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

New Home for
Radio Miami WGBS
the world's newest
and most modern
radio facility.

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

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

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

GRIFFIN-LEAKE TV. INC.
KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTV-9, OKLAHOMA CITY
Their own doing

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

Friend of Johnson

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

Steel’s still in

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

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

That ABC-ITT deal

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

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

Not much relief

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

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

Long haul

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

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

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

New news service

Lewis W. Shollenberger, who has resigned as executive director of Radio Liberty, Munich, after two-year stint, shortly is expected to announce formation of TV-radio news bureau in Washington to serve client groups and stations in non-competitive markets. Mr. Shollenberger, who expects to be ready for operation when Congress convenes next Jan. 19, was ABC Washington director of special events and news operations (1962-1963) and before that with CBS News Washington from 1942, assuming directorship of special events in 1949.

Ratings’ pedigrees

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

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

listen to WIBG
Radio 99
than any other Philadelphia Radio Station

Represented by Katz Agency

STORER
KGBS
LOS ANGELES

CLEVELAND
MIAMI

TOLEDO

DETROIT

WIBM

WIBG

FIRST IN PHILADELPHIA

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

BROADCASTING, December 13, 1965
WEEK IN BRIEF

IT WAS A WILD WEEK AT THE NETWORKS

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

LEAVING UNEXPLAINED . . . 31

From financial point of view $370-million ABC-ITT merger can do nothing but strengthen network. ITT's strong foreign position seen as being of great help to ABC international division. See...

BRIGHTEN ITS FUTURE . . . 33

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

INCREASE IS 'DUE' . . . 66

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

SUN NEVER SETS . . . 85

FCC sets Feb. 1 deadline for microwave-fed CATV's to comply with rule calling for protection of local television outlets. Says there will be no blanket waivers, just on case-by-case basis. See...

WAIVER DEADLINE . . . 60

Official Washington—particularly FCC, SEC, FTC and Justice Department—plans to put eagle eye on ABC-ITT merger; probably raise questions about stations and carrier's right to Comsat; then give green light. See...

CLOSE LOOK . . . 34

Move of John T. Reynolds to number two spot on CBS-TV's executive ladder is interpreted as move to strengthen CBS Inc.'s management team and line of succession to top executive level. See...

TAKES ANOTHER STEP . . . 38

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

NETWORKS EXPLAIN . . . 48

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

FEET IN CLOSING DOOR . . . 70

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

CLOSE TO INDECENCY . . . 76

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BROADCASTING, December 13, 1985
Leading Broadcasters defined the need! 
INSTANT REPLAY and STOP ACTION 
MVR Builds the 
VIDEODISC RECORDER 
for Broadcasters

Television viewers have been shown the unprecedented detail of "Stop-Action." How is it accomplished? With the new MVR VIDEODISC Recorder, most sophisticated advancement in TV recording and playback!

The MVR V IDEODISC Recorder gives you the only method for full review of detail. At the touch of a button, you have the option (1) instant replay of twenty-second segments in regular motion (2) individual freeze-action shots of any part of the twenty-second segment, and you can hold any shot as long as you want.

With the new MVR VIDEODISC Recorder you will have more dramatic presentation of sports, news and commercial production.

For complete specifications, prices and delivery, reply on your company letterhead to MVR Corporation, 470 San Antonio Rd., Palo Alto, Calif.
Cox is acquiring publishing company

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

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

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

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

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

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

Blair offering oversubscribed

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

Proceeds, $7,762,500, went to Board Chairman John Blair who sold 300,000 shares and Blake Blair, secretary and treasurer, who sold 45,000.

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

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

Last chance at bat for Philadelphia CATV seekers

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

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

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

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

Liberty Bowl game is going regional

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

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

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

ABC-TV said it had to drop game because of scheduling conflict with Bluebonnet Bowl from Houston, which begins at 2 p.m. EST. Network was aware of scheduling difficulty during summer and tried at that time to juggle game time to fit into lineup (BROADCASTING, Dec. 10).

Doing it for 20 years, now FCC says stop

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

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

Commission dismissed that complaint on ground that WJLB is not entitled to protection it was seeking.

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

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

John T. Reynolds, senior VP-Hollywood, CBS-TV, moves to New York as senior VP assuming responsibility for affiliate relations, engineering, information services, operations, program practices and sports. He'll continue to be responsible for CBS Studio Center (film facility) in Hollywood. In New York, Mr. Reynolds will work closely with John A. Schneider, president of CBS-TV network (see story page 38).

Mr. Reynolds

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

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

For other personnel changes of the week see FATES & FORTUNES

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

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

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

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

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

It added that licensees may inquire whether person attacked is willing to pay for reply time. But if effort to obtain payment fails, person "must be presented on a sustaining basis."

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

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

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

David tells Humphrey transistors no toy

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

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

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

Arizona court news gag is hit by Wasilewski

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

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

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

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

FCC defines extent of 'fairness' policy

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

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Bud Neuwirth, President of Metro Radio Sales, believes a top radio salesman must have total involvement with his product. He must be intelligent, competitive, tough, enthusiastic, articulate, poised. He must get the order.

If you fit this description, you’re probably working for him.
A calendar of important meetings and events in the field of communications.

DECEMBER

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

Dec. 14—Special stockholders meeting of Storer Broadcasting Co., to authorize conversion rights for $56 million in convertible subordinated debentures to be issued, and to increase authorized common stock from 5.8 million to 8 million. Miami Beach, Fla.


Dec. 15—Deadline for nominations for Western States Advertising Agencies Association's "Man of the Year" award. Nominations should be sent to Carl Falkenhaine, 430 S. La Cienega Blvd., Los Angeles.

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


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

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

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

JANUARY

Jan. 5—Deadline for reply comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 290-foot antenna limitation. Former deadline was Dec. 31.

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

Jan. 10—Deadline for entries for Paul Sullivan awards for best broadcast or printed news stories reflecting the spirit of the Sermon on the Mount broadcast or published in 1965, offered by the Catholic Press Council of Southern California. Address CPCSC, 1530 West 9th St., Los Angeles 50015.


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

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

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

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

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


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


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


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

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

FEBRUARY

Feb. 1—Entry deadline for annual Sigma Delta Chi awards for distinguished service in journalism. Submit entries to: 58 East Wacker Drive, Suite 856, Chicago 60601.

Feb. 1—Deadline for reply comments on
The latest nationwide Nielsen gives the CBS Television Network 17 of the Top 30 programs, four more than the other two networks combined. CBS also has the biggest average nighttime audience (and 4 of the Top 5 new programs). As any modern schoolboy would say, this is the "solution set" for the latest report. And it's a logical addition to all earlier Nielsen reports. For the entire season to date one network has both the biggest average audience and most of the Top 5, 10, 15, 20, 25, 30...

The CBS Television Network

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


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

- Feb. 4—Western States Advertising Agency Convention "Man of the Year" award luncheon. Ambassador hotel, Los Angeles.


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


**MARCH**

- March 3-4—Annual Hollywood Festival of World Television. Seminars are scheduled on color television, labor and finance, and programing and sales. Holiday Inn, Palm Springs, Calif.


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

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


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


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

**APRIL**

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


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


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

**MAY**

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


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

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


**JUNE**


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


Indicates first or revised listing.
OPEN MIKE

Constructive suggestions

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

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

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

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

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

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

Tower to totem poles

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

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

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

NAB should hinder, not help

Editor: The announcement that the National Association of Broadcasters is thinking of joining the Rev. John M. Norris in challenging the FCC's fairness doctrine is characteristic of the public be damned attitude of many broad-
October 29, 1965. Today, Bristol-Myers got a peek at ABC’s plans for ’66 and did some concentrated thinking about television. They decided to concentrate the bulk of their dollars on ABC. And their dollars add up to nighttime television’s largest budget. What’s got companies like Bristol-Myers, Alcoa, Armstrong Cork, Du Pont, Ford and General Electric making major investments on ABC? Could be the spectacular parade of new programming ideas, new talent discoveries, exciting innovations now in the making here.

A lot of tomorrow is happening today at ABC.
Nobody in Washington argues about which is the important station.

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

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

On the scene

EDITOR: We at KXXI(FM) [Alamogordo, N.M.] read with interest an article in your issue of Dec. 6 concerning the power loss in southern New Mexico. KXXI returned to the air at 9:10 p.m. and was handling emergency calls and providing information to this area long before KALG [Alamogordo, which the article reported was operating] was on the air.

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

BOOK NOTE


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

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

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

Broadcasting, December 13, 1965
For example, the new 30 kw UHF transmitter, Type TTU-30 — with radically new klystrons of vapor-cooled type, saves space and costs, radiates as much as 1¼ million watts. It’s just one of many “New Look” equipments that are years ahead in design and performance.

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

RCA
The Most Trusted Name in Television
Monday Memo

Advertising’s new generation can learn it best by doing it

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

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

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

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

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

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

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

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

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

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

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

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

At about the same time ABC agreed to merge with International Telephone & Telegraph (Broadcasting, Dec. 6) to form a domestic and international broadcasting-communications combine of formidable size (see story page 33). It's a deal that must clear a number of federal agencies that will look hard at it (see page 34).

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

Kintner's leaving unexplained; Scott and Goodman move up

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

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

- Walter D. Scott, president of the NBC Television Network, to become chief executive officer of NBC and, eventually, chairman of the board.
- Julian Goodman, executive vice president of NBC News, to become chief administrative officer of NBC and, eventually, president.
- Don Durgin, vice president in charge of NBC TV Network Sales, to succeed Mr. Scott as head of the television network.
- David C. Adams, senior executive vice president, remains in that position, where he has operated at the highest levels of company management and is expected to have no less a hand in the future.

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

Reports circulated that Thomas W. Sarnoff, West Coast executive vice president, would be transferred to a new high-level post in the New York headquarters. In inner circles of top management, however, it was asserted that no such move was currently planned.

**Reason Unexplained** - The suddenness of the moves stunned the broadcasting and advertising businesses. They were still unexplained—and, officially, still unconfirmed—late Thursday, although reports had begun to leak out on Tuesday and were in the headlines on Wednesday.

Why did it happen?

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

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

The situation was far different from that surrounding the equally abrupt departure of James T. Aubrey Jr. from the presidency of the CBS-TV network last February. CBS-TV at that time was suffering its worst ratings slump in years and there had been at least occasional, although quiet, speculation about how long he might last. What happened, then, to remove Mr. Kintner at the age of 56 from one post that he held for seven years and from an even more powerful one that would be his in less
KINTNER’S LEAVING UNEXPLAINED continued

than a month?

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

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

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

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

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

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

He was expected to receive a new contract, reportedly for a five-year term, when he took over the chairmanship, but there were conflicting reports as to whether he had already signed the new pact.

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

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

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

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

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

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

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

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

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

as well as his own.

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

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

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

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

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

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

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

He was a key figure in the decision to cancel a full evening’s regular entertainment earlier this fall for presentation of a three-and-a-half-hour study of U. S. foreign policy, for a similar move for a three-hour presentation on civil rights a few years ago and, among other NBC moves, for cancellation of
virtually all regular programing in order to present continuing noncommercial coverage during the day-long visit of Pope Paul VI to New York in October.

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

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

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

Now 50, he has been a salesman most of his professional life. He started with the Oklahoma City Daily Oklahoman and Times after graduation from college in 1936, switched to radio the next year with the New York sales staff of Hearst Radio, then moved to NBC in 1938, selling national spot business for NBC-owned stations first and then moving over to network sales.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

A crucial provision in the ITT agree-
Washington outlook for ABC-ITT: close look, then approval

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

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

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

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

ITT is one of the owners of the Communications Satellite Corp. and one of the international communications carriers authorized to lease channels of service in the satellite. One official said the commission might want to consider whether a merger with ABC would give ITT an undue advantage over other authorized carriers in competition for ABC's business.

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

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

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

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

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

The public-interest arguments in favor of the merger provide a substantial basis for a waiver, he said. He noted that the merger would enable ABC to compete more effectively with CBS and NBC—a goal the commission has frequently said it would like to see reached. "ABC was born in travail, and the commission has been attempting to help it ever since," the official said. He recalled the 1961 proposal to drop VHF channels into seven markets at short spacing—which was later abandoned—and designed to provide ABC with strong affiliations.

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

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

ABC's $370-MILLION MERGER

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

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

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

continued

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

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

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

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

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BROADCASTING, December 13, 1965
merger and are considering it. It was obvious also that the Justice lawyers felt that the merger is primarily the FCC's baby, although some elements are particularly the Justice Department's concern. These include consideration, from a national policy viewpoint, of such matters as the possibility of monopoly, restraint of trade, effect on competition and other areas which in some cases overlap but in others are different from the consideration which the FCC is required to give in cases of this kind.

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

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

Principal divisions and subsidiaries of ITT

NORTH AMERICA
MANUFACTURING—SALES—SERVICE

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


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

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


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


TELEPHONE OPERATIONS
Puerto Rico: Puerto Rico Telephone Co., San Juan.
Virgin Islands: Virgin Islands Telephone Corp., Charlotte Amalie.

SOUTH AMERICA
MANUFACTURING—SALES—SERVICE

Chile: Compañía Standard Electric S. A. C., Santiago.
Colombia: ITT Standard Electric de Colombia S. A., Bogotá.

TELEPHONE OPERATIONS
Brazil: Compañía Telefónica Nacional, Curitiba.
Chile: Compañía de Teléfonos de Chile, Santiago.
Peru: Compañía Peruana de Telé-
...Without Missing A Beat
More viewers watched the launching of Gemini 7 on the NBC Television Network than on any other network.¹

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

Two-In-One

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

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

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

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

That's why for the season-to-date, NBC has the: No. 1 new program—“Get Smart”; No. 1 of all programs—“Bonanza”; No. 1 news program—“Huntley-Brinkley”; No. 1 sports attraction—“World Series”; biggest audience increase over last season.²

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

The Color Picture

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

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

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

NBC TELEVISION NETWORK

CBS takes another step toward building strong second team

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

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

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

The standard retirement age for CBS executives is 65. Whether Mr. Paley intends to stay on beyond that age is not known. If Mr. Paley does leave active duty, it is commonly supposed that Dr. Stanton would succeed him.

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

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

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

On the Ladder • In accord with cor-
BEELINE® COUNTRY...

AWFULLY BIG

IN SHIPPING

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

From Sacramento’s $55 million port the products of California’s Sacramento Valley are shipped around the world... one more reason why people in this prime agricultural area have over $3 billion to spend. You reach these people effectively when you put your message on Beeline Radio KFBK. KFBK is just one of four Beeline Stations and the key to California’s rich Inland Valley.

Data Source: Sales Management’s 1965 Copyrighted Survey
porate formalities, last week's appointment of Mr. Reynolds to the second job at CBS-TV was announced by Mr. Schneider, the man in the first job.

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

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

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

Though Mr. Reynolds will have his headquarters in New York, he will continue to have responsibility for CBS Studio Center, CBS-TV's film facility in Los Angeles.

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

**BROADCAST ADVERTISING**

TV code board to ponder stronger comparative rule

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

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

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

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

Support for a tougher rule in this area is said to come from broadcasters and several agencies.

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

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

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

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

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

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

At that time it was suggested that a hearing might be initiated before the end of the three-year moratorium imposed on restrictions on cigarette advertising. But the Senate committee has not pursued the matter further and, according to a committee source, the CAC has not filed the report of its critic.

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

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

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

**Business briefly...**

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

Waterman-Bic Pen Corp., Milford, Conn., through Ted Bates & Co., New York, on Feb 7 begins a 13-week network and major spot-TV campaign for its low-price ball point pens. Seven-day-a-week participations are scheduled on ABC-TV (daytime and primetime),
Gourmet chef. Author of a
dozen best-selling cookbooks.
Raconteur. Wit. Jim Beard
is the most famous man in
the food world today.

"THE JAMES BEARD SHOW"
brings this well-known personality
to television, doing
the things he is famous
for, in a sparkling daily
half-hour program.
For details, call Ray Junkin,
Domestic Sales Department,
MGM-TV finds economies in video-tape offshoot

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

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

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

MGM got into the TV tape commercial business about five years ago when it bought Telestudios in New York. But when Telestudios wanted to set up a western division, union problems arose, so MGM and some other major studios got together and worked out a tape contract with the International Alliance of Theatrical Stage Employees, so that today the same IATSE members that perform all the behind-the-camera duties for motion picture production are now available to work on taped programs and commercials. "We can film and tape on the same stage, almost side-by-side at the same time," Mr. Rosenbloom said. The Speidel commercials, he noted, did just that, with the Jean Crain spots being filmed in color, while Pat Harrington did his commercials on tape in black-and-white.

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

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

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

On the backlot at MGM during production of commercials for Nationwide Insurance by the Video Tape Division of MGM. Agency is Ogilvy, Benson & Mather. L to R: Jim Kilgore, lighting director; Dick Rosenbloom, manager, video tape operations; Ted Olson, agency producer; George Gould, president, MGM Telestudios; John Dorsey, director.

along with saturation spot schedules in 250 markets.

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

Sunkist Growers Inc., through Foote, Cone & Belding, both Los Angeles, is going to spend some $350,000 to promote its navel oranges on spot TV. Promotion will start early next year in 15 major markets with black-and-white commercials aimed at children. In addition a color TV spot is being tested in Milwaukee. Copy for all will emphasize that the navel orange is seedless.

Advertiser buys on NBC Radio announced last week were Great American Insurance Co., through Doremus & Co., both New York, for 26 weeks in Monitor; State Farm Mutual Auto and Mobile Insurance Co., Bloomington, Ill., through Needham, Harper & Steers, Chicago, for 39 weeks in David Brinkley Reports and Monitor; Foster-Miller Burn Co., Buffalo, N. Y., through Street & Finney, New York, for 48 weeks in Emphasis; General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample, New York, in NBC News on the Hour, and Wyler Co., division of Border Co., through Compton Advertising, both Chicago, in Emphasis.

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

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

Correspondents Jim Jensen in New York, Jerry Dunphy in Los Angeles, Fahey Flynn in Chicago, John Facenda in Philadelphia and Max Roby in St. Louis are without peers at providing superb news coverage. Each man knows who and what makes news locally, and delivers it to large audiences on the CBS Owned television station in his area. Each man is representative of local news staffs—reporters, cameramen, technicians—that are among the biggest and best-equipped in the business.

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

CBS Television Stations

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

Source: NSI estimates, Oct. '62-Oct. '65, subject to qualifications available on request.
NTS to handle Overmyer across the map

Six stations to be built by Overmyer Communications Co. will be represented nationally by National Television Sales. Exclusive appointment, effective immediately, is for wdro-TV Toledo, now under construction, and wsco-TV Newport, Ky.-Cincinnati; wbeco-TV Pittsburgh, WATL-TV Atlanta, KRAY-TV San Francisco and wjdo-TV Rosenberg-Houston. Overmyer officials say all six are slated to begin operations in 1966. In photo, Oliver Treyz (l), president of National Television Sales, is congratulated by Robert F. Adams, OCC executive vice president, before map showing OCC station sites. In addition, the company has an application pending for a seventh station, in Dallas.

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

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

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

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

Needed: critics of business side of TV

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

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

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

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

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

TVB offers formula for the little guy

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

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

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

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

Rep. appointments . . .

- KREX-AM-TV Grand Junction and satellites KREY Montrose and KREZ Dur...
Louisburg Square on Beacon Hill makes English visitors think of London. The charming little park belongs to the proprietors of the Square. The street is also private. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH
York, North department end to billings 645; Also cleared with the telephone company.

Do’s and don’ts for hemorrhoid ads

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

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

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

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

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

Commercials in production...

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


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


John LoBuono Associates Productions, 4565 Davenport Avenue, St. Louis 63110.

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


Rocket Citrus Products, St. Louis (Apple Jack); six 30’s, 20’s, 15’s for radio, novelty humor. John LoBuono, Beasley Smith, production managers. Agency: General American Advertising, St. Louis. Mary Reed, account executive and agency producer.

Agency appointments...


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

Bigger department * Bonded Services Division, NOVO Industrial Corp., New York, has moved its agency service department to the 10th floor of the Film Center at 630 Ninth Avenue, New York. Bonded distributes commercial TV films to stations, and provides negative processing and editing services.

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

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

Termed to 13 by closed-circuit TV

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

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

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

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

Also in advertising...

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

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

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

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

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

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

Why are the VIPs so emphatically on our side?
We suspect that our preeminence in color, news, sports and diversified entertainment has much to do with it. Wouldn't you agree?

Stay up front with the NBC Owned Stations

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

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

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

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

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

ABC-TV's cash register rings merrily along

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

According to ABC, the top sale represented $17 million in billing by Bristol-Myers, through Young & Rubicam. This investment included renewals and new sponsorships starting in January. Among the highest investments: Armand (through BBDO) placed business representing some $3.5 million in billing, Procter & Gamble (Benton & Bowles) $2.25 million, 3M Co. (BBDO) $2 million, Brown & Williamson (Ted Bates & Co.) $1.7 million, Johnson Wax (BBB) $1.6 million, Schiltz (Leo Burnett Co.) $1.5 million, American Tobacco (Sullivan, Stauffer, Colwell & Byles) $1.3 million, Lever Bros. (E. H. Weiss) $1.3 million, Sunbeam (Foote, Cone & Belding) $1.6 million and U. S. Rubber (Doyle Dane Bernbach) $1 million.

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

Bankers study radio-TV

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

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

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

THE MEDIA

How TV networks pay stations

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

but CBS challenges FCC's right to review them

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

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

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

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

Richard S. Salant, CBS vice president and special assistant to its president, wrote that CBS "provides for a minimum class A rate of $50, which corresponds to an average quarter-hour audience of approximately 3,200 television homes."

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

Plan Nothing New = Mr. Salant said he thought it "was generally known" that the network had "long developed, and utilized a station rate curve and formula."

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

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

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

Commissioner Lee told CBS and ABC that he would not attempt to pass judgment on the fairness of the remuneration formulas—such matters were peculiarly within the networks' judgments, he said. But "the formulation and treatment of the formula is, I believe,
a matter affecting the larger and more effective use of radio," he said, quoting a section of the Communications Act.

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

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

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

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

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

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

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

**Gap seen between NCTA words and CATV deeds**

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

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

He said broadcasters have no quarrel with NCTA's definition of CATV as an antenna service, or NCTA's contention that it is not broadcast service, common carrier or pay TV. But the CATV industry, he added, wants to be able to leapfrog distant stations to cable systems; some CATV's "are now, or are planning to, originate their own programs," and some say they plan to sell time. It is this separation between NCTA definition and CATV action that broadcasters question, he said.

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

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

**29 FCC employs take early retirement**

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

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

**Gray out, Woodland still on NAB board**

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

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

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

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

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

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

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

Changing hands

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

• Knob (fm) Long Beach, Calif.: Sold by Ray Torian and associates to John and Jeannette Banoczi for $262,500. Mr. and Mrs. Banoczi are presently owners of KGGK(fm) Garden Grove, Calif., which is to be sold to Mrs. Helen Hall of Fullerton, Calif., for approximately $30,000. Knob went on the air in 1949; operates at 97.9 me with 79 kw power. Broker: Hogan-Feldmann Inc.

APPROVED • The following transfers of station interests were approved by the FCC last week (For other commission activities see For The Record, page 89).  


• Kxgo Fargo, N. D.: Sold by John W. Bolter (president and general manager) to Hart M. Cardozo Jr. for $500,000 in-  
cluding $150,000 noncompetition agreement. Mr. Cardozo owns kate Albert Lea, Minn., and has controlling interest in Wbdc Es carbona, Mich., and Wbdq Dubuque, Iowa.

• Wksc Charlotte, N. C.: Sold by Queen City Broadcasting Co. (J. Olin Tice Jr. Stations) to Action City Broadcast- 

ing Corp. for $316,500 plus $10,000 noncompetition agreement. Action City is owned by 25 stockholders with Lewis

What should the 'C' mean?

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

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

In support of the proposition Mr. Daniels cited the enthusiasm of the Illinois-Indiana regional CATV association which liked the idea so much it changed its name to Illinois-Indiana Cable Television Association.
R. Cowan and Sidney Liebowitz, New York attorneys, as president and vice president respectively. John G. Kenworthy, presently general manager of WKTC, will remain at this post and is also one of the stockholders.

- WLDS-AM-FM Jacksonville, Ill.—Sold by the Walton family group, consisting of William E. Walton, Ruth W. Curtis and Helen W. Hackett to W. A. Fay for $278,893. Mr. Fay is purchasing the Walton's 48.9% interest in the station's parent corporation, Jacksonville Journal Courier Co. (Jacksonville Courier, Journal, and Sunday Journal-Courier) and will retire the stock to the corporation thus leaving him as 58.89% owner.

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

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

Congress will act if TV-CATV don't agree

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

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

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

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

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

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

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

ARB unifies N. Y. office

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

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

'Houston Chronicle' sold to Mecom

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

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

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

For years Houston Endowment Inc., formed by the late financier Jesse H.
“The CBS Evening News with Walter Cronkite” is the number one network news broadcast. But it’s no one-man (or even two-man) operation. Walter’s up front. Behind him is broadcasting’s most experienced news organization. Beside him is a staff of correspondents without equal. And in front of him are millions of viewers. “That’s the way it is” every weeknight at CBS NEWS Number 1.
NAB seminar pupils want a rerun next year

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

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

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

Specific goals were to:
- Enhance understanding of the management concept as interrelated to planning, organizing, motivating and controlling.
- Further develop managerial skills in decision making, delegating and communicating.
- Enhance understanding of the importance of staffing, methods analysis and cost control.
- Improve the ability to work with others and to deal with groups.
- Assist in individual development of a personal framework of management thought as a base for assimilation of other management concepts and scientific tools.
- George W. Bartlett, NAB vice president for engineering, was in charge of the seminar. The course was supervised by Dr. Charles Lawshe, dean of the college of technology, and Dr. Gregory Barnes, professor of industrial education. Other NAB officials at Purdue were Vincent Wasilewski, president, and Dr. Harold Niven, assistant to the president.

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

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

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

Media reports...

Higher dues = The Broadcast Pioneers board of directors has approved the first dues increase in the organization's 23 year history. Effective Jan. 1, 1966, annual dues will go from $10 to $20, and life membership from $100 to $150. The increase means that local chapters will get 37¼% rebate of their members' dues, as against the 25% that has been rebated to this time.

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

Broadway home = RKO General Inc. and RKO General Broadcasting has moved to 1440 Broadway, New York, where they occupy eight floors of space. Telephone remains (212) Longacre 4-8000.

Emergency AM hookup planned for N.Y. state

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

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

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

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

Other stations in the network thus far include WBTB Batavia; WBEN Buffalo; WHAM Rochester; WSYR and WHE, both Syracuse; WEN E Endicott; WKOP and WNBF both Binghamton; WNYN Watertown; WOR and WIBS, both Utica; WBZ Saranac Lake; WEAV Plattsburgh; WCY Malone, and WABC, WNBC and WCBS, all in New York. The state is also considering setting up a similar FM network next year.

CATV system planned for Chicago suburbs

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

BROADCASTING, December 13, 1965
solid people
solid products
solid service

It takes all these and more to achieve leadership in the big, bold, booming CATV industry.
It takes the right kind of people, with the most modern engineering and manufacturing facilities.
It takes quality control and production know-how.
It takes a management that never settles for "second best."
All these are combined in Kaiser-Cox CATV to fill your need for a strong, dependable source for CATV equipment and service.
These are what Kaiser-Cox means to you — solid people... solid products... solid service.
Kaiser-Cox... another name for DEPENDABILITY in CATV equipment and service.

Your Inquiries Are Invited. Write, phone or visit...
Telephone Co.

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

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

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

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

**Jerrold says CATV will help new UHF's**

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

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

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

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

Blackout report due next month

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

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

That was his reaction last week to a suggestion of Lionel F. Baxter, vice president of Storer Broadcasting Co.'s radio division, that the commission and other government agencies help persuade the public that a transistor radio "is absolutely necessary in every home.

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

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

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

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

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

Commission staff members report the suggestion is one of scores that have been submitted by broadcasters in response to the commission's questionnaire on their blackout experiences. Some 1,000 AM, FM and TV licensees were contacted.

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

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

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

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

NAB clearing house for foreign visitors

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

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

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

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

Although Time-Life Broadcast Inc.
Have you talked to a hillbilly lately?

We mean really talked to him?

Chances are he won't live up to your expectations.

No bib overalls . . . No high-top work-shoes . . .

WSAZ-TV

And the corn liquor jug? More probably Bonded . . . or a Dry Martini.

Take Homer here. Looks good, thinks straight . . . smart guy . . . good businessman . . .

Like lots of us hillbillies.

Maybe you should talk to a hillbilly . . .

learn the facts he's turned up in a new study of this $2 1/2 BILLION DOLLAR MARKET he lives in.

It's covered in depth by WSAZ-TV.

WSAZ-TV

Huntington-Charleston, West Virginia

A Service of Capital Cities Broadcasting Corporation

BROADCASTING, December 13, 1965
and Triangle Stations were among the first to say they would take part in such a program, Mr. Marks has also received assurance from other group owners of their support.

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

Winston-Salem refuses CATV

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

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

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

CATV runs a rocky road through Rockford council

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

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

At the Loves Park council meeting Dec. 6, one of the five alderman who voted Nov. 29 in favor of Rockford Community Television asked to have his vote changed to favor the competing applicant, CATV of Rockford Inc. He said he had voted for Rockford Community Television by mistake. The mayor denied this request. The alderman then asked to have the grant reconsidered. He was told that this would have to come up during “old business.” This section of the council’s meeting came and went without a word from the protesting alderman. He later claimed he had not heard the call for “old business.”

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

The franchise calls for an installation charge of no more than $15 and a monthly rate of no more than $4.85. It requires construction to begin within six months of the grant, with completion one year later.

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

Rockford Community Television is also an applicant for Rockford proper, again in competition with CATV of Rockford Inc. plus H&B American Corp., Beverly Hills, Calif, and Unicom Inc., New York, a subsidiary of The Katz Agency Inc. Last month CATV of Rockford filed a registration statement with the Securities & Exchange Commission in Washington proposing to issue 18,500 shares of class A common to be offered to the public at $18 a share (Broadcasting, Dec. 6). WREX-TV Inc. itself is an applicant for Belvedere, Ill., about 10 miles from Rockford. It also is a stockholder in Mid-American Communications Co., an applicant for CATV in Springfield, Ill.
Fifteen percent of the earth’s land mass is now covered by desert. Strong winds carry the dunes ever outward, choking off more and more land that once could support life. Now — in Libya, Tunisia, India, Argentina and the United States — task forces from Humble and its affiliates have stopped the encroaching sand and reforested its boundaries.

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

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

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

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

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

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

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

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

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

John H. Norris, who would be general manager of the television station, also owns 20% of WINB and minority interests in WARB Annapolis, Md. WABH Deerfield, Va., and WOCS-AM-FM Ephrata and WCBG Chambersburg, both Pennsylvania. He is president and general manager of WGCB-AM-FM.

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

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

Finances hold up CATV franchise

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

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

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

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

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

The publicly owned Teleprompter Corp., which received a Manhattan franchise along with Sterling Information Services, saw its stock reach a high of 27 last week following news of the grant after trading around 11 points prior to the CATV authorization. The Teleprompter stock dropped back to 18 1/2 later in the week.

62 (THE MEDIA)

BROADCASTING, December 13, 1965
Though his baby daughter was born after his departure for Viet Nam, Marine Corporal Tommie Cripe will "see" Susanne Lynn, thanks to WPRO-TV's unique Christmas project. From our tri-state coverage area, our News and Public Affairs Departments "starred" for 90 seconds each, the first fifty families who responded to our offer. These films were flown to Viet Nam, through arrangements made with Maj. Gen. Leonard Holland, State Chairman of the U.S.O. Each of the 50 fighters for freedom will have his own private filmed reunion with his family. Other Capital Cities TV stations in Buffalo and Albany, New York, Huntington, West Virginia and Durham, North Carolina also undertook this project for their communities.

Some would call our action "making news", or "extra-special services", or "two-way communications". We recognize it simply as part of our Total Community Involvement... because we care.
MGM earnings up for year

Metro-Goldwyn-Mayer Inc., New York, operating in the motion picture, television, record and music publishing fields, improved net profits and earnings per share in fiscal 1965, ended Aug. 31. Income from television syndication (advancing to $13,212,000 from $11,786,000), records and music all contributed to the improved position although income from television program and commercial production dropped from last year’s $24,590,000 to $19,241,000.

MGM has retained ownership and syndication rights to its feature films and the company’s large inventory of films available for television is expected to remain in strong demand in the future. The company is now developing a plan whereby upon completion of present licensing arrangements it will keep certain groups of pictures off the market for several years to preserve attractiveness of the pictures in its film library.

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

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

For the year ended Aug. 31:

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<th>Item</th>
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<td>Earnings before taxes</td>
<td>20,355,073</td>
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<td>15,308,000</td>
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<td>Shares outstanding</td>
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CEIR sales up 20%
in 1965 fiscal year

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

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

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

For the year ended Sept. 30:

<table>
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<th>Item</th>
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<td>Net operating income</td>
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</tbody>
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Capital Cities 2 for 1

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

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

Cry “uncle!”

To make the distortions contributed by the tape itself big enough to measure and control, we simply drive the tape until it hollers “uncle!” and use that power reference as our benchmark. Here’s the procedure. Record a 400-cycle signal (37.5 mil wavelength at 15 ips) and increase its level until in a playback, which is itself pristine, you can measure enough 1200-cycle signal (third harmonic) to represent 1% of the 400-cycle signal level. This spells “uncle!” We use 400 cycles for convenience, but insist upon a reasonably long wavelength because we want to affect the entire oxide depth.

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

Simple, then?

“Wadayamean—undistorted output at two percent?”

That’s what makes a Miss America Contest. Two percent third harmonic is a reference point that we like to contemplate for a picture of oxide performance. Since distortion changes the original sound, it becomes a matter of acumen and definition how little a change is recognizable. If you’re listening, two percent is a compromise between a trained and an untrained ear. If you’re measuring, it comes at a convenient point on the meter. It’s like a manufacturer testing all sports cars at 150 mph, even though some cars are driven by connoisseurs and some by cowboys. Same goes for tape. Two percent tells us a lot about a tape even if, on the average, you never exceed the 0.5% level.

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

The great unveiling—Kodak’s new library box with removable sleeve!
BMI wants radio increase

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

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

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

The committee, headed by Robert T.
Mason of WMKN Marion, Ohio, repre-
sents some 1,100 radio stations in nego-
tiating with music licensing
organizations. In the past its recommenda-
tions have been accepted by most if not all
other radio stations as well.

Committee sources declined to com-
ment on the BMI move, which was
made known Wednesday in a letter
from Mr. Sour to Mr. Mason. A meet-
ing of the committee reportedly has
been set for Thursday (Dec. 16) to
consider it, and there was speculation
that BMI officials might then be invited
to meet with the committee.

Increase Not Popular • Observers
thought it virtually certain that the
committee would resist any escalation of
BMI rates. In a current lawsuit with
the American Society of Composers,
Authors and Publishers, which is seek-
ing an increase in radio station pay-
ments for ASCAP music, the committee
contends that instead of being raised,
the payments should be reduced by
about 22%. At least some committee
members are believed to feel that even
considering a demand for higher BMI
rates would prejudice their efforts to
reduce ASCAP rates.

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

BMI licenses provide that disputes
between the company and broadcasters
shall be settled by arbitration at or un-
der the rules of the American Arbitra-
tion Association in New York.

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

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

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

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

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

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

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

Year-round harvest for Hollywood TV

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

Comments a network official: “It's
a good idea. It gives us a sense of
continuity, doesn’t dislocate every-
body, provides us with a bigger body
of manpower to work with.”

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

There are many problems to be
overcome, however, before the tele-
scooping of the production seasons or
the staggering of pilot-making be-
comes widely accepted. Such situa-
tions would require production com-
panies to have greater financing.

They would need a bigger cash
pool to meet continuing payrolls. In
addition, a backlog of scripts would
have to be built up and cast avail-
abilities assured.
The pop-click-hum bug is dead.

Collins' new Speech Console hasn't a mechanical contact in the program circuits.

Collins' new Speech Console hasn't a mechanical contact in the program circuits.

Photoconductive cells instead of relays and switches. No contacts to wear and get dirty. Nothing at all to keep clean. Result: your most troublesome maintenance problem is ended. Also: no pops, clicks and hums from mechanical switches. Your audio is the cleanest, clearest audio on the air. A lot less wire (and a lot less hum).

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

Module design ends time-wasting troubleshooting. Simply take our one card and plug in another. Replace attenuator, input switches, and amplifier output switches with one quick shuffle of cards.

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

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

This is the Collins 212S-1 that killed the pop-click-hum bug.
able to maintain the active competition in music licensing which has been so beneficial to radio stations unless its claims for proper payment are promptly recognized.

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

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

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

Board of Broadcasters • The move for higher rates was approved, officials said, by the BMI board of directors. The board members are all identified with broadcasting, since BMI was formed by broadcasters—to create an alternate source of music in a hassle with ASCAP in 1940—and is still owned by some 517 of them. It operates as a non-profit organization.

Board members, in addition to Mr. Sour, are Sydney M. Kaye, New York attorney and a founder of BMI, who is board chairman; John Elmer, WCBM Baltimore; Leonard Kapner, WTAE(TV) Pittsburgh; Merrill Lindsay, Lindsay-Schaub Stations; Dwight W. Martin, WDSU-TV New Orleans; Paul Morency, WTIC-AM-FM-TV Hartford, Conn.; John F. Patt, broadcast consultant; Ward L. Quaal, WGN Inc.; William M. Regan, RKO General; J. Leonard Reinsch, Cox stations; Robert O. Reynolds, Golden West Stations; G. Richard Shafto, Cosmos Broadcasting Corp., and E. R. Vadeboncoeur, Newhouse stations.

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

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

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

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

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

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

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

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

---

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to Feed
the Hungry World

Spurred by the realization that growing hunger is a “greater world threat than atomic war,” Republic Steel is working hard to advance the production, quality, and economy of food.

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

Now comes the fact of dairy and beef “factories.” Republic’s long-standing relationship with every phase of agribusiness has continually foreseen steel needs on the modern farm. One of the latest Republic developments, as a result of this, is the production of special roofing and flooring for all-steel buildings for the confined raising and feeding of cattle. New heights of milk and meat production and economy are already with us.

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

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

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

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

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

Willson Has Doubts • In all, 22 witnesses appeared before the California Assembly's judiciary interim subcommittee on press freedom in two-days of hearing. The proceedings were initiated, said Assemblyman George A. Willson (D-Huntington Park), chairman of the six-member group conducting the study, "because I am not convinced that news cameras and radio-televison equipment used during court recesses . . . infringe on the 'fair trial' guarantee." Mr. Willson cast the only dissenting vote against 17 affirmative ones in a state judicial council decision last Nov. 26 to bar all photographers and broadcasters from courtrooms while courts are in session or in recess (BROADCASTING, Dec. 6).

The ban becomes effective Jan. 1. Opponents of the ruling (it follows the bar association's Canon 35), stung by its sudden adoption and all-inclusive language, staged a powerful counterattack. Of the witnesses parading to the stand, 18 came out unequivocally against the judicial council's action.

The opposition was led by Robert Neeb, once the law partner of the late Jerry Geisler and now perhaps California's most prominent divorce and criminal defense attorney. Speaking as attorney for and founder of the Greater Los Angeles Press Club and the Radio and TV News-casters Association of Southern California, Mr. Neeb cautioned that "people will fear our courtrooms." Because "the rule goes beyond the power of committee or commission," he added, "the next step is to test it in the state court."

A Prosecutor Defends • Larry Drivon, district attorney of San Joaquin county and president of the District Attorneys Association of California, expressed greater concern about courtroom dramas on television and radio than about news media excesses in actual trial coverage.

"If the legislature is considering sanctions against news released by public agencies and the news media," he said, "then they should also consider sanctions against radio and television programs and books, such as Perry Mason, Mr. District Attorney and The Defenders, for, in my opinion these programs do far more to prejudice prospective jurors since they give a distorted and overly dramatic picture of the process of criminal justice than any prejudice resulting from the relative factual information in particular cases presented by the news media."

The leading spokesman of the broadcasting industry to testify was Elton Rule, vice president of ABC-TV and general manager of KABC-TV Los Angeles. Mr. Rule, also president of the California Broadcasters Association, stressed the "great advances" made in "the technology of electronic journalism" since 1950. These developments, he pointed out, permit television cameras to "function silently and unobtrusively in council chambers, board rooms, legislative chambers—even courtrooms."

A. L. Wirin, Los Angeles attorney for the American Civil Liberties Union, thought the ban on broadcasters and news photographers "was sound in one respect but goes too far in another." He said that cameras and recorders should not be permitted inside the court while it's in session but should be allowed free access during recess.

Professor Walter Wilcox, chairman of the journalism department at the University of California at Los Angeles, came out in favor of greater access to news media, but in a private interview after his testimony conceded that his concern for individual rights forces him to favor the judicial council's ruling.

In his closing remarks, Chairman Willson told listeners, who never numbered much more than a dozen throughout the two days, that he'd received a legal opinion indicating that the state legislature was empowered to overrule the judicial council's decision. He announced plans to continue hearings on the question in San Diego and San Francisco.

Meanwhile, on the steps • As a footnote, the hearings were picketed by a middle-aged man wearing sun glasses and carrying a sign reading: "Keep the press out of our courts and help Governor Brown in the protection of judicial corruption and framed trials and imprisonments." Asked who he really was against, he replied: "Everyone."

85% to 90% of the license revenues. Total costs and expenses were $20,540,433, of which $15,637,525 was in payments to writers and publishers, $4,796,685 represented general and administrative expenses, and $106,223 was in publishing costs of BMI Canada.

BMI's move to increase radio station rates adds one more issue to an already complicated picture.

Radio stations, through Mr. Mason's committee, are engaged in court proceedings that have already been under way for almost two years as to ASCAP rates. The radio networks and some group owners have been in court with ASCAP for about the same length of time. TV stations and networks have been in litigation and off-an-on negotiation with ASCAP for almost four years, and BMI in the meantime faces an antitrust suit by Justice seeking to divorce it from its broadcast ownership.

There was no indication that BMI
WHAT'S HAPPENED TO THE RAILROAD FIREMEN?

Since a Federal Arbitration Award permitted railroads to phase out as much as 90% of unnecessary firemen jobs on freight and yard diesel engines—what's happened to the men who formerly held these jobs:

HERE'S WHAT:
A total of 17,250 firemen jobs were phased out in the 14-month period from May 1964 to July 1965. Of these:
- 8,675 or 50%—accepted promotion from firemen to engineers, or resigned, retired or left through natural attrition.
- 4,465 or 26%—accepted severance pay, averaging $5,600 per man, instead of remaining at work on a comparable job with a guarantee against any loss of earnings for 5 years.
- 950 or 5.5%—accepted comparable jobs with guaranteed earnings and other protective benefits.
- The remaining 3,160 jobs—18.5%—were closed out when firemen who had less than 2 years' service were given liberal severance allowances.
And, while other unnecessary positions continue to be closed out through natural attrition, no more firemen are being involuntarily released as a result of the award.

RESULTS?
The period during which the Federal Arbitration Award has been in effect has resulted in greater efficiency and economy of railroad services, with a minimum of upset to employees and at no increased cost to the public.
In addition, substantial pay increases for all classes and crafts of railroad employees have been made effective, and other employees' benefits have been improved. All at an annual cost to the railroad industry of more than $375,000,000.
Thousands of employees who formerly held redundant firemen positions are now engaged in productive employment, and the earnings and opportunities of all firemen still in service have been significantly improved.
These and other results have occurred without adversely affecting the safety of railroad personnel or passengers, and without hardship to railroad employees.

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Introducing the Super B, today's truly superior cartridge tape equipment.

New Super B series has models to match every programming need—record-playback and playback-only, compact and rack-mount. Completely solid state, handsome Super B equipment features functional new styling and ease of operation, modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads, A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . all adding up to pushbutton broadcasting at its finest.

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planned to seek higher rates from television broadcasters or radio networks. Although officials declined to comment, the general assumption was that the less dominant use of music in television and on the radio networks would probably keep BMI’s broadcast rate efforts focused essentially on radio stations, at least for the present.

California ban draws news directors’ fire

The Radio-Television News Directors Association went on record last week in opposition to the California judicial council’s action of Nov. 26 banning broadcasting, recording and photography from every California court during sessions and recesses (see page 70). RTNDA President Bob Gamble, WFBM-AM-FM-TV Indianapolis, wired a protest to Governor Edmund C. (Pat) Brown and urged him to make reconsideration of the ban “a matter of special call at the coming session of the California legislature.”

Mr. Gamble explained that “professional broadcast journalists can cover court proceedings without damaging the right of fair trial.” He pointed out that the judicial council based its Nov. 26 ban “on the mere presence of broadcast equipment in courtrooms rather than abuses in use of the equipment. If there are abuses the trial judge has the authority and responsibility to correct them.”

Mr. Gamble told the governor that the judicial council “seems unwilling to trust the discretion of California trial judges. RTNDA believes the judicial council action was hasty in that the rule was adopted only 10 days before the assembly judiciary subcommittee began hearings on this matter.” He also argued that the council’s ruling “was unwise in that it unnecessarily restricts the news media in judicial coverage.”

The RTNDA president also wired California Assemblyman George Wilson of Los Angeles, chairman of the assembly judiciary subcommittee, and praised him for his lone dissenting vote in the judiciary council’s decision.

Program notes . . .

Political debate • CBS-TV’s CBS Reports—Town Meeting of the World has scheduled a Harvard-Oxford debate on the issue of U. S. commitment in Vietnam via Early Bird satellite on Dec. 21 (10-11 p.m. EST). Competing in the transoceanic debate will be two students from each university with British Socialist Member of Parliament Michael Foot, an Oxford alumnus, in
Alber, president. was singer London firm called Where's Everett. The TV stations closed TV's productions' hour TV producer and her son, both lawyers. Western culture • The Columbia University survey of the arts will explore 20th century culture in Western Europe in a 45-part weekday series on WNEW-TV New York, beginning Dec. 20 (7:30-8:30 a.m. EST). The station has cooperated with Columbia in the production of various educational and informational series over the past five years.

Pilot gets pilot • Barry Shear will direct Filmways Inc.'s new pilot aimed at the teen-age market. It will mark Mr. Shear's 3d network pilot in the last two months.

Son for Arthur • Ron Harper was signed by producer-director Richard Quine to co-star in Universal TV's projected new series, The Jean Arthur Show. The show concerns a mother and her son, both lawyers.

Haley comets • Jack Haley Jr. has been named by David L. Wolper as producer and director of Wolper Productions' hour TV special, Art Buchwald's Washington. Xerox will sponsor the special next spring.

Children's Christmas show • The Lutheran Church in America, New York, has produced a special 30-minute color TV film for children, Christmas, Lost and Found, based on the animated characters of David and Goliath, teaching the Christian tradition. During December, the film is being distributed by the National Council of Churches' broadcast and film commission to 90 TV stations in this country and 25 stations in Canada.

'Where's Everett' • Screen Gems disclosed last week that it is filming a pilot in association with Procter & Gamble for a series that would be called Where's Everett. The production firm described the show as a half-hour comedy-fantasy. Alan Alda and Patricia Smith are the stars, Gene Nelson is the director and Ed Simmons, who wrote the pilot script, is the producer.
How specialized telephones meet

Meeting particular requirements of Bell telephone subscribers is just one duty of special phones now being built by Western Electric. They must also fulfill rigid Bell System standards for quality and reliability, and they must work compatibly within the Bell telephone network. Some of the newest specialized phones manufactured by Western Electric are shown here.

Volume control handset (1). Transistorized circuits made it possible for Western Electric to include the special amplifier, now undergoing experimentation, in standard Bell telephone handsets. The need for this device, like other Western Electric products, was discovered by our teammates, the Bell telephone companies, through everyday contact with Bell subscribers.

Easier communication (2) for hospital patients is provided by a completely new hospital system produced by Western Electric. The Bell telephone it uses features a different, easy-to-use dial built right into the handset.

Explosion-proof telephone (3) is produced by Western Electric for installations where combustible gases might be present. At Western Electric's Indianapolis plant, Elizabeth Ballard assembles one of these telephones before it is sealed tightly within its metal cover that protects it against damage.

Automatic dialing (4) is provided by two new devices.
today's specialized needs

Western Electric's Card Dialer dials numbers recorded on pre-punched cards. Magicall®, made for Western Electric by the Dosa Corporation, is attached to a standard Bell telephone, and selects from 400 numbers stored on magnetic tape. Both devices dial at the touch of a single button.

Machines can now talk (5) over regular telephone lines via Data-Phone* service, which greatly increases the flexibility of computers. A Data-Phone data set is being assembled here at Western Electric's Montgomery Shop. Data-Phone service was developed by engineers at Bell Telephone Laboratories, Western Electric's research teammate. Bell Laboratories is responsible for the design and development of many different communications products made by Western Electric.

Free 8” x 10” glassies and more details on these unusual Western Electric products are available for your use. Just send your name, title, and affiliation to Western Electric, Public Relations Dept., 195 Broadway, New York, N.Y. 10007.

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It's CBS by a nose

Latest Nielsens give CBS slight edge over NBC;

ABC a length behind

The fifth national Nielsen program ratings report of the 1965-66 season marked a return to a nip and tuck effort by CBS and NBC for supremacy. CBS in the report was a fraction ahead of NBC. The ratings: CBS—20.2, NBC—19.8 and ABC—16.4.

The report, out Dec. 6, was for the two weeks ended Nov. 21, covering the 7:30-11 p.m. period on the networks. It appeared to establish which shows are this season's best audience getters (see top 40 list) and indicated that if any of the new entries this season are to remain in the top popularity column for a seasonal say they will be Hogan's Heroes (CBS), Get Smart (NBC), and Green Acres (CBS), all in the top 20 in the latest report and consistently well-rated during the season.

CBS placed 3 in the top 5 shows, 7 in the top 10 and 8 in the top 15; NBC had 2 in the top 5, 3 in the top 10 and 6 in the top 15 while ABC had none in the top 10 and one ( Bewitched ) in the top 15.

Among the new shows this season, CBS also fared well—that is within the top 40—with Lost in Space and Wild Wild West, NBC with I Dream of Jeannie and Laredo and ABC with A Man Called Shenandoah and The Legend of Jesse James.

November Nielsen report for two weeks ending Nov. 21.

1. Bonanza (NBC) 28.6
2. Gomer Pyle (CBS) 27.9
3. Lucy Show (CBS) 27.4
4. Walt Disney (NBC) 26.4
5. Beverly Hillbillies (CBS) 25.9
6. Hogan's Heroes (CBS) 25.4
7. Get Smart (NBC) 25.2
8. Gilligan's Island (CBS) 24.8
9. My Three Sons (CBS) 24.8
10. Branded (NBC) 23.4
11. Red Skelton (CBS) 23.4
12. Bewitched (ABC) 24.2
13. Daniel Boone (NBC) 24.1
14. Ringling Bros. Circus (NBC) 24.0
15. Dick Van Dyke (CBS) 23.8
16. Munsters CBS) 23.7
17. Virginian (NBC) 23.6
18. Green Acres (CBS) 23.6
19. Lawrence Welk (ABC) 23.6
20. Ed Sullivan (CBS) 23.4
21. Candid Camera (CBS) 23.0
22. I've Got a Secret (CBS) 23.0
23. Saturday Night Movie (CBS) 22.9
24. Lost in Space (CBS) 22.7
26. Wild Wild West (CBS) 21.5
27. Danny Thomas Special (NBC) 21.4
28. Flipper (NBC) 21.2
29. Jackie Gleason (CBS) 21.2
30. I Dream of Jeannie (NBC) 21.3
31. Thursday Night Movies (CBS) 21.1
32. Andy Griffith (CBS) 21.0
33. Tell the Truth (CBS) 20.9
34. Petticoat Junction (CBS) 20.7
35. My Three Sons (CBS) 20.6
36. Shenandoah (ABC) 20.6
37. Laredo (NBC) 20.5
38. Bob Hope (NBC) 20.3
39. Legend of the Saddle (ABC) 20.2
40. My Favorite Martian (CBS) 20.0
40. Peyton Place (ABC) 20.0

Late-night TV close to indecency—Lee

FCC Commissioner Robert E. Lee is a fan of late-night television. And he has an appreciation of good parlor-car stories. But he is concerned about what he sees as a growing tendency for one of those diversions to be featured on the other.

"I think late-night television is getting close to the line of indecency," he said last week.

Because of the lateness of the hour that the material he considers suggestive is aired, he is not as concerned as he would otherwise be, he said. And he doesn't intend to initiate any formal commission action.

But he wants to start a dialogue with broadcast industry representatives that could lead to "a definition of what is indecent."

The commissioner, who first expressed his concern at a news conference in Los Angeles on Dec. 3, plans to contribute further to the subject in a speech he is scheduled to make before the American Women in Radio and Television next month in Baltimore. The working title of his speech is "Free Speech and Responsibility."

Carson Show • Commissioner Lee's concern centers mainly on the Johnny Carson show. And last week the commissioner cited as an example an anecdote related by Ray Milland about an incident that occurred during the making of a movie. The actor suggested that a movie-set pool, into which the script called for him to enter, served him as a comfort station in a moment of need.

Commissioner Lee, who is regarded as a raconteur and who is in demand as a speaker at broadcaster-group meetings, doesn't shrink from telling risque stories. "But I don't do it on television," he says.

He pointed out that a section of the U. S. Code provides criminal penalties for uttering "obscene, indecent or profane" language on radio or television. That section was lifted out of the Communications Act.

But, he said, "there is no indication as to what is indecent." He said he believes there are standards for obscenity (appeal to prurient interest) and profanity (taking the Lord's name in vain).

"But what's indecent to someone else may not be indecent to me," he said.

As a result, he said, there is a need for a dialogue among interested persons on the subject.

The complexity of the problem—as well as an ironic sidelight—is pointed by the fact that the antiobscenity section of the U. S. Code was originally the final sentence in the Communications Act's Section 326—which prohibits the commission from interfering with the free speech of broadcasters.

Two-hour JFK show planned

As part of its White Paper series, NBC-TV said last week it plans a two-hour program, "The Age of Kennedy," one hour to be telecast on May 29, the date of the late President's birthday, and the other hour on June 5, 1966, both at 6:30-7:30 p.m. EST.

The two-hour presentation, narrated by newsmen Chet Huntley, will be an account of the career of President Kennedy. It will be illustrated by film from NBC News files and other sources.
Mutual explores news feeds for nonaffiliates

Mutual said last week that it may offer limited voice news feeds to radio stations in addition to its 506 affiliated outlets. The feeds to independent stations would be in markets where affiliates had no objections.

Robert F. Hurleigh, Mutual president, said a spot check of affiliates showed that more than 70% would have no objection to the feeds being extended to other stations. The feeds, seven 15-minute Operation Newsline programs daily, will be offered on a subscription basis. They feature the actual voices of persons in the news as well as newsmen throughout the world, material often used by affiliates for incorporation in locally-created news roundups.

MBS did not give a date for the expected start of the news feeds, noting that the network was "exploring the possibility" at this time.

United Press International, which operates an audio service to 170 stations, earlier announced this month that it would take over Radio Press International on Jan. 1 (Broadcasting, Dec. 6). RPI's audio service has 125 clients. The Associated Press is reported to be working with AP state broadcaster groups with plans to get them to establish regional exchanges of voiced hard news and features.

More Geographic specials

The agreement between Wolper Productions and the National Geographic Society for four one-hour color programs has been extended to include at least four more of these TV specials. First two programs under the new pact will be The Two Million Year-Old Secret, dealing with the discovery of the earliest known remains of man, and The Adventures of Helen and Frank Schreider, chronicling the couple's round-the-world trip in an amphibious Jeep. Nicolas Noxon will produce the first; Irwin Rosten the second.

Radio series sales ...

The Sound of Christmas Around the World (ACA-Gold Star Recording Co.): WTXN-FM Victoria, Tex., and WFTE Fort Walton Beach, Fla.


Here's Heloise (King Features Syndicate): KVOE Phoenix, KZJ Denver, KCOL Fort Collins, KEXO Grand Junction, and KKAM Pueblo, all Colorado.

A live cops-and-robbers show in Texas

KSEL Lubbock, Tex., had a remote broadcast to liven up the Friday afternoon show with an eye-witness, blow-by-blow account of a bank robbery. Moments after the vice president of a bank in the Lubbock suburb of Idalou called the police, Bill McAlister, manager of KSEL, was on the scene.

The robbers (above, negotiating with officers) had demanded a car and 20 minutes in which to escape in return for the safe release of three women hostages. From 3:30 p.m. until after 6:30 p.m. Mr. McAlister and news director Wes Sandusky, both Ohio, and WLEC Eau Claire, Wis.

Tennessee Ernie Ford (Radiozark Enterprises): WAMR Venice, Fla., WMC Machias, Me., and WICY Malone, N. Y.

Strangest of All (Radiozark Enterprises): KNGO Dodge City, Kan., KPEL Lafayette, La., and WREC Aiken, N. C.
Football complicates Gemini TV coverage

The three television networks were preparing last week to cover the second half of the twin space project, while still keeping a close watch on the first half.

All three were set for continuous coverage Sunday (Dec. 12) beginning at 9 a.m. EST. Blastoff for Gemini 6 had been scheduled at 9:50 a.m. CBS-TV and NBC-TV planned full color presentations for their space reporting and ABC-TV was ready to present portions of its coverage in color.

ABC-TV's expected space schedule ran from 9 to 11:30 a.m. and 2:30 to 4:30 p.m. and included a late night report at 11:15. The afternoon coverage was to be a report on the space rendezvous. If the second space shot (GT-6) went according to schedule ABC-TV was to have a half-hour progress report planned for today and three hours of coverage on the morning of re-entry and recovery operations for GT-6.

As with the other networks, further space coverage plans were flexible and would depend on the success of the space project in keeping to its own schedule. CBS-TV expected to carry split-screen coverage of the following football games along with the Gemini story yesterday: New York at Washington, Philadelphia at Pittsburgh, Green Bay at Baltimore, Minneapolis at Detroit, San Francisco at Chicago (audio only). The network also planned to carry Cleveland at Los Angeles later in the afternoon. NBC-TV's space plans involved continuous coverage yesterday from 9 a.m. to 12:30 p.m. but were dependent on the expected 9:50 a.m. lift-off. Afternoon coverage was set to begin at 3 p.m.

Late last week the network had not reached a decision on whether split-screen techniques would be used to present Gemini rendezvous coverage and also coverage of four American Football League games scheduled by the network Sunday afternoon, but indicated that the events "probably" would be broadcast simultaneously. If both are carried, the network plans to place news correspondents in the broadcast booth at the football games, in order to integrate Gemini information more smoothly into the combined broadcast. Full Gemini coverage will be provided in blacked out home football cities by both CBS-TV and NBC-TV.

NBC-TV on Dec. 4 used split-screen simultaneous TV coverage of Gemini 7's launch and of the Penn State-Maryland (NCAA) football game.

If the Gemini 6 is not launched within 200 seconds of scheduled launching time, a rendezvous will not be possible Sunday and the launching will be postponed until today (Dec. 13), thereby eliminating both NBC-TV's and CBS-TV's football programming dilemmas.

The three TV (and four radio) networks intend to come on the air with splashdown coverage of both the Gemini 6 and Gemini 7 approximately a half-hour before each scheduled splashdown, with coverage to continue until each pair of astronauts is recovered. All radio networks, which carried comprehensive coverage of the Gemini 7 mission, were prepared to duplicate it with reports on Gemini 6.

Pigskin TV tops with male viewers

As any long-suffering wife will attest, when the man of the house is under the TV spell in the fall, it's probably football.

Findings to support this conclusion have come from American Research Bureau's latest breakdowns of viewing per homes reached by television. The Beltville, Md., firm's listing of men viewers per 100 homes tuned in has the professional and collegiate football in the top eight spots. Bonanza, the leader in total audience reached (44.5 million), slips in at the bottom of the top 10.

The survey, based on ARB's September national sweep, shows CBS-TV's Yankee Baseball Game of the Week in the ninth position.

The portion of the ARB report dealing with men viewers also provides a partial answer to the drawing power of the telecasts of the rival American Football League and the National Football League.

NBC-TV's AFL football, with 98 men viewers per 100 homes reached, holds a slight lead over CBS-TV's NFL football and Pro Football Report, the last two with 94 men viewers per hundred homes reached.

Insofar as total audience of men is concerned, the CBS-TV pro football ranks fifth (9.7 million men) with its nearest gridiron competition from NBC-TV's NCAA College Football, ranked 18th (8.16 million men viewers).

Sports broadcasts, unlike other programs, have blackout patterns to protect the gate receipts of the team in its home city. A spokesman for ARB noted this in reporting sports broadcasts but since the survey is one of "concentration of viewers in front of a set with the particular program tuned in," the variance should be minimal, if any.

Another factor precluding direct comparison is the different sizes of the leagues (NFL, 14 teams; AFL eight teams) as well as the fact that NFL teams generally are in larger population centers.

The ARB report, which also included breakdowns of viewing by total audience, age and sex, listed these shows...
as reaching the most men per 100 homes tuned in:

ESTIMATES OF THE TOP 25 NETWORK TELEVISION PROGRAMS
by MEN PER 100 HOMES REACHED

<table>
<thead>
<tr>
<th>RANK</th>
<th>NETWORK</th>
<th>PROGRAM</th>
<th>MEN</th>
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<tbody>
<tr>
<td>1</td>
<td>NBC</td>
<td>NFL Today</td>
<td>93</td>
</tr>
<tr>
<td>2</td>
<td>CBS</td>
<td>Pre Game</td>
<td>90</td>
</tr>
<tr>
<td>3</td>
<td>ABC</td>
<td>NCAA College Football</td>
<td>89</td>
</tr>
<tr>
<td>4</td>
<td>CBS</td>
<td>Pre Football Report</td>
<td>86</td>
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<tr>
<td>5</td>
<td>ABC</td>
<td>NCAA Scoreboard</td>
<td>83</td>
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<tr>
<td>6</td>
<td>NBC</td>
<td>Game of the Week</td>
<td>82</td>
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<tr>
<td>7</td>
<td>NBC</td>
<td>Good Evening</td>
<td>80</td>
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<tr>
<td>8</td>
<td>CBS</td>
<td>CBS News</td>
<td>79</td>
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<tr>
<td>9</td>
<td>ABC</td>
<td>ABC News</td>
<td>78</td>
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<td>10</td>
<td>ABC</td>
<td>Major League Baseball</td>
<td>77</td>
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<td></td>
<td>WABC</td>
<td>Convoy</td>
<td>76</td>
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<tr>
<td>11</td>
<td>WNEW</td>
<td>News</td>
<td>76</td>
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<td>WOR</td>
<td>News</td>
<td>75</td>
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<tr>
<td></td>
<td>WABC</td>
<td>Captain Video</td>
<td>75</td>
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<tr>
<td>12</td>
<td>WABC</td>
<td>Voyage Bottom Sea</td>
<td>75</td>
</tr>
<tr>
<td>13</td>
<td>WABC</td>
<td>Wenteenth Century</td>
<td>75</td>
</tr>
<tr>
<td>14</td>
<td>WABC</td>
<td>ABC News</td>
<td>74</td>
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<tr>
<td>15</td>
<td>ABC</td>
<td>ABC News</td>
<td>74</td>
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<tr>
<td>16</td>
<td>ABC</td>
<td>ABC News</td>
<td>73</td>
</tr>
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<td>17</td>
<td>ABC</td>
<td>Post Game</td>
<td>73</td>
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<tr>
<td>18</td>
<td>ABC</td>
<td>12 O'Clock High</td>
<td>73</td>
</tr>
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</table>

Two hockey teams plan TV syndication

Two National Hockey League teams—the New York Rangers and Detroit Red Wings—will skate into the syndication business on Jan. 8 with taped programs of their local contests offered to TV stations across the country.

The Rangers, acting through Madison Square Garden—RKO General Sports Presentations (BROADCASTING, Nov. 29), will syndicate two of their matches in an estimated 35 to 50 markets, according to Al Sussman, vice president of the Garden-RKO company. The contests, already scheduled for colorcast on WOR-TV New York, will be with the Chicago Black Hawks (Jan. 8) and the Boston Bruins (Feb. 12).

Mr. Sussman also indicated three track meets have been set up for similar color syndication by the company: the Melenrose games in January, the Knights of Columbus track and field event in February and a collegiate track meet in March. All other Garden events not committed to the TV networks would be syndicated in a like manner, he said. Sponsorship interest for these events in whole or in part, he added, already has been received from several national breweries, major tobacco companies and gasoline and oil corporations.

The Red Wings' entry into syndication is being arranged by Lincoln Cavalieri, Olympia arena business manager in Detroit, and the James Fitzgerald Co., Chicago. Mr. Cavalieri reported last Thursday (Dec. 9) that some 25 TV stations are committed to 13 one-hour weekly taped Red Wing matches from Jan. 8 through April 2. He said within a few weeks another 73 stations are expected to join the syndication program.

An NHL spokesman explained the New York and Detroit team projects as independent business moves outside the NHL. But NHL's eventual "intent," he noted, is to present all its contests on a national level during the 1966-67 season for all franchises concerned.

The Boston Bruins, he explained, which have their own independent 10-station network through New England, are in their second year of the TV operation. Two teams in Canada, Montreal Canadiens and Toronto Maple Leafs, are broadcasting their games independently through the Canadian Broadcast-
Taft 'group action' delivers documentary

Taft Broadcasting Co., Cincinnati, this week inaugurates a new television series, *Cross Section*, designed to illuminate national problems as they are reflected in the communities served by Taft stations.

Attorney General Nicholas deB. Katzenbach (r in picture with Taft president Lawrence H. Rogers II), as chairman of the President's Commission on Law Enforcement and the Administration of Justice, will introduce the first episode dealing with the problems of the police officer. Titled "The Man in the Middle," the program is designed to make the public aware of a policeman's frustration and danger as he is faced with conflicting court decisions, minority groups criticism, understaffing and public apathy.

Other "group action" programs begun by Taft include a series of five-minute explanations of the First Amendment to the Constitution and a Vietnam documentary combining filmed interviews of relatives of personnel serving in Vietnam and film taken at the time the fighting men viewed these personal messages.

to the Bazelon approach, WGRC's attorney says he plans to appeal to the U. S. Supreme Court. If Judge Robinson does not accede, then the battle is between the two judges.

McIntire letter writers descend on Sen. McGee

Followers of the Rev. Carl McIntire, spokesman for the right wing on his 20th Century Reformation Hour, have appealed to Senator Gale McGee (D-Wyo.) to refrain from "persecuting" their mentor without also conducting a "thorough investigation" of the National Council of Churches of Christ of America.

A spokesman for the senator indicated last week that more than 500 letters have been received, almost all with the same message.

Senator McGee, a member of the Communications Subcommittee, is aiding Senator John O. Pastore (D-R.I.), subcommittee chairman, in his investigation of the FCC's fairness doctrine and the equal-time provisions of the Communications Act (Broadcasting, Nov. 22).

The letter writers have received a stock answer to their pleas which, in effect, notes that "no one will be persecuted, the proposed hearing will only try to measure the effectiveness of the fairness doctrine and the equal-time provisions."

The spokesman for Senator McGee said that the dates for the hearing have not been set, but it could be underway by the end of January.

The subcommittee's new staff investigator, Bob Lowe (Closed Circuit, Nov. 29), is reportedly busy at work studying back cases of fairness and equal time. Following this, subcommittee sources indicate, he will make inquiries to attorneys, FCC commissioners, stations and, probably, politicians.

WNEW-TV drops Sahl

WNEW-TV New York, after the first two telecasts, last week cancelled a scheduled 26-week commentary and interview program series, which featured satirist Mort Sahl as host.

Lawrence Fraiberg, vice president and general manager of the Metromedia station, said Mr. Sahl had "breached his agreement with us, and accordingly we have terminated his contract." He would not elaborate.

Mr. Sahl was reported as saying in Hollywood that he had no knowledge of WNEW-TV's plan to drop his program. He planned to return to New York Thursday (Dec. 9) to prepare for his next telecast.
FTC hears EIA's contradictory views

A divided Electronic Industries Association faced the Federal Trade Commission last week in a one-day hearing before the five FTC commissioners who are inquiring whether TV sets, radios, phonographs and tape recorders should be labeled when some of their parts are of foreign origin. The hearing resumes Jan. 5, 1966.

The meeting heard Robert C. Sprague, Sprague Electric Co., call for labeling, and Armin E. Allen, Philco, object. Mr. Sprague represented the parts manufacturers; Mr. Allen, consumer products.

The hearing also heard Mrs. Margaret Dana, consumer relations counsel, urge labeling, while William A. Tanaka, U. S. representative of the Electronic Industries Association of Japan, argued against such a requirement.

Calling the proposal for labeling, an "unwarranted burden on manufacturers, without compensatory value to the public," Mr. Allen emphasized that there is no such thing as a TV or radio set, phonograph or tape recorder that is 100% American. All, he noted, contain imported parts. This is also true, he said, of many other consumer products.

Mr. Allen stressed that foreign parts account for less than 5% of the dollar volume of consumer electronic products and in TV it's only 3%.

And, finally, Mr. Allen noted, there has not been any great outcry by the public for labeling. The National Better Business Bureau has reported no consumer complaints on this score, he said.

Buy American • Mr. Sprague submitted a survey showing that 94% of the respondents indicated they preferred an American-made product. He said it was time to tell the consumer about the importation of components and parts being used in U. S. products.

Mrs. Dana acknowledged that there were no letters to the FTC on the labeling question until after she had written several columns on the subject. (She writes a syndicated newspaper feature entitled "Before You Buy"). After her columns appeared, she said, more than 100 letters were sent to the FTC calling for labeling where products contain foreign parts.

The current hearing stems from a 1962 complaint against Motorola Inc. One of the issues, which was later dropped, was whether Motorola was "deceiving the public" because it used some foreign-made parts in its TV sets without informing the public. Late in 1964, a conference on a proposed trade regulation to require labeling where imported parts are used in TV and radio sets, phonographs and tape recorders was held with the FTC, but this was dropped without action also.

The current hearing is for the purpose of determining whether or not the FTC should reissue the trade practice conference.

Regional breakdown on color-TV sales

Where are the color-TV sets going? Primarily to the East North Central states, and, right behind, to the Middle Atlantic and Pacific states, the marketing services division of the Electronic Industries Association reported last week.

Based on first half-year distributor sales to retailers, which show that 838, 539 color TV sets were sold (an increase of 83.32% over the number sold in the same period in 1964), the bulk of color sets (198,909) went to Ohio, Indiana, Illinois, Michigan and Wisconsin retailers. The next highest group (161,482) went to Pacific area states (Washington, Oregon, California) while the third highest (156,912) went to the Middle Atlantic states (New York, Pennsylvania, Maryland).

The EIA report also shows that distributor sales of black-and-white TV sets to retailers slumped slightly (down 1.63%) in the January-June period this year, compared to the six months of 1964. In the 1965 period, there were 3,386,935 monochrome TV receivers sold to retailers, compared to 3,443,073 in the same period last year.

The major portion of this year's sales of black-and-white sets went to the East North Central area (738,714), with the next largest number going to the Middle Atlantic states (709,695), and the third largest number going to the South Atlantic states (502,393).

The EIA report:

DISTRIBUTOR SALES OF MONOCROME TV SETS TO DEALERS BY REGION
1st half 1964 vs. 1st half 1965

<table>
<thead>
<tr>
<th>Region</th>
<th>1964</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>220,608</td>
<td>222,300</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>712,292</td>
<td>705,595</td>
</tr>
<tr>
<td>East North Central</td>
<td>677,827</td>
<td>729,714</td>
</tr>
<tr>
<td>West North Central</td>
<td>256,300</td>
<td>234,744</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>501,611</td>
<td>502,393</td>
</tr>
<tr>
<td>East South Central</td>
<td>199,341</td>
<td>195,233</td>
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<tr>
<td>West South Central</td>
<td>302,926</td>
<td>277,822</td>
</tr>
<tr>
<td>Mountain</td>
<td>125,715</td>
<td>109,212</td>
</tr>
<tr>
<td>Pacific</td>
<td>446,453</td>
<td>396,822</td>
</tr>
</tbody>
</table>

Total U. S. 3,443,073 3,386,935

DISTRIBUTOR SALES OF COLOR TV SETS TO DEALERS BY REGION
1st half 1964 vs. 1st half 1965

<table>
<thead>
<tr>
<th>Region</th>
<th>1964</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>24,930</td>
<td>46,470</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>91,159</td>
<td>156,912</td>
</tr>
<tr>
<td>East North Central</td>
<td>102,696</td>
<td>188,809</td>
</tr>
<tr>
<td>West North Central</td>
<td>28,339</td>
<td>55,768</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>46,242</td>
<td>92,604</td>
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<tr>
<td>East South Central</td>
<td>16,570</td>
<td>34,599</td>
</tr>
<tr>
<td>West South Central</td>
<td>31,155</td>
<td>65,766</td>
</tr>
<tr>
<td>Mountain</td>
<td>15,152</td>
<td>26,029</td>
</tr>
<tr>
<td>Pacific</td>
<td>101,171</td>
<td>161,482</td>
</tr>
</tbody>
</table>

Total U. S. 457,414 838,533

Triangle backs

Kear & Kennedy idea

Triangle Publications Inc. last week told the FCC that it supports the proposal to amend the commission rules to make possible a steady accumulation of data on the field strength (propagation) of television and FM station signals.

The proposal was first put forth by the Washington communications engineering firm of Kear & Kennedy last...
Presently the commission does not rely on exact measurements in FM and TV proceedings but, instead, on statistically derived field strength curves.

Triangle said that wide variation from the commission's predicted curves is the rule rather than the exception.

Often a case must be decided purely on the presence or absence of a certain level of service at a particular location, Triangle said. Only by actual measurement can such a determination be made, according to Triangle.

The group owner said that experience with the techniques developed by the Television Allocations Study Organization (TASO) has convinced it that measurements made on this basis provide a valid indication of actual received field intensity. They are based on measurements made at fixed points in a radial surrounding the station. Triangle said that these techniques are regularly employed by broadcasters and have become an unofficial standard in the industry.

Technical topics...

More room - Ameco Inc., Phoenix, manufacturer of equipment for community antenna TV systems, has completed its fourth expansion since 1956 by adding a new facility that increases the company's operating space from 17,000 square feet to 42,000 square feet.

Tape system - Fairchild Recording Equipment Corp., Long Island City, N. Y., has introduced a new tape electronics system. Available at 15 second and 75 mil track width, the Fairchild Master Tape System makes three-channel, low noise recording on one-quarter inch tape.

Status is happy - Entertainment Products Division of Sylvania Electric Products Inc., Batavia, N. Y., said last week that there would be no model change-over in its current product line during the first half of 1966. The reason for the decision is the massive number of sales of existing models during 1965.

RCA to enlarge semiconductor plant

RCA's semiconductor plant in Mountaintop, Pa., has been earmarked for a $3.2 million expansion program to add 86,000 square feet to the plant's current area of 120,000 square feet, and provide for a doubling of personnel to 2,000.

J. B. Farese, division vice president, RCA Electronic Components and Devices, last week estimated factory sales on semiconductors this year at $780 million. In 1966 sales would rise to $900 million and by 1970, they would increase by 54% to $1.2 billion, he predicted.

The Mountaintop plant's output of 800 different types of semiconductors includes silicon power transistors, silicon controller rectifiers and photo sensitive devices. They have aided in the miniaturization of computers, color TV cameras, radios and stereo sets.

Color TV up 300% in next three years?

RCA last week hinted at developing plans for further expansion of its color-TV tube-production facilities. It also cited color television "in all its aspects," as the most important element in the record profit it expects to report for 1965.

RCA President Elmer Engstrom told the Boston Security Analyst Society he anticipates a near three-fold increase in volume for the total color-TV industry (manufacturing advertising and broadcasting) to $7 billion within five years.

For RCA, set-sales volume this year—black-and-white and color—is expected to pass two million units. Mr. Engstrom said the company's short supply of color tubes now, and in the coming year, would force it to continue its industry allocation plan for these units.

He described RCA's $78.3 million commitment to color tube production since 1962 as insufficient to meet the anticipated demand and added: "You will hear of further plans for RCA color expansion in the future."

RCA's subsidiary NBC, with record profits to this point in 1965 will probably report net sales for the year "approaching the half billion dollar mark," which would be an increase of more than 12% over 1964. Mr. Engstrom said NBC is entering the new year with network program sales ahead of those for the same time last year.

Teletype signals carried on VOA shows

CBS Laboratories has developed a system that provides for inaudible tele-type messages to be transmitted on top of Voice of America broadcasts. Presumably the system would permit U.S. foreign service officers in Europe and Africa to receive information around the clock.

The new system, conceived by Dr. Peter Goldmark, president of CBS Laboratories, was disclosed last week by Dr. Frank Stanton, president of CBS Inc., in his periodic newsletter to CBS employees. CBS would not discuss details of the new system, noting that further arrangements were to be worked out with VOA.

Dr. Stanton said that research and experimentation took nearly three years and that "a few years ago" CBS engineers supervised two-way transmissions between Voice of America stations at Greenville, N. C., and Monrovia, Liberia. The system, Dr. Stanton said, "can provide much-needed new channels of transoceanic communications for government officials."

"What makes CLD's [CBS Laboratories] system unusual is that teletype signals, at the rate of 60-words-a-minute, are especially processed and superimposed on program audio so that they are never heard by VOA listeners."

"At special receiving points, CLD converters filter these signals from the program to activate the overseas tele-types." CLD converters have been installed at Greenville, Monrovia, Tangier, Morocco, the Island of Rhodes, Munich, West Germany; Ceylon, and Tel Aviv.
Radio spelled with an ‘O’—as in optimism

STORER FETES TIMEBUYERS AT ITS NEW MIAMI STUDIOS

Storer Broadcasting dedicated its new $1-million-plus wgsb radio facility in Miami last week as evidence of its faith in radio’s future, and spent an estimated $25,000 taking New York media buyers to Florida for the occasion.

Timebuyers whose agencies account collectively for more than $140 million in spot radio billing yearly were given a free weekend at Miami Beach’s Ivanhoe hotel.

Close to 100 people, including the timebuyers, Storer station personnel and talent and station representatives were flown south on a Storer-owned Northeast Airlines jet.

All Storer radio stations participated in the promotion. At a “soft sell” brunch session Saturday each station gave a brief pitch and a gift to assembled guests, all of whom came away from the weekend with a travel clock, a pair of sun glasses with built-in transistor radio, a transistor radio with clock attached for automatic on and off operation, records, and “The Perennial Philadelphians,” a book about famous families of that city. Also promised to the guest list—for delivery by mail—were 8mm movie cameras and sets of glassware.

Throughout the weekend wgsb carried minute spots placed and paid for by Storer’s wgn New York and wbro Philadelphia promoting their own markets for the benefit of the small but influential agency audience present in Miami.

The Station — The compact new WGBS-AM-FM building, said to be the most costly structure per square foot in Florida’s Dade county, involved an outlay of some $600,000. With new transmitter and related equipment the cost is computed at over $1 million.

Walls of the building are paneled in birch, cypress and walnut. It has three on-air studios, a news production studio, two other production studios and newsroom in addition to management and business offices.

The new Storer facility, which the company claims is the most modern of all radio stations in the country, includes $32,000 worth of automatic FM stereo equipment which will go into operation around Jan. 1 when WBS-FM will begin 12 hours of stereocasting daily. A Continental Electronics “Prolog” automatic programing and logging system will allow unattended operation of 24 hours or more.

The richly appointed building which may rank as the most expensive AM-FM installation in the country is said by Storer officials to be an affirmation of faith in radio’s future. The unusual expenditure is viewed by other industry observers as a boost to the radio medium’s morale at a time when it is seeking to regain the prestige it held in pre-television days.

Group executives present for the weekend included George Storer, board chairman; George Storer Jr., chairman of Northeast Airlines; Stanton (Pete) Kettler, president of Storer Broadcasting; Lionel Baxter, vice president in charge of radio; Grady Edney, vice president for radio programing, and John J. (Chick) Kelly, vice president for advertising and promotion.

Storer radio station managers present in addition to host Bernie Neary, manager of wons, were Reggie Martin, wspd Toledo; Dale Peterson, kgos Los Angeles; Jim Storer, wjw Cleveland; Joe Conway, wibg Philadelphia and Harry Lipson of wjkn Detroit. Illness prevented John Moler of whn New York from making the trip.

In honor of the station dedication the week of Dec. 6 was proclaimed Radio Miami wons Week by Florida Governor Haydon Burns and by local county and city officials.

Sarnoff to get silver bowl from Ad Council

Brigadier General David Sarnoff, board chairman of RCA, will receive The Advertising Council annual award tonight (Dec. 13) in New York for “contributing notably in public service to the welfare of his country and his fellow citizens.”

The presentation of the council’s silver bowl, symbolizing the award, will be made by last year’s winner, Charles G. Mortimer, chairman of the executive committee at General Foods Corp. Edwin W. Ebel, also of General Foods and the council’s chairman, will preside at a dinner meeting at the Waldorf-Astoria that will be attended by more than 1,000 business leaders, advertising executives and prominent citizens active in the area of services in the national interest. General Sarnoff was selected
for the honor by the directors of the council, a non-profit organization that conducts public service advertising campaigns with the support of the advertising, publishing and broadcasting industries and of individual business firms.

Drumbeats...

Well done • Three major radio advertisers were voted best in their class for 1965 at the annual awards luncheon in Chicago last week by the American College of Radio Arts, Craft and Sciences. Midas Mufflers, through Bronner & Hass, won the top national radio award while State Farm Mutual Insurance Co.'s through Needham, Harper & Steers took the regional first and Z. Frank Inc., Chicago auto dealer, through W. B. Doner & Co., was judged best in the local radio commercial competition.

Money tree • Someone in Wheeling, W. Va., doesn't like guessing games, or so it seems to WOMP Belfaire, Ohio. The station had prepared a money tree with approximately $100 worth of bills and change that was going to be shown by various merchants in the Ohio Valley. The person who guessed the amount of money attached to the tree was going to win both the tree and the money. But someone was impatient —

WORLD'S BEST AUTOMATIC TAPE BROADCASTING UNIT

Here's another of the many reasons why —

This MaCarTa tester provides simple, low-cost test testing at all cartridge equipment.
- Cue Signals
- Frequency response
- Signal-to-noise ratio
- Speeds head alignments

For the world's best, call or write:

84 (FANFARE)

he stole the "decorated" tree from an area tire center.

Cordic is here • To welcome its newest radio personality, Rege Cordic, KNX Los Angeles kept in the spirit of the holiday season by sending 500 Christmas trees decorated with a beaded, bespeckled ornament to area agency representatives, clients and newsrooms. Mr. Cordic (who had been with KDKA Pittsburgh) goes on the air today (Dec. 13).

Royal order • Joseph C. Harsch (1), NBC News diplomatic correspondent, was cited for his "valuable services in the development of Anglo-American understanding and friendship" during his eight years as chief European correspondent for NBC when he was presented with the Most Excellent Order of the British Empire. The medal, worn by Mr. Harsch above, was presented to him by British Ambassador to the U.S. Sir Patrick Dean at a ceremony in Washington Dec. 5.

Station agency • WGN-AM-TV Chicago has named Sam Lusky, Inc., Chicago auto dealer, for handling advertising and public relations for newly purchased KCTO(TV) Denver, transfer of which awaits FCC approval. KCTO will become WENN.

Farm awards • KFAR Omaha and WCTV(TV) Thomasville, Ga.-Tallahassee, Fla., and their respective farm directors, John McLaughlin and Ed Komarek, have received citations for the best farm-city programming during 1965 from the National Farm-City Committee Inc. and the Foundation for American Agriculture.

More aid • The Tennessee Association of Broadcasters will increase its support of college broadcasting students next year when it adds a $300 scholarship for a student at Memphis State University. The TAB has given two $3000 grants to University of Tennessee students for the past three years and they will be continued.

Spread the word • A four-page brochure, featuring laudatory comments by print media on radio's role in last month's Northeast power failure, has been compiled by the National Association of Broadcasters. The NAB sent copies to each of its 3,000 radio members and 4,000 opinion leaders.

Watch What You Say! • "Send us your radio dial's, you don't need them any more if you think this program on CKVL is what you like. All you need to do is listen to 850 on the dial!" When a new disk jockey on CKVL Verdun-Montreal made this announcement, he did not expect that close to 100 people would send in their radio dial buttons and one woman would come to the station to deliver hers in person.

Pioneers to honor

WHO with Mike award

Who Des Moines, Iowa, which went on the air in 1924, will be the recipient of the Broadcast Pioneers' sixth annual Mike award. The presentation to Dr. David D. Palmer, president of WHO Broadcasting Co., will be made at a dinner in New York, Feb. 7, 1966.

The award is presented to a pioneer radio station that has consistently maintained an outstanding service record to the public and the industry.

The Pioneers' committee that recommended the award was made up of Joseph Baudino, Westinghouse Broadcasting Co., Pioneers' president; Claire R. McCollough, Steinman Stations, president of the Broadcasters' Foundation Inc., and John T. Murphy, Crosley Broadcasting Corp., Pioneers' first vice president.

Many sign again for 'Miss Teen-age'

More than half of t'e local franchisees have renewed their contracts for next year's Miss Teen-age America Pageant, it was announced by the Teen America Associates Inc., Dallas. The following have renewed:

WHK Cleveland; WPEC Harrisburg, Pa.; WLEX Richmond, Va.; WTOP Toledo; Ohio; KONO San Antonio, Tex.; WTOR-Winston-Salem, N. C.; WOKK Greensville, S. C.; WAKR Akron, Ohio; WHO-TV Memphis; WAYS Charlotte, N. C.; KSBN Stockton, Cali., and WCOC Greenboro, N. C.

Also, KTVH Wichita, Kan.; WBBQ Trenton, N. J.; KSRO Santa Rosa, Calif.; KWWC Poplar Bluff, Mo.; KVOR Colorado Springs; KTKY Tusculum; WFUN Miami and WFL St. Louis.

BROADCASTING, December 13, 1965
The sun never sets on JWT

Agency, with overseas billing of $170 million, makes top level changes in Canada, Australia

J. Walter Thompson Co., the world's number-one advertising agency, underscored its global look last week.

The advertising agency estimates it does 35% of its total volume outside the United States, and employs 4,500 of its 7,100 total personnel outside the U.S. where it operates 56 offices in 25 countries. Last year's overseas billing came to approximately $170 million.

In its move last week, JWT dramatized the extent of its overseas expansion by announcing five changes in the top management level of the agency operations in Canada and Australia, two of which add executives to the parent company in New York as vice presidents.

In the changes, all of which take effect early in 1966, William H. Erskine, president of JWT Ltd. in Canada, was elected vice president-Pacific and managing director of the Thompson Co. in Australia (Sydney); Raimond D. Senior, manager of the JWT office in Montreal, succeeded Mr. Erskine and Peter T. Zarr, manager of the Toronto office, was elected executive vice president of the Canadian company.

Two N.Y. VP's • Two agency executives, who will join the parent JWT in New York as vice presidents, are L. John Sharan, now managing director in Australia, and Thomas R. Carruthers, chairman of the Australian company.

Norman H. Strouse and Dan Seymour, JWT's chairman and president respectively, noted that the moves followed by a month the appointment of Thomas F. Sutton as executive vice president-international of JWT, effective Feb. 1, 1966. Mr. Sutton, currently managing director of the Thompson company in Great Britain, will be assisted by Mr. Sharan in administering the international complex from the New York headquarters.

JWT in Australia, it was pointed out, ranks as the second largest agency in that country. Mr. Erskine as managing director will have responsibility for JWT operations throughout the Pacific area where the agency bills about $25 million in 10 offices.

It was explained that with the election of Mr. Carruthers and Mr. Erskine to vice presidencies, JWT will now have four overseas-based executives who are officers of the parent company. William Hinks, chairman of the British company, and Peter Gilow, manager of the Frankfurt office in West Germany, were named senior vice presidents in November.

Mr. Sutton's elevation to the top international post at the agency marked the first time that a non-American had been placed on the board of directors and on the executive committee of JWT.

In Great Britain, JWT operates the largest advertising agency there, employing 1,200 employees in London and has billings of about $52 million.

Abroad in brief ...

Canadian sales arm • Mel Blanc Associates, Los Angeles, has appointed General Production Service, a division of All-Canada, as its sales-service arm for Canada. GPS already has set two radio campaigns and one TV campaign for Canadian national advertisers to be created and produced by MBA.

Spanish series • NBC International, a division of NBC Enterprises, has completed dubbing of 14 new TV series for release in Spanish-speaking countries. Included among the series are I Spy, Get Smart, Convoy and two children's cartoon programs, Atom Ant and Secret Squirrel. With the addition of the new programs, NBC International now has 48 series in Spanish totaling more than 2,250 episodes.

International sales reps • American International Television has appointed sales representatives to handle the company's motion picture and cartoon product for TV in various parts of the world. Paul de Charnisy of L'Exportation Francaise Cinematographique, will represent AI TV in Continental Europe and in Iron Curtain countries; Henri Grundman of Grundman Productions, Spain and Central and Latin America; Sam Bichara of Cintei International Television, the Middle East; Jerry Soloway of Telefilm of Canada, Canada; and Fulvio Lucisano, Italian International Films, Italy.

CAB urges BBG to fill empty seats

Two vacancies for full-time members of the Board of Broadcast Governors, Canada's regulatory body, should be filled at once, the Canadian Association of Broadcasters has advised the Canadian government.

The CAB board of directors, following its November meeting at Montreal, sent a resolution to Prime Minister Lester Pearson pointing to the "unanimous and deeply felt sentiment of the private broadcasting industry of Canada concerning the necessity for immediate- ly filling these vacancies in order to strengthen the BBG, to prevent its dissolution by attrition, and for continuation of that board as the most effective.

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BROADCASTING, December 13, 1965
method of ensuring the impartial agency of control which the industry earnestly desires.

The CAB board also told the Canadian government it was necessary to fill the vacancies because of the lack of French-language representation in the BBG. Its full-time membership of three is now down to one, the chairman, Dr. Andrew Stewart. The vice-chairman, Carlyle Allision, did not have his term renewed earlier this month, and the French-Canadian representation has been vacant since the death of Bernard Goulet almost a year ago.

The government has currently under study the report of a special committee headed by Robert Fowler, Montreal industrialist.

**Canadian set sales on upswing in '65**

Sales of Canadian-made radio and television sets for the first nine months of this year are ahead of those for the same period of 1964, according to the Dominion Bureau of Statistics, Ottawa.

Ont. Canadian-made radio sales were 650,565 units in the January-September period this year compared to 550,127 a year earlier. Major sales were automobile radios with 385,688 sold this year compared to 298,350 last year. FM and AM-FM receivers made-in-Canada sold 90,191 units. No separate figures are available for 1964 period.

Canadian-made television sales were 373,381 units this year compared to 343,227 last year.

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**Loevinger heads delegates**

Commissioner Lee Loevinger will serve as acting head of the U.S. delegation to the International Telecommunication Union Extraordinary Administrative Radio Conference, scheduled to begin in Geneva, Switzerland, on March 14. The conference, which is a continuation of one on radio frequencies for aviation, that was begun in 1964, is expected to last two months.

**Canadian NC&K joins with Heggie Advertising**

Norman, Craig & Kummel (Canada) Ltd., has merged operations with the Heggie Advertising Co. Ltd., Toronto, it was reported last week by NC&K's New York office.

NC&K's Canadian branch, of which John Savage is president, will incorporate Heggie Advertising as a division, retaining the same name, management and premises. Jack Heggie is president of the company that bears his name. Two vice presidents were added to the Heggie staff: A. McDonald Robertson and J. David Lowes. The Heggie Co. has 80 clients.

**L&N buys into Madrid agency**

Lennen & Newell has acquired an interest in Arce & Potti, S. A., Madrid, it was announced by Adolf J. Togio, L&N president. This is the third agency move in Europe by L&N, which has an interest in England through Clifford Boxman & Partners, London, and in France through Impact S. A., Paris.

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**FATES & FORTUNES**


**Richard Uhl**, VP and creative supervisor of Sullivan, Stauffer, Colwell & Bayles, New York, named senior VP and creative head.

**Burtice E. Cross**, administrative officer, McCann-Erickson, Chicago, and Andre F. Rhoads, VP of Infoplan, New York, elected VP's of M-E, Chicago.

**Lee Epstein**, sales promotion art director, and **Raymond Myers**, sales promotion copy director, both with Doyle Dane Bernbach, New York, appointed VPs.


**John J. Houlahan**, director of corporate marketing research at Purex Corp., Lakewood, Calif., appointed research director of Young & Rubicam, Los Angeles.

**Fred I. Sharp**, account supervisor at BBDO, Pittsburgh, named manager of that office, succeeding **Burton E. Vaughan**, who will retire Dec. 31.

**Joseph LaRosa**, VP at Lennen & Newell. New York, joins Helitzer, Waring & Wayne, that city, as senior VP and creative director.

**James Levey**, manager of daytime programs at ABC-TV New York, appointed manager of program operations at Compton Advertising, that city. **Bruce B. Cox**, program manager for .

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**A smart addition to any newsroom**

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Dean Van Nest, group supervisor at WJTV Co., New York, appointed senior VP.

Harvey L. Brown, with promotion department of KNX-TV San Francisco, appointed assistant director of advertising-sales promotion for WABC-TV New York...

James L. Waldron, senior account executive with J. M. Mathes, New York, elected VP.

Gary Sather, timebuyer with Leo Burnett, Chicago, appointed broadcast media supervisor with MacManus, John & Adams, that city.

Dayton Ball, VP and copy supervisor with Warwick & Legler, New York.

Arizona broadcasters elect

At annual fall meeting of Arizona Broadcasters Association held Dec. 3 in Phoenix, following new officers were elected: Joe Crystall, KOOL Tucson, president; Wallace Stone, KAAA Kingman, VP, and James Ross, KVO Phoenix, secretary-treasurer. New board members elected were Bob Crites, KALU-AM-TV Yuma, and Les Lindvig, KOOL-TV Phoenix.

Robert Young, TV spot salesman for Adam Young Inc., San Francisco, named account executive for NBC Radio Spot Sales, that city.

David Frankel, with M. I. Binder Corp., Philadelphia, appointed PR account executive with Al Paul Leffon Co., that city.

Jess Lowen, research-promotion associate at The Katz Agency, New York, appointed manager, radio research.

William P. Hinds, account executive at WAKR-FM Boston, named account executive at WEEI-AM-FM there.

Arthur Strauss, with Doremus & Co., New York, named manager of general accounts division.

Norman D. Leebron, senior account executive of KBB-TV Burlington, N. J. Philadelphia, named director of sales service.

James S. Harrison, program director of WIZAM-FM Santa Ana, Calif., appointed account executive.

Martin Linker, assistant research director, WPX-TV New York, named assistant research director, TV division, Edward Petry & Co., that city.

Ben B. Baylor Jr., commercial manager of WWUE-TV New Orleans, appointed general manager of KTVI-TV Tulsa, Okla., and copy manager at KING-AM-FM-Topeka, Kan., as station manager. Larry Wagner, promotion manager for WBW-AM-FM TV, becomes general manager of KSEK.

Murray J. Green, VP in charge of sales at WABC-TV New York, appointed VP and general manager.

Lee S. Eden Jr., merchandising manager of WAGA-TV Atlanta, appointed research director for WCAU-TV Philadelphia.

Thomas E. Sibert, director of international sales for Independent Television Corp., New York, appointed VP in charge of foreign sales.

Warren Rosenberg, formerly with Screen Gems and NTA Telefilm Ltd., appointed eastern division manager of Trans-Lux Television Corp., New York.

Sheldon Berman, associated with William Morris Agency, elected sales manager of East Coast operations for Score Productions Inc., New York, supplier of music for films and TV.

Jimmy R. Rogers, production manager at Jefferson Productions, Charlotte, N. C., named sales manager.

Mike Sciscia, production director at WTOL-TV Toledo, Ohio, appointed production manager.

Bernard F. Richards elected to second three-year term as president of RCA TRAIN YOU IN TV DIRECTION, PRODUCTION AND STUDIO OPERATIONS

Study at RCA Institutes' TV or Radio Studio Schools Located in the heart of the Entertainment World.

Thorough and professional training courses take you through each phase of television and radio production...everything from camera work and film editing, to producing and directing a show. Work with professional Radio and Television studio equipment. Study under the direction of experienced men in this field. For complete information, fill out the coupon below.

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Screen Building, 1800 Broadway,
New York 19, N. Y.

Please send me complete information on your TV and Radio Radio Studio Production Courses.

Name ____________________________
Address __________________________
City __________________ State _______
Chicago Local 10, American Federation of Musicians.

Thomas J. McManus, VP in charge of international sales for MCA-TV, New York, appointed executive VP-international operations of ABC Films, that city.

Edward E. Vaughan, producer and staff director at KTTV-TV Los Angeles, joins KNXT-TV, that city, as associate director in production department.

John L. Petrie, television director at WYCT-TV Toledo, Ohio, joins WBZ-TV Boston, as producer-director.

Todd Hogan, manager and news director at WPPF Park Falls, Wis., named manager of WMIR Lake Geneva, Wis.

NEWS

Bernie Mahoney, news director of WKCW Warrenton, Va., appointed news director of WHRN Herndon, Va.

Robert Mortensen, VP and general manager of WIC-TV Pittsburgh, elected president of Pittsburgh Press Club.

FANFARE

Irv Kaze, PR director of California

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TO SUBSCRIBE mail this form with payment. Mark ☐ new subscription or ☐ renew present subscription. Subscription rates on page 7.

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BROADCASTING

1735 DeSales St., Washington, D.C. 20036

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Capitol newsmen elected


Angels, professional baseball team, named VP of Grey Public Relations Inc., Beverly Hills, Calif.

Mary Anne Nyburg, PR assistant with KVU(TV) Oakland-San Francisco, appointed director of press and PR.

Robert Pickett, manager of operations at Ruder & Finn, Washington, appointed VP.

INTERNATIONAL

Jerrold Beckerman, VP and senior project director of Grueneau Research Co., Toronto, named research supervisor of Ogilvy, Benson & Mather, Toronto.

Carlyle Allison, one of three full-time members of Board of Broadcast Governors, Ottawa, named editorial and public affairs director of CJAY-TV Winnipeg, Man. Before being appointed to BBG Mr. Allison was editor of Winnipeg Tribune.

R. S. Joyn, with commercial department of Canadian Broadcasting Corp., Toronto, appointed radio sales director of CBC.

Gerald Wooliever, art director at Botsford, Constantine & McCarty, San Francisco, named to head art department of Botsford in Tokyo.

EQUIPMENT & ENGINEERING

Leon A. Wortman, product manager of closed-circuit television systems and equipment at Ampex Corp., Redwood City, Calif., named manager of audio products. Harold W. Lindsay, technical assistant with Ampex, named manager of audio engineering department of company’s video and instrumentation division.

William E. Ross, controller at Ameco Inc., Phoenix, named sales administration manager.

William G. Robinson, sales engineer of Jerrold Electronics, Philadelphia, named manager of southern region, community antenna television systems division.

Earl Hickman, plant manager for Kaiser Aerospace, Phoenix, appointed VP in charge of engineering and manufacturing at Kaiser-Cox community antenna television there.

Gordon O. Sheppard, assistant treasurer for Memorex Corp., Santa Clara, Calif., elected treasurer.

Don Jones, with McMartin Industries, Omaha, appointed district sales manager for McMartin in Dallas.

Roger W. Slinkman, manager of engineering for receiving tubes for Sylvania Electric Products Inc., Emporium, Pa., appointed engineering manager of color tube operations for Sylvania at Seneca Falls, N. Y.

ALLIED FIELDS

Edward J. Pfister, information services chief, National Educational Television, New York, appointed director of information services of National Center for School and College Television at Indiana University, Bloomington, Ind.

DEATHS


John Ellers, 55, purchasing agent for ABC’s western division, died of heart attack Dec. 2 in Hollywood hospital. Surviving are his wife and son.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Dec. 1 through Dec. 8 and based on filings, authorizations, and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—auroral. CATV—community antenna television. Cert.—critical. CP—channel permit. D—day. E—effective. ERP—effective radiated power. kW—kilowatts. hrs.—hours. km.—kilometers. kw—kilowatts. LON—Loren. M—minute. m.p.h.—miles per hour. MHz—megahertz. P.O.—post office. PUD—public utility district. ser.—series. SCA—spectrum ancillary communications. SUN—sunlight. tact.—transmitted. Vic.—vicinity. watt.—watt. w.v.—watts. VSAT—very high frequency. VHF—very high frequency. viz.—visual. w.—watts. 

New TV stations

**ACCOUNTS BY FCC**

*Alliance, Neb.—Nebraska Educational Television Commission, granted CP for new TV on VHF channel 9 (190-192 mc); ERP 318 kw vis. 651 air. Ant. height above average terrain 1,335 ft. above ground 1,495 ft. (55° 25' 5'').

*Moraine, Pa.—Cox Broadcasting Corp., granted CP for new TV on UHF channel 18 (422-424 mc); ERP 251 kw vis. 951 air. Ant. height above average terrain 387 ft. above ground 385 ft. P.O. address Box 2340, Kettering, Ohio. Estimated construction cost $138,200; first year operating cost $295,500; revenue $400,000. Studio location Kettering, trans., location Moraine, Ohio. Geographical coordinates 38° 43' 11'' north lat., 84° 13' 20'' west long. Type trans. RCA TTU-4A, type ant. RCA TUR-66.

*Quinlan, Tex.—Kittyhawk Broadcasting Corp., granted CP for new TV on UHF channel 18 (448-450 mc); ERP 20 kw vis. 2,42 kw air. Ant. height above average terrain 187 ft. above ground 368 ft. P.O. address Box 2202, Kettering, Ohio. Estimated construction cost $318,200; first year operating cost $595,500; revenue $400,000. Studio location Kettering, trans., location Moraine, Ohio. Geographical coordinates 38° 43' 11'' north lat., 84° 13' 20'' west long. Type trans. RCA TTU-14A, type ant. RCA TUR-66. Legal counsel Welch and Morgan, Washington; consulting engineer: George Bergin, Fairlax, Va. Principals: John A. Kemper (35%), Raymond Arn, Kenneth D. Caywood, Robert Frame (each 17%), John H. Pearson (10%), and Victor J. Cassene (8%). Kittyhawk Broadcasting Corp., corporation for new LPFM station in Kettering. Messrs. Pearson and Cassene each have 300 shares of stock in Cox Broadcasting Corp. Mr. Arn is vice-president and has 15% interest in Film Associates Inc. Dayton, Ohio; production and lab service film firm. Action Dec. 1.

APPLICATIONS


*Mount Dora, Fla.—WFDM-AM-FM, granted CP for new FM on 102.7 mc; ERP 1,250 watt; frequency 102.400 mc. Ann. Dec. 7.

New FM stations


New CALL LETTERS


ASSIGNED \(^\text{WTVS}(\text{FM})\)

Beloit, Wis.- trustees of Beloit College. Assigned \(^\text{WBCR}(\text{FM})\), Shawano County Leader Publishing Co. Assigned \(^\text{WTCF}(\text{FM})\).

Ownership changes

ACTIONS BY FCC

WAPX Montgomery, Ala.—Granted assignment of license from Walton Mont-gomery Inc. own-ership group to Walton Brown, Inc. Assigned \(^\text{WAVE}(\text{AM-AM-TV})\). Granted assignment of license by Spalding & Spalding (40%), George W. Dean Jr. (15%), 30% common carrier (21%). Consideration $100,000. Mr. Spalding is managing agent for WAVE. Town-ger and Garner are attorneys and Mr. Moore is banker. Action Dec. 3.

KIHIB 

WYAM-AM-Erie, Pa.—Granted assignment of CP authorizing new AM broad-cast station to Camila City Tele-casters. Assigned \(^\text{WALN}(\text{AM-TV})\) for new AM-FM on Dec. 24, 1951.

APPLICATIONS

Conway, Ark.—Brown Broadcast Inc. 105.1 m. No change. Assigned \(^\text{KDRG}(\text{AM-AM-TV})\) on Dec. 24, 1951 with average terrain 148 ft. Estimated construction cost $2,400; first year operating cost $12,000; revenue $15,000. Mr. Brown is sole owner of \(^\text{KDRG}(\text{AM-AM-TV})\). No action.

Milwaukee, Wis.—Grant application for new FM on Dec. 24, 1951. Assigned \(^\text{WMGM}(\text{FM})\) on Dec. 24, 1951 with average terrain 330 ft. P.O. address 1931 North Oakdale Avenue, Milwaukee. Estimated construction cost $4,200; first year operating cost $12,000; revenue $15,000. Mr. Murphy has 50% interest in \(^\text{WGLB}(\text{FM})\) in WIGM Medals, Wis. Action Dec. 2.

APPLICATIONS

Conway, Ark.—Brown Broadcast Inc. 105.1 m. No change. Assigned \(^\text{KDRG}(\text{AM-AM-TV})\) on Dec. 24, 1951 with average terrain 148 ft. Estimated construction cost $2,400; first year operating cost $12,000; revenue $15,000. Mr. Brown is sole owner of \(^\text{KDRG}(\text{AM-AM-TV})\). No action.

Milwaukee, Wis.—Grant application for new FM on Dec. 24, 1951. Assigned \(^\text{WMGM}(\text{FM})\) on Dec. 24, 1951 with average terrain 330 ft. P.O. address 1931 North Oakdale Avenue, Milwaukee. Estimated construction cost $4,200; first year operating cost $12,000; revenue $15,000. Mr. Murphy has 50% interest in \(^\text{WGLB}(\text{FM})\) in WIGM Medals, Wis. Action Dec. 2.
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by Broadcasting, Dec. 9

ON AIR NOT ON AIR TOTAL APPLICATIONS

Lic. CP's for new stations CP's CP's
AM 4,012 22 77 381
FM 1,375 24 71 243
TV-VHF 241 28 78 153%
TV-UHF 93 17 78 ........

AUTHORIZED TELEVISION STATIONS
Compiled by Broadcasting, Dec. 9

VHF UHF Total
Commercial 513 188 701
Noncommercial 67 62 129

COMMERCIAL STATION BOXSCORE
Compiled by FCC, Oct. 31, 1965

AM FM TV
Licensed (all on air) 4,013 1,379 564*
CP's on new stations 26 29 37
CP's not on new stations 71 191 94
Total authorized stations 4,114 1,569 656
Applications for new stations (not in hearing) 298 202 89
Applications for new stations (in hearing) 66 43 56
Total applications for new stations 364 245 145
Applications for major changes (not in hearing) 36 1 14
Applications for major changes (in hearing) 246 53 29
Total applications for major changes 282 54 43
Licenses deleted 0 1 0
CP's deleted 1

* Includes two licensed VHF stations and one licensed UHF station off the air.


WKTC Charlotte, N. C.---Granted assignment of license from Queen City Broadcasting Co. to WKTC Radio Corp., owned by Action City Broadcasting Corp. Consideration $316,500 plus $10,000 for non-competition agreement. Action Dec. 9.

KGXO Fargo, N. D.---Granted assignment of license from North Dakota Broadcasting Co. to KGXO Broadcasting Co., owned by Hart N. Cardozo Jr.; Mr. Cardozo has control of both companies. Service area includes Bismarck, Watertown, and Fargo. Action Dec. 9.


WBIP Booneville, Ark.---Granted voluntary assignment of license from Edgar H. Wilson, owner of WBIP and WRIP-AM, to the latter owner of WRIP-AM. Action Dec. 9.

KGMJ Havre Mont.---Assignment quoted in Broadcasting Nov. 1 was incorrect. Correct hearing was $129,394.50 for sale of 461 shares of stock.

WMBO-AM-FM Auburn, N. Y.---Seeks transfer of control of license to licensed co-owner. WMBO, from Licensing Oswego (50.8% before, 39.5% after), to Mr. Ronald A. Smith (20%). Action Dec. 9.

WHYZ Greenville, N. C.---Seeks assignment of CP authorizing new AM from Thomas C. Fleet Jr., of W. M. Broadcasting Corp., and John Hudson Fleet db/a/fleet Enterprises Inc. to Thomas C. Fleet Jr., John Hudson Fleet (each 25%), and John Hudson Fleet (75%). Action Dec. 9.

WACF Clarksdale, Miss.---Granted voluntary assignment of license to WACF by M. E. Phillips Sr.; Mr. Phillips is in control of both companies. Action Dec. 9.

WSEK Arkansas City, Kan.---Granted assignment of CP from Arkansas City Broadcasting Co. to WSEK Broadcasting Co., owner by Sid W. Richardson Foundation (24.7%), Gene L. Cagle (19.3%), Perry R. Bass (15.8%), and eight other individuals totaling 25.8%. Broadcast license is of KIDA-TV Amarillo and KBID McAllen, both Texas, and KPDF-TV Clvis, N. M. Consideration $250,000. Action Dec. 9.

WOPJ-AM-FM Bristol, Tenn.---Granted assignment of license from Pioneer Broadcasting Corp., owned by Don Ward (77.8%), Edred F. MacLeod (11%) and John C. Thomas (11%), to Tri-Cities Broadcasting Co., owned by E. O. Roden (40%), N. O. Soles (26%), J. E. M. Green (26%), and W. C. Tate (16%). Action Dec. 8.

WPIT-AM-FM Kalamazoo, Mich.---Seeks transfer of control of license by WPIT from WPIT Corp. to Charles T. Wilcox, owner (75% before, 50% after). Action Dec. 8.

WABC New York---Granted assignment of CP from George Klein, E. W. Fitzgerald, Parker C. Henderson and Pierce Thomas db/a/c Calvilles Broadcasting Co., to Paul Piper tr/a tr Piper Broadcasting Co. Consideration $2,000. Mr. Piper has majority interest in five firms that engage in manufacturing, selling and servicing farm machinery. Action Dec. 8.

KLUR-FM Wichita Falls, Tex.---Granted voluntary assignment of license to Nortex Broadcasting Co., from Fred S. Marks (100% before, none after) to Bobby J. Mills (none before, 75% after) and George B. Travnikoff (none before, 25% after). Mr. Mills is part owner of various family investments, including storage, tractor, and feed companies, and is sole owner of property rental enterprise. Mr. Travnikoff is general manager of KLUR-FM. Action Dec. 2.

KSP-AM-FM Salt Lake City---Granted assignment of license from Ralph E. Whinn, Mr. Henry Hilton and Lyle O. Wahlquist db/a Seagull Broadcasting Co. to KSP-AM Inc. Assignment is for pro forma incorporation of previous partnership for legal convenience. No financial consideration. Action Dec. 6.


APPLICATIONS

KIRM-AM (FM) Bakersfield, Calif.---Seeks transfer of control of license corporation, Stereo Broadcasting Co., from E. D. Sonderegger and James E. T. Bingham with price (each 33% before, none after) to Harold J. Brown (33% before, 50% after) and James E. T. Bingham (33% before, 20% after). Action Dec. 6.

KFMU-AM (FM) Los Angeles---Seeks assignment of license and CP from KGMJ Inc. to Roger Jones (46.75%). Consideration $300,000 in note payable to International Communications Inc., pari passu to offsetting debts incurred by KFMU-AM (FM). Action Dec. 6.


KHMU Houma, La.---Seeks assignment of CP from St. Anthony Paleolithic Corp. to Delta Teleradio Corp. owned by Denver T. Bancroft and Northern Corp. (each 50%). Mr. Brannen is sole owner of KICL-AM-FM Houma, WLUX Baton Rouge, both St. James; WDLM Lake Charles, Fla., WYNN-AM-FM Brunswick, Ga., and is 15% owner of assignee. Assignment is by owner of WNOR-AM-FM Norfolk, Va. Consideration $181,538 for transfer of 50% interest.

KCKW Jena, La.---Seeks assignment of license from A. H. Calvin Sr., Robert C. Wagner and R. W. Wagner db/a/la batteries to Robert C. Wagner and R. W. Wagner db/a/la batteries. Consideration $72,500 for transfer of 50% interest.

WDBT Duluth, Minn.---Seeks assignment of license from WMT-AM Radio Suburbs Inc. Radio Suburbs Inc. is solely owned by Paul Piper, and is licensee of KHSI St. Louis Park, Mich. In addition White Owl owns, through Anewcast Communications, Inc., WNAX Consideration $329,000. Action Dec. 2.

KRMV Havre Mont.---Assignment quoted in Broadcasting Nov. 1 was incorrect. Correct consideration was $129,394.50 for sale of 461 shares of stock.

WMBO-AM-FM Auburn, N. Y.---Seeks transfer of control of license to licensed co-owner. WMBO, from Licensing Oswego (50.6% before, 39.5% after), to Mr. Ronald A. Smith (20%). Action Dec. 9.

WEAC Gaffney, S. C.---Seeks transfer of control of license corporation, Gaffney Broadcasting Inc., from E. Raymond Parker to E. Raymond Parker and Bright G. Parker (50% before, 50% after). Action Dec. 9.

WHZC Lowndesboro, Ala.---Seeks transfer of control of license corporation, WHZC Broadcasting Co., from W. H. Tartz (50%), to Edward F. Henn (50%). Action Dec. 9.

WFOX Milwaukee---Seeks assignment of license from Fox Broadcasting Corp., wholly owned by Marine Capital Corp. of Milwaukee, to Fox Broadcasting Co., a new corporation owned by principals named below. Former Fox Broadcasting is to be known as F. B. Smith Corp. Eugene W. Murphy (56%), Herbert H. Lee (44%) and Philip A. Dywer (4%) and VP of Gateway Transportation Co.; Mr. Lee is new owner. Action Dec. 9.

WJRB Montgomery, Ala.---Assignment quoted in Broadcasting Nov. 1 was incorrect. Correct consideration was $186,000, Action Dec. 9.

WJRN Montgomery, Ala.---Assignment quoted in Broadcasting Nov. 1 was incorrect. Correct consideration was $186,000. Action Dec. 9.

Hearing cases

FINAL ACTIONS

BROADCASTING, December 13, 1965

by a decision, covering grant of corporation application of American Colonial Broadcasting Corp. to increase ERP of station WKBW (Buffalo), 11 kw to 133 kw, using directionalized pattern. In 9th 1965, Commission announced issues and revise hearing procedure filed by Yale P. Mundo Inc. Action Dec. 1 and disposed of related pleadings, Commission hearing Loevinger continued in result. Action Dec. 2.
ETV fund grants

Following grant for educational television has been announced by Department of Education and Welfare:

Columbia, S. C.—South Carolina Education Television Commission; $296,859,000 on channel 35, Columbia. Total project cost $592,441.

for additional extension of time to Dec. 28 to file replies to oppositions to its motion to Dec. 12 for proceeding on matter of Dec. 6.

In proceeding on application of WHAS Inc. for new translator station on channel 49-WKSM, reviewing examiner directed for new FM station granted for new station in operation in West Central烘焙ers Co. Inc. for new AM station in Xenia, Ohio. Action Dec. 3.


Granted petition by West Central Ohio Broadcasters Inc. for leave to amend its application for new AM station in Xenia, Ohio, as to its financial qualifications and retained in hearing status amended application. Action Dec. 3.

By Hearing Examiners Elizabeth C. Smith, Thomas H. Donahue, and Sea Schindles,

In Southington, Conn.—Lebanon, Pa.—Columbia, S. C.—South Carolina Education Television Commission; $296,859,000 on channel 35, Columbia. Total project cost $592,441.

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In Southington, Conn.—Lebanon, Pa.—Columbia, S. C.—South Carolina Education Television Commission; $296,859,000 on channel 35, Columbia. Total project cost $592,441.
**RADIO**

**Help Wanted—Management**

Major market chain operation—best facility in excellent radio market. Opportunity for right man with proven record of management experience. Should earn $30,000-$40,000 per year with salary and bonus arrangement. Also stock option. Experience, recent biography and references. Box M-132, BROADCASTING.

*Alaska. Man and wife combination. Ideal situation for young couple who want to gain thorough knowledge of all phases of radio.*

Some experience required. First phone desirable but not mandatory. Box M-132, BROADCASTING.

General manager, fully experienced in local sales for a 24-station central Washington State radio operation. Strong personality and proven ability to work hard. Married, and ready to step up with local radio. First phone please. Send resume, biography and references. Box M-134, BROADCASTING.

Manager strong on sales... excellent pay... immediate opening for Ellenville, N. Y. Send replies to J. Z. Elkin, 6 Hickory St., Ellenville, N. Y.

**Sales**

Aggressive, skilled and experienced radio salesman needed. Must be able to network, to approach and present a story. 50 kw quality music station. Good salary plus. You must have had tested & proven career in sales.

Syndication experience helpful. Send resume, picture, references. Box L-185, BROADCASTING.

Salesman with management potential. Well-capitalized, stock-station rich northeast market. Owner of high reputation. Work with pros and plenty of dollars. Build billing rapidly and advance to area or station mgmt. Top drawer. Write fully. Inc. billing history to President, Box M-5, BROADCASTING.

Leading good music AM-FM station in major southern market. Salary plus. Satisfaction that can be had. Have tested & proven career in sales. Syndication experience helpful. Send resume, picture, references. Box M-185, BROADCASTING.

Sales team wanted in southern market of half-million. Telephone or in-person sales on commission basis. Station well rated and received, management easy to work with. Box M-150, BROADCASTING.

Need stable radio salesman interested in permanent employment in good community. Send full details, salary and snapshot to Manager, KWS, Ronwell, New Mexico.

**RADIO**

**Help Wanted—Announcers**

Wanted: Sales manager radio station WHSM, Hayward, Wisconsin. Full details contact Box 550, Rice Lake, Wisconsin.

**Help Wanted—Announcers**

Capable production-man-announcer, eventually to move into morning slot. Stable, midwest competitive market of 55,000. Tape, Drawer B-399, BROADCASTING.

DJ with first phone wanted for central New York evening show. Good working conditions. Box L-114, BROADCASTING.

Top 40 DJ for fast moving, promotion minded station in New England. Resume and tape. Box M-31, BROADCASTING.

Wanted: C&W disc jockeys with top 40 pace and production. First class ticket preferred. In Houston. Box M-4, BROADCASTING.

Can you please listeners without low comedy, sound effects and trash statements? Are you reasonably well informed? Do average listener's mental age is above twelve? Do you have a pleasant voice? If the answer is yes and you want to associate yourself with one of the finest good music stations in the area, send us your radio delivery, music introductions, informal talk and ad lib commercials to Box M-9, BROADCASTING.

Immediate opening for experienced staff announcer. Salary $15,000 with minimum 10 years experience. Salary commensurate with experience and location. Box M-35, BROADCASTING.

Like top 40? Midwest 24-hour station needs lively singer... Now! Box M-48, BROADCASTING.

Wanted: Top flight dj. Must be professional and humorous. Medium to large market. Good working conditions. Box L-194, BROADCASTING.

Opportunity for right man in rapidly growing Florida market. Box M-97, BROADCASTING.

Wanted: Announcer who can write and produce spots, has highly successful midwest FM stereo awaits the person who can qualify. Must be capable to do more than talk on the radio. We need an announcerproducer who would enjoy working in a most FM stereo station that has the same market appeal. Send resume and letter of interest. Box M-31, BROADCASTING.

We're part of a successful group of radio & TV properties. We are professionals. If you are, apply, Box M-62, BROADCASTING.

Mid-Atlantic CBS affiliate needs an experienced announcer with play-by-play sports experience. This first opening in five years. We need this man by January 1. Box M-72, BROADCASTING.

If you possess first class license and announce, there's a job available in Maryland. Box M-55, BROADCASTING.

Suburban Chicago station looking for announcer with first phone. Permanent position. $135, Christmas bonus and resume to Box M-91, BROADCASTING.

Mature, experienced announcer wanted for recognized good music station. Board room... have third class license with broadcast endorsement. Send resume and cover letter and 100 mile radius of Dallas, Texas. Send tape, references, picture, Box M-35, BROADCASTING.

Aggressive northern Virginia radio station looking for 2 experienced announcers. One should be able to tape with 1st phone. No maintenance required. Plenty of chance for advancement; this is a multiple ownership operation. Enthusiasm on the radio we're interested. Are you? Box M-107, BROADCASTING.

**Announcers—(Cont'd)**

First class ticket. Experience. Southwest. Send tape, Box M-169, BROADCASTING.

Wanted: morning man for Ohio station in thriving market of 35,000. Dad's day experience necessary. Will also do some news—a fine opportunity for a personality on the way up—start $100 weekly. Send tape and resume to Box M-134, BROADCASTING.

Opening soon. Experienced announcer for morning shift at adult formatted station. No screamers. CBS affiliate, located in northern California. Send resume, picture, and audition tape to: KINS Radio, P.O. Box C, Eureka, California. No phone calls.

Smooth top 40 announcer 1st phone to take over 9 to midnight hour. Experience in produc- tion. Draft took our best man. Looking world-wide now. He'll find you, and knows how to smile. If you a poet, hot-shotcq, we know it all. Write complete resume, aircheck in first letter to Box L-194, KPUG, Bellingham, Wash. 98225.

Wanted: ... "Air personality" ... no maint. required. Must be strong commercial and news announcer. Be able to do show that programs bid bright and familiar sounds 5:00 FM-11:00 AM. Send tape, resume and picture to Art Specter, WABR Radio, Orlando, Florida. There's an opening now.

5000 watt station has immediate opening for a talented, experienced announcer and 1st class license. Call 703-942-1152. WAN, Virginia, Virginia.

**Michigan station—**immediate opening for experienced announcer. Adult format. Good working conditions. Send tape, resume and picture to Leo Jylha, WBCN, Bay City, Michigan.


FM station—want quality sound, dependability. Night and weekend hours. Position with WFCO, Joe Warner, WFMA, Rocky Mount, N. C.

Is there such a guy? First phone, pleasant, interesting, good voice, some news back- ground, knowledge of C&W music, all this and "hip" too? You? Hmmm. Tape and photo, resume etc., to Robert Scott, WFYI, Roosevelt Field, Garden City Long Island, N. Y.

Immediate opening for announcer with third class ticket with broadcast endorsement. Call Morris Schiebberger, WGHO, Grayson, 585-5144.

Immediate opening for dj announcer with third class endorsement ticket for "Middle- of-the-road" stations. Experience and above average. Contact WOTN, Georgetown, S. C.

Washington, D. C. metropolitan area is first ranked. WBMC, serves expanding regional market. Good location, promotion. Go out there... bright announcer. Quick, call 301-946-9840.

Announcer, engineer, with 1st phone for Albany, Georgia. No maintenance. Jim Rivers, WMG, Cordele, Georgia.

**Immediately—Announcer, some experience. WVOS-AM-FM, Liberty, N. Y.**

Wanted—announcer who would like to sell good small market—wonderful place to live. Call Sandy Guerry—414-35-7957—collect.
By Hearing Examiner Herbert Sharpman

**Granted request by Capital Broadcasting Corp. and pending petition by TV's for additional time; and granting of non-commercial educational FM's in New York, N.Y.**

**Continued**

By Hearing Examiner Jay A. Kyle

**In proceeding on applications of WTCN Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), Minneapolis, granted petition by Wink City Area Educa
tional Television Corp. to extend time to Dec. 29, 1965, to exchange its exhibits. Action Dec. 6.**

By Hearing Examiner Forrest L. McClennan

**In Costa Mesa-Newport Beach, Calif., et al consolidated AM proceeding; denying joint petition by Orange Radio Inc. Pacific Fine Music Inc. and Goodson-Todman Broadcasting Inc. to add “Evansville” issue as to Topanga Radio Broadcasting Co. application. Action Dec. 3.**

By Hearing Examiner Chester F. Naumowicz Jr.

**Granted request by Broadcast Bureau to continue Dec. 6 oral argument to Dec. 7 in proceeding on applications of Chicago-
land TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 50 in Chicago. Action Dec. 3.**

**In proceeding on applications of Chi-
cagoLand TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 50 in Chi-
cago, denied petition by latter for leave to amend its application. Action Dec. 1.**

By Hearing Examiner Sol Schildhause

**Granted request by Circle L. Inc. to extend time from Dec. 13 to Dec. 21 for exchange engineering material in proceeding on application for a FM station in Rehoboth, Mass. Action Dec. 2.**

**In proceeding of settlement agreements between Catoctin applicants in Loudon, Va. and Catamount, AM proceeding, continued indefinitely further hearing. Action Dec. 1.**

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**FLORIDA
SINGLE MARKET STATION**


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**FOR SALE**

**Stations**

Midwestern AM

Exclusive growth market fullerime. 1 kw day—250 night. Showing good profit. $85,900.00—terms. Full details to financially qualified buyer. No Brokers. Box M-32, Broadcasting.

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**FOR SALE**

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through Dec. 8. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

- Indicates a franchise has been granted.
- Indicates an application has been allowed.
- Indicates an application has been disallowed.
- Indicates a franchise has been denied.

Sacramento, Calif. — Smiley-Young Co. of Sacramento, has applied for a franchise for Oak Park in the city. The city will receive a $5 monthly service charge. The application will be heard at a council meeting.

Oak Park, Ill. — A franchise for Oak Park has been granted. The franchise fee is $500.

Glenview, Ill. — A franchise for Glenview has been granted. The franchise fee is $500.

Cleveland, Ohio — A franchise for Cleveland has been granted. The franchise fee is $500.

Columbus, Ohio — A franchise for Columbus has been granted. The franchise fee is $500.

Baton Rouge, La. — A franchise for Baton Rouge has been granted. The franchise fee is $500.

Houston, Texas — A franchise for Houston has been granted. The franchise fee is $500.

San Francisco, Calif. — A franchise for San Francisco has been granted. The franchise fee is $500.

Los Angeles, Calif. — A franchise for Los Angeles has been granted. The franchise fee is $500.

Rulemakings

PETITIONS FOR RULEMAKING FILED

- "KEN-TV San Antonio, Tex. —Southwest Texas Educational Television Corp. requests amendment of rules for business radio service topersons utilized for CATV purposes to also provide service to local educational television stations. Ann. Nov. 15.

DISMISSED

WXCV Knoxville, Tenn. — Knoxville Radio Tel Inc. requested institution of rule-making proceeding looking toward assignment of FM channel 224A to Knoxville. Dismissed by commission letter Nov. 12.

New calls letters requested


WJMA-FM Delafield, Wis. — WJMA-FM Delafield, Wis. has been granted a franchise for a new FM station. The franchise fee is $500.

WJMA-FM Delafield, Wis. — WJMA-FM Delafield, Wis. has been granted a franchise for a new FM station. The franchise fee is $500.

WJMA-FM Delafield, Wis. — WJMA-FM Delafield, Wis. has been granted a franchise for a new FM station. The franchise fee is $500.

WJMA-FM Delafield, Wis. — WJMA-FM Delafield, Wis. has been granted a franchise for a new FM station. The franchise fee is $500.
L O U Nelson's today is thinking tomorrow. Even after three decades at Chicago's Wade Advertising Inc. he still finds it hard to look back because he has spent so much of his energy looking but one way—forward.

This talent for tackling the problem at hand while pushing ahead to find an even better solution for next time has characterized his agency career. He has exercised it successfully on behalf of a range of broadcast clients, first as time-buyer, then as media director and vice president, marketing director and later as senior vice president and director of marketing services.

Expert Builder Last June when he became executive vice president, corporate affairs, Mr. Nelson acquired an important new client, the agency itself. Now he devotes his attention principally to the areas of long-range planning, financial discipline and the other internal building blocks that will help assure Wade's continued growth.

For so many years the agency had its identity in the world of advertising so completely intertwined with that of its most outstanding broadcast success story (Miles Laboratories' Alka-Seltzer, now handled by Jack Tinker and Partners) that it was difficult to fully communicate Wade's diversification. Wade continues to handle several major brands for the Miles Products Division. These are Bactine, Chocks vitamins, One-A-Day brand vitamins, One-A-Day Plus Iron vitamins and Nervine.

The agency also represents a variety of other firms and products. Included among these are Barbara Ann Baking Co., Bond Stores, Campana Corp., Certified Grocers of California, Dow Corning Corp., Falstaff Brewing Co. 's Pacific Coast Division. Fannie May Candy Co., Hamilton-Beach, Signal Oil Co. and Toni Co.'s Deep Magic Dry Skin Conditioner, Deep Magic Facial Cleansing Lotion and Casual Hair Color.

Wade's total billings are about $22 million. More than three-quarters of this goes into television and radio.

Mr. Nelson also is vice chairman of Wade's corporate plans board, member of the executive committee, a director of the firm and trustee of its profit sharing plan. Wade was incorporated in 1960. It also has offices in Los Angeles and New York.

Meeting the Challenge Mr. Nelson won't argue with the predictions of many on the advertising agency scene that the trend appears to be that big agencies will get bigger and that many medium-sized agencies and smaller agencies may have to specialize to survive. But he doesn't feel the outlook for the medium-sized and small agencies is quite as gray as some suppose.

He chooses the bricks to buttress Wade

"There will always be clients who want the individual attention that the medium agency can provide and who don't want to get lost in the giant agency corporation," he says.

There also may be areas of resources and functions where the small and medium-sized agencies can get together and share new and costly facilities, he feels, thus enabling them to compete effectively with the large agencies. One such area could be data banks and computers, he notes.

Mr. Nelson already is exploring this possibility informally in conjunction with Harold Rosenzweig, senior vice president of North Advertising Inc., which also handles Toni Co. brands.

Their talks so far have included about a dozen Chicago agencies.

The computer facilities would be at the offices of an independent service bureau, Mr. Nelson explains, and would be used initially for pure research. Media probing probably would come first, searching out the highest efficiencies of various mixes and the greatest reach. Each agency would purchase its own highly skilled staff experts to maintain the exclusivity of each's work.

Data to Dollars Even if the cooperative venture is worked out, Mr. Nelson notes, it would probably take a few years before the program could be used in the media department for actual buying of radio and TV time. Some aspects, however, might be more immediately applicable.

Computer-equipped service companies already are providing agencies with sophisticated but more efficient and less costly "housekeeping" facilities such as billing, payrolls and commercial talent residuals, Mr. Nelson points out. These enable agencies to concentrate more closely on their main function, creating advertising, he adds.

Whenever Mr. Nelson does look back he is always surprised at how quickly the business of broadcasting has moved into the world of the computer. It has been a long step from the time he measured the strength of shows like Lunt 'n Abner and the National Barn Dance on the basis of the mail pull. Yet in either case, he says, the final judgment must rest with the sponsor's cash register.

"Miles Laboratories was unique because the company had leadership that was willing to try an uncharted medium," Mr. Nelson recalls. "Broadcasting was very productive," he relates, and "as a result Miles continued to invest more and more in radio, then later TV, as sales went up.

'Keep Searching' Mr. Nelson probably could be credited with foreseeing the problems involved in ratings and timebuying about as early as anyone. In a 1942 news account he warned: "'Ratings have been abused. They are of relative value, intended to indicate the popularity of one program in relation to other programs." But he will admit most agencies still find it hard to argue for the vital intangible factors of station quality and management when clients insist on hard figures to justify mathematically each dollar justify each dollar spent on their ads.

Mr. Nelson never ceases to explore this subject, while constantly probing the reasons for unreached audiences and studying the effect of the rising total of impressions hitting viewers each day. He is certain the answers are discoverable—somewhere in the realm of creative ingenuity.

WEEK'S PROFILE


**EDITORIALS**

**ABC, ITT, A-OK**

The government will undoubtedly want to take a hard look at the merger of ABC and ITT, but according to information now available there would seem to be no reason why the merger should not be approved. Certainly there is no reason for undue delay while staffs at the FCC, Securities and Exchange Commission, Internal Revenue Service and Department of Justice pick apart the structures of the two companies in hope of finding some cause for objection.

On the surface the merger promises to add competition to the broadcasting business. For that reason alone it is in the public interest.

Television has become big business. The risk capital needed by a network to compete these days gets bigger every year. Aside from the money it must spend for program development, ABC is faced with a capital investment of some $75 million in physical plant to equip its television network and owned and operated stations for color origination. As part of a large and diversified corporation, ABC will find it easier to invest in television’s future than it would if it continued in its present form.

One salutary effect of the ABC-ITT negotiations has already been recorded. In the same week that ABC’s ratings were disclosed to be third again in the network race, ABC’s stock rose strongly in response to news of the proposed merger. It’s all to the good if the market can be made to react to hard financial news instead of ratings reports, the questionable index to which it has earlier reacted.

**Winged by their own weapon**

The evidence is now irrefutable that the FCC is using the National Association of Broadcasters’ radio and television codes as its own mechanisms to control the number of commercials that may be broadcast.

This development should come as no surprise. It has been brought about by the broadcasters themselves and their inflexible determination to set explicit standards for commercial quantity. The organized broadcasters have continued to enlarge their apparatus of self-regulation while being warned repeatedly that the apparatus could some day be taken over by the government.

The warnings have come true, as a “Perspective on the News” report in last week’s issue of this magazine made evident. Case by case, as applications for license renewal are discovered to show commercial quantity exceeding the limitations in the codes, the commission is beginning to exact promises of code adherence at the price of license renewal. Those promises will be available for comparison with performances at the next renewal time.

FCC Chairman E. William Henry, according to last week’s story, makes no secret of his intention to establish commercial limitations “as close to the code as possible.” For the moment at least he apparently commands the votes to put his policy into action.

If any broadcaster is still unconvinced that the FCC is serious in its purpose, he may consult the new radio reporting form that must be submitted with renewal applications beginning next year. One question will require the applicant to report, for a composite week, the number of 60-minute segments containing as much as 14 minutes of commercial time, the number containing between 14 and 18 minutes of commercials and the number containing more than 18 minutes of commercials. Those figures are lifted from the NAB radio code which prohibits the broadcast of more than 18 minutes of commercials in any one hour or of an average of more than 14 commercial minutes per hour during a week’s broadcasting. Once the new form is in use, the FCC staff will have no trouble at all comparing radio performance with the code limitations.

A new reporting form for television renewals is now under consideration. We have no doubt that if the Henry wing gets its way, it will contain a handy means of discovering whether applicants have stayed within the television code’s limitations of no more than 10 minutes and 20 seconds of commercials per hour during three hours of prime time and 16 minutes and 20 seconds of commercials per hour in other periods.

Right now nobody seems to be resisting the FCC. As stations are questioned about their commercial practices, they are docilely promising to limit their future volume of advertising to the levels that produce license renewal. The NAB, apparently attuned to the submissiveness of its members, is still proclaiming the codes to be impregnable defenses against government regulation.

The technique now being pursued by the FCC is in defiance of a House resolution adopted in early 1964 to prohibit the FCC from making rules to limit commercialization. That resolution was the result of a broadcaster campaign generated by the FCC’s proposal to adopt in its own formal regulations the commercial limitations in the NAB codes. Though the FCC has not passed a rule, it is moving toward the attainment of that same end through the case-by-case approach.

But assuming that once again the broadcasters were able to get the Congress to head the FCC off, they would still be left with the mechanism that is really the root cause of their trouble. As long as their codes contain explicit limitations on commercial time, there will be no permanent defense against the use of those codes by the government. Isn’t it time the broadcasters publicly admitted what all of them privately know: that no single set of rigid rules can realistically be applied to all stations in all circumstances? If there must be codes, let them be generalized enough so that all broadcasters of good conscience can abide by them. Newspaper and magazine codes place no mathematical limits on advertising volume.

Right now 56% of all radio stations and 34% of all television stations do not subscribe to the codes. Yet the FCC has adopted the commercial provisions of the codes as the standard for everyone. The inequity of that situation ought to be clear, even to the most rigorous defenders of self-regulation.

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*“He can be just as surly as Ben Casey if you don’t pay your bill!”*