen, award winning. Experienced in novelty, limited sales. References excellent. Box C-152, BROADCASTING.

Good music & news format preferred. Experience AM & FM 3 years. Degree radio production & management, Mt. USNR 3 years. Can deliver. 12153 Hathaway Ave, Hayward, Calif.

TELEVISION

Help Wanted—Announcers

TV announcer-personality. Experienced man with good appearance to fill staff announcer slot at top-rating network affiliate in important medium market. You will handle TV staff announcing plus some on-air work at first, but you should be prepared to step into TV personality assignment within a short time. Please send resume and photo to Box C-97, BROADCASTING.

Staff announcer wanted: Experienced television announcer for KENS San Antonio, Texas. Send tape, resume to Al Dulllas, KENS.

WEBT-TV is seeking leader in the area has attractive staff opening for young man with some experience wanting to establish his career with solid market prestige station. Prefer man in Indianis or neighboring states with no military obligation. Consider working with professional staff, excellent in- house, on-air, talent benefits. Send resume, tape and photo to Personnel Director, South Bend Tribune, South Bend, Indiana 66308.

Technical

Engineering supervisor, major Midwest TV station. Needs exceptional individual to operate modern, unionized shop. Technical knowledge and experience essential. Starting salary $16,000, Box B-269, BROADCASTING.

First class engineers (3 needed) for exceptional opportunity to work and grow in all phases of television. AM and FM stereo broadcasting at solid 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 and enthusiastic engineer looking for a position. Please rush your resume to Box C-25, BROADCASTING.

Have opening for first class engineer—TV transmission engineer. Ringwood, Michigan station. Box C-72, BROADCASTING.

Experienced TV engineer to teach college accredited communications courses, plus limited assignment IVT station operation. Box C-68, BROADCASTING.

Experienced VT man needed immediately for supervisory position at major tape center. Located at large Midwest university. Minimum salary $8,600 to competent man. RF experience helpful. Box C-134, BROADCASTING.

HELP WANTED—ANNOUNCERS

WANTED—TELEVISION DIRECTOR

First phone—RCA Inst. grad. Limited experience—radio eager to learn—studio and control preferred. Box C-149, BROADCASTING.

NEWS

Announcer/newswoman—video tape on request. 1st phone—family—highest recommend for top TV spot. 3 years on-camera ETY. Box C-137, BROADCASTING.

Announcer/newsman—Master's radio/TV speech. Experienced in: Weather reporting, College degree. Box C-137, BROADCASTING.

Announcer/newsman—video tape on request. 1st phone—family—highest recommend for top TV spot. 3 years on-camera ETY. Box C-137, BROADCASTING.

Production—Programming, Others

Producer-director. Experienced ETY & commercials. College degree. Box C-85, BROADCASTING.

Radio & TV major, college grad., draft free, seeking start in production depart- ment. Has motivation and imagination—not afraid of hard work. Eastern U. S. Box C-102, BROADCASTING.

Perfect combination—ability-ambition. Versatile announcer, newscaster, sportscaster. NBC news/monitor correspondent, news di- rector, emcee. Excellent references NBC and present employer available. Please, rush first letter details. Box C-133, BROADCASTING.

Experienced in: Weather girl, children's shows, commercials, and motion picture work. 10 years experience, former aff. Miss Wisconsin, professional model. Appeared in film TV, movie. Box C-125, BROADCASTING.

Motion picture photographer now employed by large University wants commer- cials and spots. Better than most, a bachelor’s degree. Now operating motion picture and sound on television in professional in news photography and newswriting with 3 years experience in production. Married, age 25, Call 812-339-5040, or Write Box C-123, BROADCASTING.

WANTED TO BUY—Equipment

Need 10 kw FM amplifier on west coast. Any condition considered. Box B-266, Broadcasting.

Wanted AM modulation monitor. WGCH radio, P. O. Box 98, Newport News, Va.

Urgently need Gates M-5411 changer control Deck, which is a " brains " of Seeburg pop changer. Rent or buy. If you have such a unit, call collect 276-1511, KUMA, Pendleton, Oregon.


Want: Andervan V FM antenna. 2 bays or more. Good condition. Radio, Box C-144, Broadcasting.

Will swap RCA studio camera chains for RCA camera control and availability to Box C-11, Broadcasting.

Equipment wanted: A general radio type 1213 C. Or D. unit calibrator. Box C-18, Broadcasting.

College station needs board—accessories—mikes—(any condition). Limited funds. 453 Franchesca, Youngstown 4, Ohio.

FOR SALE—Equipment


Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. $125.00 each. Call, 941-3404, Magnetic Cable Company, Will low & Twenty-Fourth Streets, Oakland California 94607.

For Sale—3 year old Gates four-channel studio. Excellent condition. Original cost $8500. First $5000.00 takes it. FOB. Available January 1, 1960. KCOM Command Tower, Kansas City, Mo.

PJ 14-channel multiplex equipment. Nordreid-Anderson model 14-500. Power, full particular available from R.N. Patrick Management, Department Plantation Pipeline Company, P.O. Box 18616, Atlanta, Georgia.

RCA FM superturnstile BM-18-A tube $6 to $7 each. New, old stock. 6A5, 6N6, 6H6, 6B5, 6H2 and 3 tubes. Rack A includes 3 tape playback units (Ampex) includes all electronic accessories in line for use. Rack B includes all automation electronics and control. Rack C includes program storage unit and one position. Unit can be used as playback unit. All plug-in cables are available originally for flight operation. Due to change in station programming to 24 for it now, The unit has been used less than 25 hours. In perfect condition. Contact Radio WSB, Nashville, Tennessee.

Gates FM 19A 10 kw transmitter with stereo generator operating 88.7 mc., utility type 400 guzed 306 ft. tower complete with 6 bay antenna system and coaxial line, yard console with monitor amplifier, (3) monitor speakers, studio microphone, "Full" chassis for modular use. Box 661, tape recorder. Equipment 3 yrs. old. Performance guaranteed. First $5000 FOB Detroit area site and subject to prior sale. Reply WBFQ-F, Box 665, Detroit, Michigan.

Giant Easter Bunnies! Beautiful pastel colors—$1.00 each—Do Christmas business now! FOB $15.00—each—SOS—270 Northwest—Chattanooga, Tennessee—933-1546.

For Sale—Complete One kilowatt two tower AM radio 5000. All Collins equipment practically new, for immediate delivery. For further information reply Box C-5, Broadcasting.

New and reconditioned aural remote pickup equipment and Fire and Police Receivers—With antenna Box Company 43, Weatherford, Texas. Phone 817-584-5172.

FOR SALE—Equipment—(Cont'd)

The complete source of used broadcast equipment. Broadcast Equipment and Supply Co., Box 3141, Bristol, Connecticut.

1-Rust model RI-106 series A and B transmitter control system. Box C-80, Broadcasting.

350 kw transistor — amplifier — FOB, 10000M, $895.00. California each.

Francisco, Youngstown College Wisconsin. Excellent. William Bruring, Manager, Berg diesel power.

500—One Western Electric FM transmitter — amplifier — (502EB2). Plus 8-319A; 8-472-A; 5-5530 tubes. Will also sell separately 1 kw transmitter and/or 3 kw amplifier, FOB, Hazleton, Pa. Call Elwood Tito, WAZL, 1717-451-3531.


Towers erected, microwave, AM, FM, CATV—Tower maintenance. SECO, Box 353, Louann, Arkansas, Phone 929, FOB, 1-3105.

250 items... Used broadcast and CCTV equipment. Monitors, cameras, etc. Write for free catalog. KCOM-TV, 2201-1000, Livernox Ave., Ferndale, Michigan 48220.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh stimulation featuring deejay comedy, original Comedy Books, Atlantic Beach, N. Y.


Add 30% to your billing... with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. $5.00 per week. Ex. Exclusive. Tie up your market now. Write Brainstorm Box 872, Lubbock, Texas.

Chinese radio wave of dj comedy lines, bits, breaks, ad lib, thoughts... $5.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy, 1735 S. 26th St., Brooklyn, N.Y. 11208.

Free star interviews! Record from telephone! Test your material. Write: Office License Co., PO. Box 907, Beverly Hills, California.

Good news! World News Features grab aud, for free radio script. Write: Box 207, Olympia Fields, Illinois.


Easter promotion. Write for complete details free. Six foot Easter Bunny, assorted Easter colors. $12.50 each, shipped 3 in a carton FOB. Charlotte, Send order and check to P. O. Box 6808, Charlotte, North Carolina or phone 333-3456.

Publicity coverage in magazines, newspapers, on radio and television to Box C-140, Broadcasting.

INSTRUCTIONS—(Cont'd)


Eikins Radio License School of Chicago—Six weeks quality instruction in laboratory methods, broadcasting and theory. C. I. approved. FCC First Class License, 14 East Jackson St., Chicago 4, Ill.

Vacancies! Programming, console operation Twelve weeks intensive, practical training, first, most modern equipment available. C. I. approved. Eikins School of Broadcasting, 2603 Inwood Road, Dallas 8, Texas.

Minneapolis now has Eikins' famous six week course in First Class FCC License preparation through proven theory and lab methods Eikins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946, Original course for FCC first phone operator license in six weeks. Over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 10, June 15, August 15th & October 15th. For information, references and reservation, write William B. Ogden, Radio Educational Institute, 118-54 36th Ave., Bayside, California.

FCC First Class General Radio License License in (3) weeks—guaranteed—complete tuition $295.00—Begin March 15, April 5, May 20, June 29 & Aug. 5. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programming, first phone class, all phases electronics. Thorough, intensive training methods have produced many times. Full placement service. Allied Technical Schools, 207 Madison, Nashville, Tennessee. $125.00.


America's pioneer, 1st in announcing since 1920, offers complete courses in First Class FCC License preparation—-814 N. Ht. NW, Washington 1, D. C.

RADIO—Help Wanted

Management

OFFICE MANAGER TO $8,500

Require bril, capable, industrious person for New England area AM-TV Station. Opportunity to progress to key management posi-

tion. Must have experience in General Office Management, Personnel & Purchasing. In-

clude experience, education and earn-

ings to.

Box C-111, Broadcasting

Sales

Broadcast Sales Specialist

Opportunity of a lifetime to join the sales force of a leading broadcast equipment manufacturer. Live in Clevel-

land, Ohio and call on broadcasters in Ohio-Michigan area. Must be willing to travel. Will sell technical equipment primarily to AM, FM & TV stations in exclusive territory. Must be sales minded—self starter and have a good knowledge of broadcast equipment. E. S. B. or related experience 5 years in field of radio broadcasting required. Excellent salary + commission, company paid benefits. An Equal Op-

portunity Employer who is a profitable, growing minded company. Send resume to:

Box C-153, Broadcasting

Broadcasting, March 8, 1965

97
Announcers

YOU'RE AMONG THE FIRST TO HEAR...
of this drive time opening on one of the
nation's great stations. Major Mid-west mar-
ket. Number one, exciting, mature, personal-
ity sound Professional RADIO ENTERTAIN-
ERS only. All replies confidential. Rush tape
description above. Radio Station GILAC
Box C-130, BROADCASTING

Announcers—(Cont'd)

ANNOUNCER; DIRECTOR
All standard programing—news, sports, all
types of commercials: continuity, copy.
Foreign experience. Through experience
all phases classical music—broadcast, tape,
live; MA, music 5 languages (and accent
work for voice-over). Extensive experience,
drama; art, military, APTRA: past mem-
ber AEA, AGMA, AGTA, BAG, APIM.
Box C-147, BROADCASTING

STRIKE IN EXISTANCE
ENGINEERS WANTED
Permanent positions first class
licenses:
Contact:
Richard Anderson
Chief Engineer
WLLAC
Los Angeles 36, Calif.

Technical

Production—Programming, Others

MARKET RESEARCH ANALYST
wanted by major West Coast television sta-
tion. Knowledge of broadcasting helpful,
but not essential. Write giving full details:
General Manager, KPIX
2655 Van Ness Ave.,
San Francisco, Calif.

NEWS

RADIO NEWS DIRECTOR
For more than a year, we've been hunting for a
man to assume the direction of our News de-
partment. Our present man is giving himself
full time to public affairs projects. The man we
need must have an eye for editing. He wants to
dicate interest in the pursuit of enterprise stories. He
must be interested in the political parties. He
believes that his past experiences have
make all the difference in the world. He
believes also that he can cover the field with the
information of the moment. He is an active
democrat; one whose work in the administration of
the public interest is stated to which he gives his
primary attention. But he believes also that he
must give the public the information which the pub-
lic does not seek—information on subjects re-
lated to city, state, and federal government, for
example. You can see that we're looking for a
man who's at least as much a newsman as he is a
radio-announcer. Does all this fit you? Then send us
a letter, a resume, and writing sample. (No
reply for now, but we're in no hurry! You'll probably
continue to see this ad for quite some time.)

Roy Watts, Radio Station WBBF
850 Midtown Tower, Rochester,
New York 14603.

ACCOUNTANT

ACCOUNTANT TO $7,500
Staff Assistant to Controller-New Eng-
land area AM-TV Station. Heavy ex-
perience budget analysis, cost control,
statistics, I.B.M. Procedures. State ex-
perience, education and past earnings.
Box C-119, BROADCASTING

Situations Wanted—Announcers

ATTENTION STATION MANAGERS...
Available immediately: DJs, Newsman, Pro-
duction man. Announcers 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, profes-
sional broadcasters.
Southern California School of Radio
3911 Pacific Highway
San Diego 15, Calif.

Announcers—(Cont'd)

FILM PROCESSOR

FILM LABORATORY EXPEDITER
Supervisory opportunity in network film
operation for man with thorough knowl-
edge of black and white and color film
processing. Should be familiar with all
phases and types of equipment used in
laboratory for both printing and de-
veloping. Please send resume indicating
salary requirements to:
Box C-105, BROADCASTING

BUSINESS OPPORTUNITY

RADIO-TV TIME SALESMAN
EARN UP TO 90% ABOVE PRESENT INCOME
Start your own advertising operation $250.00
initial investment. Follow our plan. Total
investment returned first week of operation.
Box C-136, BROADCASTING

EMPLOYMENT SERVICE

JOB HUNTERS
Let an experienced broadcaster move you
up to a better, higher paying job in radio or
tv. Immediate openings nationwide for
all broadcasting positions including manage-
ment. Many of our job listings are from
major market stations willing to pay a
top salary for a good man. Write for
application.
NATIONALWIDE BROADCAST SERVICES
925 Federal Blvd, Denver 4, Colorado
Phone area code 303-292-0896.
Station Inquiries For Personnel Invited.

EMPLOYMENT SERVICE—(Cont'd)

MR. STATION MANAGER
If you need a qualified, reference checked
employee, we have several hundred in our
files. Our applicants are in all parts of the
U.S.
Call or Write:
C.B.I. Placements
641 Equitable Bldg., Colorado 80202
Phone 303-539-0688

BY BROADCASTERS FOR BROADCASTERS
The AMPS Agency
Specialising in radio and TV personnel.
Serving all the radio & TV stations in Cali-
ifornia, Oregon, Washington, Nevada, Ari-
zona, Utah, Idaho, Hawaii and Alaska.
We need everyone from Mgmt. down to recep-
tionist. Send immediate resume. Tapes where
applicable:
"The AMPS Agency"
"All Media Placement Service"
130 S. Robertson Blvd.
Beverly Hills, California 90211

FOR SALE—Equipment

FOR SALE
RCA TF6BM 6-section
Superturnstile TV Antenna
Channel 4, 5
on the ground, may be inspected
Box C-1780, Fort Worth
Texas 76101

Contact.
Rupert Bogus, Director of Engineering
WBAP-TV
P.O. Box 1780, Fort Worth
Texas 76101
Phone: Area code 817
JE 6-1981

TELEVISION TOWER FOR SALE
1614S tower located in Louisville, Kentucky.
500 feet overall height. Blaw-Knox H-60
tower. ICC. TV - 9 years old, good condition. Available to dismantle
May 1, 1965 or earlier.

URBAN RENEWAL AND COMMUNITY
DEVELOPMENT AGENCY OF LOUISVILLE
310 South Sixth Street
Louisville, Kentucky 40202
Phone: Area code 502-587-8854
continued from page 93

covering change in ant.-trans., and studio
location, increase in ant. height, and change
in ground system.

WSRH(FM) Oney, Ill.—Granted license
covering increase in ERP, and installation of
new trans.

WSUX-FM Aurora, Ill.—Granted license
covering increase in ERP.

KBCO(FM) Ogden, Utah—Granted license
covering changes in transmitting equip-
ment; and specify ERP as 29.2 kw.

Actions of Feb. 26

Merrill County Board of School Directors,
Greenville, Pa.—Granted CP for new UHF-
TV translator on channel 31 to rebroadcast
programs of WQED (ch. 13). Pittsburgh.

(b) Granted CP for delete licenses of follow-
ing main and co-pending auxiliaries: WCJS
Morris, Ill., and WMBC Macou, Miss.

WRIR Jacksonville, Fla.—Granted CP to
replace expired permit to change ant.-
and studio location, and make changes in
ground system.

K72BH Madras and Culver, Ore.—Granted
CP to replace expired permit for new UHF-
TV translator.

K9AU Valier, Mont.—Granted CP to re-
place expired permit for new UHF-
TV translator.

K74AB Madras, Ore.— Granted CP to re-
place expired permit for new UHF-
TV translator.

K9MV-FM Waterloo, Iowa—Granted mod-
of CP to change type trans. and type ant.

K10C(FV) Santa Barbara, Calif.—Granted
extension of completion date to Sept. 7.

Actions of Feb. 27

WDNR Paducah, Ky.—Granted increased
daylight nighttime power from 1,500
to 5 kw, continued nighttime operation with
1 kw; change from DA-1 to DA-2; remote
control permitted only; conditions.

(b) Granted renewal of licenses of follow-
ing main and co-pending auxiliaries: KCFM
(FM) and ZK7, St. Louis; KCHR Charle-
ton, Mo.; KRIU Mason City; Iowa; WAAK
Dallas, N. C.; WACA Camden, S. C.; WBV
Belleville, Ill.; and WSUX seafood, Del.

K9P-FM Seward, Neb. — Granted mod-
of license to reduce ERP to 390 kw.

WFPZ(FV) North Pole, N. Y.—Granted
CP to install auxiliary trans. at main trans.
and ant. location; and change ERP.

WNEN-FM New York—Granted CP to in-
stall new alternate main driver to main
trans., and reduce ERP. 5.5 kw.

K9KO-FM Curballs, Ore. — Granted mod-
of CP to reduce ERP. 2.95 kw.

(b) Granted renewal of licenses of follow-
ing TV translators: K9DUL, K3DVY, K5DW,
K5EBA, K1IED, K13E, K10DT, K75AH,
K75AH, K7AFO, K7AR, K7AB, Changes in
Television District No. 1, Mill and Murry
Street Canyon, Austin, Tex., and McGill
Nev.

(b) Granted licenses covering changes for
following: KPEP-FM Lakewood Center,
West, K1Z-71777 &87778; K7-MC37778; K7-77778; K7-77778; and

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following: KPEP-FM Lakewood Center,
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following: KPEP-FM Lakewood Center,
West, K1Z-71777 &87778; K7-MC37778; K7-77778; K7-77778; and

(b) Granted licenses covering changes for
following: KPEP-FM Lakewood Center,
West, K9K-77778; K7-MC37778; K9K-77778; K7-77778; and

(b) Granted licenses covering changes for
following: KPEP-FM Lakewood Center,
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COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through March 1. Reports include applications for permission to install and operate CATVs and for extending CATV franchises in new areas as well as grants for CATV franchises and sales of existing installations.

Reports appear in alphabetical order by states.

Cullinan, Ala.—B. C. Edding, owner of WFMJ-AM-FM, Cullinan, has been granted a 20-year franchise. The system will receive 0.5% of gross receipts for the first three years of operation.

Morgan Co.—G. T. Inc. of Mobile, Tout- min Greer, president, and Clear Vision TV Co., Inc., both associated with CFTO-TV, Meridian, Miss., have been granted a 20- year franchise.

Bellefonte, Calif.—Trans-Video Corp., oper- ator of CATV systems in San Diego, Calif. and Chanute, Kan., has been awarded a franchise. The firm is 20% owned by Cox Cablevision Inc., and the Cable Corp.,ioxide Broadcasting Co., radio-TV group owner, Controls, Calif., is also associated with the Cable Co. Both Bakersfield and Salinas, Calif., also have applied for the franchises.

Barnesville, Ga.—Jack Kent Cooke Inc., through its American Cablevision Co., has applied for a CATV franchise in Barnesville, Ga. The firm is a subsidiary of the kidnapping tronics Inc., Casper, Wy., and is associated with Cox Broadcasting Corp., radio-TV group owner, Controls, Calif., and Bakersfield, Calif., also have applied for the franchises.

Woodstock, Ga.—Cablevision Com-panies Inc. of Oviedo, Calif., has been granted a CATV franchise in Woodstock, Va., and $5 per month.

Coffeyville, Kans.—KCTV-TV Santa Maria and KEYV-TV Santa Barbara, Central California Communications Corp., Salinas, Calif., has been granted a franchise in Coffeyville, Kans., and American Corp. in applying for franchises to serve the Santa Maria, Orocutt and ad- joining Santa Barbara county area. Earlier, H & B, through Lompo Valley Cable TV Inc., has applied for the franchise as Santa Maria Valley Cable TV Inc. H & B is the largest owner of CATV systems. The pro- posed combination will represent an invest- ment approaching $1 million, and already has about 9,000 customers.

San Francisco, Calif.—The city council has dropped its threat to revoke the franchise of Westco, Inc. (noncommercial), saying that service has improved materially. The council has been granted a franchise for a county-wide franchise.

Guilford, N. C.—The city council has issued a “stop work” order to Guy G. Brown, operator of the station, for violations of a CATV system until he complies with regulations of the council. The council also failed to issue the con- struction and that he has not given the city proper notice of opening and location of construction sites.

Ft. Lauderdale, Fla.—Community Vision Co. has applied for a franchise. The company is owned by Don H. Bell, Ft. Lauderdale, Fla., and is a subsidiary of Westhous Building Co., and Georgia General Gas Corp. are pending.

Berea, Ky.—Derea Cablevision Inc., has been granted a CATV franchise. The system is expected to cost $4,000.

Other companies which sought a franchise were Bell County Cablevision Inc., and Kentucky Cable TV Inc. of Glasgow, Ky. A CATV franchise has been issued by the council and issued a “stop work” order to Guy G. Brown, operator of the station, for violations of a CATV system until he complies with regulations of the council. The council also failed to issue the con- struction and that he has not given the city proper notice of opening and location of construction sites.

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O NCE during his high school days at Wheaton, Ill., football's Red Grange ripped his pants and went out of play. A teammate was called in to substitute, of course, and the game continued.

But Charley Gates, the substitute, recalls that from that moment his respect for true talent matured tremendously. The experience of comparing performances had scored its point too.

Now vice president and station manager of WGN Chicago, Mr. Gates has had full opportunity to put his understanding of the varied functions of teamwork and individual abilities to the test. That he has been successful in balancing them in the most productive manner is evident in the continuing story of WGN's business and programing success as one of the nation's most prominent independent radio stations.

WGN last year grossed a record total of $6 million in national and local billings, "a figure greater than any other station west of the Hudson River," Mr. Gates observes, and which puts WGN in radio's top three category. Billings for January and February this year are running ahead of the same months last year as well.

Lion's Share * This volume by WGN represents nearly one-fourth of the approximately $25 million radio pie in the Chicago area. More than 30 AM and FM stations in the market compete for a bite.

WGN's billing volume has risen to new highs each year of the six years under Mr. Gates' stewardship, first as sales manager and later station manager, up from an equally impressive $4 million total in 1959. His goal from the start: "to make WGN easy to do business with."

But Mr. Gates declines personal credit for the achievement. Instead he prefers to cite the combined efforts of the 135 people who now make up the radio staff as well as the overall leadership of Ward L. Quaal, executive vice president-general manager, WGN Inc. These embrace the equally successful WGN-TV as well as WGN.

"Where do you go from up?" is the challenge Mr. Gates appears to have met most easily each year although he admits it's the toughest to face. He points out that "programing is the only product we have for sale" and for this reason he has always emphasized the importance of the sales and program departments in working together as closely as possible. Most simply, he says, this is giving the listeners what they want and selling it.

But this does not mean developing one program that caters to whatever are commercial, he explains. Rather it means providing a careful balance of all types from sports to barn dances to operas and including news, public affairs and farm service features as well. Mr. Gates is most proud of the fact that WGN has won wide audience and advertiser acceptance without using "formula" formats.

The Spenders * "We strive for the kind of programing that attracts the kind of people we want," Mr. Gates continues, "adults and young adults, the people who control the purse strings and give our advertisers the proper field in which to sow their seed."

Only a fortnight ago WGN once again was a George Washington honor medal winner at the Freedoms Foundation, Valley Forge, Pa., for a study series on the U.S. Constitution and the American way of life (WGN-TV was a medal winner too). WGN has been an Alfred P. Sloan highway safety award winner five times, among its numerous other public service recognitions. A broadly representative panel of midwestern leaders helps guide WGN's community services.

Mr. Gates admits that WGN's claim to being the "most respected call letters in broadcasting" has helped profitably in the advertising side of the business, but he stresses to his staff that a reputation such as this must be continuously earned to be retained. He noted WGN doesn't hesitate to invest in the necessary facilities for the best performance of the staff, recalling, in conjunction with WGN-TV, the opening of a Washington news bureau.

Mr. Gates had already served more than a decade with the Chicago Tribune's advertising staff when in 1940 he moved to WGN's sales staff—a switch he won in competition with a number of other applicants.

Case of Overseers * "I was so darned positive I wanted to get into radio then despite the security of the Tribune," he remembers, "because I saw the possibilities of the newer medium." His first major radio sale proved to be too effective, however, he relates, because the new account ended up as a music show sponsor on a regional network rather than local and for this reason he lost the commission.

"Radio was more of an entertainment medium then," Mr. Gates says, "and it's more of a service medium today."

Then you sold programs and adjacencies to popular programs, he added, "while today you sell personalities."

Mr. Gates has worked hard to build the identity of WGN's personalities in recent years. He urges them "to inject something of themselves into the programs. We want these people to be personally identified with the listeners when they are invited into their homes, not mere announcers of music and news."

He also stresses there must be a definite continuity of programing from show to show, "to keep a smooth flow moving," no mean feat since WGN has such a wide range of program types over the total schedule.

More Night Dollars * Another activity has been a steady upgrading of the commercial potential of night programing by replacing spot carriers with program sponsorships. The all-night show has been sold to the same single sponsor since he introduced it in 1959.

Stripping public service shows each night instead of Sunday only has been Mr. Gates' method for enhancing the listenability of such programs as well as the entire Sunday evening period. He also has put emphasis upon merchandising and research activities at WGN, especially the auto radio market.

WINNER PROFILE

WEEK'S PROFILE

EDITORIALS

Something to talk about

The FCC, it now turns out, got more than it bargained for when it hired Dr. Martin Seiden, an economist, to act as a consultant on community antenna television policy. Dr. Seiden, as is reported elsewhere in this issue of Broadcasting, has told the FCC that its CATV problems are less likely to be solved by CATV regulation than by a revision of the commission's basic philosophy of television station distribution.

In effect Dr. Seiden has told the FCC that its Sixth Report and Order which established the present TV station allocations in 1952 has failed to meet the public's demands for television service. Considering the sanctity in which the Sixth Report has been held since it was brought down from the limestone mount on Pennsylvania Avenue, Dr. Seiden's appraisal is nothing short of radical. He might as well have told Norman Vincent Peale that love conquers nothing.

Dr. Seiden reasons that it is in markets where fewer than three television stations operate that CATV systems are most likely to proliferate and to endanger the survival of local stations. In such markets, he says, the public yearns for the full services of all three television networks. We have no doubt that he is right. His recommendations to correct the situation, however, raise more questions than they answer.

Dr. Seiden proposes that the television coverage areas of the smaller markets be extended so that the total potential audience will be big enough to support three stations. The extension of coverage would be brought about, according to his plan, by the strategic placement of translator stations that act as slaves to carry the originating stations' signals beyond the range of the main transmitter.

Dr. Seiden has worked it out neatly according to economic theory. He reasons that a single station needs to cover between 22,000 and 25,000 television homes to break even. If one station already exists in, say, Two Sticks, Mont., a second station can be added if it and the original station string translators out far enough to cover between 44,000 and 50,000 homes, and a third can go in if all three stretch their translator patterns to encompass between 66,000 and 75,000 homes. In sparsely settled regions of the country, Dr. Seiden's system, it is obvious, would entail the scattering of many translators at great ranges from the originating points. Dr. Seiden leaves it to the engineers to figure out whether the erection of translators in the numbers necessary to make three-station markets out of one-, two- or no-station markets could be managed technically. An off-hand, lay opinion suggests the possibility of interference that might turn all three network program services to hash.

Assuming that Dr. Seiden's plan were proved to be technically feasible, its central rationale is open to debate. What he wants is a system of three networks, and he shows no interest in creating the conditions that might produce a fourth. In any consideration of a reallocation of television broadcasting (which, in a way, is what Dr. Seiden suggests), the FCC must provide the physical opportunities for the broadcasting structure to grow beyond the three-network dimensions that confine it now.

Still, Dr. Seiden's work must be taken seriously. It provides more economic information on CATV than has heretofore been collected in one volume. It advances a critical appraisal of the present system's deficiencies that cannot be ignored. It puts CATV into a more sensible context than it has occupied in some earlier appraisals. For the last reason alone, the Seiden report is worth the public's money.

The age we live in

The cabinet of The Netherlands gets in Dutch and resigns because it couldn't cope with the problem of commercial radio and television.

An American TV network president resigns over a weekend, and it is front page news in every New York daily and elsewhere in our broadcast-oriented land.

The Christian Science Monitor, a distinguished newspaper, changes its makeup and its editorial style to accommodate the rising role of radio and TV in the swift handling of news, in depth as well as spot.

Other newspapers and the press associations which serve them (along with broadcasting stations) have revised their styles and methods of news-handling because of the shifting values which have made radio and television the pre-eminent and predominant news media.

Radio and television have vaulted to the forefront of mass media because they get there "fastest with the mostest", thereby serving the public need in the age in which we live.

Both radio and television are intrinsically newsworthy in newspapers and periodicals because of public demand. They can't be denied recognition, no matter what the pre-dictions of publishers, when the average home views television an average of six hours per day, and radios are tuned wherever people go all day long and, all night through. The best-read features of most newspapers are the program logs.

This is not to say that newspapers or magazines are out-moded and doomed to go to the way of the dodo, bustles and high button shoes. We agree with the illustrious editor of the Monitor that the "printed word is here to stay." But there must be different treatment of the printed word to compete with the "speed and vividness" of radio and television. That is why the Monitor wisely changed its typographical dress and its editorial approach to emphasize interpretive and background reporting rather than spot news.

These concessions to the journalistic functions of radio and television will become more pronounced with the passage of time. That's the way competition works in a democracy.

And in time the roadblocks which thwart the broadcaster from exercising his full journalistic function will be removed with the repeal of Section 315 and the expunging of Canon 35. Action is overdue.

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