



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIALS LIB
USAF AIR UNIV
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36113 EXP 2/65

Radio-TV appeal shows in gains of broadcast stocks. p25
BAR study projects TV billings for 1965. p28
Gag on news media getting more popular. p50
'What's Lyndon Johnson going to do with the FCC?' p56

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Radio sends the word fastest

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

A blizzard strikes and most people turn to Radio first for vital weather news. For selling messages too, Radio spreads the word fastest. And, Spot Radio delivers the news of your product to millions, quickly, economically and selectively.

NEW YORK · CHICAGO · ATLANTA · BOSTON · DALLAS · DETROIT
LOS ANGELES · PHILADELPHIA · SAN FRANCISCO · ST. LOUIS

How to win the nation's top award for TV editorializing

Don't just come out fearlessly in favor of motherhood and canoe safety. Take firm stands on controversial issues: taxes, legislation, community affairs.

You may get some letters telling you to eat worms. We do.

But you may also get lots of letters praising your editorials and asking for printed copies. We do. In fact, we sent out nearly a hundred thousand such copies this past year alone.

Best of all, you may win the Radio and Television News Directors Association's annual award for editorializing.

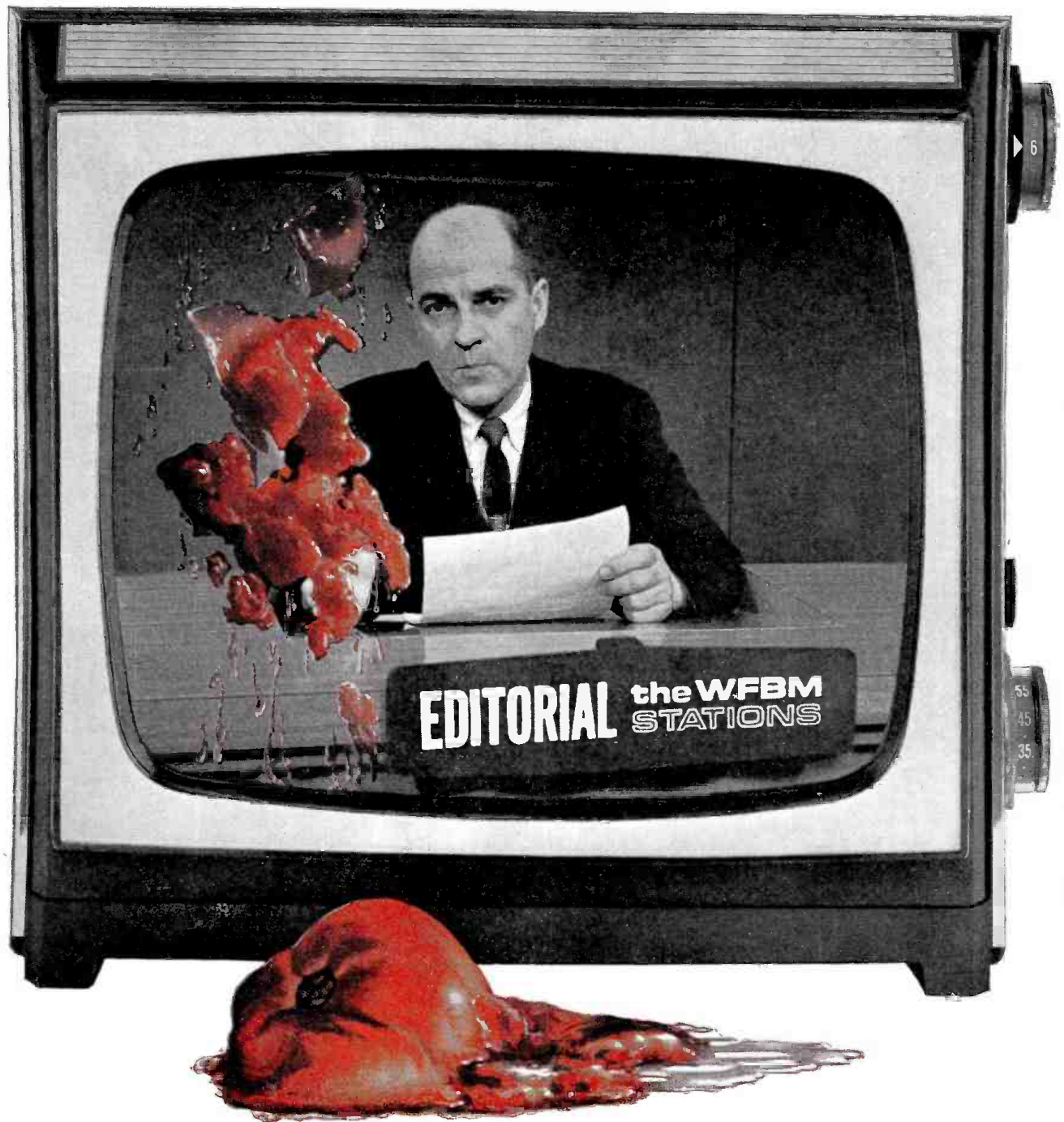
We did. Two straight years. Last year for radio. This year for television.

One more thing. Once you have won these coveted awards, don't ease up on your editorializing. Keep right on calling 'em like you see 'em.

We are.

the WFBM
STATIONS
INDIANAPOLIS • REPRESENTED BY THE KATZ AGENCY

TIME
LIFE
BROADCAST



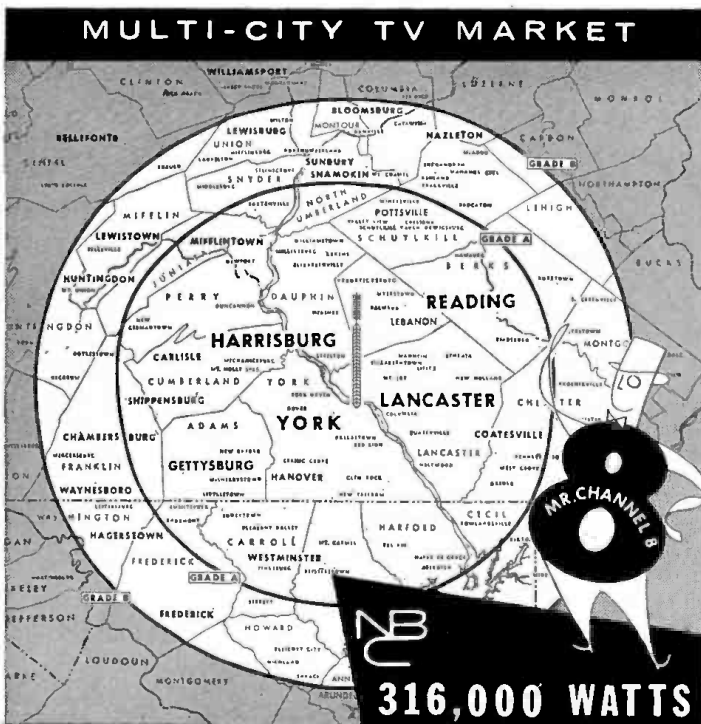


*"This may be my
swan song... after
the clobbering
this old movie
took opposite
'Picnic'
on WLOS-TV!"*

WLOS-TV IN GREENVILLE-ASHEVILLE-SPARTANBURG KNOWS THE SCORE. TO ATTRACT BIG AUDIENCES THEY PROGRAM THE BIG PICTURES LIKE PICNIC, PAL JOEY, THE GODDESS, IT HAPPENED TO JANE, WHO WAS THAT LADY?, BEAT THE DEVIL AND THE REST OF THE 60 GREAT **SCREEN GEMS** RECENTLY RELEASED COLUMBIA POST-'50 GROUP II FEATURES. FOR DETAILS CONTACT



WGAL-TV returns the **entire** market



Buy WGAL-TV. No other station or combination of stations in the Channel 8 area can claim total-market saturation. Don't cover just one limited area over and over. Reach all the market all the time. Buy WGAL-TV.

WGAL-TV

Channel 8

Lancaster, Pa.

Representative: The MEEKER Company, Inc.
 New York • Chicago • Los Angeles • San Francisco

Steinman Television Stations • Clair McCollough, Pres.
 WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

Agency recognition

Broadcast Rating Council goes into its second calendar year with membership intact and satisfied that its general objectives are being met. Nearest thing to news in this report—which emerged from BRC board meeting Friday—is that it signifies continued membership participation by American Association of Advertising Agencies. Originally reluctant to join formally, AAAA later did so with specific understanding it was not committed beyond one year. BRC officials were therefore pleased though not surprised to learn that AAAA president, John Crichton, had officially submitted notification of intent to continue. Council's nine other member-organizations meanwhile have renewed too.

MST's CATV role

If impasse in efforts of National Association of Broadcasters and National Community Television Association on regulation of community antennas persists, look for Association of Maximum Service Telecasters to move in, hopefully in role of peace-maker. MST, representing full-power TV stations, has scheduled special board meeting in New Orleans Feb. 2 with CATV conflict on agenda. Meeting comes in wake of NAB board sessions in Palm Springs, Jan. 24-29 and if agreement isn't reached there, MST will appraise situation. Reportedly cast in role of chief arbiter is John S. Hayes, president of Post-Newsweek Stations.

Artistic discipline

Will pictures of wives and children and other personal art be banned from office walls in CBS's soon-to-be-occupied new headquarters building in New York? There were reports last week that such trappings had been forbidden, but authorities said no embargo had been imposed—at least not yet. CBS is going to unusual lengths to decorate executive walls, however, indicating it would prefer, even if it doesn't require, that its selections predominate and that personal art be kept to desks and table tops. Aside from decorations and furnishings by Knoll Associates, CBS itself is said to be choosing several hundred pieces of original art for office walls, with President Frank Stanton reportedly a key figure in selections (though his art and business activities were interrupted last week for federal jury duty).

Move into new CBS building, rising 38 stories at 51 West 52d Street, technically has already started; engineering

CLOSED CIRCUIT®

people occupied part of one floor in late November. Another group is slated to move within few weeks, others following one or two floors at a time until transfer is completed with move of Chairman William S. Paley, Dr. Stanton, other top management and legal department in April.

Burden's burden

Don Burden's proposed purchase of WISY Charlotte, N. C., for \$225,000 is in trouble at FCC. Commission is preparing letter stating that sale cannot be approved without hearing and asking Mr. Burden whether he is ready to undertake one. Commission decision reportedly grows out of fact that two Burden-owned stations were penalized by commission in past two years. WIFE-AM-FM Indianapolis was given one-year license renewal in November because of "improper use of broadcast ratings" (BROADCASTING, Nov. 2, 1964), and KISN Vancouver, Wash., was fined \$2,000 in January 1963 for improper station identification. Pre-hearing letter on proposed Charlotte purchase is expected to be issued this week.

Rollins's barter plan

Rollins Broadcasting Inc., which has become diversified company with preponderant non-broadcasting holdings, is entering television barter field, according to reports from broadcasters solicited on business. Company, which acquired Orkin Exterminating Co. last year for \$62 million, reportedly has set up house agency named Kinro (rearrangement of Orkin letters) which seeks to place television time, half on cash basis with balance in film buys that Kinro would arrange. It's also indicated Rollins may buy film company. Agency is to be located at Orkin plant in Atlanta.

Gamy commercials

Meeting of National Association of Broadcasters radio code board in Los Angeles, Jan. 22-23, may give Howard Bell, NAB code authority director, chance to talk over movie advertising with representatives of cinema. In recent weeks, it's understood, code authority felt impelled to move against several current motion pictures that have emphasized sex in advertising.

Problem has been recognized by code as growing, and recent inquiries by members regarding advertising, both TV and radio, and feature-film

packages, particularly foreign films, has given impetus to West Coast session. Movie makers reportedly have been generally cooperative with code, but closer ties are being sought.

Not too ill a wind

Onset of activity by jurists and lawyers to impose more and more bans on news coverage of court proceedings (see page 50) has had affirmative side effect on Brooking Institution's search for funds to study news reporting of courts and government meetings. George A. Graham, director of governmental studies at Brookings, tells intimates that up to last week he was less than optimistic about securing necessary quarter of million dollars or more from foundations for study; now he's "optimistic." One reason for his rise in hope: one foundation has asked for conference on subject.

Disappearing stars

Serious problem in current and future TV program development: lack of desirable name talent available for continuing roles in weekly series. TV talent buyers, noting situation has worsened with each new season in past few years, say it's going to get even tougher. For stars with financial security strain of weekly TV series lacks appeal. It's pointed out that income available from occasional motion picture or Broadway role, residuals from past TV series, and guest appearances on TV plus specials—as in case of Danny Thomas's five-per-season on NBC-TV—far out-weigh attraction of regular TV series, particularly since there's always built-in risk of series not lasting through season.

Network controls

FCC has scheduled special meeting for Jan. 22 on Network Study Staff's proposals growing out of lengthy inquiry into network programming. Suggestions that have attracted most attention are those aimed at limiting network control of prime-time entertainment programming as means of stimulating competition among independent sources of programming. But staff has also proposed legislation to authorize direct FCC network regulation and to provide for government-approved and supervised trade association to which all broadcasters would be required to belong. Report was first issued two years ago (BROADCASTING, Dec. 3, 1962); staff has since updated supporting information.

Chicago's new 1·2·3 punch!

WGN Radio now has...

Wally Phillips 6 to 10 a.m.

Most refreshing personality on the Chicago scene in this new key time period. Wally was recently named top Chicago radio personality by ACOR.



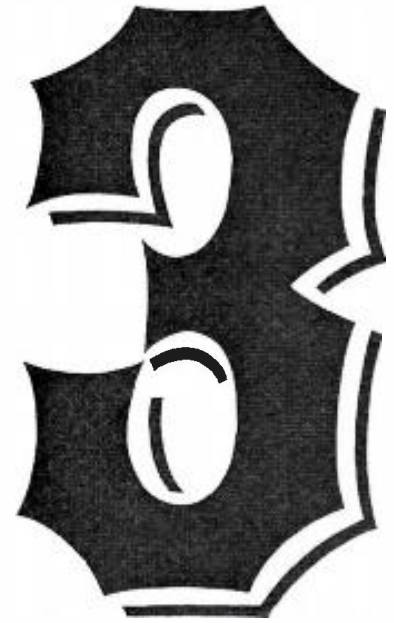
Eddie Hubbard 10 a.m. to noon

Shifting to this morning spot to romance Milady with the music and things she likes to hear.



Brickhouse · Hubbard 4 to 6 p.m.

The inimitable Jack Brickhouse and his sidekick Eddie Hubbard, in two fast-moving hours of conversation, music, and celebrity interviews.



Supported by the greatest promotion campaign ever conducted by a radio station!

**WGN
IS
CHICAGO**
the most respected call letters in broadcasting

That's the big news in Chicago right now!
And it is being made by WGN Radio!

WEEK IN BRIEF

Investment analysts see TV-radio stocks better than ever in 1965. Optimism is based on stronger advertiser interest and potential for higher rates. Growth in '64 also is a factor. See . . .

BROADCAST STOCKS KEEP STRONG . . . 25

BAR projection sees \$1 billion in national, regional and local spots in television this year. Based on monitoring in 75 markets, group sees two-year gain of 23% in non-network billings. See . . .

\$1 BILLION IN TV SPOT . . . 28

CBS challenges TVB figures that show NBC led in October in television billings. CBS claims it still is ahead in monthly billings and submits its own figures to bolster contention. See . . .

DENIES THAT NBC LEADS . . . 38

Television music licensing group asks court to order accounting for last 15 years from ASCAP so basis can be set to determine "reasonable" fees. Hearing on motion set for Jan. 27. See . . .

ASCAP ACCOUNTING ASKED . . . 44

Group of state judges plans to impose restraints on news of court proceedings and Senator Morse proposes to make comments to newsmen contempt of court. One broadcaster agrees with bans. See . . .

GAGGING NEWS MEDIA . . . 50

FCC vacancy is will-o'-the-wisp in Washington jungle: Ford leaves commission but his resignation is not official; replacement apparently is up for grabs. Henry acts as if he will remain. See . . .

GUESSING GAME AND LBJ . . . 56

Broadcaster and CATV units meet again seeking accommodation on leapfrogging issue and there's an inkling a compromise has been reached. Parent NAB committee meets in New York this week. See . . .

CATV UNITY STILL ELUSIVE . . . 61

89th Congress opens with leadership and committee assignments having priority. For broadcasting, it looks as if CATV will be number one issue, although other matters are again subject of bills. See . . .

BACK TO BUSINESS . . . 66

Multiple owners close ranks to oppose FCC action requiring hearings in transfers of VHF stations in top 50 markets. Committee of lawyers named to seek withdrawal of commission action. See . . .

GROUP OWNERS PLAN DEFENSE . . . 70

United Artists throws threat of copyright infringement liability into New York CATV franchise consideration. Claims city may be responsible unless protection is written into ordinance. See . . .

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In Detroit...WXYZ RADIO stands out from all the rest. Why? Because Detroiters *listen!* They listen as award-winning commentator LOU GORDON steps on some of America's most influential toes. They listen as Michigan's largest radio news staff provides them with maximum news coverage whenever and wherever it hap-

pens. They listen as Detroit's *only* Broadcast Drama Critic, DICK OSGOOD, reviews current motion picture and legitimate theatre fare. Yes, Detroiters listen. And they listen *actively!* That's why, in Detroit, you're one of the *heard* on WXYZ RADIO... the most powerful advertising medium in America's fifth.



one of the herd... or one of the heard?



Neuberger, Bass are added to Senate unit

Senators Maurine B. Neuberger (D-Ore.) and Ross Bass (D-Tenn.) were named to Senate Commerce Committee by Democratic Steering Committee last Friday (Jan. 8) as party completed Senate committee assignments.

In shuffle, Senator Ralph Yarborough (D-Tex.), fifth-ranking commerce member and chairman of special (watchdog) subcommittee on Freedom of Communications, left commerce unit for choice post on Appropriations Committee, to give Southwest "more representation," he said.

Vacancies on Communications ■ Senator Yarborough's departure and bolt of Senator Strom Thurmond (R-S.C.) from Democratic party leaves two Democratic vacancies on communications subcommittee. Republicans, helped out of tight squeeze caused by Senator Thurmond's desire to remain on commerce, were given additional seat when Democrats changed committee ratio from 12 Democrats and five Republicans to 12 and 6. If GOP puts Senator Thurmond on commerce, as he desires, there's still another Republican vacancy left by defeat of former Senator J. Glenn Beall (R-Md.). GOP assignments may be filled this week.

Senator Neuberger is serving fifth year in Senate; Senator Bass is freshman. Senator Neuberger has been outspoken advocate of federal role in smoking and health issue and urges health warnings be required in cigarette advertising, as well as labeling.

Departure of Senator Yarborough from committee raises question whether special watchdog panel he's headed since 1960 will be reconstituted. Staff is working on new report on political broadcasting (CLOSED CIRCUIT, Dec. 28, 1964), but views of remaining members of unit and of Senator John O. Pastore (D-R.I.), who heads communications subcommittee of which watchdog is part, were unknown before weekend. Senators Gale W. McGee (D-Wyo.) and Hugh Scott (R-Pa.) are on panel.

Decision may be made Tuesday (Jan. 12) when full commerce committee is expected to conduct executive session after public hearing on nomination of John T. Connor, Merck & Co. president, to be Secretary of Commerce.

Committee also may set hearing date for Mary Gardiner Jones, New York lawyer. Miss Jones has been nominated to seven-year term on FTC and is presently serving interim appointment given her by President Johnson last October. In addition to private practice, Miss Jones, a Republican, was with Department of Justice from 1953-61.

CBS to film report in USSR

Agreement has been reached with Soviet Union to permit filming of program there that will serve as first telecast of *CBS Reports* in fall of 1965, Fred W. Friendly, president of CBS News, announced Friday (Jan. 8). He refused to disclose subject of program.

Mr. Friendly said Soviet Union has indicated that *CBS Reports* will retain all editorial control over filming, editing and processing, which he described as "precedential" arrangement.

He also announced that Palmer Wil-

liams, director of broadcast operations for CBS News, has been named executive producer of *CBS Reports*, succeeding Arthur D. Morse, who has resigned (BROADCASTING, Dec. 28, 1964).

NCAA satisfied with its TV-football plan

Recommendation that policy of "controlled and limited" TV coverage of college football games "be maintained indefinitely as the means of preventing mortal damage to the sport" was to be offered in Chicago Saturday (Jan. 9) by television committee of National Collegiate Athletic Association. Annual meeting was to be told record grid attendance once again in 1964 was still not up to what it could have been without TV competition.

NCAA TV committee was to recommend that TV control plan be continued for 1966-67 seasons since 1965 is second year of two-year \$13 million pact with NBC-TV.

Committee report said despite record crowds in recent years, college football attendance "now lags 52.7 percentage points behind the economic indices with which it normally kept pace" before TV. Southwest region with least TV competition enjoyed greatest attendance gains, report said, while TV-heavy East had smallest gains.

Bartell reports income up

Macfadden - Bartell, which owns broadcast properties and publishes magazines, earned estimated net income of \$1.5 million in 1964, according to Lee B. Bartell, president.

Estimated total is equal to between 85 and 90 cents per share, adjusted for stock dividends. In 1963, net income was \$1,382,728, or, adjusted, 81 cents per share.

Mr. Bartell said sales last year totalled \$29 million, compared to \$25,696,176 in 1963.

Macfadden-Bartell stations are WOKY Milwaukee; KCBQ San Diego, and WADO New York. No figures were given for broadcast divisions.

Heavy TV use for new cigar

Heavy spot TV campaign in four markets will back introduction of American Tobacco's new plastic-tipped cigar, Tipton, next month. Spot TV will be

Music services charge program piracy

Two Los Angeles background music services have gone to court to protect their program material against alleged piracy by Twentieth Century Vending Corp. Vending company is charged with intercepting services of Musicast and of Pacific Network, Muzak franchise holder.

Musicast transmits over subcarrier channel of KMLA(FM); Pacific Network, over subcarriers of KRKD-FM and KLAC-FM. All stations are in Los Angeles.

Musicast's suit, asking \$35,000 in damages, was filed in U. S. District

Court in Los Angeles, charging violation of Communications Act. Pacific Network suit, asking \$25,000 damages, was filed in Superior Court of Los Angeles.

In addition to vending company, defendants include Calbest Electronics, charged with manufacturing equipment used to "pirate" background music of plaintiffs, three local sound system firms, and number of restaurants and other establishments, charged with using stolen music.

Determination of suit is seen as possible broadcast precedent.

used exclusively in Atlanta and in Portland, Ore., and spot TV will be used with magazines in Kansas City, Mo., and Providence, R. I. Agency is Gardner Advertising, St. Louis.

FC&B is assigned Gallo special wines

E. J. Gallo Winery, Modesto, Calif., which moved its \$3 million Gallo label wines to Leo Burnett, Chicago, from BBDO, San Francisco, month ago has shifted estimated \$1.5 million-\$2 million specialty wines account from Carson/Roberts, Los Angeles, to Foote, Cone & Belding, San Francisco.

Specialty brands are Thunderbird, Paisano, Ripple, Vin Rose, Chianti of California and Rhine Garten.

Appointment is effective Feb. 15, and broadcast billing, as estimated on day of announcement Friday (Jan. 8) was \$850,000-\$1.1 million.

Bates sees future in international billings

Ted Bates & Co., New York, one of biggest agencies in country billing \$225 million annually (third largest in broadcast billing with estimated \$127 million going to radio and television), is expected to spell out shortly importance of international business.

Foreign billings are indicated by Bates official as being source for major future agency growth. Bates's 1964 billings included \$65 million from international accounts, more than double its 1963 figure.

Top agency official says Bates took on 20 new brands from existing accounts in 1964, but was able to accept only four new clients.

He suggests that agencies seeking to reach Bates's size and still looking for further growth will be forced to look abroad since significant addition to domestic business is strongly limited by product conflicts.

Henry hopes to put 315 in 'perspective'

FCC Chairman E. William Henry will discuss equal-time law in speech before Commonwealth Club in San Francisco on Friday (Jan. 15). His aim, he says, is to put issue in "perspective."

Question of whether equal-time law—Section 315 of Communications Act—should be repealed has been getting increased attention as result of November election.

Chairman said last week that there has been good deal of "generalized" talk by those urging repeal. He said issue

WEEK'S HEADLINERS



Mr. McDaniel

William K. McDaniel, executive VP in charge of NBC Radio, has resigned effective Jan. 16 to engage in other business activities. **Marion Stephenson**, VP of administration for NBC Radio, has been placed

in temporary charge of network. Mr. McDaniel has been in broadcasting since 1938 when he started his career as page boy for NBC. He was general manager of KNBC San Francisco when he was placed in charge of NBC Radio in 1960.

For other personnel changes see FATES & FORTUNES

should be put, in "perspective," with analysis of laws underlying principles and of how it has worked over years.

Among those calling for repeal have been Frank Stanton, president of CBS, and Robert W. Sarnoff, chairman of NBC (BROADCASTING, Dec. 14, 1964).

Chairman expects broadcasters to make big "push" in new Congress to wipe Section 315 off books. Commission has not yet formulated policy on matter, but chairman predicted it would not be in forefront of those seeking repeal.

Mr. Henry isn't likely to take personal position for or against keeping Section 315. But he has been considering possible alternatives to either-or approach, and these may find their way into his speech.

\$8 million in Dec.

Daytime sales representing almost \$8 million were recorded by NBC-TV during December 1964, according to network. NBC-TV said that 37 advertisers purchased sponsorship in 11 weekday programs and in six Saturday morning programs.

Agency closes media unit

E. H. Russell, McCloskey & Co., Chicago agency, dissolved its media department Friday (Jan. 8) as inefficient and obsolete function. Radio-TV stations and other media vehicles now will be ordered specifically by "creative executive" on each account. New media-materials department will process paperwork.

Chicago TV gross seen at \$65 million

Increase of 12.7% in gross revenues for 1964 over 1963 is estimated for Chicago's four VHF television stations by *Chicago Daily News*.

Newspaper said stations would hit \$65 million in 1964, up \$7.3 million from 1963 estimate of \$57.5 million. Figures include commissions paid to agencies on time sales.

FCC figures for 1963 put gross revenues, excluding commissions, for four stations at \$53.5 million (BROADCASTING, July 27, 1964). Commission lists only total market revenues and does not break them down by stations.

News' survey showed largest increase — 20% — at WGN-TV and WBKB(TV): 11% increase at WMAQ-TV and 5% increase at WBBM-TV.

Rankings, based on gross, for both years was same with WBBM-TV leading, followed by WGN-TV, WMAQ-TV and WBKB. Survey did not include revenues for WCIU(TV), city's only commercial UHF.

WBBM-TV is CBS-owned; WGN-TV, independent, is owned by Tribune Co., WMAQ-TV is NBC-owned, and WBKB is ABC-owned.

Gross estimated by *News*:

	1964	1963
	(in millions)	
WBBM-TV	\$20.0	\$19.0
WGN-TV	18.0	15.0
WMAQ-TV	15.0	13.5
WBKB	12.0	10.0

TVB is announcing new advisory members

Television Bureau of Advertising is announcing today (Jan. 11) appointment of seven new members to TVB's 23-member sales advisory committee.

New members: Edward Boghosian, WJAR-TV Providence, R. I.; Richard H. Close, NBC; Henry V. Greene Jr., Westinghouse Broadcasting Co.; Don L. Kearney, Corinthian Broadcasting Co.; J. W. Knodel, Avery-Knodel; Guy Main, WMBD-TV Peoria, Ill., and William A. Morrison, KRON-TV San Francisco.

Committee will meet on Feb. 3 in Washington after TVB's breakfast presentation scheduled for that day.

TVB also said Norman E. Cash, president, will travel to 11 cities in two months ending March 5, making presentations to local civic and advertising groups on profitability of advertising and influence of TV on nation's economy.

Ernie Ford to leave ABC

Tennessee Ernie Ford reportedly will leave ABC-TV in March, after three years as daytime regular. Indications are that Mr. Ford's half-hour program, *Hello Pea Pickers* will be replaced by daytime serial.

Get on the
first team!



Be more than just
a number on the squad

You would be on the *first team* if we were your T.V. representative. Because our station list is limited, we have no other team but a *first team*. With us you get *first team* treatment. That means first and last call on our interest, effort, time and attention.

On our *first and only team* you and your station would be important. Your good points, your advantages, your station's individual personality would stand out in an exclusive light. You and your station can and should be far more than just another unit on a long, long list — or just another number on the Squad.

Make the *first team*. Let us tell you how.

PAUL H. RAYMER COMPANY, INC.

Station Representatives Since 1932

NEW YORK CHICAGO DETROIT ATLANTA DALLAS SAN FRANCISCO HOLLYWOOD

Nobody in Washington argues about which is the important station.



OPEN MIKE®

A fan of 10-second spots

EDITOR: We have seen little in print about the advantages of the 10-second television spot. The experience of our clients pretty much parallels that of John Cody (BROADCASTING, Dec. 14, 1964). May we also point out that a 10-second commercial is most practical on film.—*Bernard F. Gregoire, vice president, Magna Film Productions, Boston.*

(Mr. Cody, vice president and manager of the Cole Fischer Rogow office in Beverly Hills, Calif., was author of a piece explaining how the 10-second spot worked most successfully for Dodge Dealers of Southern California.)

Laurels from Lanigan

EDITOR: The accuracy of the reporting and the entire approach for my profile (BROADCASTING, Dec. 21, 1964) were the best I've ever seen. I've received a number of nice comments and letters as a result of the story . . . —*John B. Lanigan, vice president, Videotape Productions of New York, New York.*

Backwards, o' barristers!

EDITOR:

I note with sadness in your last edition
That while some probe a moon or distant star
The Philadelphia lawyers keep tradition—
Turn back the clock and isolate the bar.

Here's wishing them a Happy 1865!

—*Willard E. Walbridge, executive vice president and general manager, KTRK-TV Houston.*

Echo from radio report

EDITOR: Many thanks for the nice report on our new programming in the Dec. 14 issue. Local acceptance has been wonderful. Could we have permission to reprint the article?—*Bill McKibben, general manager, WGR Buffalo.*

(Permission has been granted to reprint the special report on radio programming.)

Abuse is unwarranted

EDITOR: This letter is in praise of media—television, radio, newspapers, magazines and others.

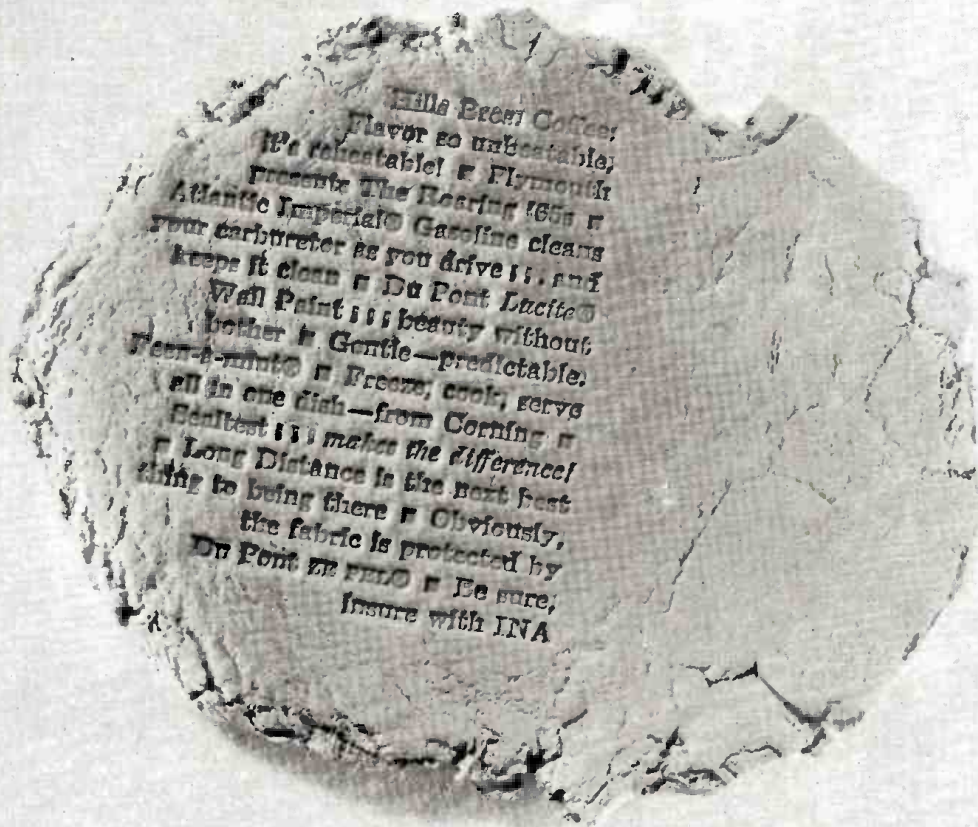
Media have become the scapegoat for nearly everything that is wrong in American life—and unjustly so. . . .

Media have quietly supported humanitarian sports projects above and beyond the call of duty, and have devoted billions of dollars [in time and space] to worthwhile projects in every community across the land.

It is unfortunate that some form of

*The yeast in the marketing mix
is a powerful sales message.
On TV, the commercial is the payoff.*

N. W. Ayer & Son, Inc.



ANOTHER WINNER!
"IN SEARCH OF A SOLUTION"



Produced by **RKO**
General Broadcasting
 New York, N. Y.

**Presidential Succession
 And Disability**

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



**You meet more
 people in the
 Golden Triangle**



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

WSJS
TELEVISION
 WINSTON-SALEM
 GREENSBORO
 HIGH POINT

Represented by Peters, Griffin, Woodward

public relations work has not been done to show that our privately owned media have done this great job.

As you know, the work we have been doing in the National Milk Bowl, largely through media, provides a colorful football game and a free vacation in ranch country to city kids.

At any rate, many thanks to media for the great work being done toward the great, the good society.—*Gene Weafer, president, The National Milk Bowl, McAllen, Tex.*

Southern support

EDITOR: Your editorial in the Dec. 14, 1964, issue concerning the reorganization of the National Association of Broadcasters was most heartening. You know that I have always been in [favor of] the "federation" reorganization of NAB. Count on me for whatever support I can give the cause.—*Robert M. Wallace, president, WOHS-AM-FM Shelby, N.C.*

Not just St. Louis

EDITOR: While we appreciate the exposure given KFEQ-TV's (St. Joseph, Mo.) new brochure (BROADCASTING, Jan. 4) it should be noted that the brochure is available from any Avery-Knodel office—not just St. Louis.—*Irwin Spiegel, sales promotion, Avery-Knodel, New York.*

BOOK NOTE

"Documentary in American Television," by *A. William Bluem*. Hastings House Publishers Inc., New York. 311 pp. \$8.95.

Mr. Bluem's book is an excellent history of the television documentary as a form of communication, but it is also much more. He has not been content merely to trace his subject from its still photography and cinema antecedents to *David Brinkley's Journal* and controversial Intertel productions, although he does this well. The real meat of *Documentary in American Television* is found in its perceptive, searching looks at the purpose, or philosophy, of the documentary.

Through his own editorial probing and the skillful assembly and use of the opinions of the great, past and present, in the field, the author seeks to place the documentary in its proper relation to the worlds of art and journalism. Whether he succeeds will depend upon the reader's personal outlook, but most will agree that the book is an admirable attempt. Mr. Bluem is an associate professor at the Newhouse Communications Center of Syracuse University, Syracuse, N. Y.

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 THE GOLDWYN TOUCH

Among the best films ever produced are those created by Samuel Goldwyn. To millions of moviegoers around the world, the celebrated "Goldwyn Touch" is synonymous with surpassing motion picture craftsmanship and *showmanship*. Now for the first time, television audiences in five major communities will see these movies—on the CBS Owned stations. Starting Saturday, January 16, with "The Secret Life of Walter Mitty," starring Danny Kaye.

Superb feature film programming is a tradition on the five stations. Year after year, they have led their competition in broadcasting local television premieres of top-flight product from the major studios. And the best is still to come! In addition to the Goldwyn films, in the months ahead the stations will present important films from *other* studios. Films of the calibre of "On the Waterfront," "The Key," and "Rio Bravo."

On the CBS Owned stations, movies are—and will continue to be—better than ever!

CBS TELEVISION STATIONS A Division of Columbia Broadcasting System, Inc., operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis.

• Left to right, top to bottom: Hurricane; The Secret Life of Walter Mitty; They Got Me Covered; Best Years of Our Lives; Pride of the Yankees; My Foolish Heart; Wuthering Heights; The Westerner; Dead End; Ball of Fire; The Bishop's Wife; The Little Foxes.



Leavitt tries radio and finds it 'the nuts'

Too often advertisers are prone to stay in the same, time-worn advertising groove for years and years. And though the old-fashioned way may produce results, what would have been accomplished if we had tried in an even minimal way to set a new course?

Some advertisers never find out. We have. We tried radio for the first time recently and, if you'll pardon an unfunny pun: "It's the nuts." (You see, we happen to be sellers of nuts. All clear?)

Our dip into radio brings to mind a point made recently by FCC Commissioner Robert E. Lee before the Boston Advertising Club and the 36th annual Boston Conference on Distribution. His thesis was that self-respecting advertisers should not overlook fringe TV markets in planning and executing their advertising campaigns as part of their efforts to reach all potential customers.

While Commissioner Lee was talking up UHF, we were forced to tune out. Our company happens to be a national advertiser—our products are distributed in most of the 50 states—but it has frankly never done much consumer advertising. Not that we don't believe in it; it is just that we can't really afford it.

Being Yankee traders, we've always believed that before talking up your product to consumers, you've first got to get distribution. And unless you're a powerhouse spender with the ability to blast your way into the A&P by means of a multimillion dollar schedule, the best way to get distribution is through trade advertising.

Unhappily, the broadcast industry has not yet come up with a program aimed at supermarket buyers (most of whom have become computerized, anyway, so it really doesn't matter).

Bombshell Dropped ■ This is a long way of getting back in time to the day our Boston agency account man Saul Gold (Maslow, Gold & Rothschild Inc.) dropped in with a bombshell.

"Buy radio," sayeth he.

"Radio?" cried we. It was more like an incredulous yelp, for MG&R had always struck us as being particularly print-oriented, and we wondered who, or what, had gotten to our man Gold. The answer turned out to be, morning commuting in bumper-to-bumper traffic.

Shortly thereafter we made our bow in broadcasting; reluctantly, I must confess. The program was called *News in the Nutshell*, and it lasted all of 13 weeks. It consisted of 50 capsule news-

casts over a 1 kw daytimer, WACE Chicopee—Springfield, Mass. Cost: \$1,600, excluding the jingle.

So what? One may now ask.

Tidy Little Business ■ Well, our company was founded in 1897, and it ran a tidy little business in New England until then.

Our product?

Oh, I almost forgot. River Queen Nuts. Salted nuts. Nibbling nuts for all "socio-economic strata," to use the vernacular of our research director, a Harvard Business School graduate.

We say Leavitt ran a tidy little business "until then," because it was that insignificant little buy that got us started on being a national distributor. We bought the *News in the Nutshell* program not to win consumers but to break into a bunch of stores that, up to then, had managed to keep our salesmen at arms' length.

You'd have thought we were sponsoring a TV spectacular! Suddenly, the buyers started smiling at our by-now-thoroughly-dejected salesmen. It seems that the very idea of *News in the Nutshell*—the format, the name—was so catchy that even men started going into stores looking for our "River Queen" brand. That's the stuff of which "forcing distribution" is made.

The reason for this offbeat way of packaging news was that we had just completed a motivation research study

that told us that salted nuts were considered a "serious food"—associated with those dreary family get-togethers at Thanksgiving and bridge parties. The research people suggested that we ought to liven up our sell, perhaps use some humor in our packaging as well as copy appeals. Well, it worked in the trade ads, but would it click in consumer media?

Happy with Radio ■ Obviously, it did. One reason it did, we suspect, was the simplicity of the buy, the economy of radio, the flexibility of the medium, the ease of producing a recorded jingle, and not having to depend on anyone but the politicians and other world, national and local newsmakers for our programming material. All these factors kept us from "freezing" and fouling up.

Moreover, getting back to the FCC's Commissioner Lee, it was a small market in which we experimented with a program that, by its very nature, gave us prestige and stature. We were sponsoring *news*.

Radio has sold us on venturing boldly beyond the borders of Massachusetts. It taught us a lesson, and it whetted our appetite for even more offbeat promotions. Right now our friend Saul Gold is putting the finishing touches to our 1965 advertising program. Broadcasting will be a part of that program.

Radio, it goes without saying, is still the nuts.



Jean Paul Weinstein joined The Leavitt Corp., Boston, in 1957 in an executive capacity and shortly thereafter was named marketing director of the concern that markets River Queen, Teddie and Americana salted nuts, peanut butter and other similar foods. Leavitt, a regional company, has had a spectacular sales climb, and now, according to estimates, ranks among the top national food manufacturers in the salted nut field. Mr. Weinstein was born in Boston and now lives in suburban Newton, Mass.



how to sell GROCERIES in Detroit

Talk to the right people with Detroit's leading radio station

The new Detroit Pulse (July, August, September 1964) shows WKNR first in total homes delivered and first in total adults from 9 AM to 6 PM Monday through Friday. These figures result in the lowest cost-per-thousand in today's Detroit radio.*

*SRDS Spot Radio, Nov. 1964, 1 x 1 min.

Also, according to this latest Pulse, WKNR delivers more women per quarter hour between 9 AM and 6 PM than *any* Detroit radio station. This is how you sell groceries in Detroit—effectively and economically.

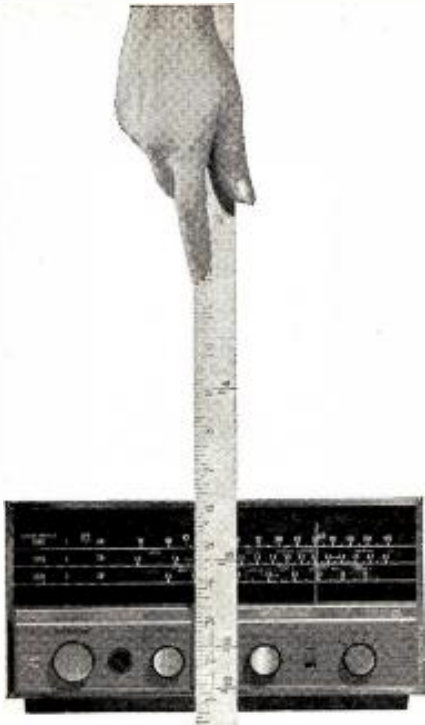
For the complete story of WKNR's *complete* audience . . . for groceries or almost anything else you have to sell . . . see your KeeNeR salesman or your Paul Raymer man.

WKNR

THE STATION THAT
KNOWS DETROIT

KNORR

BROADCASTING CORPORATION
Mrs. Fred Knorr, President
Walter Patterson, Ex. V. P. & Gen. Mgr.
Represented nationally by the Paul H. Raymer Co.



BEST WAY TO MEASURE RADIO...

is with the new WLW "Radio Value Yardstick"—developed by the Crosley Broadcasting Corporation with the assistance of 25 media directors, plus reps and research organizations. This simple, fast method enables timebuyers to measure radio stations' qualitative and quantitative value—not on the usual cost-per-thousand based on audience numbers alone, but also on eight other factors. It supplements an agency's normal procedure of matching radio station information to its client's needs.

*Another example of
Crosley 42 years
of leadership*



CINCINNATI

Nation's Highest Fidelity Radio Station

CROSLY COLOR TV NETWORK

WLW-D	WLW-I	WLW-C	WLW-T
Dayton	Indianapolis	Columbus	Cincinnati

CROSLY BROADCASTING CORPORATION
a subsidiary of *Arco*

DATEBOOK

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

■Indicates first or revised listing.

JANUARY

■Jan. 12—Meeting of Detroit chapter of American Women in Radio and Television. Among speakers are Garnet Garrison, director of broadcasting at University of Michigan, and Don Miller, vice president and director of production of Campbell-Ewald. Whittier hotel, Detroit.

■Jan. 12—Broadcast Advertising Club of Chicago luncheon meeting with Carl Johnson, new Midwest manager of McCann-Erickson, as speaker. Sheraton Chicago hotel.

■Jan. 14-15—Briefing conference on copyright and trademark law and practice, sponsored by the Federal Bar Association with the Bureau of National Affairs Inc. and the University of California at Los Angeles law school. Conference will include discussion of new copyright revision bill. Ambassador hotel, Los Angeles.

■Jan. 15—Commonwealth Club will hear FCC Chairman E. William Henry. St. Francis hotel, San Francisco.

■Jan. 15—Deadline for entries for 1965 Ohio State Awards for excellence in educational, informational and public affairs broadcasting. Institute for Education by Radio-Television, Ohio State University, Columbus, Ohio.

Jan. 11-12—Canadian Radio Sales Bureau, sales and management conference. Constellation hotel, Toronto.

■Jan. 12 — Senate Commerce Committee hearing on nomination of John T. Connor to become secretary of commerce. New Senate Office Building, suite 5202, Washington.

Jan. 15-17—Board of directors meeting of American Women in Radio & Television, Hilton hotel, New York.

Jan. 16 — Retail Advertising Conference. Reed Pasternak, head of his own agency in Flint, Mich., will discuss "How to Produce Effective TV Commercials at a Sensible Cost." Water Tower Inn, Chicago.

■Jan. 18—Utah Broadcasters Association meeting. Hotel Utah, Salt Lake City.

■Jan. 18—Western States Advertising Agencies Association dinner meeting. Chris Peterson, head of his own TV film production firm, will speak on how to produce prize-winning TV commercials. Sheraton-West, Los Angeles.

Jan. 18-19 — Oklahoma Broadcasters Association mid-winter convention will hear Robert J. Burton, president of Broadcast Music Inc., Robert J. Rawson, chief of FCC Renewal and Transfer Division, and Thomas Wall, attorney with Dow, Lohnes & Albertson, Washington. Sheraton Oklahoma hotel, Oklahoma City.

Jan. 19 — Association of National Advertisers workshop on advertising planning and evaluation. Speakers include: Thomas B. McCabe Jr., marketing vice president, Scott Paper Co., chairman, ANA; Dr. Clark Wilson, Harvard Business School research adviser, BBDO; Norton Garfinkle, president, Brand Rating Research Corp.; Robert Cunningham, supervising statistician, AT&T; Arthur Pearson, director of market research, Bristol-Myers; Joseph Eastlack, associate director-advertising research, Bristol-Myers; Gilbert Miller, division manager, E. I. duPont Nemours & Co., and Eric Marder, president, Eric Marder Associates, Plaza hotel, New York.

Jan. 20—Luncheon of the International Radio & Television Society. Featured speaker is Douglas L. Smith, director of advertising and merchandising at S. C. Johnson & Son. Waldorf-Astoria, New York.

■Jan. 21—Meeting of Broadcast Engineers Society of New York will hear Marvin

Fastman, JFD Electronics, speak on antennas and cable TV. Tip Toe Inn, New York.

Jan. 22 — Comments are due on FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.

Jan. 22-23—Meeting of radio code board of National Association of Broadcasters, Los Angeles.

Jan. 22-23 — Winter meeting of Arizona Community Television Association. Bruce Merrill, president of National Community Television Association, will speak. Bali Hi motor hotel. Phoenix.

Jan. 22-24—Advertising Association of the West, mid-winter conference. Disneyland hotel, Anaheim, Calif.

Jan. 24—Iowa AP Radio-Television News Association winter workshop. Des Moines.

Jan. 25—Deadline for comments on FCC's inquiry and proposed rulemaking into contracts of broadcast licensees with newswire services (AP-UPI).

Jan. 25 — Meeting of North Carolina AP Broadcasters. Durham.

Jan. 25-29—Winter meeting of radio and TV boards of National Association of Broadcasters. Palm Springs Riviera, Palm Springs, Calif.

Jan. 26-28—Twentieth annual Georgia Radio-TV Institute of the Georgia Association of Broadcasters. Featured speakers include FCC Commissioner Robert E. Lee; Broadcast Music Inc. President Robert Burton; Senator Vance Hartke (D-Ind.); William Kaland, Westinghouse Broadcasting Co. and John Chancellor, NBC News. University of Georgia, Athens.

■Jan. 26-28—Twenty-second annual convention of National Religious Broadcasters. Mayflower hotel, Washington.

■Jan. 27—Midwinter meeting and second annual Broadcasters Day of South Dakota Broadcasters Association. Pierre.

■Jan. 28—Joint luncheon meeting of Chicago Federated Advertising Club and Chicago Chapter of National Academy of Television Arts and Sciences. Speaker: Sterling C. (Red) Quinlan, vice president, Field Communications Corp.

Jan. 28-30—Winter convention of South Carolina Broadcasters Association. Columbia.

Jan. 29 — Annual banquet, Federal Communications Bar Association. Sheraton-Park, Washington.

Jan. 29-31—Regional and board of directors meeting of National Advertising Agency Network. Guest House motor inn, Birmingham, Ala.

FEBRUARY

Feb. 1—Deadline for entries for Sigma Delta Chi Distinguished Service awards.

Feb. 2-3 — Seventh annual conference or Advertising/Government Relations of the Advertising Federation of America and Advertising Association of the West. Charles Percy, board chairman, Bell & Howell, will be keynote speaker. Others on program include: FCC Commissioner Robert E. Lee Federal Trade Commission Chairman Paul Rand Dixon; Representative Catherine Maj (R-Wash.); Mrs. Esther Peterson, special assistant to the President on consumer affairs; Edward Sonneck, president, American Marketing Association, and Bryce Harlow, Procter & Gamble. Statler-Hilton Washington.

Feb. 3—Luncheon of the International Radio & Television Society. Featured speaker is Representative Oren Harris (D-Ark.) Waldorf-Astoria, New York.

Feb. 3 — Breakfast meeting of Television Bureau of Advertising to discuss "Your Association: Surviving or Succeeding?" Sheraton Park hotel, Washington.

Feb. 4—1965 meeting of the Minnesota AP

How did they fill the holes in Manhattan?

WPIX-TV: G-E VHF Zig-Zag Installation (2nd from top)





IN THE
PUBLIC INTEREST...



SERVICE TO YOUTH

Each week
"J. A. Productions, Inc."
meets with our
guidance instructors
at WLBW-TV, Miami,
Florida. Twenty-six
youngsters belonging to
Junior Achievement
have formed a
company which learns
how to sell and
produce a TV program
... then does it!
Our South Florida
neighbors see the
results, Saturdays at
12:30 on
"Answers Please!"

Represented by



Television, Inc.

WLBW-TV **abc** Affiliated with WCKY 50KW CINCINNATI, OHIO **MIAMI, FLORIDA**

Broadcasters Association, Minneapolis.

Feb. 4-5—National Association of Broadcasters 10th annual conference of state association presidents. FCC Chairman E. William Henry will speak at Friday morning session. Shoreham hotel, Washington.

Feb. 5-6 — Radio-Television News Short Course sponsored by School of Journalism of University of Minnesota and Northwest Broadcast News Association. William B. Ray, director of Complaints and Compliances division of FCC, and Bruce Palmer, president of Radio-Television News Directors Association, will speak. Minneapolis.

Feb. 5-6—Utah-Idaho AP Broadcasters annual meeting. Downtowner motel, Boise.

Feb. 6—Directors Guild of America, annual Awards Dinner. Beverly Hilton hotel, Beverly Hills, Calif.

Feb. 9—Winter meeting of Colorado Broadcasters Association. Hilton hotel, Denver.

Feb. 11—Western States Advertising Agencies Association's "Man of the Year" award luncheon. Embassy Ballroom, Ambassador hotel, Los Angeles.

Feb. 10-11—Michigan Broadcasters Association mid-winter convention and ninth annual Legislative Dinner, Jack Tar hotel, Lansing.

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

Feb. 21 — Reply comments are due on FCC's notice of inquiry and proposed rule-making regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.

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

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

MARCH

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

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

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

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

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

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

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

March 19—Meeting of Indiana Broadcasters Association. Indianapolis.

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

March 21-24—Television Film Exhibits—65 with 14 distributors participating. Shoreham hotel, Washington.

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

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

March 29-30 — Pacific Northwest Community Television Association Inc., 10th anniversary

spring convention. Davenport hotel, Spokane, Wash.

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

APRIL

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

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

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

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

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

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

April 26—Louisiana Association of Broadcasters meeting. Lafayette.

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

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

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

MAY

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

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

May 4-5 — Spring meeting of Missouri Broadcasters Association. University of Missouri, Columbia.

May 6-8—Meeting of Iowa Broadcasters Association. Fort Des Moines hotel, Des Moines.

May 6-8 — Spring meeting of Montana Broadcasters Association. Executive motel, Missoula.

May 7—Annual meeting of International Radio & Television Society. New York.

May 11 — Annual stockholders meeting, Communications Satellite Corporation. Shoreham hotel, Washington.

May 12—Spring meeting of New Jersey Broadcasters Association. Woodlawn, Rutgers University, New Brunswick.

May 16-18—Spring meeting of Pennsylvania Association of Broadcasters. Nittany Lion Inn, University Park.

May 17-19—First convention of Advertising and Marketing International Network. Pontchartrain hotel, Detroit.

May 20-22—Spring meeting of Alabama Broadcasters Association. Montgomery.

Indicates first or revised listing.

RADIO 1320
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ANSING
5,000 WATTS / 24 HOURS A DAY

92
NATIONAL
ADVERTISERS

Back your judgment when you select WILS as your No. 1 Mid-Michigan buy. WILS has daytime power of 5,000 watts. Stations A & B have 1,000 W, and 500 W daytime.



WILS delivers all the Lansing Metro area plus most of another seven counties in one of the highest-income-per-household market areas in the U. S. (3rd in U. S. in Metro Cities over 200,000).

Lansing is always in the top 100 U. S. markets. For complete cost-per-thousand and audience information contact Venard, Torbet & McConnell, Inc., or write to:

RADIO 1320
WILS
ANSING
5,000 WATTS / 24 HOURS A DAY

EQUATION FOR TIMEBUYERS

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

*PICK A SURVEY --- ANY SURVEY



Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



Broadcast stocks continue strong

With typical group of multiple owners racking up per-share gain of 34% in 1964, most analysts see no reason for change in market appeal in 1965

Publicly owned broadcasting companies can expect 1965 to bring continued heavy interest on the part of private investors and sustained holdings—if more cautious attitudes—by institutional buyers.

The strength of broadcast stocks persists despite the apparent growth-deterrent stand taken by FCC late last year in proposing to limit big-market station sales and in intimating that some divestiture could be in the long-run offing for large group owners.

Financial analysts at New York brokerage houses and investment advisory firms, weighing the 1965 outlook for broadcasters in a roundup by BROADCASTING last week, held an almost unanimous high regard for the "leverage" represented by still stronger advertiser interest in TV-radio time and by higher-rate potential for station operators.

Excellent and even "unbelievably

good" records for public broadcasting concerns in 1964—both in price and earnings performance—in a number of cases were achieved on acquisitions, diversification or other special situations. These, it was felt, tended to conceal the underlying reasons for broadcast investment: broadcast billings which grew an estimated 10% in 1964 and which, in combination with the fixed-cost nature of the business, keep widening the broadcasters' profit margins.

Analysis of comparative stock prices of 10 station groups—those deriving most of their earnings from radio-TV operation—from mid-December 1963 to mid-December 1964 shows an average gain of 34% in price, far exceeding the performance of the stock market as a whole over the same period. Over the year Standard & Poor's list of 425 industrials advanced 12%, a healthy figure but modest when compared to the gains made by the broadcasting issues.

Growth Ahead ■ Security analysts discussing the 1965 outlook for broadcasters generally accepted as axiomatic a long-run growth prospect for broadcast billings, then went on to negative considerations—factors which they felt ought to be considered as potential threats but which, in most cases, they felt would be neutralized or would have minimal effects.

First in the minds of most analysts questioned was the FCC's recently stated "interim policy" requiring commission hearings on acquisition of VHF stations in the top 50 television markets by a company already owning such a property in the top 50 list.

Reaction to the FCC statement was characterized by an official of Oppenheimer & Co.'s institutional research department as "not likely to retard interest" in broadcasting stocks. The market, he said, has indicated it will hold strong in these issues regardless of

TV will gain 9% and be top advertising medium again in '64

Advertising expenditures in 1964 are expected to approach a record-breaking \$14 billion with TV rising 9% to an estimated \$1.9 billion and continuing as the leading national medium, it was reported last week by the Interpublic Group of Companies.

According to the latest edition of Interpublic's "The Decade of Incentive," national advertising volume in magazines increased by 8% in 1964 to an estimated \$1.1 billion and in newspapers rose by 5% to \$800 million. Dollar volume was up 7% for local advertising and 6% for national, the report stated.

The marketing profile projected advertising volume for 1965 in the vicinity of \$14.7 billion, barring any

significant shift in the economy.

This seventh edition of marketing review and forecasts by Interpublic indicated that rates in 1965 should increase in all media as follows: network TV, by 5%; spot TV, 6%; network radio, 2%; spot radio, 3%; magazines, 5%; newspapers, 2%; supplements, 2%; outdoor, 8% and business papers, 8%.

The report points out there is a trend towards greater advertising efficiency with messages directed to a potentially more responsive audience and to consumers having constantly increasing purchasing power. The report shows, however, that the cost-per-thousand in all media increased over the five-year period from 1959

through 1964.

Percent increases in media costs and coverage (1959-64):

Medium	Basic rates	Circulation	Cost-per-thousand
Magazines	34%	24%	8%
Newspapers	18	6	10
Supplements	8	10	3
Network television	31	12	17
Spot television	41	11	27
Network radio	9	2	7
Spot radio	21	3	17
Outdoor	48	37	8
Business papers	31	13	17

the commission's pronouncement. Only one company's price appeared to have been affected in the market as a result, he continued.

This observer pointed, as others, did, to a public misconception of broadcasting as a closed-end growth industry: one in which a company's growth possibilities end when it reaches its full complement of stations or when it is no longer possible to "trade up" to bigger markets.

A representative of Goldman, Sachs said, "people are more callous to edicts which seem to flow from the FCC from time to time. We don't panic at them any more."

FCC Confuses ■ All of the analysts questioned said there was genuine confusion in the financial community, as elsewhere, as to what conclusions the FCC will reach on the overall question of multiple ownership, including the application of its 1% limitation to the maximum allowable complement of stations and its duopoly provision, intended to prevent any common ownership in a given market. There was general agreement that the commission would eventually liberalize these provisions.

An analyst at Clark, Dodge & Co. said he considered FCC statements on concentrated ownership and hints of divestiture to be "warnings to the big guys [large group owners] to keep them on the straight and narrow."

Questions oft repeated by the analysts were: "Where is there a big-market VHF for sale, anyway?" and "what publicly owned group owner is in the market for one?" They had no answer for the first question. And only Metro-media, which sold KQVR(TV) Stockton, Calif. on the assumption it could move to a bigger market, was mentioned in the latter category.

An observer at Paine, Webber, Jackson & Curtis advised, "forget about trading up for the time being, but don't disregard the room for greater efficiency in the operation of currently owned properties."

Said a researcher at Merrill Lynch, Pierce, Fenner & Smith: "We don't see divestiture as much of a threat and don't think the rest of Wall Street does either. Trading up is not much of a factor for the existing big group owners," he added.

Whither Antenna TV? ■ Widely mentioned by industry analysts and of major concern to them is the future structure of the community antenna television business (see page 60). None of them expects the government to continue its present laissez-faire relation to the wire-system operators, but a Baker Weeks researcher speculated on the effects of continued unchecked operation.

If CATV is allowed to originate com-

mercials and programs of its own, he suggested, this could have an initial psychological effect damaging to the prices of broadcast stocks and, in the long run, a tangible competitive effect on the stations of the group owners.

The Goldman, Sachs representative felt CATV to be "not too important" to the current attitudes toward broadcasting industry investment. "The CATV people realize," he said, "that some day they will have to pay for the programing they're now getting for nothing."

Investment Picture ■ The number of institutions holding network stocks appeared to advance during 1964 in the case of American Broadcasting-Paramount Theaters—ABC's parent—and to hold steady for CBS. RCA, although it receives a substantial amount of income from its subsidiary NBC and an even more significant contribution to profits from the broadcasting division, is not generally considered a broadcasting stock.

Monthly figures on institutional investment published by *Data Digests* for January 1964 and January 1965 show a jump from 38 to 48 institutions with AP-PT stock in their portfolios and a

gain from 107 to 109 institutions holding CBS shares. These collective positions now amount to 1.1 million shares of AB-PT or 24% of its market capitalization and 4.59 million shares of CBS representing 23% of outstanding stock.

The *Data Digests* reports are based on surveys of over 2,000 institutions. They may not represent every institutional investment in a given company, but they are widely used as the source for this information.

The group broadcasters whose stock is available to the public and for whom this data is published generally attracted ownership by several additional institutions during 1964. Larger gains in this respect, analysts point out, are prevented by the relatively small capitalization of these companies and a resultant "thin" market in their stock. Shares of Cox Broadcasting, which went public during the year, are already held by five institutional buyers.

Hesitation ■ There is some difference of opinion on what institutions may do at this point in their consideration of present and future broadcasting investments.

A representative of The Value Line, an investment advisory service, said "large institutions will be taking a closer look at the broadcast issues. Present buying plans will very likely be held up until the FCC makes its position more clear on the station ownership question." He had further doubts about investment in the industry with the exception of "one or two special cases."

"When an industry becomes a favorite, look for trouble," he warned. He spoke of "vast quantities" of material out of Wall Street on the attractiveness of broadcasting stocks and described this as a "danger signal."

This analyst was also the least optimistic among those interviewed in his predictions of earnings for the broadcasters in the new year. "It wouldn't shock me to see earnings fall off with a few exceptions," he concluded.

This was in marked contrast to the majority opinion of the observers, who saw continued gains in earnings.

Most of those questioned foresaw television billings growing at 7-10% compounded annually for the next several years anyway, and consequent assurance of further earnings gains.

A recent report published by Oppenheimer & Co. calls attention to a "recession-resistant growth" in television revenues. Unlike other media, an Oppenheimer representative explained, TV billings appear to hold firm or even grow during turndowns in the overall economy of the country. This, he said, could be traced to TV's apparent "cannibalizing" on the billings of other media.

Most of the financial men predict further widening of the price-earnings multiples of broadcasting stocks. The

Radio drive for '65

Seven areas in which the radio industry is expected to make "breakthroughs" in 1965 were discussed by Miles David, administrative vice president of the Radio Advertising Bureau, before a meeting of the Sales Management Executives Club of Utica, N. Y., last Monday (Jan. 4).

Among his projections for 1965 were: increased advertising on radio for "housewife hours" (non-drive time); expanded use of the medium by the major soap companies; acceleration of the use of radio by major retailers; the All-Radio Methodology Study (ARMS) will produce a report that will be a major improvement in radio measurement technology; rate cards will become simplified in line with the results of a study under way by 100 agencies pinpointing items that stations can drop from their rate listings; there will be substantial growth in the "team selling" of radio by groups of local stations organized to market their product—radio.

Broadcast stocks compared with Standard & Poor list

for the 12 months from Dec. 16, 1963,
to Dec. 15, 1964

	Closing 12/15/64	Closing 12/16/63*	Change Points	%		Closing 12/15/64	Closing 12/16/63*	Change Points	%
TELEVISION					PROGRAMING				
AB-PT	51 1/4	33 3/8	+18 3/8	+ 55	Allied Artists	1 3/4	2 3/8	- 5/8	- 26
CBS	41 7/8	37 3/8	+ 4 1/2	+ 12	Columbia Pictures	21 1/2	22 1/4	- 3/4	- 3
Capital Cities	35 1/8	19 3/8	+15 3/4	+ 81	Desilu	9 1/4	7	+ 2 1/4	+ 32
Gross Telecasting	26 1/4	24 3/8	+ 1 7/8	+ 8	Disney (Walt)	44 1/2	38 3/4	+ 5 3/4	+ 15
Metromedia	41 3/8	33 1/4	+ 8 1/2	+ 24	Filmways	13 3/8	8 1/4	+ 5 3/8	+ 62
Reeves Broadcasting	4	2 7/8	+ 1 1/8	+ 39	Four Star TV	5 1/2	7 7/8	- 2 3/8	- 30
Scripps-Howard	20 3/4	18 7/8	+ 1 7/8	+ 10	MCA Inc.	45	59 1/8	-14 1/8	- 24
Storer	48	38 1/4	+ 9 3/4	+ 25	MGM Inc.	36 3/4	27 3/4	+ 9	+ 32
Subscription TV	2 1/8	11 3/4	- 9 5/8	- 82	Medallion Pictures	9	12 1/8	- 3 1/8	- 26
Taft	41 7/8	23 7/8	+18	+ 75	National Telefilm	1/8	1/8	-	-
Wometco	30 1/2	26 3/4	+ 3 3/4	+ 14	Official Films	3/4	7/8	- 1/8	- 14
MANUFACTURING					TELEVISION WITH OTHER MAJOR INTERESTS				
Admiral Corp.	15 7/8	23 1/2	- 7 3/8	- 32	Avco	20 3/8	23 1/4	- 2 7/8	- 12
Ampex Corp.	14 3/8	18 1/4	- 3 3/8	- 20	Boston Herald-Traveler	36 1/2	29 1/8	+ 7 3/8	+ 25
Emerson Radio	10 1/4	11	- 3/4	- 7	Chris-Craft	13 1/8	12 3/8	+ 1/2	+ 4
General Electric	89 7/8	85 1/2	+ 4 3/4	+ 6	Cowles Mag. & Brde.	11 3/4	12 7/8	- 1 1/8	- 9
Jerrold Corp.	3 3/8	3	+ 3/8	+ 13	General Tire	19 1/8	23 3/8	- 4 1/2	- 19
Magnavox	31	46 3/8	-15 3/8	- 33	Macfadden-Bartell	5 3/4	5	+ 3/4	+ 15
3M Co.	54 3/4	66 1/2	-11 3/4	- 18	Meredith Publishing	41	26 1/8	+14 7/8	+ 57
Motorola Inc.	94 3/4	82	+12 3/4	+ 16	The Outlet Co.	28 3/8	21 1/8	+ 7 3/4	+ 37
RCA	32 1/4	23 7/8	+ 8 3/8	+ 35	Rollins Broadcasting	70 1/2	15 3/4	+54 3/4	+348
Reeves Industries	2 1/2	3 3/4	- 1 1/4	- 33	Rust Craft Greeting	11 1/4	10 7/8	+ 3/8	+ 3
Teleprompter	6 3/8	4 3/8	+ 1 3/4	+ 38	Time Inc.	59 1/2	29 3/4	+29 3/4	+100
Westinghouse	45 1/8	33 3/4	+11 3/8	+ 34	*Quotations are adjusted for stock splits and/or stock dividends.				
Zenith Radio	62 3/8	79 1/2	-17 3/8	- 22	Market data for this table was prepared by Roth, Gerard & Co. for TELEVISION Magazine. The table appeared in the January 1965 issue of TELEVISION, a publication of Broadcasting Publications Inc.				
SERVICE									
C-E-I-R	7 1/8	9 3/4	- 2 3/8	- 27	Closing	Closing	Change		
Foot, Cone & Belding	16	10 3/4	+ 5 1/4	+ 49	12/15/64	12/16/63*	Points	%	
General Artists	4 7/8	6 1/2	- 1 3/8	- 25	Standard & Poor's	87.83	78.47	+9.36	+ 12
MPO Videotronics	6 3/8	11	- 4 3/8	- 40	425 Industrials				
Movielab Inc.	15 1/4	8 7/8	+ 6 3/8	+ 72					
Nielsen (A.C.)	65	55 1/2	+ 9 1/2	+ 17					
Papert, Koenig, Lois	6 7/8	6 3/8	+ 1/2	+ 8					

price-earnings ratio is an index measuring a stock's earnings against its current market value and is commonly used to determine whether a stock is carrying a realistic market value in relation to the company's performance.

One financial researcher estimated the average price-earnings multiple for AB-PT, CBS and seven group station broadcasters to be 20 on the basis of 1964 earnings, but an "underpriced" 14 on the basis of projected 1965 earnings. This condition is gradually correcting itself, he asserted, as more attention is focused on the broadcasters. Prices of these companies would be up by an average 25% in 1965, he predicted.

Film companies ■ The financial community is less willing to talk about investment opportunity in the companies which provide programs to television

than about the broadcasters who use them. Generally they consider this area more "speculative," especially in the cases of the so-called "independent" producers of telefilm—those not involved in the production and distribution of feature films to theaters—whose "fortunes seem to fluctuate sharply from one year to the next," as one observer put it. "They've got to be considered on a case-by-case basis," he added.

This cautious attitude, another said, must be weighed against examples of growth. Notable stock price gains were recorded by Desilu, up 32%; Filmways, up 62%, and Screen Gems, which moved ahead 9% in 1964.

The bigger feature-producing film companies are on the verge of a new and attractive seller's market according to a member of the Roth, Gerard insti-

tutional research firm.

Behind this situation, he said, is the entry of CBS-TV into the market for feature films.

"The continued pressure of the networks on the film libraries has got to keep their value going up and up. There will probably be as many as eight hours of film on the networks each week. They're taking the 'A' and 'B' quality films, not the 'C' or 'D' and those who have color features will eventually be getting a good premium for them."

While only a few companies may benefit initially from this network demand for product the eventual effect has got to be higher prices for all features another reasoned.

Prices paid by the networks for comparable feature films have risen 15% compounded annually over the past three years, one analyst estimated.

Spot, local in '65 \$1 billion?

That's what BAR says it will be, based on projections of 1964 spending; measurement bureau undertakes to project market-by-market TV billings for year

National spot, regional and local television time sales this year will total close to a billion dollars, Broadcast Advertisers Reports predicted last week.

The prediction was contained in an unprecedented projection that undertook to forecast the volume of 1965 non-network TV spending in each of 75 leading markets as well as in the U. S. as a whole (CLOSED CIRCUIT, Dec. 21, 1964).

The projections were based on market-by-market averages of actual spending in a five-month period in the last half of 1964, as estimated by BAR. The estimates, in turn, were based on BAR's monitoring of the stations in the 75 markets, an application of discounted rates to these findings, and a program of verification—and correction—conducted in cooperation with a number of leading advertising agencies.

Thus the projections for 1965 represented, in effect, the average annual rate at which, according to BAR's estimates, nonnetwork spending was occurring in these markets—and in the U. S. as a whole—during the latter part of 1964.

Phil Edwards, BAR board chairman, said monitoring in the first few months of 1965 may determine whether the year will exceed or just barely miss a billion dollars in nonnetwork time sales.

The range, he said, may be from \$950 million to \$1.05 billion. These figures compare with \$856.8 million reported by the FCC for 1963, the latest year for which official data is available. A \$1.05 billion total would represent a two-year gain of about 23%.

Basis of Estimate ■ While the BAR forecasts assumed that the estimated annual rate of spending in late 1964 would continue in 1965, Mr. Edwards emphasized there were some elements that could not be taken into account—an upheaval in the national economy, for example, could cause his projections to fall short.

"BAR's computer techniques," he said, "have reached a degree of sophistication which enables us to take many possible variations into account—but

not, of course, an unexpected general or purely local economic slump."

He also noted that his market figures could be affected by "superior or inferior selling techniques yet to be employed in 1965."

Since last July, BAR has been accumulating dollar values for each commercial it lists in its monthly monitoring reports. In this process, Mr. Edwards said, more than 142,000 local TV hours were monitored on 238 stations in 75 markets, and more than 800,000 individual commercials were assigned dollar values. The BAR estimates were checked with agencies in an effort to get the dollar-value assignment as accurate as possible.

In the last six months, Mr. Edwards said, agencies have submitted confidential reports on the accuracy of almost 1,500 individual brand schedules carried in the 75 markets.

"This kind of cooperation," he said, "is far more than BAR needs to have its computer automatically spell out the mysteries inherent in some station rate cards."

Verified Reports ■ He said that one-third of the estimates BAR has furnished to agencies have been verified as accurate. Up to two-thirds of the estimates are within 10% of actual spending, he said, while the other one-third "vary greatly, due to rate-holders, make-goods and pre-emptions."

By the end of November BAR's overall estimates were about 7% higher than the agencies said they should be, he reported, adding that corrections were made in data programming for December, January and February to adjust the current estimates.

"Comes the normally heavy commercial months of March, April and May," he said, "BAR will be out in front with up-to-the-minute estimates of dollars then being spent—on a current, 10-day basis. We think they are the best numbers around and we plan to offer them as a service to media salesmen. We don't want them to be historical—we want them to be used on the line by people who sell advertising."

To arrive at its current projections, BAR averaged out figures tabulated during five separate weeks: one each in July, August, September, October and November. This average was then multiplied by 52 to get a current 12-month projection.

The national projection for 1965 was based on the individual projections for the 63 BAR markets that were covered in FCC's 1963 report. In 1963 these accounted for 75.5% of FCC's estimates for all 276 markets, and BAR used the same percentage in projecting its 63-market estimates to cover all stations in all markets.

Market by market, here are BAR's projections of 1965 national spot, regional and local TV revenues and how they compare with FCC figures for 1963:

(Estimates are based on monitoring each television station in each market for seven consecutive days during July, August, September, October and November, 1964.)

Market	BAR spot-regional-local prediction for 1965 (000)	Spot-regional-local reported by FCC in 1963 (000)
Albany-Schenectady-Troy, N.Y.	\$ 6,124	\$ 5,892
Altoona-Johnstown, Pa.	3,836	2,683
Amarillo, Tex.	2,860	1,773
Atlanta	8,840	8,618
Baltimore	13,208	11,319
Birmingham, Ala.	5,460	1
Boston	30,702	25,186
Buffalo	13,622	11,998
Cedar Rapids-Waterloo, Iowa	3,120	2,177
Charleston-Huntington, W. Va.	4,720	3,610
Charlotte, N. C.	5,096	1
Chicago	60,388	50,943
Cincinnati	10,844	8,610
Cleveland	24,856	19,516
Columbus, Ohio	10,192	8,590
Dallas-Forth Worth	11,804	12,166
Dayton, Ohio	8,424	1
Denver	9,672	7,706
Des Moines	3,784	3,534

¹The FCC does not report revenue for two station markets; thus FCC figures for 1963 are not available.

This is Atlanta!



OUR AMES ARE HIGH! And they have to be to keep pace with the fastest growing city in the South. TW 3 girl, Nancy Ames, typifies the enthusiasm generated by this \$1.7 billion retail market*. If you aim for a share of Atlanta, set your sights high on the market leader — WSB-TV

*Sales Management, June, 1964.

WSB-TV

Channel 2 Atlanta

NBC affiliate. Represented by Petry



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

Market	BAR	Spot-
	spot-regional- local predic- tion for	regional-local reported by FCC in
	1965 (000)	1963 (000)
Detroit	29,328	2
Flint-Bay City, Mich.	4,212	3,153
Fort Wayne, Ind.	2,496	2,181
Fresno, Calif.	3,744	3,438
Grand Rapids-Kalamazoo, Mich.	8,360	5,685
Green Bay, Wis.	2,964	2,165
Greenville-Spartanburg, S. C.		
Asheville, N. C.	3,380	8
Greensboro-Winston- Salem, N. C.	4,284	3,514
Harrisburg-Lancaster- Lebanon, Pa.	4,084	4
Hartford-New Haven	10,572	3
Houston	11,700	9,911
Indianapolis	13,352	10,226
Jacksonville, Fla.	3,640	1
Kansas City	11,272	9,341
Lansing-Jackson, Mich.	2,964	1
Little Rock, Ark.	2,756	2,196
Los Angeles	80,576	64,850
Louisville, Ky.	5,928	5,312
Memphis, Tenn.	4,992	4,826
Miami	12,480	10,327
Milwaukee	10,712	10,729
Minneapolis-St. Paul	13,832	11,563
Nashville, Tenn.	5,252	4,618
New Orleans	7,384	7,183
New York	98,583	91,442
Norfolk-Portsmouth, Va.	4,824	4,139
Oklahoma City	6,864	5,184
Omaha	5,008	4,139
Peoria, Ill.	2,548	2,132
Philadelphia	37,208	31,070
Phoenix	6,188	5,352
Pittsburgh	18,668	18,765
Portland, Me.- Mt. Washington, N. H.	3,120	2,653
Portland, Ore.	8,060	7,338
Providence	8,060	6,630
Richmond, Va.	3,284	2,489
Roanoke-Lynchburg, Va.	2,496	2,132
Rochester, N. Y.	4,200	3,997
Sacramento- Stockton, Calif.	9,140	7,730
Salt Lake City	4,316	3,717
San Antonio, Tex.	4,576	4,413
San Diego	8,892	1
San Francisco	30,680	24,559
Seattle-Tacoma	10,244	9,406
Shreveport, La.	3,444	2,661
South Bend- Elkhart, Ind.	2,092	1,490
Spokane, Wash.	3,756	2,877
St. Louis	18,240	13,453
Syracuse, N. Y.	7,384	5,603
Tampa-St. Petersburg, Fla.	7,788	6,241
Toledo, Ohio	5,356	2
Tulsa, Okla.	4,264	3,901
Washington	17,836	13,314
Wheeling-W.Va.-Steubenville, Ohio	3,432	2
Wichita, Kan.	3,588	3,402
Youngstown, Ohio	2,088	1,597

²The FCC does not report on the Canadian station CKLW-TV; thus the 1963 FCC figure for Detroit has been omitted because it is not comparable to the BAR figure for 1965 which does include CKLW-TV.

³The FCC figure for 1963 has been omitted because it covered four stations; BAR's 1965 estimate is for three stations.

⁴The FCC figure for 1963 has been omitted because it covered five stations; BAR's 1965 estimate is for four stations.

Another bright view of 1965

Goldberg sees 4½% increase for radio; 7.1% for TV; urges local time protection

Local TV station operators were urged last week to resist any network effort to nibble away local program time, or sell participations and cut-ins to advertisers.

The appeal came from Melvin A. Goldberg, vice president, planning and research, John Blair & Co., in a talk on prospects in 1965 for the broadcast industry before the Pittsburgh Advertising Club on Tuesday (Jan. 5.)

Mr. Goldberg's business forecast: Radio billings should increase from about \$794 million in 1964 to \$830 million, or an approximate 4½% rise in 1965. Network radio billings will be up some 9½% to about \$58 million, spot 5½% to about \$250 million and local up 3.6% to about \$522 million.

Television, with estimated 1964 billings of \$2.25 billion, should go up 7.1% to \$2.41 billion. Network TV would rise 7.5% from \$1.116 billion in 1964 to \$1.2 billion in 1965; spot 8.1% from an estimated \$740 million to \$800 million, and local up about 4.1% to \$410 million.

In directing his critical fire at the networks, Mr. Goldberg noted three trends, which "if not checked," could hurt stations and TV in general.

Evening problem ■ The "encroachment" by TV networks into hours customarily programed locally, he said, is "forcing the virtual elimination of local programing during the evening," with some affiliates telecasting only early and late evening locally produced news shows from 6:30 p.m. to 1 a.m. Gradually, he said, "local programing is being squeezed into the late afternoon periods" with hardly any opportunity for the station to program locally in prime time.

Picking up an oft-cited complaint of TV spot salesmen, Mr. Goldberg said, "the network practice of selling participations or multiple sponsorships for six or more different products in an hour is really another form of spot selling at a discount." In effect, he said, networks allow national advertisers to buy prime spots that are unavailable to spot or local advertisers.

Mr. Goldberg said a third area of concern is the use of network cut-ins for advertisers—"another form of spot" that permits advertisers "substantial

discounts on station rates." He said this was an area in which "the station should exercise its prerogatives . . . if an advertiser wishes to place spots in a given market, he should be required to pay the usual spot rates—and the stations should so inform such advertisers."

Mr. Goldberg cautioned that the results of all three practices "serve to reduce the potential income and independence" of stations, and shrink the ability of local advertisers to utilize local TV—"and in all tend to threaten the entire structure of local television." He noted that if stations "stood their grounds and established the bounds beyond which the networks cannot go" in 1965, the year could be "the forerunner of even greater economic and cultural growth in the years ahead."

More Changes ■ FCC's plan to require at least 50% of an FM station's programing not be duplication of a sister AM, he said, could mean some AM's will lose audience. But for some AM broadcasters the action could add revenues and facilities. FM is still radio, he said, and "why can't one AM station and one FM station mean two successful radio stations?"

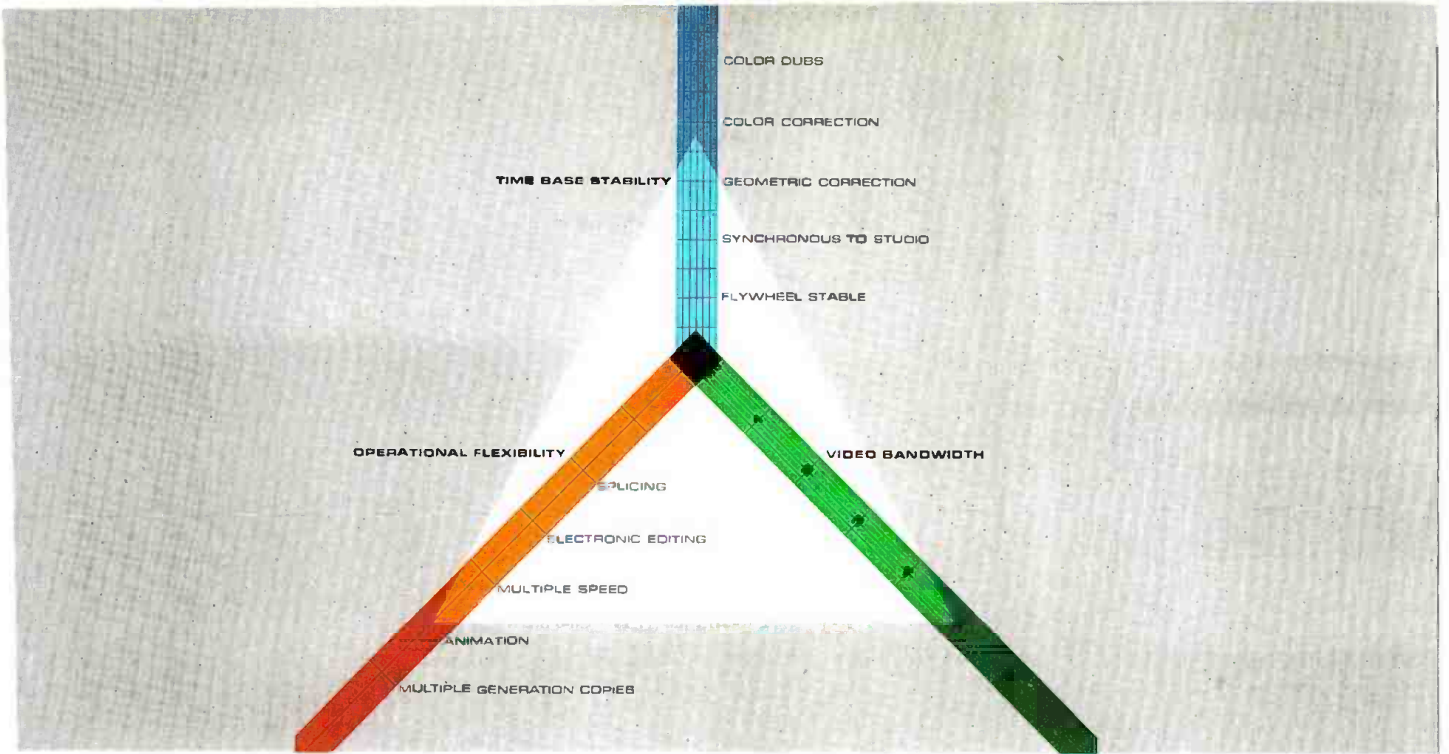
UHF progress will be hastened by the all-channel receiver law and he estimated an increase in number of homes capable of UHF reception from the present 7.3 million or 14% of total TV homes, to about 13.5 million, or 26% by the end of 1965. Moreover, he said, more UHF station applications will be filed and processed, particularly in markets with strong VHF penetration. He predicted that by 1970, the penetration of UHF "will be at least 50% and probably closer to 75%." One effect, he said, will be to compound the problem of obtaining new program sources.

On color TV, Mr. Goldberg expects two million more receivers to be sold during 1965, which, when added to today's approximately three million sets, will increase color penetration to nearly 10%. He noted that as color set homes increase they'll probably "exert a greater influence on ratings than their percentage of the total sample." Increased sale and viewing of portable TV's, particularly the new battery-powered types, he said, could make TV a competitor to summer radio.

Business briefly . . .

The 3M Co., St. Paul, through MacManus, John & Adams, Bloomfield Hills, Mich., will sponsor the *The Bing Crosby 24th National Pro-Amateur Golf Championship* on NBC-TV, Saturday, Jan. 23 (5-6 p.m. EST).

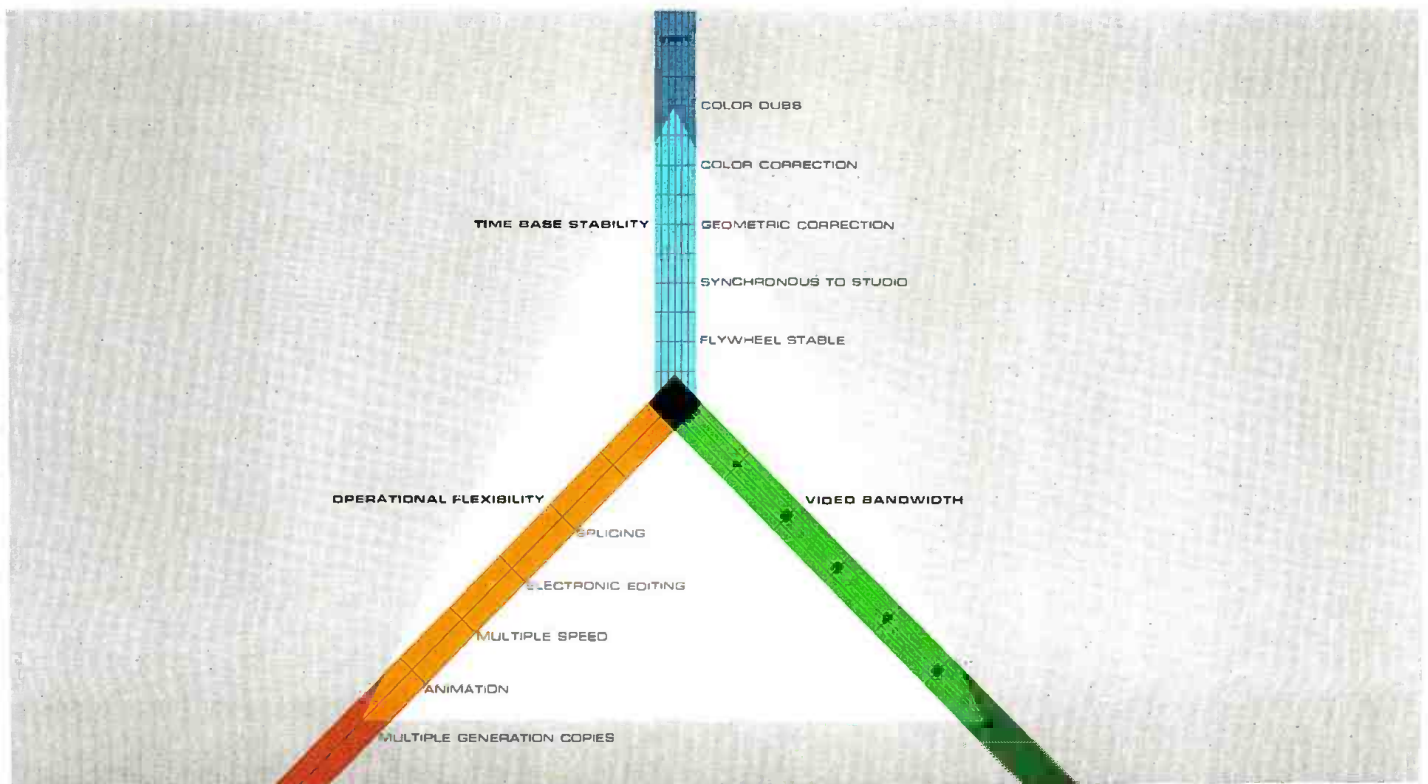
Testor Corp., Rockford, Ill., has re-



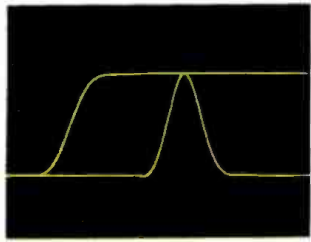
These parameters show the best that can be expected from present-day recorders. Note the limitations on bandwidth, time base stability and production flexibility.

THIS IS THE TURNING POINT IN TELEVISION TAPE PRODUCTION

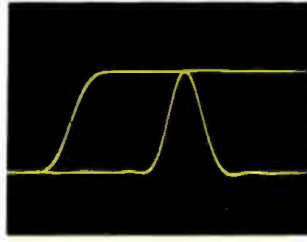
These are the parameters of an entirely new kind of recorder: a recorder that marks the turning point in television tape technology.



The VR-2000 offers a quality of performance unequalled by any other recorder ever made. These are photos taken on a Tektronix Model 547 oscilloscope, with the VR-2000 operating in the 525 line high-band standard.

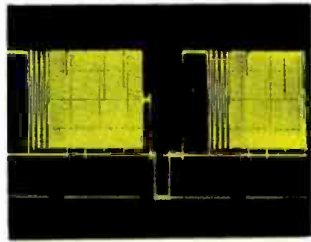


Video Input

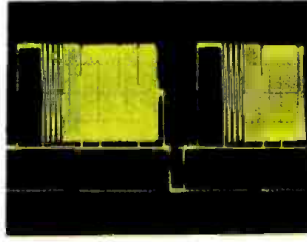


Off Tape

Transient response (K Factor): the signal is a "2T sine-squared pulse and bar" waveform for a 525 line system. Pulse H. A. D. (half-amplitude duration) was 0.25 μ sec.



Video Input



Off Tape

Multiburst response: bursts are at 0.5, 1.5, 2.0, 3.0, 3.6, and 4.2 Mc.

THIS IS THE TURNING POINT:

a recorder so demonstrably superior that it can only be called revolutionary.

PRODUCTION CAPABILITIES

Editec* System: provides a precision of control over animation and editing never before attained. Makes it possible to cue each end of a scene to single frame accuracy, record animation frame-by-frame, automatically activate other studio equipment, edit sound and picture or picture only, edit precisely in sync with music, even record time lapse material.

New Intersync† System: re-designed system will actually hold synchronization to within limits of color correction ranges with the Amtec unit out of the circuit. (This, of course, is only done for short periods of time, and for demonstration purposes only.)

New Amtec† Unit: the best system of its kind, the existing Amtec was completely redesigned to match the capabilities of the VR-2000.

New Automatic Chroma Control: (optional) eliminates the last major source of variations in color recordings.

Colortec* System: maintains rigid time base stability. This, combined with the new dimension of capabilities of the VR-2000, makes possible superb quality third generation color dubs.

SIGNAL ELECTRONICS SYSTEM

New Mark IV Video Head Assembly: employs a high input impedance, low-noise Nuvistor pre-amplifier to extend frequency response beyond 10 megacycles. Features exclusive rotary transformers, optional air-cushion or ball-bearing drive. Delivers the best S-N ratio ever: up to 46 db.

New Dual Heterodyne Modulator: insures a degree of linearity never before possible.

New Automatic Frequency Control: is crystal controlled at blanking level. Actuates a warning light if frequency is in error by more than 10 kc.

New Unity Gain: keeps input and output equal and deviation correct on a pre-determined basis.

New Dropout Suppression: supplies black level to replace dropout.

New One-Line Delay Accessory: (optional) replaces dropout with picture information that occurred one line earlier.

New Switching Transient Suppressor: eliminates interference to sync leading edge from front porch switching transients.

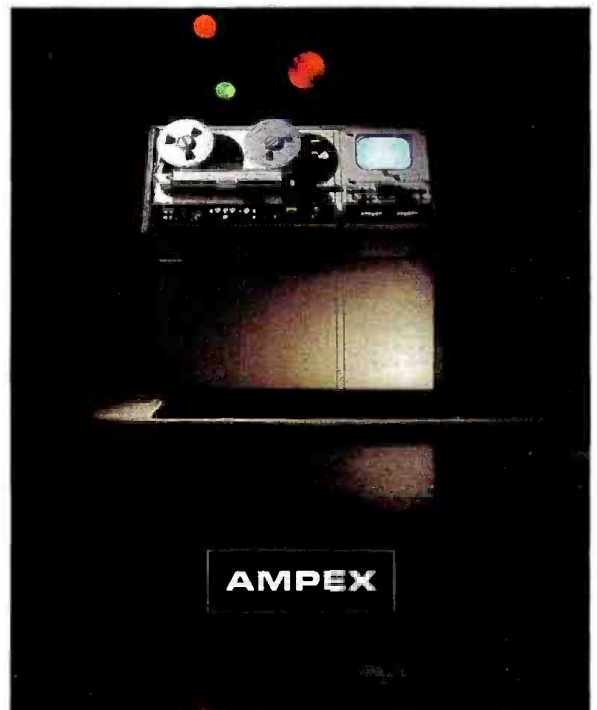
New White Level Calibration Pulse: provides continuous monitoring of video signal deviation.

New Standards Switching: the VR-2000 can switch all characteristics between broadcast standards.

MECHANICAL DESIGN

New mechanical design alone would make the VR-2000 a remarkable recorder. These are just some of the new features: "one-hand" operation; fool-proof mode selection buttons; automatic shut-off in case of malfunction; positive lock-out to prevent erasure in playback mode; digital servo circuitry eliminates MDA's, reduces once-around errors to negligible values and provides a rigid and stable 120° phase-to-phase angle. Term financing and leasing available. For complete information call your Ampex representative or write: Ampex Corporation, 401 Broadway, Redwood City, Calif.

AMPEX VR-2000 TELEPRODUCTION VIDEOTAPE* RECORDER



AMPEX

newed heavy schedule of participations on NBC-TV's *Today* and *Tonight* shows. Agency: Bronner & Haas, Chicago.

The United States Rubber Co., through Doyle Dane Bernbach, both New York, will participate in ABC-TV's *FDR* series (Friday, 9:30-10 p.m. EST).

Caryl Richards Inc., through Hockaday Associates, both New York, will advertise on seven programs on NBC-TV's nighttime schedule during 1965: *Karen*, *The Andy Williams Show*, *Jonathan Winters Specials*, *That Was the Week That Was*, *Hullabaloo*, *The Jack Paar Program*, and *Saturday Night at the Movies*.

La Choy Division of Beatrice Foods, Archbald, Ohio, through Maxon Inc., Detroit, and **North American Van Lines**, Fort Wayne, Ind., through E. H. Russell, McCloskey & Co., Chicago, will participate for 52 weeks in CBS Radio's *Arthur Godfrey Time* and 7 p.m. *News with Douglas Edwards*.

Newly signed participating advertisers on NBC-TV during the current and second quarters of 1965: **American Home Products**, through Ted Bates, both New York, in six nighttime programs; **Gen-**

eral Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, in *Flipper*; **Plough Inc.**, through Lake-Spiro-Shurman Co., both Memphis, Tenn., in eight nighttime shows; **Procter & Gamble**, Cincinnati, through Benton & Bowles, New York, in five nighttime programs, and in *Lewis and Clark*, a news special (Feb. 23, 10-11 p.m. EST). **P&G**, through Grey Advertising, New York; **Coca-Cola**, Atlanta, through McCann-Erickson, New York; **Chesebrough-Ponds**, through William Esty, both New York, and **Bristol-Myers**, through Grey Advertising, both New York, have purchased participations in *Hullabaloo*. **Polaroid Corp.**, Cambridge, Mass., through Doyle Dane Bernbach, New York, will participate in eight nighttime shows, and **American Tobacco Co.**, through BBDO, both New York, has purchased participations in *The Virginian*.

Rep appointments . . .

- **WCOV-AM-TV** Montgomery, Ala.: Paul H. Raymer Co., New York.
- **WIBF-TV** Philadelphia: Vic Piano Associates, New York.
- **KFML-AM-FM** Denver; **WFLB** Fayetteville, N. C., and **WRSC** State College,

Pa.: Spot Times Sales, New York.

- **WRR** Dallas: Daren F. McGavren Co., New York.
- **WHYN-TV** Springfield, Mass.: Adam Young Inc., New York.
- **WASH(FM)** Washington and **WDON** Wheaton, Md.: The Bolling Co., New York.
- **WCNL** Newport, N. H.: Harold H. Segal, Boston, as New England representative.

More than 300 take new Nielsen service

Sales of the A. C. Nielsen Co.'s new NSI local-market television audience measurement service are running 42% ahead of the company's goal, officials announced last week.

William R. Wyatt, vice president and national sales manager for NSI, said "well over 300" agencies, advertisers and stations were signed in the first 75 days of selling, the period covered in his report. This period ended Dec. 31, 1964.

Mr. Wyatt said that at this rate an "impressive" list of subscribers is assured and would be published "as soon as our men have had opportunity to complete their assignments."

The redesigned NSI service, featuring larger samples, a change to all-diary methods, continuing changes of sample and computerized processing of data, replaced the former NSI service beginning with the October reports for 23 markets and the November reports for 225 markets (*BROADCASTING*, Sept. 7, 1964). More than 600 NSI reports are scheduled for the year.

Burnett recaptures some of Pillsbury

Pillsbury Co., Minneapolis, last week moved part of its flour account back to Leo Burnett Co., Chicago, after an interval of nearly a decade. Campbell-Mithun, Minneapolis, which relinquishes the account, continues to handle other Pillsbury lines including refrigerated products, low-calorie soft drinks, bread mixes, coffee cake and new accounts.

Burnett, which gains about \$2 million in new billing in the move, acquires Pillsbury's Best flour, instant flour and other family flours, effective immediately. Burnett also represents other Pillsbury products and has done so for some 20 years.



Kudner gets permanent Chicago home

Hosts for dedication of Kudner Agency's new Chicago offices last Wednesday (Jan. 6) included (l-r): Roswell Metzger, executive vice president and head of Kudner's mid-west operations; Roger Purdon, the agency's president, visiting from New

York, and George B. Anderson, vice president-manager of Chicago office.

Over 200 advertising and media representatives attended open house at the Wrigley building. Kudner's Chicago office opened in temporary quarters last June.

CBS denies TVB's report that NBC leads

Says bureau errs in saying competitor was ahead \$1.3 million in TV billings for October

Television Bureau of Advertising last week released network TV gross time figures for the first 10 months in 1964 which showed NBC-TV in October shooting ahead of CBS-TV as the top billing network that month (see tables, below). It was the first time NBC-TV had been reported leading CBS-TV in monthly gross billing in years. The report showed NBC-TV with \$32.5 million in October, as against CBS's \$31.2 million.

But TVB's issuance of the compilation, made by Leading National Advertisers and Broadcast Advertisers Reports, also brought an immediate challenge from CBS.

CBS officials said they believed LNA-BAR had erred in the compilation and that a corrected figure for the gross time billing could be expected. To substantiate their position that CBS-TV still led in monthly TV billing, CBS authorities made available LNA-BAR net time and program billing figures for all three TV networks, January-September, and a separate compilation

for October to give what the network said it felt was the whole picture. CBS's spokesmen said they believed billing figures for net time and program (talent costs) had more meaning than gross time billings (time without production costs and based on the one-time rate only).

LNA-BAR spokesmen said Friday they knew of no "error" in the report but an analysis was underway.

CBS's Version ■ The LNA-BAR net time and talent figures, January-September 1964, as made public by CBS Thursday (Jan. 7) showed CBS-TV with \$325,473,000 for the period, or an increase of 7.1% over the \$303,868,000 compiled in the same period in 1963. NBC-TV, in this compilation, had \$263,427,000 in time and talent in the 1964 period, representing a gain of 7.9% over the \$244,136,000 reported for the nine months in 1963. ABC-TV's comparable figures: \$204,875,000 in the first nine months of 1964, or a gain of 5.5% over the \$194,179,000 in 1963.

CBS said that for October LNA-BAR preliminary estimates show CBS with \$46,829,000 (net time and program billings), or a gain of 2.4% over October 1963. ABC-TV was nearly level, showing a seven-tenths of a percentage point loss, dropping from \$29,147,000 in October 1963 to \$28,945,000 in October 1964. NBC-TV on this basis, according to CBS, had \$41,075,000 in October 1964, representing a gain of 13.4% over the \$36,205,000 shown for that month in 1963. (It was generally agreed that the NCAA football rights switch from CBS to NBC plus World Series money in October were in part responsible for NBC's impressive billing increase).

CBS officials said further that if another \$4 million—a plus the network denies for NBC on the basis that LNA-BAR apparently had erred in the compilation—were added to the October time and talent total, NBC would have some \$45 million or a figure still less than that of CBS's in October.

LNA-BAR gross time billings reported last week for October indicated NBC-TV had \$32,547,900 compared to CBS-TV's \$31,255,700, while ABC-TV had \$20,321,700.

In total, January-September, the TV networks had \$793,175,000 in net time and program billings, according to LNA-BAR figures disclosed by CBS. For January-October, the LNA-BAR figure—also for net time and talent—was \$914,625,500 as reported through TVB (see table).

TVB for some time has been reporting total network net time and program billings, broken down according to "day parts" but not by individual network. The separate figures for each network are shown in gross time billings. When TVB first began its reporting, all billing estimates were in terms of time only and at the one-time gross rate.

Network TV billings for October

Network television net time and program billings by day parts (\$000)

	October			January-October		
	1963	1964	% chg	1963	1964	% chg
Daytime	\$ 34,309.1	\$ 41,076.4	+19.7	\$235,676.9	\$252,579.6	+ 7.2
Mon.-Fri.	21,828.1	24,401.1	+11.8	173,533.1	182,494.0	+ 5.2
Sat.-Sun.	12,481.0	16,675.3	+33.6	62,143.8	70,085.6	+12.8
Nighttime	76,780.0	79,773.7	+ 3.9	617,596.2	662,045.9	+ 7.2
Total	\$111,089.1	\$120,850.1	+ 8.8	\$853,273.1	\$914,625.5	+ 7.2

Network television gross time billings by network month-by-month 1964

	ABC-TV	CBS-TV	NBC-TV	Total
January	\$18,474.6	\$29,134.7	\$26,801.0	\$74,410.3
February	18,330.4	27,716.2	25,822.4	71,869.0
March	18,980.2	30,051.9	28,966.4	77,998.5
April	18,159.0	28,852.3	27,467.4	74,478.7
May	17,859.4	30,189.9	27,290.4	75,339.7
June	18,153.4	28,199.3	25,793.3	72,146.0
July	17,633.9	29,838.9	27,541.5	75,014.3
August	17,038.1	29,463.0	26,833.2	73,334.3
September	18,074.1	28,647.5	28,556.3	75,277.9
October	20,321.7	31,255.7	32,547.9	84,125.3

Source: TVB/LNA-BAR

KRMG refuses 'Digest' spots, attacks article

A lot of broadcast interests protested when *Reader's Digest* carried in its December issue a condensation of an article highly—and, broadcasters contended, unfairly—critical of radio (BROADCASTING, Nov. 30, 1964, et seq).

Last week a new form of protest came to light: KRMG Tulsa, Okla., rejected a *Reader's Digest* order for spot announcements.

K. R. Greenwood, general manager of KRMG, explained the action in a letter returning the order to the editor of the *Digest*. Radio, he said, is "subject to many pressures" but "continues to be a vital community force and an almost

Does your audience think first about economy when buying food?

PURCHASING AND PREPARING FOOD for a family may not take as long now as it did 25 years ago because of the availability of many convenience foods, but in most homes meal planning still ranks at or near the top of the list of daily concerns for the homemaker. That America's food stores offer such a tremendous variety of foods does not simplify matters, of course, because this simply means that many more choices must be made.

Most meals are planned by the homemaker who is also the household food purchasing agent. What motivates these women to buy what they do is the subject of many different theories of female behavior, ranging from ultra-rational to ultra-Freudian. Without trying to wade through these many theories to come to any conclusions about what may be right, or at least most interesting, suffice it to say that not all women think alike. This is true when they plan meals too!

Many different factors influence the food buying decisions. Women may be primarily concerned about setting a table that provides the nutrition their families need. Or the chief influence at work may be satisfying the varying tastes of different members of the family without preparing a separate meal for each person. Again, the problem may be one of planning meals that can be served to a family which, for one reason or another, must eat at different times of the day.

DOLLARS AND CENTS ALSO ENTER THE PICTURE

Among the many attitudes that influence food purchasing, economy is certainly an important one for many women. Even in our affluent age when a very high percentage of families have discretionary income that can be spent for fancier foods or motorboats, the economy influence is still at work. Economy is not an attitude reserved only to those who do not share our affluence, for there are many women in the upper economic strata who also pride themselves on being home *economists*, even though some may consider them to be amateurs in this field.

Assuming, then, that economy is important to many users of the mass media when they are in the food buying business, providing sound advice on the economics of foods should be considered a very helpful service. This raises the crucial question: What makes a food desirable or undesirable from the economic point of view? Today people buy beverages that have no nutritional value whatever. From the nutritional point of view, then, these products are very uneconomic. But few of us buy only nutrition in our foods.

We also buy such elements as taste, flavor, psychological satisfaction. We buy foods we believe will make us beautiful or less fat. We buy foods that we think will win the love of boy friends, husbands, or children. When considering the economy of foods, we certainly can't limit the evaluation to their nutritional qualities alone.

SOME FOODS DO RANK AS EXCELLENT BARGAINS

Some foods satisfy many of these different requirements—nutrition, good taste or flavor, acceptability among all age groups. Milk and milk products are among these foods.

Americans spend about 19 cents out of each food dollar to buy dairy foods. On a volume basis, it is estimated that dairy products are about 25 percent of the total food consumed by Americans. Thus there is the start of a description of a bargain group of foods—the milk group.

Milk and most milk products are almost universally liked in this country. Their nutritional value is outstanding, of course, and not only for young members of the family but also for adults. Consider, for example, what just one 8-ounce glass of milk provides for a moderately active young adult. This table shows the approximate percentage of the Recommended Daily Dietary Allowances (Food and Nutrition Board, National Academy of Sciences-National Research Council) provided by the 8 ounces of milk:

	Protein	Calcium	Vitamin A	Riboflavin	Thiamine	Calories
Adult Woman	15%	36%	7%	32%	9%	8%
Adult Man	12%	36%	7%	24%	6%	5%

A few points to keep in mind in studying this table: Milk protein is very high quality, providing the essential amino acids needed to build and maintain body tissue. Calcium requirements don't end when growth stops, for adults also need calcium to keep their bones strong and for other vital purposes. Vitamin A helps to keep mucous membranes healthy and resistant to infection. Riboflavin aids cells in using oxygen and helps keep the tongue, lips, and skin healthy. Thiamine is needed for a healthy nervous system and helps to reduce irritability.

THERE IS NO "PERFECT FOOD" FOR MAN

Because milk provides such an abundance of essential nutrients and because milk is so well liked by most people, milk has long been acclaimed as "Nature's most nearly perfect food." There is, of course, no perfect food for man, and this is why nutritionists recommend selecting a well balanced diet from four major food groupings: (1) the milk group; (2) meat, fish, poultry, and eggs; (3) fruits and vegetables; (4) cereals and breads. These foods provide the variety of nutrients needed for a balanced diet.

While milk isn't a perfect food for man, it certainly meets the qualifications for being rated as a very economical food. No other food so well liked by the American people provides so much satisfaction in terms of providing an abundance of important nutrients in a variety of forms that most people enjoy. If you compare milk's cost, its nutritional contribution, and the enjoyment it provides with other foods, one conclusion stands out:

Milk and foods made from milk are truly economy foods in today's market.

For more details on the role of dairy foods in meal planning, write for a copy of "Family Feeding For Fitness and Fun." Write: Family Feeding, American Dairy Association, 20 N. Wacker Drive, Chicago, Illinois 60606.

a message from dairy farmer members of



american dairy association

singular bastion for free enterprise in the world of mass communications."

His letter continued:

"In November your magazine ran an article about radio. It was a false, misleading and completely irresponsible article. To my way of thinking you completely abrogated your responsibility for objective journalism when you reprinted this article.

"This article, ran in an issue which must have given your sales department deep satisfaction, did a grave injustice to our station and thousands of others like us who are honestly attempting to serve our communities.

"Perhaps you can understand our reason for turning down your order. If we are as bad as your article represented, then we would have little value to you as an advertising medium. If we are as responsible as we claim to be, then we could hardly recommend your magazine to our audience."

The order was for spots to run as part of a one-week issue-promotion campaign during January. Mr. Greenwood sent a copy of his letter to Schwab, Beatty & Porter, New York, agency for the *Digest*.

Commercials in production . . .

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

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.

Tasty Baking Co., Philadelphia (Tastykake); four 60's for radio, jingles. Charles Barclay, Skitch Henderson, production managers. Agency: Aitkin-Kynett, Philadelphia. George McNealy, ac-

L.A. launching pad

Three Los Angeles TV stations will be used by Amsco Industries Inc., Hatboro, Pa., to introduce a new \$1 outdoor toy, the Hooper-Dooper, with a series of 132 commercials over a six-week period. The commercials are scheduled to begin Tuesday (Jan. 12) on KCOB (TV), KHJ-TV and KTTV (TV). The Hooper-Dooper, a plastic wheel with a center ring and a series of rubber spokes, can be launched from a child's head, feet, or hands. According to Amsco, Los Angeles was chosen to introduce the toy because of the city's ideal weather conditions.

count executive. Allen Gray, agency producer. Twin City Federal Savings & Loan Association, Minneapolis; one 60 for radio, jingle. Charles Barclay, Skitch Henderson, production managers. Agency: Pidgeon Savage Lewis Inc., Minneapolis. John Sarlas, account executive.

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

Bobbie Brooks Inc., Cleveland (junior sportswear); three 60's for radio, humorous. Noel Blanc, production manager. Agency: Nelson Stern Advertising, Cleveland. Nelson Stern, account executive and agency producer.

Reddi-2-Wip, Cleveland (desert topping); three 60's, three 30's, two 10's, for radio, humorous. Noel Blanc, production manager. Agency: Meldrum & Fewsmith, Cleveland. George Hill, account executive.

Agency appointments . . .

■ **Young & Rubicam**, Chicago, has been appointed agency for the lawn and garden products account of Armour Agricultural Chemical Co., Atlanta, effective July 1. Agricultural products remain with Liller, Neal, Battle & Lindsey, Atlanta.

■ **Hawaiian Airlines**, Honolulu, and the

Mauna Kea Beach hotel and resort development, Kamuela, Hawaii, name Milici Advertising Agency, Honolulu. The Hawaiian Airlines account had been with McCann-Erickson, Honolulu, for 23 years.

■ **Robert C. Wian Enterprises** (Big Boy restaurants and foods), Glendale, Calif., names Grey Advertising, Los Angeles, to handle its Southern California advertising, with budget of about \$200,000 annually. Media plans now being made will probably include radio and TV.

■ **Hollywood Brands Inc.**, Centralia, Ill., has appointed Krupnick & Associates Inc., St. Louis, to handle firm's line of candy bars. Hollywood plans tightly coordinated use of TV and radio on market-by-market basis in major metropolitan areas.

SAG says 'test' ad rates are too low

The Screen Actors Guild announced last week it has instructed its members not to accept assignments in the field of filmed television "test" commercials for nonbroadcast use, effective today (Jan. 11) unless employers (advertising agencies or producers) agree to compensation and conditions in accordance with provisions of the SAG 1963 commercials contract.

John L. Dales, national executive secretary of the guild, said that the Advertising Agency Joint Policy Committee composed of representatives of the large national agencies, recently took the position that "test" commercials are not within the union's jurisdiction and "rejected guild efforts to negotiate mutually agreeable rates for performers doing this work." Mr. Dales said that in recent weeks the guild has received "many complaints" from members who claimed they had been offered

Ohio utility company finds FM-AM answer

The Dayton Power and Light Co. has found an unusual and successful solution to the problem of reaching its far-flung Ohio customers: a wireless news network. The network operates just 10 minutes each day, Monday through Friday at 5 p.m.; has no executives and no cable hook-ups.

Network news is broadcast over WHIO-FM Dayton and simultaneously rebroadcast throughout Dayton Power and Light's 24-county service area

by WOHP Bellefontaine, WCSM Celina, WCTM Eaton, WDRK Greenville, WPTW Piqua, WERM Wapakineta, WMVR Sidney, WCHO Washington Court House and WMVM Wilmington. Plans call for a new station in Urbana to join the group as soon as its facilities are completed.

Local stories are phoned in by participating news directors, and used as part of the total newscast. Dayton Power and Light inserts two 60-second commercials, each handled

by the local station and tailored to local needs.

The network started January 1962, over WONE-AM-FM Dayton. Since last November WHIO-FM has been the point of origin.

According to its happy sponsor, the network as an advertising vehicle has demonstrably improved regional communication and permits greater flexibility than was possible when communication was limited to print media.

employment at excessively low rates to make a series of "test" commercials.

A spokesman for the Advertising Agency Joint Policy Committee reported that provisions covering "test" commercials (those that are not on the air and are being tested by agencies or outside research organizations) have never been included in contracts with SAG. He said there had been a temporary agreement outside the contract that agencies would pay 75% of the applicable SAG rates, but this pact expired last November. He added that for the time being the committee has not pursued the matter.

CBS-TV gets Miles windfall

Miles Laboratories has earmarked an estimated \$8.5 million for CBS-TV in a contract covering an unusual 21-month span of nighttime sponsorship.

The company's purchase appears to be the first major move in TV after the advertiser switched agencies in 1964. Miles, which has a yearly advertising budget of more than \$12 million (\$10

million in radio-TV), dropped Wade Advertising, Chicago, and appointed Jack Tinker and Partner, New York, effective Sept. 1, 1964.

It also pointed up a substantial swing of a portion of Miles's television money to CBS-TV. Up to this time the advertiser has used that network sparingly in comparison to its past spending record



Mr. Bryant

on ABC-TV and NBC-TV.

The long-term commitment on CBS-TV for Alka-Seltzer, One-A-Day Vitamins and other proprietary products, calls for sponsorship of nighttime programs starting last Saturday (Jan. 9)

and continuing through September of 1966—a 21-month stretch. For the current season, starting in January and continuing through September 1965, Miles will have participations in such shows as *For The People*, new series to face NBC-TV's *Bonanza* on Sundays, 9-10 p.m., *The Joey Bishop Show*, *The Doctors and The Nurses*, *The Munsters*, *Rawhide*, *On Broadway Tonight*, *Slattery's People* and *The Entertainers*.

In the 1965-66 season the advertiser's contract calls for involvement in "other nighttime programs to be announced," according to CBS-TV. The contract over the 21 months reportedly represents some \$8.5 million in business for CBS.

The new contract was announced last week by Donald L. Bryant, president of Miles Laboratories' Products Division, and by Thomas H. Dawson, CBS-TV vice president-sales. Mr. Bryant said the commitment pointed up his company's confidence that looks to growth from both Miles's present products and introduction of several new products.

Radio billings top \$146 million

RAB figures for 1st half of '64 show food and automotive sponsors led in network and spot categories

Food advertisers made up the top advertising category in spot and network radio in the first six months of 1964 and automotives in both instances ran a close second. The Radio Advertising Bureau said network radio advertisers spent \$32.33 million, and national-regional spot spent \$114.3 million in the six-month period.

Leading spot and network advertiser categories were released for the first time by the RAB last week.

RAB officials noted that the figures—all on the basis of gross billings—represented a breakthrough and reflected the cooperative efforts of stations, networks and station rep firms and said the list was being studied "to pinpoint RAB's national sales efforts."

Spot Radio Advertiser Categories—
January-June 1964

CATEGORIES	EXPENDITURE (IN MILLIONS)	% OF TOTAL
Foods	\$ 21.8	19.1
Automotive	19.1	16.7
Beer, Ale, Wine	11.2	9.8
Cigarettes, Cigars-Tobacco	11.1	9.7
Gas & Oil	7.8	6.8
Travel & Shipping	6.9	6.0
Consumer Services	6.5	5.7
Soft Drinks	5.3	4.6
Drugs & Proprietaries	4.6	4.0
Cosmetics & Toiletries	3.5	3.1
Confections	2.0	1.8
Agricultural	1.7	1.5
Apparel	1.6	1.4
Publications	1.3	1.1
Building, Hardware, Paint	1.2	1.0
Household Furnishings & Appliances	1.0	0.9
Soaps, Cleansers & Detergents	1.2	1.0
Amusements	1.0	0.9
Pet Foods	0.7	0.6
Radio-TV, Records	0.3	0.3
Religious	1.8	1.6
Miscellaneous	2.7	2.4
Total	\$114.3	100%

Network Radio Advertiser Categories January-June 1964	EXPENDITURE (IN MILLIONS)	% OF TOTAL
Foods	\$ 7.2	22.0
Automotive	5.1	15.7
Cosmetics & Toiletries	3.2	9.9
Drugs & Proprietaries	3.1	9.6
Confections & Soft Drinks	2.3	7.2
Consumer Services	2.2	6.8
Gas & Oil	2.1	6.4
Cigarettes, Cigars, Tobacco	1.7	5.2
Publications	1.0	3.1
Radio-TV, Records, Photo Supplies	0.6	2.0
Soaps, Cleansers, Detergents	0.6	2.0
Paint, Hardware, Building	0.55	1.7
Beer, Ale, Wine	0.45	1.4
Household Furnishings & Appliances	0.4	1.3
Travel & Shipping	0.25	0.8
Religion	0.6	1.9
Miscellaneous	0.98	3.0
Total	\$32,330,000	100.0%

(Total net figure in millions is 32.33.)

Radio wins with Wynn

Network radio will continue as the prime advertising medium of Wynn Oil Co., Azusa, Calif., maker of car care products, according to Kenneth C. Lovgren, advertising manager. In the first quarter of 1965 Wynn will use the John Cameron Swayze and Howard Cosell news shows and the weekend news on ABC; Lindsey Nelson sports, *Monitor* sports and *Monitor* news on NBC. The network broadcasts will be supported by local advertising in some 20 major markets. Erwin Wasey, Los Angeles, is the Wynn agency.

Also in advertising . . .

Merger ■ Newman-Martin Inc., and Marwel Advertising Inc., both Bloomfield, N. J., last week announced they had merged to form Newman-Marwel Advertising Inc. The new agency handles accounts in the audio-visual, photographic, electronics office equipment fields, among others, including Visual Electronics, Walker Studios, Wall Street Camera and Manhattan Color Labs. Frank Newman, founder of Newman-Martin, William W. Weltman and Bruce Marchin, founders of Marwel Advertising, are executive directors.

New poll ■ The Pittsburgh Poll has been established by Ketchum, MacLeod & Grove that city, "as a specific service to major manufacturers employing the Pittsburgh market area . . . to pretest



Who wants to listen to Virginia Graham gabbing three years in a row?

Albany
 Atlanta
 Boston
 Buffalo
 Chicago
 Dayton
 Detroit
 Indianapolis
 Los Angeles
 Miami
 Norfolk
 New York
 Portland, Me.
 Portland, Ore.
 Providence
 Rockford, Ill.
 San Diego
 San Francisco
 Springfield, Ill.
 Tacoma, Wash.
 Washington, D. C.

(Also running or about to start in Houston, Charlotte, Dallas-Fort Worth, Spokane, Denver, New Haven, Orlando, Moline.)

Talk grabs the girls. Millions of them. And goes on. Year after year we get figures like this: Boston 89%* of our audience are women. Chicago 84%, Detroit 80%, Indianapolis 85%, Los Angeles 96%, New York 93%, and on and on.

And wherever Girl Talk runs, total share-of-audience soars. In Detroit it's up to 50% share; Providence 58%; San Diego 47%; Albany 50%; Orlando 60%.

What makes Girl Talk a magnet for women viewers? Several things: the spirit; spontaneous

discussions; controversial topics; and the famous female guests.

There are 455 of these ½ hour shows available. Get some for yourself. They'll give you something to talk about.

*figures from latest A. R. B.'s

products and services for national possibilities." It is to be a participation study, of 1,000 residents, in which two or more clients share costs, and will be conducted quarterly, stressing use of a few questions on a continuous basis to provide trend data. Plans call for an expansion of the poll into a national research service with a base of 1500 later this year.

Agencies join ■ Quinn-Lowe Inc., merged with Gotham-Vladimir Advertising, both New York, on Jan. 1. The new agency, which will show a combined domestic 1964 billing of approxi-

mately \$2.5 million (about 15-20% in broadcast), will retain Vladimir Advertising name.

Down the street ■ Venard, Torbet & McConnell Inc., New York, station representative firm, is moving Jan. 15 to new offices at 555 Fifth Avenue. The company is now located at 579 Fifth Avenue.

Commercial deadline ■ Deadline for entries in the 1965 American TV Commercials Festival is Feb., 1. U. S. and Canadian advertisers, agencies, TV stations, and production companies are

eligible to submit commercials which were telecast for the first time during 1964. The festival office is located at 40 East 49th Street, New York City, 10017.

Add and take ■ The Association of National Advertisers, New York, through its cooperative advertising committee, will make available its reference file of over 200 member company cooperative advertising agreements to any national or regional advertiser contributing his own co-op plan to the association's reference file.

PROGRAMING

ASCAP accounting asked of court

TV station committee points out that it must know facts if it is to determine what 'reasonable' license fees for television music should be

Television stations went into court last week to force the American Society of Composers, Authors and Publishers to turn over ASCAP financial, accounting and other data from 1949 through 1964.

The "motion for discovery" was filed by the All-Industry Television Stations Music License Committee and marked the opening of a new tactic in the committee's drive for lower rates for the use of ASCAP music.

The motion was filed in U. S. Southern District Court in New York, which has jurisdiction over such matters under an ASCAP consent decree. An argument was scheduled for Jan. 26 before Chief Judge Sylvester J. Ryan.

The filing was the first formal indication of the all-industry group's new tactical plan since its first strategy—a bid for a limited form of ASCAP license—failed in the courts last summer.

The committee, representing 374 TV stations and headed by Charles Tower of Corinthian Broadcasting, is seeking court determination of "reasonable" license fees for station use of ASCAP music. The old licenses expired Dec. 31, 1961, but are being continued on an interim basis pending a decision and new terms.

In its new bid for "reasonable" fees, the committee contended through its legal counsel that reasonableness cannot be determined without access to full financial and other records that ASCAP has never made public.

The committee advanced numerous contentions that it expected ASCAP rec-

ords to support.

Types of Music ■ Papers filed with the motion argued, among other things, that nine-tenths of the music on local television is background or incidental music that has little or nothing to do with attracting audiences, that most mu-

sic on local TV costs relatively little to produce, and that ASCAP has been thriving on station revenue gains in no way attributable to music.

A new target—and seemingly one of the chief points of the committee's new attack—was the amount of money which ASCAP's publishers get for doing, according to the committee, practically nothing at all. Stations, the committee argued, shouldn't have to pay for the windfall that publishers get.

Publisher members get 50% of ASCAP's net revenues. Yet in the case of local television music, the committee contended, publishers do little or nothing because practically all local TV music is background or incidental to filmed programs and the publisher's role in such music is minimal.

"The publishers of synchronized background music perform little or no economic functions, and take practically no economic risks with respect to music publication or distribution," the committee's memorandum asserted. "Such music does not have to be marketed or popularized. Use of the music in the form in which vended is limited to the sound track into which it has been incorporated, and its value is merely incidental and ancillary to that of the program with which it is synchronized. ASCAP is not entitled to collect from local television, on behalf of ASCAP publisher members, a full fee for this limited, incidental kind of music use."

Double Pay ■ The committee also hit at the "double payment" situation in film music. Unlike theaters, televi-



Judge Ryan



There are five new films from Eastman Kodak (The first has highest acutance)

New breakthroughs in emulsion technology make XT pan superior in sharpness and apparent grain structure than previous Eastman films. And besides, here's an *exterior* film for shooting at *slower speeds* (E.I. 25). Shoot at optimum lens setting—no need to stop down or use dust-trapping filters. New XT pan gives you everything a fine-grain release positive can take . . . no special handling required. Want to know more? Contact our nearest office.

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ASCAP-radio case marks time until March

Negotiations to settle the rate case involving radio stations and the American Society of Composers, Authors and Publishers appeared to be at a dead end last week, but both sides agreed to defer a resumption of litigation until mid-March.

This agreement between ASCAP and the All-Industry Radio Station Music License Committee, representing the stations, was reached in an informal conference last Thursday (Jan. 7) before Judge Sylvester J. Ryan, who is presiding over the case in U. S. Southern District Court in New York.

Simon Rifkind, special counsel for ASCAP, asked that action on the radio case be delayed until a similar

case involving television music rates had been settled. Emanuel Dannett, counsel for the all-industry group, insisted that action on his group's suit to determine reasonable rates for radio-station use of ASCAP music should proceed without regard to the TV case.

When Judge Ryan suggested that action on radio rates be deferred until "the middle of March," however, Mr. Dannett said he "would not object to that." Judge Ryan later amended the timing to "around the middle or the end of March."

There was no indication that anybody felt strongly that the TV case would be settled by then.

Mr. Rifkind had noted "a good

deal of progress" in the case involving ASCAP music rates for TV networks and their owned stations, where an agreement has been reached and efforts to work out contract language are now in progress.

Mr. Dannett countered that the television counterpart of his radio committee had just filed a new motion reactivating the TV stations' case (see below). Mr. Rifkind acknowledged that the TV stations were "making noises as if they want to litigate," but said that unless the TV litigation "gets too long," he felt the radio case should be deferred. He said he recognized that the radio litigation should not have to wait "three years."

sion stations in buying films cannot acquire the music performing rights as part of the package. The producers, many of whom are affiliated with ASCAP publisher-members, withheld these rights. This, the committee noted, means that stations must negotiate separately for music-performance rights—or have an ASCAP license.

It also means, the brief continued, that "after the rental of the film the producers or their affiliated publishers are able to collect a second fee from the local television station, via ASCAP."

One of the issues of the trial, according to the committee, should be whether ASCAP is permitted as a matter of law to collect any fees on music synchronized into syndicated films and tapes.

ASCAP's license fees from stations, the committee said, may represent "as much as 15% or more of the total amount paid annually by local television for films and other pre-recorded programs using ASCAP music, i.e., 15% of the cost of the entire package which includes actors, writers, directors, technicians, sets, film, distribution, etc.

"Yet the value of the background music, whether measured by its true economic cost, its significance as an element in the package used to attract audiences, the amount which would be paid for it in a free market, or otherwise, is nowhere near 15% of the value of the entire package."

Frequently, the committee continued, background music includes snatches of tunes which have no value to the program but which are inserted to increase the royalties paid to the writers and publishers—and to that extent requires stations to pay for music they don't need.

Increases Attacked — While ASCAP wants to continue its present rates in

effect in new contracts, the committee brief asserted, the fact is that increases in fees collected at these rates since 1957 are unjustified.

These increases, which lifted ASCAP's TV-station collections from \$6.4 million in 1957 to an estimated \$11.5 million in 1964, stemmed from increases in the stations' revenues, on which ASCAP fees are based. But these increases in station revenue, the committee argued, stemmed "in large part" from stepped-up news and other station activities independent of music. In addition, the committee continued, the use of feature music in local TV has declined substantially.

The brief submitted estimates that local TV stations paid ASCAP \$9.8 million in 1962, \$10.4 million in 1963 and about \$11.5 million in 1964. In these three years alone, it was estimated, ASCAP has collected from TV stations some \$12.5 million more than it collected in 1957, even though the rates have not been changed.

The committee also cited an 80% increase in station payments to ASCAP, as against a 33% rise in potential audience in the same 1957-64 span, as further evidence that the present fees "are becoming increasingly unreasonable and excessive."

The committee also charged that ASCAP's accounting requirements, deduction system and other terms of its local TV licenses have not kept pace with changes in the industry, are outmoded and "impose undue accounting and administrative expenses upon the stations and are believed to result in disparities of rate treatment among similarly situated stations."

The present deduction system should be clarified and expanded or some other

base should be used in computing payments—"gross revenues, station card rate, audience reached or other more readily ascertainable economic criteria," the brief continued.

ASCAP's per-program licenses also were brought under attack. The fact that practically all broadcasters take blanket rather than per-program licenses, the committee argued, is evidence of "the excessively high rate of the per-program license and the unnecessarily burdensome reporting requirements which it imposes." Thus, the committee continued, the per-program license in its present form "does not permit a genuine economic choice."

ASCAP was considered certain to oppose the committee's bid for access to its records as well as dispute the committee's conclusions and contentions.

Committee counsel said they had sought access informally, got no reply, had checked again and had then been told that "none of the requested information would be provided" and that the matter should be brought before the court.

The motion was filed by the New York law firm of Root, Barrett, Cohen, Knapp & Smith, the committee's new legal counsel, and an accompanying affidavit was by Donald Schapiro, a member of that firm.

Film sales . . .

Looney Tunes (Seven Arts): WTTG (TV) Washington; KHFI-TV Austin, Tex.; WBOY-TV Clarksburg, W. Va.; WCBI-TV Columbus, Miss.; KLBK-TV Lubbock, Tex., and WWAY-TV Wilmington, N. C.

Churchill, the Man (Seven Arts): KHFI-TV Austin, Tex.; KVOS-TV Belling-



There are five new films from Eastman Kodak (The second is fastest)

Anyone can make a fast film. But not like new Eastman 4X pan. It's fast all right . . . E.I. 500! But with no more grain than you would expect from some medium-speed emulsions. New 4X pan combines the characteristics of speed, resolution, acutance and a long, brilliant tonal response. And, it has an extended forced-processing range. That combination means quality even under the toughest newsreel conditions. Interested? Contact our nearest office.

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ham, Wash., and KFEQ-TV St. Joseph, Mo. now in 73 markets.

Boston Symphony Orchestra (Seven Arts): KGO-TV San Francisco.

Science Fiction Theater (UA-TV): KSTP-TV St. Paul-Minneapolis; KINT (TV) Tacoma-Seattle; WEAT-TV West Palm Beach, Fla.; KAIT-TV Jonesboro, Ark., and WXYZ-TV Detroit. Now in 155 markets.

Diary 1964 and Sports Year 1964 (Wolper): KING-TV Seattle, WNEM-TV Bay City-Saginaw, Mich.; KYTV (TV) Springfield, Mo.; KELO-TV Sioux Falls, S. D.; KONO-TV San Antonio, Tex.; KERO-TV Bakersfield, Calif., and WHP-TV Harrisburg, Pa.

Superman (Wolper): WAPA-TV San Juan, P. R.; WVUE-TV New Orleans; WGAL-TV Lancaster, Pa., and WMTW-TV Poland Spring-Portland, Me.

Country Show (Wolper): WOLO-TV Columbia, S. C., and WCCB-TV Charlotte, N. C.

A Thousand Days (Wolper): KELO-TV Sioux Falls, S. D.

American Commitment: South Vietnam (Wolper): KONO-TV San Antonio, Tex.

Volume 8 (Seven Arts): KUTV (TV) Salt Lake City and KWTW (TV) Oklahoma City.

Volume 7 (Seven Arts): KWTW (TV) Oklahoma City and KHFI-TV Austin, Tex.

Volumes 4 and 5 (Seven Arts): KHFI-TV Austin, Tex., and WREX-TV Rockford, Ill.

Volumes 1, 2 and 3 (Seven Arts): KCND-TV Pembina N. D.

Honeymooners (CBS Films): WTOL-TV Toledo, Ohio.

Marshall Dillon (CBS Films): WEAR-TV Pensacola, Fla. and WAII-TV Atlanta.

Trackdown (CBS Films): WJAR-TV Providence, R.I. and WMAQ-TV Chicago.

True (CBS Films): WNEW-TV New York and WGN-TV Chicago.

Wanted Dead or Alive (CBS Films): WJAR-TV Providence, R. I.

Whirlybirds (CBS Films): WITI-TV Milwaukee.

World of Giants (CBS Films): KNTV (TV) San Jose, Calif.

America! (CBS Films): WNEM-TV Bay City-Saginaw, Mich.

Amos 'n' Andy and December Bride (CBS Films): WWL-TV New Orleans.

Deputy Dawg (CBS Films): WTIC-TV

Hartford, Conn. and WCAU-TV Philadelphia.

Have Gun, Will Travel (CBS Films): WTCN-TV Minneapolis-St. Paul and WNAC-TV Boston.

American Airlines will use Trans-Lux features

An agreement has been signed between American Airlines and the Trans-Lux Distributing Corp., New York,



under which Trans-Lux will provide first-run feature films, short subjects and TV programs for the airline's in-flight entertainment system, it was announced last week. Robert Weisberg, vice president of Television Affiliates Corp., assumes additional duties as vice president of Trans-Lux Distribution. In preparation for this new Trans-Lux venture, Peter Affe, former manager of WNBC-TV New York, recently was appointed general manager of TAC, a company subsidiary that serves as a clearing-house for the exchange of locally produced informational and cultural programs among TAC station members.

NBC-TV has 25 pilots of possible '65-66 entries

NBC-TV last week reported 31 new series in "active development" stages as candidates for its 1965-66 season and called them "the largest array ever assembled by any network for a year-ahead schedule."

Among these, the network noted 25 pilot films are already finished. Mort Werner, vice president programs, said the early development of plans for 1965-66 places the network in an advantageous position and would "set the industry pattern for the future."

The network described a wide range of comedy, drama and musical variety formats under consideration.

ABC beats target date for new service

ABC News last week began its Daily Electronic Feed (ABCDEF) of TV news stories to affiliates. The service originally scheduled to start in February (BROADCASTING, Dec. 7, 1964), was inaugurated Jan. 4 with the cable feed of eight stories to 31 affiliates. Fifty-

two affiliates had been signed up for the service by last Thursday (Jan. 7).

The new service provides for six to eight news and feature stories each night, Monday-Friday at 5 p.m., EST. A special transmission will be available at 11:01 p.m., EST, for stories breaking too late for broadcast on the network's early evening news shows.

The late feed was used Jan. 4 for a two-minute, 45-second excerpt from the President's State of the Union message.

ABC will also provide a supplemental service in the form of script and commentary by correspondents to accompany the film. When the correspondent is speaking off-camera, the station has the option of using his recorded commentary or having a station announcer read from a script containing the report.

ABC affiliates participating in the service will be permitted to record selected portions of the afternoon program, *Marlene Sanders and News with the Women's Touch* and the dinner-hour news show with Peter Jennings.

Alcoa, WQED hunt new writing talent

The Aluminum Company of America and WQED (TV), Pittsburgh educational station, are sponsoring a search for new TV script writers. The contest is opened to both professionals and nonprofessionals.

An award of \$1,000 will be made for the rights to each one-hour script accepted for production by a panel of judges comprised of B. B. Randolph, radio and TV manager for Alcoa; Jay Rayvid, radio and theater actor-director; Fred Burleigh, director of the Pittsburgh Playhouse, and Larry Carra, professor of drama at Carnegie Tech.

The station plans production for early summer followed by the distribution of films to other ETV's.

For further information and required release forms, entrants should write to WQED, 4337 Fifth Avenue, Pittsburgh.

More TV for Berman

Shelly Berman has signed a contract with CBS-TV and Warner Brothers, under which the comedian and writer will create and co-package with Warner Brothers two new series for CBS-TV, and be a guest star on four dramatic and four comedy-variety programs on CBS-TV. Mr. Berman's contract with CBS-TV and Warner Brothers does not affect his current nonexclusive creator-writer contract with Screen Gems, for whom he has written a comedy pilot. Under the new contract, Mr. Berman also will star in at least one Warner Brothers motion picture.



There are five new films from Eastman Kodak (The third has finer grain)

There's plenty of room in 16mm for sharp prints, and our new *Eastman Fine-Grain Release Positive* will make a striking difference here. For the finest results, try this film in combination with our new slower-speed, high-acutance XT pan negative. They make a great team. Actually, this print film makes any negative look great . . . and it processes on existing equipment and also in the *Eastman Viscomat Processor*. Why not investigate? Contact our nearest office.

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Gagging news media getting more popular

Ohio judges, Senator Morse climb on the bandwagon; mayor orders disregard of Philadelphia 'guidelines'

Judicial reins on the reporting of courtroom trials continued to be tightened last week as a group of state judges pored over a draft of specific prohibitions and a U. S. senator proposed that disclosure to news media of pretrial and trial information in federal criminal cases be treated as contempt of court.

And one broadcaster contended that bans imposed by a state supreme court were correct and urged other states to take action to require the same conditions.

In Washington, representatives of all the major news media were scheduled to meet last Saturday (Jan. 9) to decide what to do to combat the growing restrictions on news reporting of trials.

But despite looming clouds on courtroom reporting, a ray of sunshine shone through last week:

Mayor James A. J. Tate of Philadelphia said he would refuse to instruct the police department to comply with the recommendations of the Philadelphia Bar Association to restrict the release of information about crime.

The Philadelphia Bar Association, on a voice vote and with about one-fifth of its membership present, adopted a set of "guidelines" forbidding lawyers, court officials and police officers, from making statements about pending criminal cases to newsmen, to engage in public discussion about such cases or to help prepare statements on such cases for release by others (BROADCASTING, Jan. 4).

Mayor Tate, who has opposed the restrictions on the ground that the public's right to know "is one of the fundamentals of American life, while a blanket of secrecy is a danger to any people," said he felt there was no need for the police department to comply with the bar association's resolution.

"A long time ago," Mayor Tate said, "I told the president of the bar association there ought to be representation from the public on such matters and not just from the criminal lawyers who spend most of their time trying to keep people out of jail."

The action of the bar group, he added, "looks like a minority action".

Ohio Judges Ponder ■ A code of

courtroom conduct which would authorize trial judges to forbid lawyers to talk to newsmen is under consideration by a group of Ohio judges.

The draft of a code was submitted to judges of Ohio's common pleas courts (the state's courts of first jurisdiction) at a meeting last December. It was decided then that the regulations would be submitted for a formal vote when the Common Pleas Judges Association meets in Cincinnati in May.

The rules, drafted by a committee headed by Franklin county (Columbus) common pleas Judge Joseph Herter, specifies that judges shall not:

■ "Permit counsel of any party to participate in any action or to make any statements regarding a pending case to the public, the press or to others outside the courtroom; he should reprimand counsel or recommend disciplinary proceedings for any violation of this rule.

■ "Seek or encourage publicity on trial proceedings; [but] should not restrict the access of the public or the press to records or to proceedings and should make no comment on any proceeding until it is finally determined in the courts."

Another section of the code calls on

Music to swear-in by

A 45-minute radio program, *Music and The White House*, will be presented on the seven radio stations of RKO General Broadcasting shortly before Jan. 20, Inauguration Day. The special, which is being produced by Martin Weldon, director of public affairs for RKO General, will cover songs popular in George Washington's time; a duet played by Thomas Jefferson and Patrick Henry; the first operatic performance in the White House, "La Traviata," presented under the auspices of James Buchanan; Harry S. Truman's piano playing and Franklin D. Roosevelt's aversion to "Home On The Range" (after too much repetition).

judges to "regulate representation by the press and other news media when their demands, by reason or number or conduct, interfere with a fair and public trial, with the personal rights of the parties or participants or with the duty of any officer of the court. Reasonable facilities should be set aside for reporters who customarily attend local trials."

Coverage Not a Right ■ In a discussion of the role to be played by the judges, the draft specifies that "The fact that trials are public does not entitle anyone to photograph, record or otherwise to participate, interrupt or detract from the proceedings or to annoy the participants.

The preamble also warns: "If statements concerning a pending case are published by anyone prior to or during a trial and if such publication prejudices the rights of an individual or interferes with a fair trial by jury, a new trial, continuance or change of venue may be granted."

The judge, the draft states, shall be "responsible for the proper behavior of spectators and news reporters . . ." He should not, it says, "tolerate any participation, interruption or other conduct that may interfere in any manner or to any degree with a fair trial or the essential dignity of the proceedings."

President of the Ohio Common Pleas Judges Association is Judge John Rosetti of Canton, Ohio.

Morse Bill ■ Senator Wayne Morse (D-Ore.) last week introduced a bill to restrict statements by prosecution and defense lawyers to newsmen in trials conducted in federal courts.

Events in Dallas after the assassination of President Kennedy emphasize the need for such a law, Senator Morse said. He said he was referring to the "running television commentary" on the arrest of Lee Harvey Oswald when the Dallas police passed on to a nationwide audience "the evidence . . . before the man ever saw a lawyer and before he was formally charged with any crime.

"The result was a second murder, a lynching, that was as shameful to the American system of government as was the murder of the President."

Senator Morse said restrictions on the release of pretrial information to news media by either prosecution or defense attorneys were approved in principle by the Judicial Conference of the United States made up of federal court judges.

"The establishment of some rules on this subject at the federal level," he said, "would contribute greatly to improvement at the state and local level."

Asks for Action ■ The Judicial Conference, meeting last September, adopted a proposal asking that disclosure of information for publication by a federal



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Your sports, news, documentary films really benefit when you use new TRI-X Film. There's no flare and halation; tonal quality is enhanced, and there's reduced grain. The improved halation control eliminates "blooming" on night shots. New TRI-X Reversal Film is also a natural for high-contrast subjects. Want to try it? Contact our nearest office.

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employe or by defense counsel which might affect the outcome of a criminal trial be treated as contempt of court and carry a \$1,000 fine. The conference, which is composed of the chief judges of the 11 federal circuits and representatives of the federal district courts, made its proposal public late last month in its year-end report (BROADCASTING, Dec. 28, 1964).

A similar proposal—the fine would have been \$500—was the subject of a bill introduced by Senator Morse in the last Congress but no action was taken on it.

McLendon Editorials ■ Despite almost unanimous news media opposition to actions of the courts and the bar in imposing additional restraints on the reporting of courtroom trials and proceedings, there's one broadcaster who feels that what they are doing is right.

He's Gordon McLendon, president of the McLendon group of radio stations, and he took his stand in an editorial broadcast over his stations on Dec. 20.



Mr. McLendon

Mr. McLendon, after referring to the remarks of the New Jersey Supreme Court prohibiting statements to the news media by prosecutors, policemen and defense attorneys before or during a criminal trial (BROADCASTING, Nov. 23, 1964) stated: "The interests of justice should come first, then the interests of the press.

"It serves no purpose to ask the press to restrain itself—competition for news is too great. Now the New Jersey Supreme Court sets up a definite ban on possibly prejudicial statements by police and members of the bar. Once this action has been taken in . . . , this state will for the first time in its history have set up safeguards to insure a fair trial.

"We applaud the action of the New Jersey Supreme Court and recommend it to the State of"

Each of Mr. McLendon's stations inserted the name of the state in which it is located. McLendon stations are: KLIF Dallas, KILT Houston, K TSA San Antonio, all Texas; WYSL Buffalo, N.Y.; WNUS Chicago, and KABL San Francisco.

Mr. McLendon was out of the country last week and could not be reached for amplification.

Outlaws Statements ■ The New Jersey Supreme Court ruling to which Mr. McLendon referred came in a decision on a murder appeal which cited, in part, possibly prejudicial news stories read by jurors before they were

impaneled to hear the case. The court, upholding the conviction, nevertheless included in its decision a ban on all statements to newsmen by state prosecutors, police officials and defense lawyers before and during criminal trials if the statements could prejudice jurors.

The court said that lawyers could be punished under their own canons of professional ethics and that police officials could be disciplined by superior officers as conduct unbecoming a law enforcement officer. The court did not, however, mention any punishment for news media publicizing such statements.

Newsmen to Meet ■ The first meeting of the all-media news steering committee was scheduled to be held in Washington last Saturday (Jan. 9) to consider the various moves made by bar and juridical organizations seeking to impose restraints on the reporting of criminal trials and court proceedings.

Call for the meeting was issued last week by Alfred Friendly, managing editor of the *Washington Post*, who is chairman of the Freedom of Information Committee of the American Society of Newspaper Editors and also chairman of the five-man media group.

The steering committee was organized last October following a meeting in Washington of representatives of all news media organizations. The meeting was an aftermath of the Warren Commission Report on the assassination of President Kennedy, which criticized the actions of the news media and of the Dallas police in arresting and interrogating Lee Harvey Oswald, the accused slayer of the President.

The steering committee: Robert Fleming, chief of ABC's Washington News bureau, representing Radio-Television News Directors Association; Theodore F. Koop, CBS Washington vice president, representing Sigma Delta Chi; George Beebe, *Miami Herald*, representing the Associated Press Managing Editors Association, and Joe Casta, *National Press Photographer*, representing the National Press Photographers Association.

NCCM series hinges on Vatican discussion

A four-part television series presenting the views of the Roman Catholic Church on sex and marriage has been postponed indefinitely because of concern expressed by some Catholic churchmen.

The first segment of the series was to have been telecast Jan. 3 on NBC-TV's *Catholic Hour*. The episode was cancelled and a rerun of an earlier program was substituted.

A spokesman for the National Council of Catholic Men, a lay group

that produces and sponsors the program, said that the council decided to drop the series for the time being after "a number of bishops and others" had voiced concern.

Their objection, he said, emphasized that the Vatican Council currently is discussing the whole question of Christian marriage and the subject should not be explored while it was still before the Vatican group.

CBS-TV named in Pegler suit

CBS declined comment last week on a \$2-million suit filed Jan. 4 in Pima county superior court in Tucson by Westbrook Pegler, former syndicated newspaper columnist, claiming violation of privacy by a CBS-TV telecast of a scene from the stage play, "A Case of Libel." The program in question—*The Ed Sullivan Show*—was seen in January 1964. Mr. Pegler's suit was reported to be against CBS and several other parties.

Mr. Pegler in the suit, according to the Associated Press, said the portion of the stage play on TV was "an inaccurate and distorted fictionalized version of what occurred at the trial."

This was in reference to the libel trial in 1964 in New York which resulted in Quentin Reynolds winning a \$175,000 judgment against Mr. Pegler and two Hearst corporations. A book later was written about the case and a play based upon it ran on Broadway a season ago.

Ford puts \$7 million into NET, two ETV's

The Ford Foundation made a \$6-million grant to the National Educational Television center in 1964 and gave a total of \$1,016,510 to WETA(TV) Washington and KCET(TV) Los Angeles, both non-commercial stations.

The foundation's annual report released last week indicated the second \$6-million grant to the center was awarded to enable NET to continue supplying five hours of programming weekly to its 83 affiliated stations. That grant raised to \$34.2 million the amount the foundation has given to NET and its predecessor organization, The National Educational Television and Radio Center, since 1951 (BROADCASTING, December 7, 1964).

The individual grants last year were for strengthening non-commercial TV "in two strategic metropolitan communities," the Ford Foundation report



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That's right! You can now cut master production time by *as much as 75%* with this new fine-grain duplicating positive! The secret? The film is four times faster and has an altered curve shape which permits recording in the lower straight-line sector. That means a "thinner" master—but without sacrifice of fine-grain quality. Increased speed can also bring material savings . . . like reduced lamp replacement. Processing procedures are conventional—except for the speed! Can you use it? Contact our nearest office.

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said. A \$500,000 grant went to KCET, and \$516,510 to WETA. A \$400,000 grant was made in 1964 to the Washington County, Md., board of education for instructional TV experiments.

Program notes . . .

Spontaneity ■ ABC-TV's *Les Crane Show*, (Monday-Friday 11:15 p.m.—1 a.m. EST), which is currently being taped a day in advance, begins a same-day taping schedule today (Jan. 11). ABC indicated the show had been planned initially for daily taping in order to preserve spontaneity.

They don't say ■ Only 24% of West Virginia's radio stations editorialize, according to a poll by Larry E. Maisel, lecturer at the state university's school of journalism. Of those editorializing, 67% of the respondents have been doing so only in the last four years, and two-thirds do so only occasionally. Most frequent reason given for absence of editorials: "Lack of time and staff for research." About 70% of the state's stations answered the questionnaire.

Inaugural episode ■ "Irish Triple Bill", three one-act plays by George Bernard Shaw, Samuel Beckett and William Butler Yeats, will open *Esso Theatre USA*, a one-hour 13-week series, beginning Feb. 17 on WNEW-TV New York. It will be telecast later in Febru-

ary on WTTG(TV) Washington; WMAR-TV Baltimore; WOKR(TV) Rochester, N.Y. and WXEX-TV Petersburg-Richmond, Va. Esso expects to add more cities to its schedule.

Local goes national ■ *Mencken's America*, a one-hour documentary by WJZ-TV Baltimore of author H. L. Mencken, will be distributed nationally by Britannica Films to TV stations and educational institutions. The program was selected by the National Council of Teachers of English as one of two TV productions which best exemplified the educational efforts of a local TV station.

Sammy swings ■ Sammy Davis will star in an ABC-TV musical-variety special Feb. 18 (10-11 p.m. EST). The special will be produced by WABC-TV in association with ABC Films, which will syndicate the program worldwide.

Filler material ■ The Japanese consulate general in New York has released six new 15 and 30-minute color films, which are being distributed by Modern Talking Picture Service, New York. The films following a general travelogue pattern are: "The Television Age in Japan," "Gardens of Japan," "Agriculture Today in Japan," "A Children's World of Travel," "Inland Sea of Japan" and "Two Weeks in Japan."

Cartoon home ■ Metro-Goldwyn-Mayer has established its own animation/visual arts department, with studios in the

Sunset Vine Tower at Sunset Boulevard and Vine Street, Hollywood. The studio will develop pilots for TV and will be used for theatrical, commercial, industrial and educational subjects.

Big buy ■ RKO General Broadcasting has purchased 100 feature films from Allied Artists Corp. for showing on WNAC-TV Boston. The package includes seven Bob Hope films, "Billy Budd," "Battle Zone," "Friendly Persuasion," "Convicts Four," and "Love in the Afternoon."

Kiddie show ■ Teledynamics, New York, last week announced it had distribution rights to *Kiddie Camera*, a five-minute children's TV program. The series consists of 150 episodes featuring activities of children all over the world.

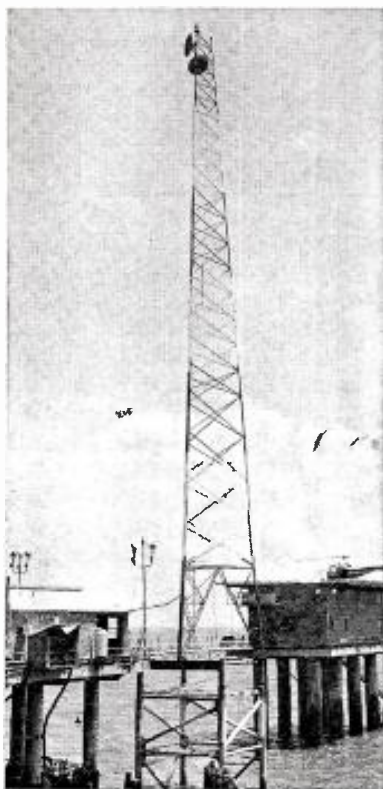
Deadline near ■ Jan. 15 is the deadline for entries in the 29th annual Ohio State awards in educational informational and public affairs broadcasting. The awards are in five categories: fine arts and humanities; natural and physical sciences; social sciences; public affairs and community problems, and personal problems. Ohio State University, Columbus, administers the awards.

Voice not echo ■ LaBrie Associates, New York, is now syndicating *Voices of the Presidents*, a series of 15-minute radio programs featuring speeches, talks and interviews recorded by American Presidents. LaBrie also has completed arrangements to make recordings of the great music festivals of Europe available for FM. Included will be opera, jazz, symphony, light opera and folk festivals.

Talkback ■ WGR-TV Buffalo, N. Y., put its manager and top executives on the firing line last week in a special, half-hour program, *Ask the Manager*. Listeners were invited to call in and question moderator Van Beuren W. DeVries (station manager) or other executives about phases of station operation. The Taft Broadcasting outlet is considering making the program a regular feature.

New RCA film ■ A new 16-mm sound-color motion picture describing how RCA manufactures color TV picture tubes is now available for public showing. Prints of the 20-minute film can be obtained on a loan-and-return basis from Color Film, advertising department, building 17-3, RCA Electronic Components and Devices, 415 South Fifth St., Harrison, N. J.

On CBS team ■ Mrs. Angier Biddle Duke, wife of the recently resigned U. S. chief of protocol, will serve as CBS News consultant in CBS's coverage of President Johnson's inauguration on Jan. 20.



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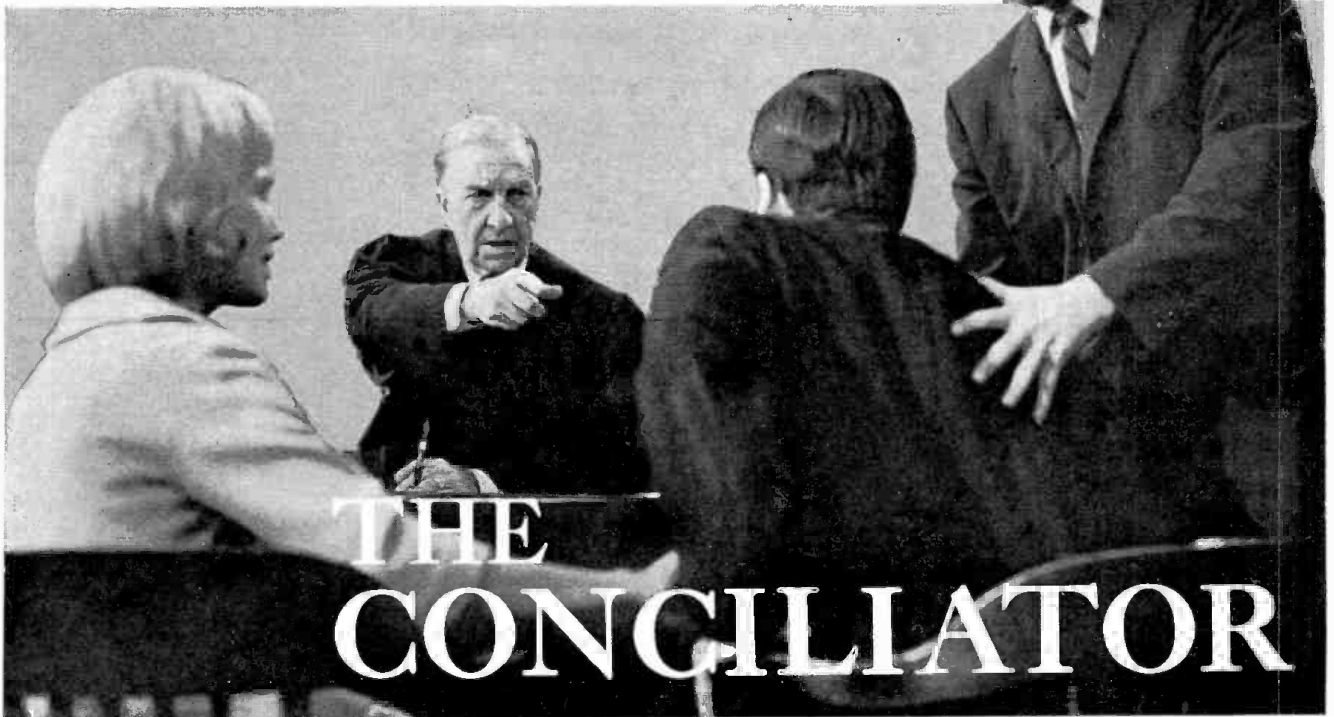
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A game everyone plays but LBJ

Naming the new FCC commissioner is capital's most popular pastime; no one knows who's ahead but President Johnson, and he isn't saying

The name of the number-one guessing game in broadcasting last week was "What's Lyndon Johnson Going to Do with the FCC?" Some players thought a subtitle might be appropriate: "If Anything."

The game was given added piquancy as time passed without an appointment to fill the vacancy on the commission or even a public acknowledgement by the White House that a vacancy existed. The official silence went on despite widespread awareness that the President had accepted the resignation of Commissioner Frederick W. Ford to become president of the National Community Television Association (BROADCASTING, Jan. 4).

Mr. Ford was forced into temporary limbo. He could say nothing publicly about his departure from a career in government service to begin representing community antenna interests. It was known privately, however, that he had received a letter from the President accepting his resignation as of Dec. 31, 1964, and had signed a two-year contract, effective the next day, as the \$50,000-a-year (plus expenses) president of the NCTA. Mr. Ford has yet to remove his belongings from his FCC office although his name had been stricken from the FCC payroll as of Dec. 31. He participated in no FCC business last week. He did, however, attend a meeting of NCTA and National Association of Broadcasters representatives in Dallas (see page 61) as the incoming president of the NCTA.

Casting Call ■ The word was that President Johnson intended to defer an announcement of Mr. Ford's resignation until he could couple it with an announcement of the selection of a successor. Any number of candidates hoped to find their names linked with Mr. Ford's. The term runs until June 30, 1971.

Ten days ago it had been reliably reported that Richard B. Hull, managing director of Ohio State University's telecommunications center, was all but set as Mr. Ford's successor. Mr. Hull, who has made a career in educational broadcasting, had been investigated by the FBI, a routine preliminary to the fed-

eral appointment. Overnight, however, Mr. Hull's immediate prospects changed. On Dec. 30 he was regarded as a shoo-in. On Dec. 31 informed sources said his chances had sunk to about 50-50. A week later his standing in the race was a mystery.

The leaks on the change in the Hull status during the last week of December caused other candidates and their supporters to revive efforts they had all but discontinued. Last week energetic work was being done for the following, and perhaps for others:

- Charles King, dean of the Detroit School of Law, who served an interim appointment on the FCC from July 1960 to March 1961.

- Ruth Jones, broadcast media executive of J. Walter Thompson, New York.

- Curtis Plummer, executive director of the FCC and career government servant.

- George S. Smith, legal adviser to FCC Commissioner Robert E. Lee and a former president of the Federal Communications Bar Association.

- Thad H. Brown Jr., former NAB vice president and son of a former member of the FCC and its predecessor

agency, the Federal Radio Commission.

Because the FCC vacancy must be filled by a Republican or independent (the law limits a party to four of the seven memberships on the commission, and the Democrats now hold four), aspirants for the Ford opening and their backers beat a path to the office of Senator Everett Dirksen (R-Ill.), Senate minority leader. It was learned that at least nine names had been forwarded from Senator Dirksen's office to the White House. To some callers Senator Dirksen reportedly said that he was transmitting the names of persons he felt would be qualified, although he was refraining from recommending any one of them.

Back at the Ranch ■ The uncertainty about the President's intentions left the FCC itself in a state of bewilderment. FCC Chairman E. William Henry was said to have generated a suggestion to the White House staff last week that the acceptance of Mr. Ford's resignation be announced if only to clarify things at the commission. Mr. Henry was said to have been told that an announcement would be made last Wednesday, but the day passed without it. A White House spokesman later said he expected no public statement for the next day or so and possibly longer. The chairman, however, denied any activity precipitating the report an announcement was imminent.

There was continued speculation about the status of Chairman Henry himself. Some observers have assumed since Mr. Johnson's election last November that he would want to name his own chairman of the FCC. Mr. Henry was a Kennedy appointee. Mr. Henry, however, has been given no indication of any administration desire to move him out of office. His term as a commissioner (the chairmanship is held for whatever period the President chooses) has four and a half years to go.

Among reports last week in Washington was one that Mr. Henry would resign rather than face being rotated out of the chairmanship and would return to his native Tennessee to resume the practice of law and probably become

Just 69 days left

Final plans for the National Association of Broadcasters' annual convention will be approved later this month when the NAB boards meet in Palm Springs, Calif.

The March 21-24 convention in Washington will use the Shoreham and Sheraton Park hotels as joint headquarters with daily affairs scheduled for both hotels. The complete schedule will be announced at a later date.

The display of broadcast equipment this year will be in the Sheraton Park, which has recently expanded its facilities. During the 1961 NAB convention in Washington, the equipment exhibits were at the Shoreham.



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identified with state-level politics. This, the story went, would enable the handsome, 35-year-old attorney to launch a political career that could carry him to Congress or the governorship of his state.

But one of Tennessee's senators told BROADCASTING last week that he had talked with Mr. Henry, that Mr. Henry intended to complete his term and that it was generally felt Mr. Henry is performing excellent service as FCC chairman and that this is not being overlooked by the Johnson administration.

It is an open secret that Commissioner Robert T. Bartley, nephew of the late Speaker Sam Rayburn, and a personal friend of President Johnson, aspires to the FCC chairmanship. Second in seniority on the FCC, having served continuously since March 1952, Mr. Bartley believes he has earned and is entitled to the chairmanship.

The Unknown ■ What Mr. Johnson's views may be on broadcast regulation presumably will remain in doubt until he has occasion to comment in depth on the functions of the administrative agencies. The fact that he has held out the olive branch to industry in general augurs for something other than the hard line the FCC has been following.

As a member of Congress and as a senator, Mr. Johnson, like most of his congressional colleagues, followed the thesis that administrative agencies are subservient to Congress rather than to the executive branch. His mentor, the late Speaker Rayburn, was perhaps the most outspoken advocate of this philosophy.

But the word was out last week that President Johnson has in mind the appointment of a White House assistant who would ride herd on the specialized administrative agencies, like the FCC,

the Federal Trade Commission and the Federal Power Commission—all pressure points in government dealing with commerce and industry. If this course is pursued, it is bound to bring repercussions from congressmen who want the executive branch to confine its control to the President's immediate cabinet family and not to those "creatures of Congress," the administrative agencies.

In the week that has elapsed since the convening of the 89th Congress the word around Washington was to accept nothing as gospel until Lyndon B. Johnson announces it. And that seemed to go double for the FCC, which he is disposed to approach gingerly because of his family's ownership in broadcast properties that are licensed by the FCC.

Tex., Pa., translator bids draw CATV fire

The FCC has been asked by two established community antenna TV systems to deny or designate for hearing the applications of two separate companies for nine TV translators in Texas and Pennsylvania.

The petitions were filed last week by Junction Cable View Co., a CATV operator with 400 subscribers in Junction, Tex., and Centre Video Corp., which has systems in seven Pennsylvania communities including 7,000 subscribers at Bellefonte and State College, Pa.

Junction Cable charges that Kimble Translator Co., applicant for six UHF translators, three each at Junction and Mountain Home, Tex., is financially and legally unqualified to build and operate the stations, and that the translators would be used, contrary to FCC

rules, to relay signals from one station to another.

Junction also claims that the signals the proposed translators would deliver—KONO-TV, KENS-TV and WOAI-TV, all San Antonio—are now provided by the cable system. The CATV operator said that the proposed translators, if granted, would cause "immediate and substantial economic injury" to its business by reducing the need for its service.

Centre Video claims that Bald Eagle Transvision Inc., an applicant for three translators to serve Bellefonte, State College and Port Matilda, Pa., would duplicate signals the cable company now delivers from Johnstown, Altoona, Lancaster, Harrisburg, Scranton and Wilkes-Barre, all Pennsylvania.

The cable company said that two of the three primary stations that the translators propose to rebroadcast would duplicate, identically services now available on the CATV system.

Centre Video also charged that the proposed translators have been denied permission to rebroadcast the TV stations. The company said that should the translators be granted, the need for the CATV services would diminish and consequently its income and business value would be adversely affected.

Appeals court gets Chicago revocation

A broadcaster, whose license was revoked by the FCC in a case alleging the furnishing of horse racing results to bookies, has appealed to a federal appeals court.

WCLM(FM) Chicago filed a notice of appeal with the U. S. Court of Appeals in Washington Dec. 28. It claimed the FCC acted in an arbitrary, capricious and unreasonable manner in revoking the station's license last July (BROADCASTING, Aug. 3, 1964). That decision, taken by six commissioners, was upheld on a petition for reconsideration last November (BROADCASTING, Nov. 30, 1964).

The original FCC complaint charged that the station permitted one of its subsidiary communications channels to be used for horse race information benefitting bookies. The FCC final order did not rule on this charge; it revoked the station's license on the grounds that the station failed to operate within the terms of its license, misrepresented and concealed facts and violated various technical rules.

The station, through Washington attorney William A. Roberts, told the appeals court that although refusing to base its decision on the horse race issue, the FCC decision was colored by relying "on the unlawfully motivated and vindictive testimony of police and anti-gambling officials."

Bill from L.A. express firm causes stir

A Los Angeles shipping firm that reportedly had gone out of business last summer, is apparently back in business at the same old stand and under investigation by postal authorities.

Postal inspectors in Hollywood are investigating charges that City Messenger Air Express is using the mails to collect nonexistent bills from radio stations. A similar investigation last June followed charges by broadcasters that they had received bills from the firm for shipping charges for recordings or other program materials. However, the stations all said they had no record of such shipments (BROADCASTING, June 29, 1964).

The latest bill, to KTHT Houston,

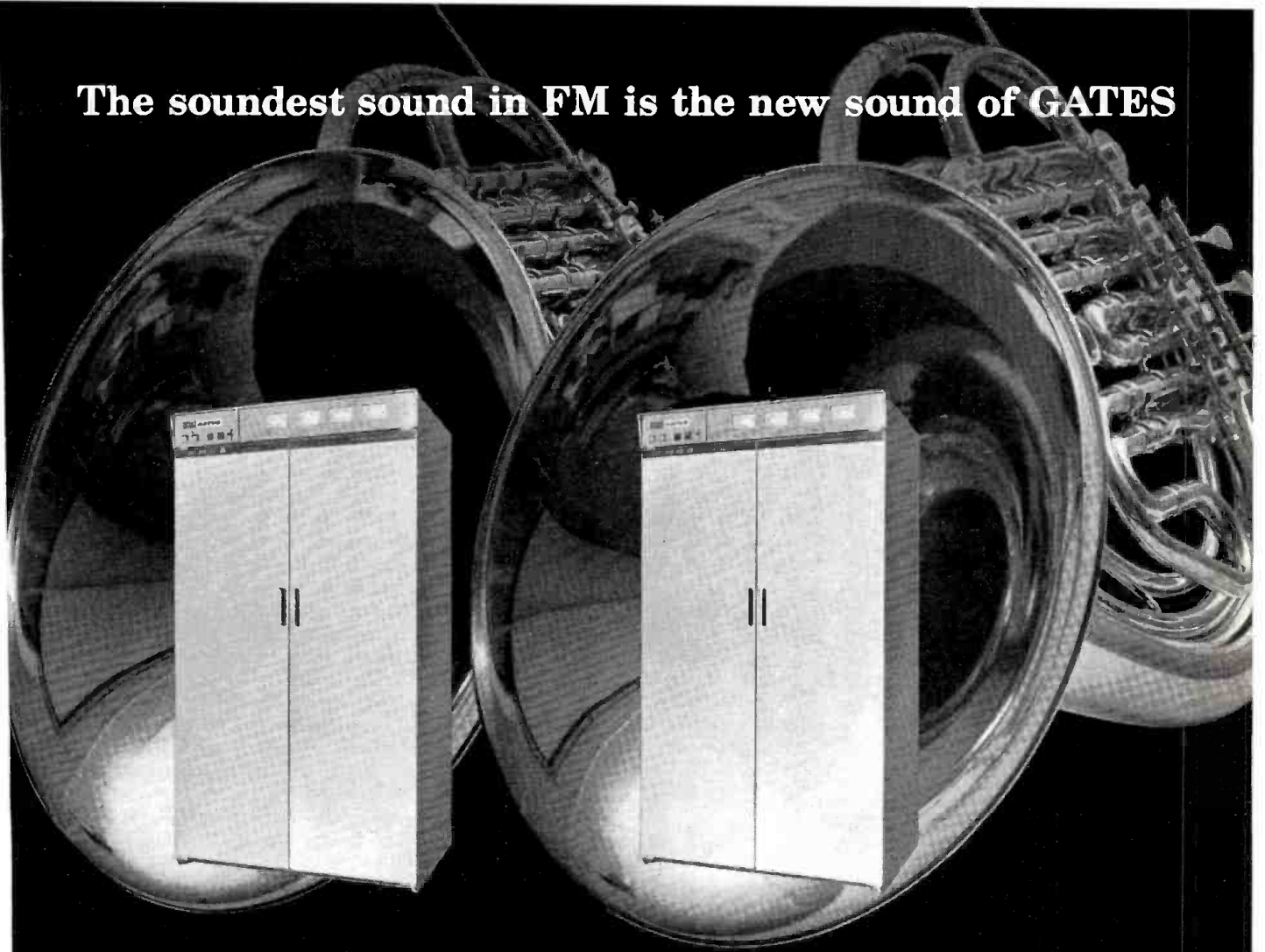
is a second notice for \$10.35 "not billed previously" for one carton of recordings shipped from Allied Record Manufacturing Co., Hollywood. The bill was dated Jan. 2 and gave City Messenger's address as Box 1417, Los Angeles 28.

Charles W. Brunt, general manager of KTHT, questioned the validity of the invoice.

Following the original complaints, the express firm said the bills had come up under a routine audit required by federal regulations. No dates for the alleged shipments are normally included in either the original or follow-up bills.

Reportedly, the charges are usually between \$5-\$15.

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Copyright suit hangs over N.Y.

United Artists cautions city of possible \$6.8 million annual payments based on proposed CATV contracts

Attorneys for United Artists Television last week warned New York City that tentative CATV franchise contracts it has prepared could subject the city to responsibility for copyright infringement—damages that could reach a minimum of \$6.8 million annually—for lack of restrictions on the use of copyrighted materials.

According to a city official, the United Artists memorandum, prepared by the law firm of Phillips, Nizer, Benjamin, Krim & Ballon, is expected to have a definite influence on revisions being made in the proposed community antenna grants.

Eight companies are applying for a New York City franchise and a hearing on their petitions is scheduled by the city's board of estimate Thursday (Jan. 14).

Introduction of the municipal responsibility question into the hot CATV-copyright argument and into the already confused franchise situation in New York left city officials unsure last week how they would treat the problem.

In their 76-page memorandum the United Artists lawyers argued that:

- CATV is not a master antenna but a "complex electronic transmission system."
- CATV distribution of programs without prior consent of program owners constitutes copyright infringement.
- A city that shares in the proceeds of CATV systems it grants is jointly liable with system operators for copyright infringements.

The board of estimate has proposed that CATV in New York operate with quasi-utility status, meaning controlled profits and close regulation by the city government (BROADCASTING, Dec. 7, 1964).

The memorandum suggests that suits brought by television stations against antenna systems that are based on "unfair competition" arguments might have a better chance of success in the courts if they were based on the contention of copyright infringement.

A Master Antenna ▪ While a master antenna is essentially a "passive device", the memorandum states, a CATV system is a "sophisticated electronic system" that amplifies and feeds programs to the public for a price.

The brief noted that two cases in which the Copyright Act is applied to CATV are now pending in the U. S. district court in New York but that no case involving this question has been

fully adjudicated. CBS Inc. has brought a copyright action against Teleprompter Corp., one of the New York City applicants (BROADCASTING, Dec. 14, 1964), and United Artists has a case of long standing against a West Virginia system operator (the Fortnightly Corp.) in which injunctive relief and damages are being sought.

Emphasis in UA's argument is placed on a 1931 proceeding—Buck V. Jewell-La Salle Realty Co.—in which it was eventually determined by the U. S. Supreme Court that a hotel operator who picked up radio signals with a rooftop antenna and distributed them to public rooms in the hotel was guilty of infringing "performance" of the copyrighted work in question.

How High The Damage? ▪ It was estimated in the UA notice that between 75 and 100 copyrighted performances



Cox adds CATV interests

Cox Cablevision Corp. has agreed to pay approximately \$500,000 for about 25% interest in Trans-Video Corp., El Cajon, Calif., with community antenna television systems in California and Kansas (CLOSED CIRCUIT, Jan. 4).

Trans-Video has systems in the San Diego-Santee, Calif., area and Chanute, Kan. The agreement provides for joint development of future systems.

Completing the agreement are J. Leonard Reinsch (1), president of Cox Broadcasting Corp., of which Cox Cablevision is a subsidiary, and Lee Druckman, Trans-Video president.

are shown by the six commercial stations in New York daily. With assessment of minimum allowable damages—\$250 per infringement under the copyright act—it was argued liability could reach a minimum of \$6,825,000 yearly and cumulative damages "going into the hundreds of millions of dollars" could accumulate over a period of several years.

Following its long legal argument, the memorandum suggested to the city that:

- Systems be restricted to simultaneous delivery and limited to only those signals aired in the New York market.
- CATV operators be required to "secure the consents from the owners or authorized distributors of programs. . ."
- The city require a liability insurance policy "in a minimum amount commensurate with the potential multi-million dollar liability of the city."

It was indicated that clearer statements limiting operators to simultaneous transmissions and to signals currently available in the city would be written into new franchise contracts and further precautions would be taken protecting the city's interests.

The copyright question, it was suggested, might be hedged by a clause requiring the system operators to secure prior consent from program owners "should such measures be required by the courts at a future time."

One observer voiced skepticism about the liability insurance suggestion, noting such insurance is probably not available and that if it were, the costs would be prohibitive. He doubted this provision would be adopted by the city.

Highlights of last week's CATV activities

Three community antenna television franchise applications were approved, three new CATV systems were formed and a franchise was rescinded in CATV activity reported last week:

El Cajon, Calif.—Trans-Video Corp. has sold Cox Cablevision Corp. a 25% interest for about \$500,000 (see story at left).

Kokomo, Ind.—The Kokomo city council has tentatively approved CATV. Applicants are Alliance Amusement Co., Chicago; Booth Corp. (WIOU Kokomo); Telesystems Corp., Glenside, Pa., and Portsmouth Cable Co., Portsmouth, Ohio.

Jackson, Mich.—Jackson Television Cable Co., formed by Knorr Broadcasting, has proposed a CATV system to bring in local and Detroit area TV channels, plus FM and time-weather service. Walter Patterson, Knorr executive vice president, is president of Jackson Television Cable Co. The firm

would charge \$10 installation and \$4.95 monthly. Knorr operates WKFR-AM-FM Battle Creek, WKNR-AM-FM Dearborn-Detroit and WKHM-AM-FM Jackson, all Michigan.

Muskegon Heights, Mich.—Hardy & Park TV Cable Co.'s revised CATV proposal has been put off again by the city council.

Clay, N. Y.—Upstate Community Antenna has been awarded a 30-year CATV license and plans to carry nine TV channels including a Canadian station and New York City stations, plus music and weather. Frank Harms, president, wsoq North Syracuse, N. Y., heads Upstate Community Antenna, a group of local businessmen. Onondaga Video Inc. and Newhouse Broadcasting Corp. applications were denied.

New York City—United Artists lawyers told city officials last week that the city could be liable for \$6.8 million annually in copyright infringement penalties if it authorized CATV operation without obtaining permission to use copyrighted materials. Meanwhile, further hearing on eight CATV applications is scheduled for Thursday (Jan. 14) (see page 60).

Queensbury, N. Y. — Normandy Broadcasting Corp. (wwsc Glens Falls, N. Y.), John Lynch, president, has been awarded a CATV franchise. Losing applicants were Newhouse Broadcasting Corp., a group station owner, and Mohican TV Cable Corp., 80% owned by Jerrold Electronics Corp., CATV equipment manufacturer and system owner.

South Glens Falls, N. Y. — A committee of the board of trustees has recommended that the city require \$2,500 for a five-year CATV franchise plus 3% of annual gross revenues. Competing applicants are Newhouse Broadcasting Corp., Mohican TV Cable Corp. (80% owned by Jerrold Electronics Corp.) and Normandy Broadcasting Corp. (wwsc Glens Falls).

Ashtabula, Ohio — See Sharon, Pa.

Massillon, Ohio—Neptune Broadcasting Co., Steubenville, Ohio, a subsidiary of Rust Craft Broadcasting, has requested permission to construct and operate a CATV system. Earlier requests have been received from Mohawk Valley Community TV Antenna Co. (Herron-Gray stations) and Multi-Channel Cable of Portsmouth, Ohio, a group system operator.

Pennsylvania — A CATV subcommittee of the Pennsylvania Association of Broadcasters produced "very analytical results" that will be reported to the PAB board at a meeting in Harrisburg, Jan. 19, according to Cary Simpson, WTRN Tyrone and PAB president. Bringing in distant signals, the effects of translators on TV stations and CATV systems, CATV originations of TV and

radio programming and commercials on CATV's were discussed. The board will probably ask for another report to include views of Scranton-Wilkes-Barre stations since "that is the area of main concern," Mr. Simpson said.

Exeter, Pa.—Universal Cable Television System Inc., headed by George Koval of Mahanoy City, Pa., has been awarded a 25-year CATV franchise. The firm will charge \$6 monthly and nothing for installation. It also has a franchise in Plymouth, Pa., and other area communities.

Lancaster, Pa. — Television Community Services Inc., headed by Clair R. McCollough, president of the Steinman Stations, has requested permission to start a CATV. Total license to the city would be \$500 a year, not including the annual tax on utility poles.

Plains, Pa.—Total Television Cable Inc., formed last month by WNEP-TV and WDAU-TV, both Scranton-Wilkes-Barre, Pa., and WBRE-TV Wilkes-Barre-Scranton, Pa., has applied for a CATV franchise.

Scranton, Pa.—Semit Cable TV Co. (WEJL Scranton) has formally applied for a CATV in Scranton and 17 other communities: Dunmore, Dickson City, Throop, Blakely, Olyphant, Jessup, Archbald, Jermy, Mayfield, Taylor, Old Forge, Moosic, Avoca, Duryea, Dupont, Pittston and West Pittston.

Sharon, Pa.—Altoona CATV Corp. has formed two new systems, Shenango Valley TV Co. and Ashtabula TV Cable Co., both to be managed by William H. Porfett. The Shenango firm will serve Sharon, Hickory Township, Sharpsville, Clark, South Pymatuning and Pymatuning. The Ashtabula system will provide service to Ashtabula and Conneaut, both Ohio.

Swoyersville, Pa.—A franchise granted to Universal Television Cable Systems Inc. has been rescinded following a public protest.

West Chester, Pa. — Rollins Broadcasting Co., Wilmington, Del.; Triangle Publications Inc., Philadelphia, and Chester County Broadcasting Co. (wcoj Coatesville, Pa.) have presented CATV proposals. They offered TV service from New York City, Baltimore and Washington and offered a 2% return of annual service income.

Media reports . . .

New quarters ■ WSTV-AM-FM, the administrative and sales staff of WSTV-TV and Rust Craft group executives plan to occupy one floor of a remodeled office building in downtown Steubenville, Ohio, this March. The building will be called the WSTV building.

Agency and budget ■ WCIU(TV) (ch. 26) Chicago, has appointed Creative Communications Inc. as advertising agency. Billing: about \$100,000.

CATV accord is still elusive

But subcommittees explore new formula that NAB group will consider this week

Subcommittees of the organized broadcasters and organized community antenna television operators tried again last week to come to a compromise on joint proposals for federal regulation of CATV. There were indications that they approached agreement, but the question still to be answered was whether the policy makers of the National Association of Broadcasters could agree among themselves on the proposals.

Meeting in Dallas last Tuesday (Jan. 5) were subcommittees of the National Community Television Association and of the Future of Television in America Committee of the NAB. None of the participants would say afterward what they had done, but it was understood that their work would be presented to a meeting of the full NAB committee in New York this week.

It was at a meeting of the NAB's FTVA committee last month that an earlier agreement of the NCTA and NAB subcommittees had rejected. The two subcommittees had agreed to recommend to their parent bodies proposals for regulation requiring CATV's to carry local stations without duplication of their programs from distant stations and preventing CATV's from originating programs or advertising. Some members of the FTVA committee objected to the omission of proposals to restrict CATV's from importing distantly originated signals (BROADCASTING, Dec. 21, 1964).

Some Accord ■ At last week's meeting of the two subcommittees, the NAB representatives were understood to have pressed the community antenna delegation for a relaxation of their original resistance to all suggestions of limitation on the pickup of distant signals. To some extent the NAB delegation was said to have succeeded. Out of the meeting came an agreement on what one source called "an interlocked formula" that would establish various conditions under which CATV's could reach out for stations remote from their areas.

Will Face Opposition ■ That this formula was not expected to meet immediate acceptance from the full Future of Television in America Committee was indicated when the committee ses-

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sions were scheduled for two days (Jan. 13-14) in New York's Park Lane hotel. The judgments of the main committee, whether unanimous or several, will be considered by the NAB's television board which had been scheduled to meet, along with the association's radio board, in Palm Springs, Calif., Jan. 25-29. Last week the television board was called to a special meeting in Palm Springs on Jan. 24 to consider the CATV question.

Within the policy councils of the NAB there have been strong differences of opinion on the degree of regulation to be sought to control the number and distance of remote signals that CATV's can import. Those who favor stiff restrictions argue that the television allocations pattern established by the FCC could be significantly altered by a proliferation of CATV systems introducing distant signals into their communities. Those taking the opposite view assert that the protectionist policy is being advocated merely as a counter to the threat of new competition.

Something or Nothing ■ There is a suggestion among informed sources that the NAB, as an association, may be unable to present a proposal for regulation that would be acceptable to a majority of its more influential members and may not offer any plan for regulatory action.

In such a case, it is felt the NAB would simply suggest that the FCC move immediately into a study of federal regulation for CATV, but would not offer any suggestions of how the commission should move.

The FCC has said it would prefer to have a unified NAB-NCTA front before moving into the CATV regulatory field, and the Congress has indicated that be-

fore it acts on CATV, it would like the FCC, NAB and NCTA to get together.

New Participant ■ The NCTA executive committee met in Dallas on Monday (Jan. 4). Attending that meeting and the subsequent NAB-NCTA subcommittee meeting was Frederick W. Ford, former FCC commissioner and new NCTA president (see page 56).

NCTA participants in the subcommittee meeting were: Bruce Merrill, Fred J. Stevenson, Al Stern, all board members; Robert D. L'Heureux, general counsel, and Stratford Smith, special counsel.

Representing the NAB were: Dwight Martin, WDSU New Orleans, chairman of the FTVA committee; Willard E. Walbridge, KTRK-TV Houston; Mike Shapiro, WFAA-TV Dallas, chairman of the NAB's TV board, and Douglas A. Anello, NAB general counsel.

FCC sticks by Blue Ridge denial

The FCC has rejected requests by Blue Ridge Broadcasting Co. and Gordon County Broadcasting Co. for further review of a review board decision that had denied Blue Ridge's application for a new AM station on 1500 kc at Ellijay, Ga.

The action was adopted last week by Commissioners E. William Henry, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Lee Loevinger.

The case involves Blue Ridge, Reliable Broadcasting Co. (an applicant for a station on the same frequency at nearby Calhoun, Ga.) and Gordon County, licensee of WCGA Calhoun.

The commission last October, acting

Expansion of city-owned TV's forecast

The possibility of a "dramatic proliferation" of municipal television stations within the next decade is foreseen by The Morse Communication Research Center of Brandeis University, Waltham, Mass., which issued a report last week on the operations of WNYC-TV, New York-owned TV station.

The report, with an introduction by Louis G. Cowan, director of the Morse center and former president of CBS-TV, concludes that a municipally operated UHF station can be used as a tool by cities to improve efficiency of its departments, effect economies and strengthen municipal management. It noted that these speculations are subject to "greater inquiry than ours."

A history of New York City's TV

operation is included in the report, starting from the station's experimental period as WUHF-TV from November 1961 to November 1962 when it became WNYC-TV. A summary of its activities in the instructional area for the police, fire, hospitals and health departments and for the board of education points up the value of city-operated UHF stations as training tools.

The report also touches on the cultural and public service programming of WNYC-TV, including live coverage of the United Nations General Assembly; adult education shows and discussion presented in cooperation with such groups as the New York Public Library, New York Academy of Music, New York Community Health Board and World's Fair.

on appeal, remanded the proceeding to the review board and directed it to clarify and reevaluate two presumptions it made in reaching its original decision denying the Blue Ridge application (BROADCASTING, Oct. 19, 1964).

The board's second review of the case affirmed its original decision that Gordon County had participated in the planning and filing of the Blue Ridge application; that the application was not filed in good faith, and that it was filed solely or in part to prevent or delay a grant to Reliable at Calhoun.

Duval seeks last open channel in Jacksonville

The FCC has accepted for filing an application by Duval Broadcasting Corp. for a new commercial TV on channel 30 in Jacksonville, Fla.

The channel, so far uncontested, is the last available assignment in that city under the present allocations table.

Duval president and 13.35% stockholder is Alvin Leitman, who, among other business interests, is board chairman of the National Bank of Jacksonville, the Exchange Bank of Palatka, Fla., and the Arlington Federal Savings and Loan Association in Jacksonville.

Other officers, directors and stockholders of the company, none of whom have any broadcast holdings, are Henry Kramer, vice president and 13.33% owner; David A. Watts, secretary-treasurer and 13.33% owner; H. George Carrison, 13.33%; Scott I. Peek, 20%; Norman P. Freedman, 13.33%, and Gilbert C. Palmer, 13.33%.

All the principals are residents of Jacksonville with the exception of Mr. Peek, who resides in Miami.

The estimated construction cost for the new facility is \$418,000. First year operation expenses are expected to be \$300,000, with estimated revenues at \$360,000.

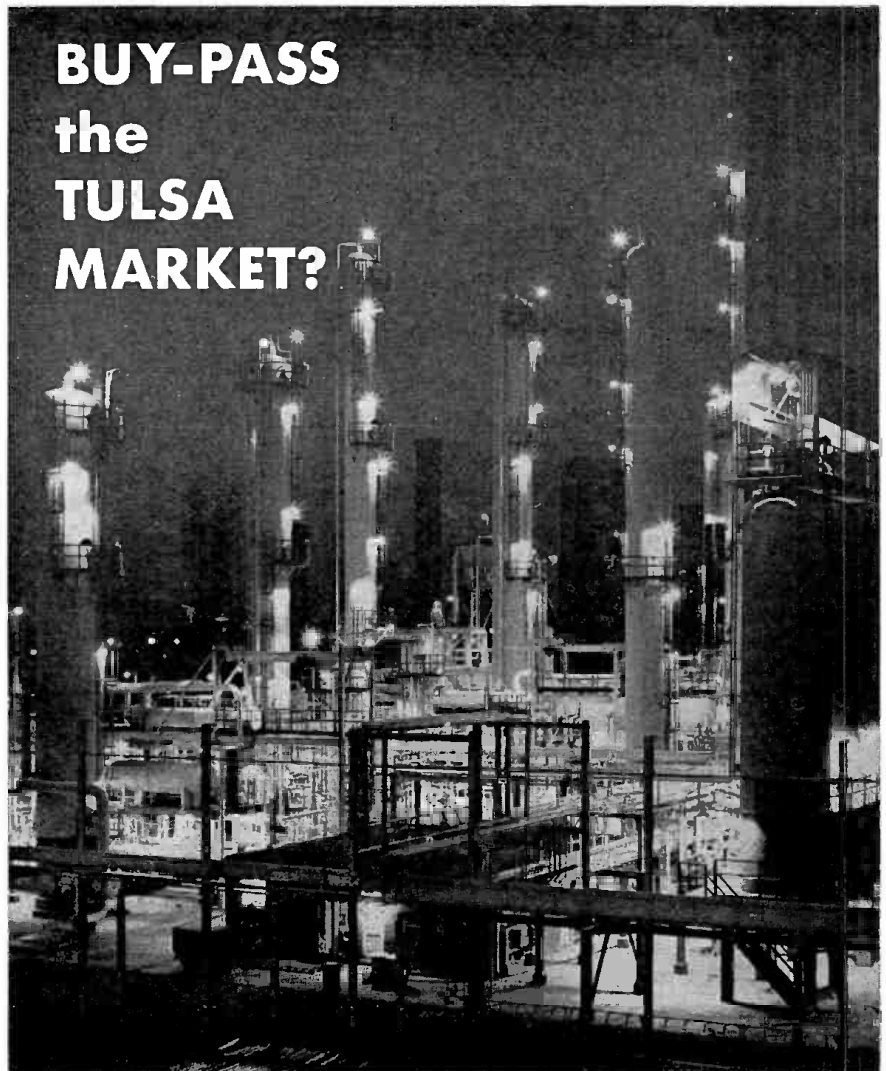
Four N.H. AM's band, name Segal, Stone

WBBX Portsmouth, WKBK Keene, WEMJ Laconia and WFEA Manchester have organized the New Hampshire State Network.

Harold H. Segal & Co., Boston has been appointed as the network's New England representative. Stone Representatives, New York, is national representative.

Headquarters for the new network is in the Carpenter motor hotel, Manchester.

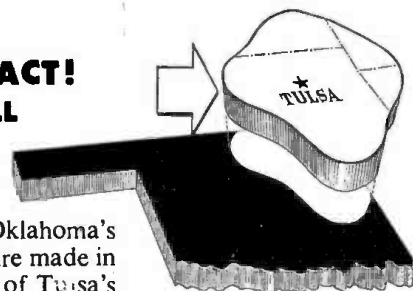
BROADCASTING, January 11, 1965



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\$3.4 million more for Ga. ETV network

The fifth and sixth stations in the projected-10 station educational TV network of the Georgia State Board of Education are expected to go on the air this fall. Three more stations are to go on the air in late 1966.

Target date of September 1965 has been set for WCLP-TV Chattsworth and WCES-TV Wrens. The state received authorization for WCLP-TV (ch. 18) in October 1962. CP's for WCES-TV (ch. 20), channel 15 in Cochran, channel 52 in Dawson and channel 14 in Pelham were granted by the FCC last month (BROADCASTING, Dec. 21, 1964).

On Dec. 23 the board applied for channel 23 in Ashburn, Ga., with ERP of 421 kw visual and 42.1 kw aural using an antenna of 1,145 feet. The estimated at \$55,000 for the first year. tion is \$709,935 with operating cost estimated at \$55,000 for the first year.

Lee E. Franks, executive director of educational television services for the state education department, said \$3.4 million is on hand "to finance construction of these stations, plus one additional station, two translator stations and a production center and network headquarters building to be located in Atlanta."

The U. S. Department of Health, Education & Welfare said the state had not requested federal funds.

Four state-owned stations now on the air are WGTW-TV (ch. 8) Athens, WJSP-TV (ch. 18) Columbus, WVAN-TV (ch. 9) Savannah and WXGA-TV (ch. 8) Waycross. WGTW is licensed to the state board of regents and the other nine are or will be licensed to the board of education.

The stations will be interconnected through Southern Bell facilities. The network will operate as a unit within the department of education and headquarters is now in the state office building, Atlanta.

Executive and administrative personnel, in addition to Mr. Franks, are: Dr. Claude Purcell, state superintendent of schools; Harvey J. Aderhold, director of engineering; E. A. Crudup, administrator of utilization and station operation, and John R. Haney, administrator for program development.

General Electric equipment will be used for the Chattsworth station. Equipment bids have not been set for the other four CP's.

WCLP-TV will operate with 253 kw visual with a tower height of 1,854 feet above average terrain. WCES-TV will have 257 kw visual, 25.7 kw aural and

tower height of 1,540 feet.

The Cochran station will have 309 kw visual, 30.9 kw aural and tower height of 1,199 feet. Channel 25 in Dawson will have 309 kw visual, 30.9 kw aural and tower height of 1,089 feet. Channel 14 in Pelham will have 309 kw visual, 30.9 kw aural and a 1,219-foot tower.

Granik, Miller oppose making D.C. ch. 50 ETV

All-American Television Features Inc., one of two commercial applicants for channel 50 Washington, has asked the FCC to deny, at least temporarily, the request by Greater Washington Educational Television Association to reserve the channel for noncommercial educational use.

GWETA, licensee of WETA-TV (ch. 26) Washington, noncommercial, had asked the commission to deny the two commercial applications for channel 50 and reserve the facility, the last unassigned channel in the District of Columbia (BROADCASTING, Jan. 4). The other commercial applicant is attorney Theodore Granik, who applied for the assignment last November. GWETA filed for channel 50 in December.

In answering GWETA's petition, All-American, which is headed by Mitch Miller, said it wasn't opposed to the idea of eventually reserving channel 50 for educational use, but it is against doing so now until another commercial channel is allocated to Washington.

The commission has proposed in its UHF table of allocations to add channel 44 to Washington for commercial use and reserve channel 50 for education.

All-American said that the "proper course" is for GWETA to await the commission's final decision in the matter so the rights of all parties concerned would be protected.

WNAU gets warning on transfers, filings

New Albany Broadcasting Co., licensee of WNAU New Albany, Miss., was penalized by the FCC last week with a short-term license renewal to Jan. 1, 1966. Regular renewals are for a three-year period.

The action was adopted by Commissioners E. William Henry, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, Kenneth A. Cox and Lee Loevinger.

The FCC said the penalty was levied in connection with transfers of control without prior commission approval and the filing of false information.

WNAU is owned by Vernon K. and Wynez Wroten and operates fulltime on 1470 kc with 500 w.

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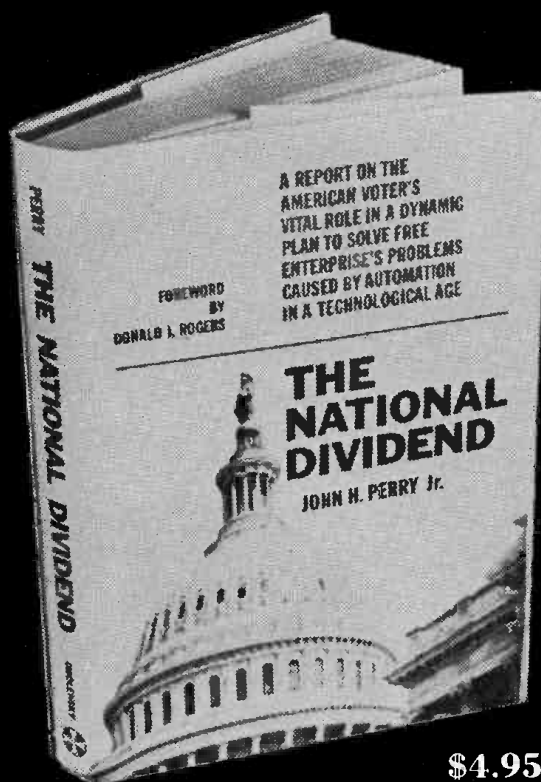
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It's back to business for Senate and House

Election results and party defections leave holes to be filled on commerce committees

The opening of the 89th Congress last week brought forth an expected deluge of familiar legislation affecting broadcasting and advertising.

It also set off the usual intraparty scramble for choice seats on the House and Senate commerce committees, most of which are expected to be filled this week.

And, as anticipated, community antenna television was quickly tagged as a key broadcast issue facing the new Congress (BROADCASTING, Jan. 4).

Ironically, no CATV legislation was introduced in that opening week. So far, lawmakers have been willing to await the outcome of delicate negotiations on legislative proposals being conducted among broadcasters and cable system operators (see page 61).

Among the legislation offered last week were bills to keep the FCC's hands off policy matters, put health warnings on cigarette packages without affecting advertising, eliminate FCC-imposed license application filing fees, prohibit broadcasts of boxing matches, bar broadcasters from making "unauthorized deletions" in programs and establish a cabinet-level Department of

Transportation and Communications that would incorporate FCC functions (see rundown of legislation, page 67).

Seniority Stripped ■ Overshadowing the introduction of new bills, however, was the action of House Democrats. They stripped party seniority from two members of the House Commerce Committee who supported Senator Barry Goldwater's presidential candidacy last fall.

Representative John Bell Williams (D-Miss.) and Albert Watson (D-S. C.) were dropped to the bottom of the committee and will be listed even lower in seniority than members who will be assigned to the panel later this month. The action set off speculation that both men might bolt the party, but Representative Williams said he intended to remain a Democrat. Representative Watson, however, said he could no longer remain one and was expected to announce he would become a Republican.

The party action affects the makeup of the committee. Two subcommittee chairmanships are vacant. Representative Walter Rogers (D-Tex.), who has been chairman of the Communications

Subcommittee, has risen in full committee seniority to third, giving him an opportunity to move to the head of another subcommittee.

Happy Where He Is ■ But Mr. Rogers said last week he wanted to continue as chairman of the communications panel, remarking that he thought communications would be the most dynamic business field in the next decade.

Because Democrats now outnumber Republicans 295-140 in the House, the committee ratio has been changed and the GOP will have two fewer seats on commerce than in the last Congress. The Democrats have six vacancies to fill, the Republicans two; when assignments are completed the committee will have 22 Democrats and 11 Republicans. Chances are the new Democrats could come from New York, Illinois, Louisiana, Alabama or Missouri and Republicans from New Jersey, California, Colorado or another eastern state.

Two of the three Republicans on the House Appropriations Subcommittee on Independent Offices (the panel that handles the FCC and Federal Trade Commission budget requests) were defeated in November. It is uncertain whether, because of the new ratios, one or two Republicans would be named to fill those vacancies. Representative Albert Thomas (D-Tex.), chairman of this subcommittee, is expected to continue. There will be 34 Democrats and 16 Republicans on the full committee.

Democrats named three veteran members to new vacancies on the tax-writing Ways and Means Committee, the group that will review proposals for reduction of the 10% manufacturers excise tax on television sets, phonographs and other home entertainment equipment. The

Henry tours the Hill knocking on several doors

While former FCC Commissioner Frederick W. Ford awaited a public White House announcement of his resignation (see page 56), FCC Chairman E. William Henry was at work on Capitol Hill last week assuring key legislators that he, for one, would be staying on at the commission.

First Chairman Henry gave a home state (Tennessee) senator the firmest of assurances that he intended to complete his term (it expires June 30, 1969).

Later, on Thursday (Jan. 7), he met for about an hour with Representative Walter Rogers (D-Tex.) in the congressman's office. And he had lunch after that with Representative Oren Harris (D-Ark.). Mr. Rogers

has been chairman of the Communications Subcommittee and is expected to resume that post when the parent Commerce Committee is organized for the 89th Congress (see above). Representative Harris is chairman of the full committee.

Chairmen of federal regulatory agencies customarily keep in close touch with key figures of legislative committees having jurisdiction over them. Representative Rogers and Chairman Henry reviewed, in general terms, some of the issues that have put the two men on opposing sides in the past. And they looked ahead to what the new session might hold in communications legislation.

Chairman Henry, it is understood, indicated that the commission con-

siders the regulation of commercials a dead issue. The commission's proposed rulemaking to limit commercials in 1963 brought on a heated battle that pitted a majority of House members and broadcasters against the commission. The commission gave in, but Representative Rogers has again introduced legislation that he believes would prevent such commission efforts in the future. The issue is not "dead" as far as Representative Rogers is concerned, the congressman has said.

Chairman Henry and the congressman also discussed community antenna television, license application filing fees (also opposed by Mr. Rogers) and the status of the fairness doctrine.

new members are Representatives Phil M. Landrum (D-Ga.), Richard Fulton (D-Tenn.) and Charles A. Vanik (D-Ohio).

And the Senate — As for the Senate Commerce Committee, Republicans failed last week to resolve a potentially bitter wrangle over the seniority of Senator Storm Thurmond (R-S.C.), a member who bolted the Democratic party last September. The senator wants to remain on commerce with credit for his service on the committee, but junior Republicans are protesting this.

The election of a Democratic whip last week, Senator Russell B. Long (D-La.), failed to affect the makeup of the Commerce Committee's Senate Communications Subcommittee. Senators John O. Pastore (D-R. I.) and Mike Monroney (D-Okla.) chairman and first ranking member, were losing contestants.

At week's end Democrats were still trying to determine the ratio of Senate committees, and it was possible the Republicans might gain another seat on commerce. Formerly having 12 Democrats and 5 Republicans, the panel could be altered to reflect the Senate's lopsided Democratic majority, 68-32; however, to help Republicans with the delicate seating problem caused by Senator Thurmond's party switch, a sixth seat could be added for the GOP.

The only election casualty on the panel was Senator J. Glenn Beall (R-Md.). Senators Peter Dominick (R-Colo.) and James B. Pearson (R-Kan.) were known to prefer commerce posts.

Several Democrats have expressed interest in getting on the committee, among them Senators Robert F. Kennedy (D-N. Y.) and Daniel Inouye (D-Hawaii).

While the FCC's full legislative package hasn't been sent to the Hill, the commission has sent up a draft of a bill that would amend the Communications Act to require that abandoned or unused broadcast towers continue to meet the same painting and lighting requirements as structures presently being used for transmitting purposes.

It also would empower the FCC to direct dismantlement of abandoned towers, whose owners are no longer licensees of the commission, when the Federal Aviation Agency determines that they constitute a menace to air navigation.

The commission has submitted similar versions of the bill to Congress for adoption since 1957, but the measures have never been passed.

The FCC said much concern has been expressed in recent years by aviation interests and others on the problem of abandoned or unused towers, particularly those exceeding 1,000 feet.

Into the hopper go the bills

Early offerings cover just
about everything—except
regulations regarding CATV

Among bills introduced in the opening days of the 89th Congress last week are the following affecting broadcasting and advertising (*indicates legislation was offered in previous Congresses):

***HR 6, Representative Clement J. Zablocki (D-Wis.):** to bring baseball under the antitrust laws. The use of potential broadcast rights revenues to lure the Milwaukee Braves to Atlanta has been cited as largely responsible by Representative Zablocki for his efforts in the antitrust field.

***HR 18, Representative Emanuel Celler (D-N.Y.):** to bring plays of copyrighted recorded music on juke boxes under the copyright law as performances for profit. This issue is considered a key to congressional action on an overall revision of the copyright law of 1909.

***HR 49, Representative Wright Patman (D-Tex.):** to give the Federal Trade Commission power to issue cease and desist orders (this could affect advertising believed in violation of FTC rules or the FTC Act).

***HR 68, Representative Ed Edmondson (D-Okla.):** a freedom of information bill.

HR 73, Representative John E. Fogarty (D-R.I.): to permit domestic showing of a U.S. Information Agency film, "Years of Lightning, Day of Drums," about the late President Kennedy. Many similar House bills also have been introduced, as well as a Senate resolution by Senator George McGovern (D-S.D.) with 34 co-sponsors (S Con Res 4). Present law presently bars domestic use of USIA materials (BROADCASTING, Jan. 4).

***HR 76, Representative Richard Fulton (D-Tenn.):** to establish daylight saving time uniformly throughout the U.S.

***HR 295, Representative Glen Cunningham (R-Neb.):** to create a commission on noxious and obscene matters and materials. Aimed largely at pornography, the commission's 17-member panel would include "a prominent representative of the radio and television industries."

***HR 403, Representative John F. Baldwin (R-Calif.):** to promote ethical

standards of conduct among members of the Congress and other federal employees. This would require annual public reports of all assets, changes of ownership of assets exceeding \$100 value and all gifts received exceeding \$10 value.

***HR 418, Representative Frances Bolton (R-Ohio):** to remove the 10% federal excise tax on communications (many similar bills also were introduced).

***HR 600, Representative Abraham J. Multer (D-N.Y.):** to prohibit broadcasts of amateur or professional boxing matches.

***HR 609, Representative Multer:** to prohibit "unauthorized deletions" by broadcasters from programs.

HR 458, Representative Edith Green (D-Ore.): to qualify the Virgin Islands for matching grants for construction of educational television facilities.

HR 408, Representative Baldwin: to prohibit broadcasts of election predictions while polls remain open.

***HR 883, Representative Walter Rogers (D-Tex.):** to prohibit the FCC's assessing fees or charges without congressional approval (aimed at the commission rulemaking authorizing assessment of license application filing fees).

***HR 884, Representative Rogers:** to prevent the commission from making rules limiting the length and frequency of commercials.

***HR 885, Representative Rogers:** to require health warnings on cigarette package labels but not in advertising. (Other legislation stimulated by the smoking and health issue and being prepared would siphon about \$250 million in federal tobacco tax revenues for research.)

***HR 927, Representative J. Arthur Younger (R-Calif.):** to establish a department of transportation and communications that would assume jurisdiction now belonging to the FCC.

***HR 932, Representative Younger:** to establish a schedule of fees to recover the costs of operations of certain federal regulatory agencies, including the FCC.

***HR 1597, Representative Jamie L. Whitten (D-Miss.):** to permit longer broadcast hours for daytime stations.

H Con Res 28, Representative Multer: to establish a Joint Committee on Consumers.

***H Res 63, Representative Rogers:** to establish a committee to investigate "objectionable" motion pictures, including related advertising.

***S 290, Senator Wayne Morse (D-Ore.):** to "protect the integrity of the court and jury functions in criminal cases." This would prohibit release of certain information to the public (see page 60).

S Con Res 4, Senator McGovern: see HR 73.

A bomb in Santa Maria sputters

Agreement between KCOY-TV and Lompoc Valley expected to terminate case watched closely by CATV, broadcasters

An FCC hearing that was once heralded as likely to lead to a benchmark decision in the development of commission policy on community antenna television is headed for an amicable settlement.

The case involves the applications of Lompoc Valley Cable TV, a subsidiary of H&B Communications Corp., for microwave facilities to serve its four CATV's in Santa Barbara county, Calif. and the opposition to them filed by KCOY-TV (ch. 12) Santa Maria.

The station had maintained that even though Lompoc Valley promised to give it the protection provided for in current proposed rulemakings—15-day non-duplication of its programs and a place for its programs on the cable—it would not be able to survive the competition. Lompoc intended bringing in the seven Los Angeles stations, some 130 miles away.

Consequently, the commission set aside a grant of the applications it had made in November 1963 and last

March designated them for hearing (BROADCASTING, March 9, 1964). It was the last time the commission had set microwave applications for hearing when the CATV operator involved agreed to accept the conditions imposed by the FCC. Among the issues was whether the conditions were sufficient to protect local TV stations.

Agreement Reached ■ The hearing record in the case was closed several months ago, but it is scheduled to be reopened today (Monday) to enter an agreement between Lompoc Valley and KCOY-TV.

The station says it will withdraw its opposition to the applications. And Lompoc Valley attorneys say they will petition the commission to grant the applications without a hearing.

Observers have long noted that the case had a number of weaknesses that hurt its value as a precedent-setting vehicle. One was that the station did not go on the air until after the hearing had been scheduled. As a result it was difficult to establish, in terms of comparison with operating experience, allegations of economic impact.

In addition, the CATV's involved are able to pick up the Los Angeles stations off the air without microwave service—and have in fact been doing that throughout the course of the hearing. Both facts were noted in the agreement, which said that the "further expenditure of funds" by KCOY-TV in the hearing "is not justified."

Provisions of Agreement ■ The document being entered in the hearing record, reports that business agreements were reached by the parties and that the Lompoc Valley CATV's will protect the station. The protection, however, is not as extensive as that provided by the FCC conditions.

According to the document, Lompoc Valley, H&B Communications and the principals of the station will enter "jointly" a CATV operation that the Santa Maria City council has provided for that city. H&B has agreed to make "certain loans" to the station.

The CATV's will carry KCOY-TV "without substantial degradation" on their cable, according to the agreement, and the station's signal will appear on channel 12 on the dial if "technically practicable."

The agreement also provides for non-duplication, but not for 15 days before and after programs are carried by KCOY-TV, as required by FCC-imposed

conditions. The agreement says the Lompoc Valley CATV's won't carry the programs of stations outside KCOY-TV's grade B contour that duplicate, simultaneously, the offerings of the Santa Maria station. This apparently refers to the fact that the Los Angeles stations being carried are outside KCOY-TV's grade B contour.

This protection will include programs broadcast in color for the next two years. After that, the station won't be entitled to protection against color programs unless it carries them in color also.

The Lompoc Valley CATV's that would be affected by the agreement immediately are in Lompoc, Vandenburg Village, Mission Hills and Vandenburg Air Force Base. However, Lompoc Valley said it may establish new systems in Orcutt, Guadalupe, Santa Maria, and "the Santa Maria periphery area," all in Santa Barbara county.

Paterson applicants offer compromise

The three applicants for a new UHF station at Paterson, N.J., formerly channel 37, have asked the FCC to dismiss the order designating the applications for hearing and approve an agreement whereby two of the parties would drop from the proceeding.

The joint request was made last week by Spanish International Television Co. and Bartell Broadcasters Inc., both of whom are requesting dismissal of their applications which have been pending since 1962, and Trans-Tel Corp., who will continue to seek the channel assignment (CLOSED CIRCUIT, Dec. 7, 1964).

In agreeing to withdraw from the proceeding, which was further complicated and delayed in October 1963 with the reservation of channel 37 for radio astronomy, the parties reasoned that the inevitable lengthy comparative hearings would be eliminated and a grant to Trans-Tel could be made sooner.

One Proviso ■ The agreement also provides, however, that after the commission grants Trans-Tel's application, Spanish International would have the option to request that the construction permit be assigned to a joint venture in which SITC and Trans-Tel would each hold a 50% interest.


With the dismissal of the application of Bartell, which owns WADO New York, the company would be relieved of any connection or interest in the Paterson station. The agreement reportedly calls for no financial reimbursement whatsoever to any of the parties.

In an action adopted last week, David I. Kraushaar, the examiner assigned to the case, rescheduled any further hearings to June 7.

The true story of the wartime exploits of Britain's famed frogman Comm. Lionel Crabb

THE SILENT ENEMY

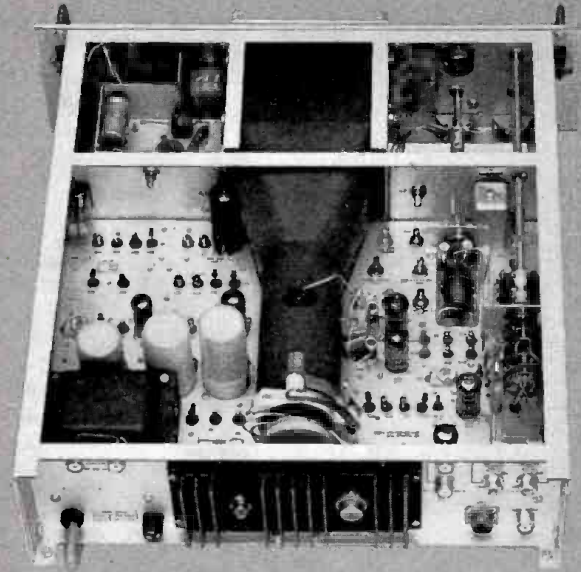
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Group owners plan defense

Three-lawyer committee named to present case against FCC VHF limit

A group of group broadcast owners, meeting in Miami last Thursday (Jan. 7), decided to combine forces and attack the FCC's latest move in the multiple ownership rules—the Dec. 18, 1964, order requiring any group owner owning a VHF station in the top 50 markets who buys another station in the top 50 markets to go through a hearing (BROADCASTING, Dec. 21, 1964).

Meeting at the invitation of Storer Broadcasting Co., 21 group television station owners, or their representatives, conferred informally all day and unanimously decided to oppose the FCC action.

The group appointed a three-man committee of lawyers to make a case for withdrawal of the Dec. 18 order. The committee: W. Theodore Pierson, Ernest W. Jennes and Thomas J. Dougherty. Messrs. Pierson and Jennes are in private practice in Washington; Mr. Dougherty is vice president and assistant general counsel of Metromedia Inc., he is also stationed in Washington.

Speaking for the committee, Mr. Pierson said that the group owners were convinced that the commission action of last month and the premise on which it was based were not supported "by experience, fact or logic."

The commission's action, Mr. Pierson stated, was adopted without prior notice to broadcasters.

Experience in the industry, Mr. Pierson added, has demonstrated that group ownership of TV stations in the top 50 markets has promoted competition and innovation, provided better program

service to the public, and resulted in a greater diversity of programming than would be possible if group ownership is further restricted.

He reported that all the broadcasters present at the meeting were united in the conviction that if the FCC had had the full facts before it, the policy would not have been adopted.

"The licensees believe," he continued, "that they ought to have been given a fair opportunity to present their case to the commission. Given such an opportunity, these and other licensees believe they can convince the FCC of the justice of their case."

He expressed the hope that all television station owners would recognize "the restrictive effect of the FCC's policies on the growth and development of a broadcasting system that has 'no peer in the world'" and would join in opposing the commission's action. He said other owners already have indicated they desire to join in opposition to the FCC's policy.

McGannon Sits Out ■ More than 30 group owners were invited to attend the informal conference, but a number informed John E. McCoy, Storer vice president and secretary who issued the invitations, that other engagements prevented their attendance. One group not present was Westinghouse Broadcasting Co. whose president, Donald H. McGannon, was understood to disagree with group action. He is believed to feel individual performance in the matter is a better approach.

Present were representatives of multiple broadcast owners who own and operate 83 TV stations.

Companies represented: Capital Cities Broadcasting Co., Chris-Craft Industries Inc., Corinthian Broadcasting Corp., Cowles Magazine & Broadcasting Inc., Crosley Broadcasting Corp., Golden West Broadcasters Inc., Hearst Corp., Hubbard Broadcasting Co., Meredith Broadcasting Co., Metromedia Inc., Outlet Co., RKO General Inc., Sarkes Tarzian Inc., Scripps-Howard Broadcasting Co., Storer Broadcasting

Co., Taft Broadcasting Co., Time-Life Broadcast Inc., Triangle Publications Inc., Tribune Co. Stations, Post-Newsweek Stations, and Wometco Enterprises Inc.

The commission's action last month was adopted as an interim measure pending action on revised ownership rules. The order requires that a hearing be held on virtually all applications for the sale of a VHF station in the top 50 markets to anyone already owning a VHF station in those markets. This constitutes, it is generally agreed even in FCC circles, a virtual freeze on such station ownership transfers.

When the meeting was first announced, Mr. McCoy said the invitations were only to those multiple owners in the top 20 markets in order to keep the size of the conference within manageable limits (BROADCASTING, Jan. 4). He pointed out then that the three television networks, each of which has stations in the top 20 markets, were not invited simply because their problems are different from those of other group owners.

Bartley at dedication

FCC Commissioner Robert T. Bartley participated last week in the unveiling of a bronze statue of the late House Speaker Sam Rayburn, his uncle, in the new Washington House office building named for the Texas lawmaker.

Hayes gives good report to affiliates

Arthur Hull Hayes, president of CBS Radio, last week predicted a 6% increase in business for advertising and broadcasting during 1965. Writing in a letter to affiliated station managements, Mr. Hayes said: "The outlook is good. Our expectation is that the national output—the gross national product—will increase between 5 and 6%, and that advertising and broadcasting will experience a parallel increase."

Mr. Hayes noted that CBS Radio sales in 1964 were slightly greater than 1963 sales volume. CBS sales had increased 50% in 1963 over 1962.

CBS Radio's yearend report disclosed last week that during 1964, the network added 16 new affiliates, bringing the total to 237. This figure includes 12 affiliates in Canada, Alaska, Hawaii, and the Philippines.

In all, 111 advertisers purchased time on CBS Radio during the year, including 19 that had never advertised on CBS before. Among the new ones last year were Aetna Casualty & Surety Co.,

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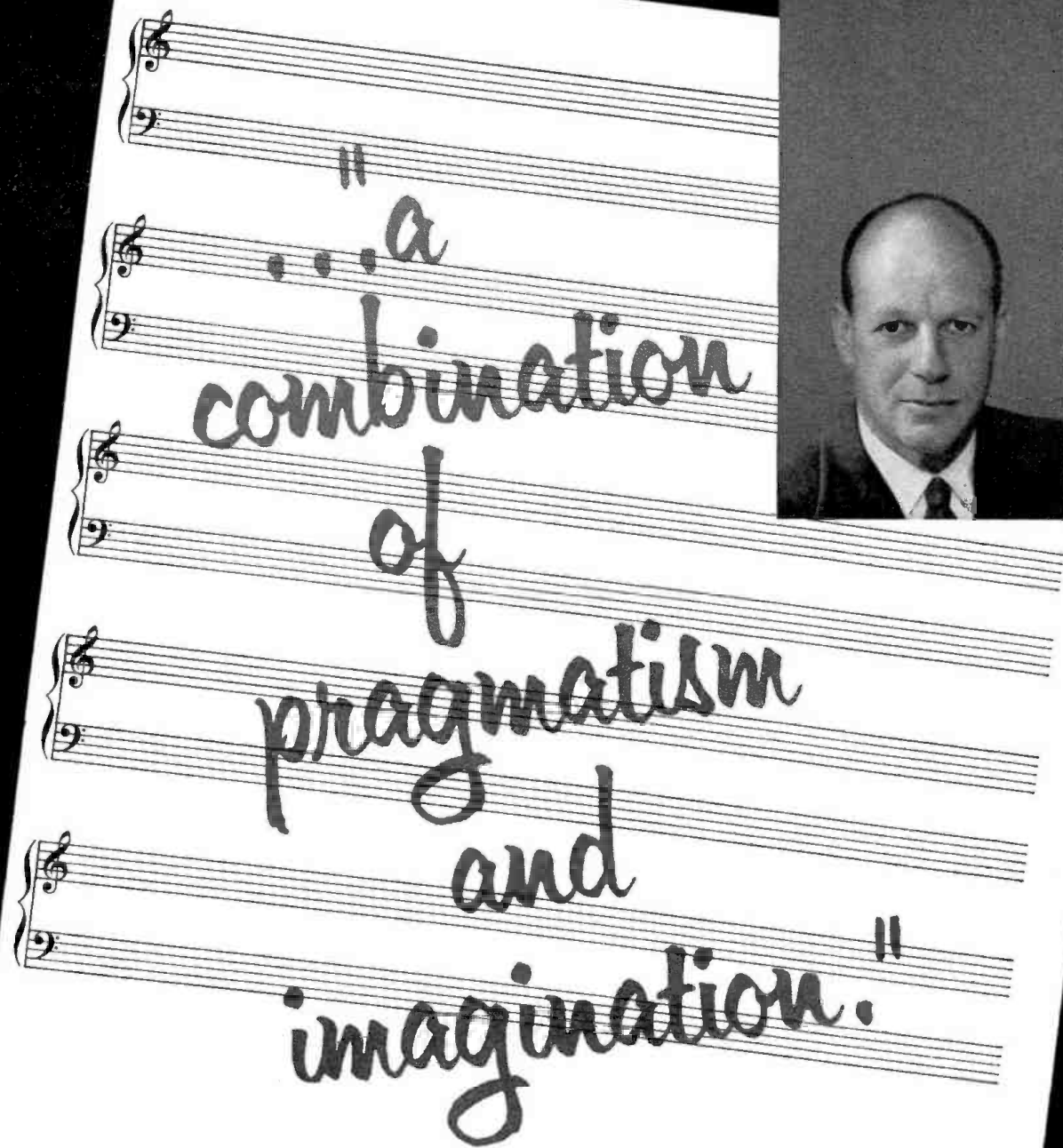
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William Schuman's major works include:
Eight Symphonies, Credendum, A Song of Orpheus, American Festival Overture, New England Triptych,
Four String Quartets, A String Trio, and numerous pieces for vocal and instrumental combinations.

Mack Trucks Inc., and the International Milling Co. Also, H. J. Heinz, Pillsbury Mills, and Lever Brothers returned to CBS after long absences.

Reviewing program innovations, Mr. Hayes discussed Lucille Ball's new network radio show, documentaries, various election-year specials, and changes in the *Dimension* series.

Mr. Hayes's letter promised various changes in 1965, including a previously indicated new *weekend—Dimension* format, change in the format of *Capitol Cloakroom* and two new shows, *Mike Wallace at Large* and *Washington Week*.

The yearend report also referred to improved programing and increased public service activity by the CBS-owned WCBN New York; KNX Los Angeles; WBBM Chicago; WCAU Philadelphia; WEEI Boston; KMOX St. Louis, and KCBS San Francisco.

Murphy TV sales okayed by 4-2 vote

The sale of television stations in Green Bay, Wis., and Marquette, Mich., by Morgan Murphy to the Post Corp., Appleton, Wis.,-based broadcast group

owner and newspaper publisher, was approved by the FCC last week, although two commissioners dissented and one was absent.

Approved by a majority of the FCC was the ownership change for WLUK-TV (ch. 11) Green Bay and WLUC-TV (ch. 6) Marquette for a net price of over \$3 million.

The new owners, principally controlled by V. I. Minahan and family, already own WEAU-AM-FM-TV Eau Claire, wxco Wausau, WAXX Chippewa Falls, all Wisconsin, KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa, and KBIZ Ottumwa, Iowa. The Post Corp. also publishes the *Appleton Post-Crescent*, the *Twin City News Record* in Neenah-Menasha, and three Milwaukee weeklies (*West Allis Star*, *Milwaukee North Star* and the *Milwaukee South Times-Star*).

The purchase price was \$3.5 million for the stock of the M&M Broadcasting Co., minus obligations of over \$400,000 plus or minus accounts receivable at the time of closing. M&M Broadcasting is the licensee of WLUK-TV and in turns owns all the stock of WLUC-TV.

Mr. Murphy, principal owner of M&M Broadcasting, continues to own 50% of WISC-TV Madison, Wis., and 100% of KXLY-AM-FM-TV Spokane, Wash. He is also the publisher of the *Superior* (Wis.)

Telegram and other newspapers in that state.

WLUC-TV was founded in 1954 and is affiliated with ABC. WLUC-TV, began operating in 1956 and is a basic CBS affiliate although it carries NBC and ABC programs.

Both FCC Chairman E. William Henry and Commissioner Kenneth A. Cox dissented to the approval. Both claimed that the commercial policy statement submitted by the buyer was too vague. Commissioner Robert E. Lee was absent.

WTIC to get pioneer honor

WTIC Hartford, Conn., will receive the annual Mike Award presented the past four years by the Broadcasters' Foundation Inc., New York, to a pioneer station. The award will be made at an annual banquet in New York Feb. 8.

The award is presented to a station in recognition of its dedication to "quality, integrity and responsibility in programing and management." Paul W. Morency is president of the station.



Mr. Morency

Past recipients: KDKA Pittsburgh in 1964, and WLW Cincinnati, WGN Chicago and WSB Atlanta in other years. The WTIC award is being announced today (Jan. 11) by Robert J. Burton, Broadcast Music Inc. and president of Broadcast Pioneers, and Clair R. McCollough, Steinman Stations, president of the foundation.

Banquet proceeds go to the foundation which dispenses financial aid to needy persons who have been employed in or engaged in working in the field of radio or TV, whether or not they are members of the Broadcast Pioneers.

Changing hands

ANNOUNCED • The following sales of station interests were reported last week subject to FCC approval:

▪ WTAL Tallahassee, Fla.: Sold by C. W. Hogan and associates to Capitol City Broadcasting Inc. for \$115,000. Capitol City is headed by Wallace Hoy, former vice president-general manager of KDXE North Little Rock, Ark. WTAL operates fulltime on 1450 kc with 1 kw

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days and 250 w nights. Broker: Chapman Co.

▪ **WHIT** New Bern, N. C.: Sold by Ray D. Williams to New Bern Broadcasting Co. for \$80,000. New Bern Broadcasting is headed by Boyce J. Hanna who is the principal owner of WADA Shelby, N. C., and is one of the principals buying WGAS East Gastonia, N. C., which is pending FCC approval. WHIT is full-time on 1450 kc with 1 kw days and 250 w nights. Broker: Blackburn & Co.

APPROVED ▪ *The following station transfer was among those approved by the FCC last week (FOR THE RECORD, page 86).*

▪ **WLUK-TV** Green Bay, Wis., and **WLUC-TV** Marquette, Mich.: Sold by Morgan Murphy to Post Corp. for \$3.5 million less obligations for net price of over \$3 million (see page 72).

New TV stations

As of Jan. 7 there were 106 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 59 were commercial UHF's, 5 were educational VHF's and 23 were educational UHF's.

Coast scene of three vital NAB meetings

Southern California will be home base for more than 50 members of the National Association of Broadcasters later this month as the NAB radio code board, radio and television boards hold meetings.

The radio code board will meet in Los Angeles, Jan. 22-23 with two items high on the agenda: a subcommittee report on product acceptability and a detailed subcommittee study on radio code language provisions. The subcommittees met in Denver early in December (BROADCASTING, Dec. 7, 1964).

Although subcommittee members have been silent, it is believed they will offer a plan that would move toward lifting outright bans on products but add protective, stronger language than normal good taste or claims to the code. The ban lifting, particularly the one on hemorrhoid remedy commercials, has been repeatedly endorsed by Howard H. Bell, director of the code authority.

The study of the code is expected to present recommendations that much of the TV code language, considered clearer and simpler, be adopted for the radio code.

In Palm Springs on Jan. 24, the TV board will meet in a session called last week to hear a report from its Future of Television in America Committee on regulation of community antenna tele-

vision systems (see page 61).

The radio and TV boards meet in Palm Springs, Jan. 25-29, and on their agenda are the report of their presidential selection committee, the NAB budget and detailed plans for the March convention in Washington.

1110-kc battle reopens Jan. 28

Forest L. McClenning, an FCC hearing examiner for six years and an employee of the agency since 1948, was appointed last week as presiding officer in the proceeding on the 16 applications for 1110 kc in the Pasadena, Calif., area.

The contest, scheduled to begin Jan. 28 in Washington with the initial pre-hearing conference, is expected to be perhaps the most complicated comparative proceeding ever undertaken by the commission. The actual comparative hearings are to commence March 10.

The frequency, originally assigned to Pasadena as KRLA and covering the Los Angeles markets, has been operated on an interim basis since last August by Oak Knoll Broadcasting Corp., a non-profit educational organization. KRLA's

former owner, Donald R. Cooke, was denied license renewal in 1962 when the station was found guilty of having conducted fraudulent contests and falsifying program logs (BROADCASTING, July 27, 1964 et seq.).

Among the parties that will testify at the hearing because of interference questions and other engineering reasons are KFAB Broadcasting Co. (KFAB Omaha, Neb.), Gordon Broadcasting of San Diego Inc. (KSDD San Diego, Calif.), Central Oregon Broadcasting Co. (KBND Bend, Ore.), and Donnelly C. Reeves, an applicant for an AM station in Roseville, Calif.

The 16 applicants for the 1110 kc frequency are Radio Southern California Inc., Goodson-Todman Broadcasting Inc., The Bible Institute of Los Angeles Inc., California Regional Broadcasting Corp. (seeking 50 kw full-time), Pasadena Civic Broadcasting Co., Crown City Broadcasting Co., Pasadena Community Station Inc., and Voice of Pasadena Inc.

Also, Western Broadcasting Corp., Pasadena Broadcasting Co., Kfox Inc., Charles W. Jobbins (seeking 1 kw-D), Orange Radio Inc., Pacific Fine Music Inc., Topanga Malibu Broadcasting Co. (seeking 500 w fulltime) and Storer Broadcasting Co. (seeking 50 kw full-time).

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STV subscribers ready to get service again

If Subscription Television Inc. ever reopens for business in California, it will find a hard core of former subscribers eager to sign up again.

That's the finding of a BROADCASTING spot check of television owners whose STV service was disconnected after pay television was voted out of business in California last Nov. 3. There's some doubt that STV will be back in California any time soon.

By a two-to-one margin California voters approved a constitutional amendment outlawing all kinds of home-delivered pay TV within the state. STV's president, Sylvester L. (Pat) Weaver Jr., has vowed to test the constitutionality of the vote in court, but meanwhile STV has withdrawn the service it had opened last summer in Los Angeles and San Francisco, auctioned off some \$250,000 worth of office furniture and equipment and has transferred headquarters to New York.

Curious about the feelings of the families who had received STV's three-channel closed circuit program service, BROADCASTING contacted 25 of these homes in STV's Los Angeles area one. Of this total, 20 or 80% of the respondents said they'd resubscribe immediately; the other five weren't interested in renewing unless some changes are made.

Movies Favored ■ No claims are made that 25 interviews will produce results projectable to even as small a universe as the 4,000-plus families receiving service from STV in Los Angeles. But they do show that motion pictures were the most popular programming offered by STV, with 19 of the 25 respondents giving movies as the main, if not the only, type of programs they had paid to watch. Baseball, named only by eight interviewees, was linked with movies as favored viewing in most of those households.

(The interviews were made during the daytime hours; most of the respondents were women. STV's play-by-play color coverage of the home games of the Los Angeles Dodgers

might have received more mention if the men had been respondents.)

The cultural programming, stressed by Mr. Weaver and other STV spokesmen as a major advantage of this cable program service as something the commercial TV stations and networks could never duplicate, got very few mentions. Theatrical programs from New York and London were mentioned only five times, operas three times and lectures three times (with one comment that they had been dull and not at all what the subscriber had been led to believe when she contracted for the service.)

Light Viewing ■ Questioned as to the amount of time they had spent watching the STV programs, most of the respondents replied "not very much" and many went on to explain somewhat apologetically that they'd been away on vacation or "out a lot" during STV's brief stay in their homes. It seemed difficult for most who talked about their use of the pay-TV channels to pin it down to an estimated so many hours a week. The few who did so generally fell in the three-to-four-hours-a-week class, indicating that during a typical week the family saw two movies or perhaps one movie and one ball game.

Asked what they'd like changed about STV programming when and if it returns to Los Angeles, virtually every respondent had some suggestion to make the service better.

At the top of the list were more and newer motion pictures. The "new" American-made movies shown by STV last fall were not first-run; generally STV could not show them until six months (or in some cases nine months) after their showing in the city's first-run houses.

The comments proved once more that no policy will please everybody. One woman lauded STV's practice of repeating a motion picture later the same evening, explaining that when guests interrupted the family viewing of the early show they were able to pick up the remainder of the second

showing. Another complained that the repetition was a waste of time and different programming would have been better. One woman observed that home interruptions, like telephone calls, are "a lot more annoying when they interrupt a program you're paying to watch."

Several respondents asked for more sports shows, with collegiate events added to the professional contests. A few wanted more and better cultural programming; others felt there had been too much of that type of material and would prefer a service with more mass entertainment, but of the type not already available from free television.

Rest Room Recess ■ Whenever pay TV is discussed, freedom from commercials (and especially from commercial interruptions of dramatic programs like feature movies) is usually mentioned as a major attraction. This does not seem to be true of Los Angeles STV viewers. Only two of the 25 respondents mentioned the absence of commercials as something they particularly liked about the service.

On the other side, one STV subscriber advocated the insertion of at least one intermission in the showing of a full-length movie. "We'd like a chance to visit the kitchen or bathroom at least once."

One point on which all respondents agreed completely was that the vote outlawing pay TV in California and halting the STV operations was an unfortunate mistake. "It should never have been put on the ballot" or words to that effect came from virtually every subscriber.

Much stronger language was used about the anti-pay TV forces and their advertising in support of a vote for the proposition to kill pay TV. "Untruthful," "unethical," "misleading," "disgraceful" and "atrocious" were some of the adjectives.

Over and over the respondents expressed the hope that STV would win its court fight and be back in business in Los Angeles soon.

CBS Foundation opens fellowship competition

The ninth annual competition for eight CBS Foundation news fellowships offered at Columbia University, New York, for the academic year beginning in September was announced last week by Ralph F. Colin, president of the

foundation. Closing date for applications is March 1, with winners to be announced in April.

Grants in the fellowship program average approximately \$8,000 to cover university costs and other expenses.

Applications are invited from news and public affairs staff employees of CBS News, CBS Radio and CBS-TV and their affiliates, noncommercial edu-

cational stations, and college and university teachers of news and public affairs.

CBS said in the first eight years of the program more than 800 completed applications were received. The selecting committee is composed of three public representatives and two representatives each from Columbia University and the foundation.

What does it take to be a Wings & Wheels man?

Angelo La Maggio gave us the answer—teamwork.

He's a Wings & Wheels man, exclusively.

One, of a 200-man team, serving 44 cities and 5000 communities throughout the nation.



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There's more too:

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The kind of service you should have.

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the airfreight forwarding team with 18 years experience.

Wings & Wheels

The automated jetfreight service.

Terminals throughout the nation. Consult your local telephone directory for the one nearest you.

Cox expands into another field

Buys Indiana microwave system from Jerrold for \$375,000; FCC approval is required

The Cox Broadcasting Co. has moved into the common carrier field with the purchase—subject to FCC approval—of a microwave system serving community antenna TV systems in Indiana.

The system, now owned by Jerrold Corp., provides five channels of service to a CATV in Logansport and two to one in Peru. In addition, a contract has been signed with a CATV in Lafayette that will receive four channels of service, starting in February.

The stations carried are WGN-TV (ch. 9) and WTTW-TV (ch. 11), an educational outlet, both Chicago; and WTTV-TV (ch. 4) Bloomington, WNDU-TV (ch. 16) South Bend, and WISH-TV (ch. 8) Indianapolis, all Indiana.

Cox will pay \$375,000 for the system, which began operating 13 months ago. Applications for FCC approval of assignment of the three microwave licenses and two construction permits involved were filed last week.

Cox, which is acting through a subsidiary, Video Service Co., has no interest in any of the CATV's being served by the microwave system, Microwave Communications Inc., and has no plans for applying for CATV's in the state, according to the application. Cox's six CATV's are in Pennsylvania, Washington and Oregon. The application also noted that no Cox broadcast stations are in Indiana, either.

The application said Jerrold wants to get out of the microwave business because of commission policy that requires a common carrier to provide at least as much service to unrelated customers as to those that are related to it.

The application said that Jerrold's CATV activities in Indiana and Illinois are proceeding "apace" and that the cable companies it acquires will need service from Microwave Communications. But, the application said, the service could be provided only if Microwave is able to find new nonaffiliated customers as well. Jerrold feels this would be too difficult. The application, noting that Cox has no CATV or broadcasting interests in Indiana, said the sale of the microwave system would be in the public interest, since it would promote the commission policy of requiring "public" use of common carrier facilities, as distinguished from use by customers related to the carrier.

Earlier Applications ■ Cox's interest

in microwave systems has been evident for some time. Last year, the company applied for microwave authorizations for two systems, one in Pennsylvania and another in Ohio. Those applications, which are still pending, touched off speculation Cox was planning a single system linking New York and Chicago and serving CATV's along the way (BROADCASTING, Feb. 24, 1964).

The applications for the Pennsylvania system, which would carry independent and educational stations in New York and Philadelphia, are being opposed by Steinman Stations through its outlet in Lancaster, Pa., WGAL-TV. Steinman said the Cox proposal could lead to a subscription television network. Cox replied that the proposed systems are similar to those in operation in the area and would comply with commission regulations (BROADCASTING, May 11, 1964).

The Indiana system has licenses for microwave stations at Wellsboro, DeLong and Scircleville, which relay signals to the Logansport and Peru CATV's, and construction permits for stations at Monticello and Logansport. The latter two will provide service for the Lafayette CATV.

The Logansport TV Cable Co. carries all five stations on the cable. The system in Peru (Telesystems Corp.) carries only the two Chicago outlets. The Greater Lafayette TV Cable Co. will

carry four, excluding WISH-TV because of a non-duplication agreement with a local station.

Other Possible Customers ■ In addition to the three CATV's, interest in service has been expressed by several potential customers, including the UHF station in Marion, Ind., WTAF-TV (ch. 31). The station, which has no network affiliation, would want to carry CBS programs on an as-ordered basis from Chicago. The CBS affiliate there is WBBM-TV (ch. 2).

Others said to be interested in service from the Indiana system are CATV's in Attica, Vincennes and Washington, all Indiana, and Danville, Ill. Applications to extend service to these systems are pending. And talks, described as "preliminary," are underway with Purdue University regarding microwave service to link the main campus at Lafayette with branch campuses at Hammond and Gary for instructional television.

Cox, one of the growing number of broadcasters to go into CATV, owns KTVU-TV Oakland-San Francisco; WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C.; and WIOD-AM-FM Miami, and WIIC-TV Pittsburgh.

Samples of new color tube supplied by Sylvania

Sylvania Electric Products Inc., New York, announced last week that it had supplied leading TV set manufacturers with samples of its new 19-inch, 90 degree rectangular color-TV picture tube.

According to Sylvania, a subsidiary

Licensee with \$2 in assets seeks leniency

Louis Adelman, licensee of WHZN Hazleton, Pa., has asked the FCC to renew the station's license and approve the sale of the station for \$75,000 to John R. Dorsey, 50% owner of WSMD(FM) Waldorf, Md.

The commission last October designated WHZN's renewal application for hearing for alleged violations of the first-class operator and log-keeping rules, failure to comply with re-broadcast regulations, and misrepresentations (BROADCASTING, Nov. 2, 1964).

Mr. Adelman was also notified at the time that the station had incurred an apparent liability of \$10,000. The

commission said it would decide after the hearing whether a fine or non-renewal should be imposed.

In a petition seeking reconsideration of the hearing order filed early last December and a supplemental petition submitted last week, Mr. Adelman advised the commission that the station was in dire financial difficulties and he would not be able to participate in the scheduled hearing.

He also said that the station's assets total only \$2 and that if the renewal application is not granted and transfer is not approved, he would be forced to shut down the station and return the license.

of General Telephone & Electronics Corp., the tube uses special phosphors and a screening process that result in "tubes that were more than 40% brighter on the average than any other available color tubes."

Sylvania also announced that its 25-inch, 90-degree rectangular color tube will be available in quantities early this year. Samples of the tube were sent to manufacturers several months ago.

Technical topics . . .

Colorful offering ■ Spring catalog of Sears Roebuck & Co., Chicago, which is now going into distribution includes a \$669.95 offering of a new Silvertone 25-inch rectangular tube color TV set for the first time. Sears offers its "best" 21-inch color set at \$539.95. Sears' Chicago store last week featured a 21-inch color set at \$319.

Exciting development ■ A new, solid-state, independent sideband transmitter exciter for linear amplifiers is now available from Kahn Research Laboratories Inc., Freeport, N. Y. According to the manufacturer, the unit operates in the following modes: SSB, ISB, FSK, CW and CSSB. The CSSB mode provides a narrowband version of the compatible single-sideband signal developed for broadcasters by the firm. Additional features are module construction and a choice of up to 10 RF frequencies.

Tape storage ■ The Jack C. Coffey Co. Inc., North Chicago, Ill, has announced a new line of Luxor video tape storage cabinets and filing systems. Capacities of the firm's add-on units range from eight 14-inch video tape reels up to 45 six-inch, six-and-a-half inch and eight-inch reels. Four basic units may be used to form combinations.

Updating gear ■ Nortronics Co., Minneapolis, has introduced three new head bracket assembly kits which are designed to update existing broadcast tape cartridge recorders of the Fidelipac and Viking type. The new units reduce head installation and alignment problems and eliminate the need for rear-mounted heads.

New GE entry ■ General Electric has added a second battery-powered transistorized 9-inch portable television set to its line. The TR803 which also operates on house current, carries a suggested retail price of \$149.95.

Back again ■ Teleprompter Corp. New York, will supply the national network facilities for the closed-circuit theater showing of the 1965 Indianapolis 500-mile Memorial Day race, as it did last year, according to MCA-TV.

Spacing waived in KBMT move

FCC allows less than minimum separation to equalize competition

The FCC last week lowered the bars of its television table of allocations to permit the relocation of a station that claimed its present site hurt its competitive position and that of ABC, with which it is affiliated.

The station is KBMT(TV) (ch. 12) Beaumont, Tex., whose present transmitter site practically borders on the Gulf of Mexico. Its new transmitter site, some 33 miles north, is between the transmitters of two competing stations, KFDM-TV (ch. 6) Beaumont, and KPAC-TV (ch. 4) Port Arthur.

However, it is also 18 miles closer to KSLA-TV (ch. 12) Shreveport, La., than permitted by standard mileage separation. Commission approval of the relocation was conditioned on KBMT protecting the Shreveport station from interference.

KBMT had argued that it needed to relocate if it was to operate on even terms with the two other stations in the market. It also said the move would enhance ABC's competitive position in the area with respect to CBS and NBC, which are affiliated with the other stations.

The station is expected to pick up a net gain in potential circulation of 36,000 persons as a result of the move.

Scales Favor Move ■ The commission said the benefits gained from equalizing competition among the stations and the networks outweigh the disadvantages of the short-spacing involved. An air safety factor in grouping the three stations' tower in the same general area was also cited.

The commission heeded a similar argument, concerning equalization of competition, last summer, when it approved the short-spaced move-in of WVEC-TV (ch. 13) Hampton-Norfolk, Va. ABC was a beneficiary of that move also, since it is affiliated with WVEC-TV.

Last week's action, which had been foreshadowed by a tentative decision last month (CLOSED CIRCUIT, Dec. 21, 1964), was adopted by a 4-2 vote. Chairman E. William Henry and Commissioners Rosel H. Hyde, Lee Loevinger and Kenneth A. Cox were in the majority. Commissioners Robert T.

Bartley and Robert E. Lee dissented.

Commissioner Lee issued a statement asserting that the commission should not abuse its engineering standards to equalize competition among stations. Efforts to remove imbalances should be made only within the rules, he said.

In approving the move-in, the commission rejected petitions by KSLA-TV and KPAC-TV and objections of the Association of Maximum Service Telecasters, which had opposed the grant.

Three more urge class IV power hike

Support continued to trickle in to the FCC last week favoring the proposal by Community Broadcasters Association that the agency increase the nighttime operating power of class IV local channel stations.

The latest petitions, all favoring the proposal, were submitted by Sparks Broadcasting Co. (WEXL Royal Oak, Mich.), Western Connecticut Broadcasting Co. (WSTC-AM-FM Stamford), and Coast Ventura Co. (KVEN Ventura, Calif.).

In a petition filed last November, and yet to be acted on by the commission, CBA asked that a rulemaking proceeding be instituted looking towards amending current FCC regulations to allow class IV local channel stations to operate with a maximum power of 1 kw during nighttime hours.

Local channel stations, permitted since 1958 to operate with 1 kw during daytime hours, are restricted to a 250-w maximum at night.

The three stations generally agreed that the CBA proposal, which was accompanied by an engineering report from A.D. Ring & Associates, Washington consulting engineers, is feasible both from the technical and economic standpoints (BROADCASTING, Dec. 21, 1964).

Also commenting last week on the CBA proposal was the Association on Broadcasting Standards, a Washington-based group representing licensees of standard (AM) broadcast stations.

ABS said that it takes no position on the proposed rules other than its concern of possible adjacent channel nighttime interference if the power hike is adopted.

The organization said it felt that neither CBA nor the Ring report have proven substantially that adjacent channel interference would not occur and that the commission should not initiate rulemaking until this can be factually shown.

Red Cross to thank NAB, state groups

The National Association of Broadcasters and state broadcaster associations will be honored by the American Red Cross during a public relations presentation on the opening day of the NAB's 10th annual State Presidents Conference in Washington, Feb. 4-5.

Ray Bolger, vice chairman for entertainment of the Red Cross's 1965 campaign, will present the awards.

The presentation of plaques to Vincent T. Wasilewski, NAB executive vice president, and representatives of each of the 50 state associations, will be part of a special program arranged by John M. Couric, NAB vice president for public relations, and Robert Edson, Red Cross director of disaster services.

The program will honor "the excellent cooperation of the broadcasting community in disseminating vital Red Cross information to victims of disasters and persons seeking refuge from hurricanes, tornadoes and other catastrophes."

Henry selected by Junior Jaycees

E. William Henry, FCC chairman, is being named today (Jan. 11) as one of the 10 Outstanding Young Men of 1964 by the U. S. Junior Chamber of Commerce.

As 15th and youngest chairman of the commission, the JC's say, Mr. Henry, 35, "has challenged the industry to elevate its sights and improve its service to the public . . . the prestige of the FCC has risen to new heights, and numerous major actions have been taken to improve and strengthen our communications systems."

He is cited for his "vigorous efforts

to establish reasonable limits on the number and length of commercials and control their loudness, [urging] broadcasters to editorialize, present both sides of controversial issues and to use their facilities to inform the American electorate. . . . He has championed the cause of educational television . . . [and is] a staunch supporter of the all-channel receiver legislation."

Also chosen was John Cowles Jr., 35, vice president and editor of the Minneapolis Star and Tribune (WCCO-AM-TV Minneapolis and KTVH(TV) Hutchinson-Wichita, Kan.), director of Cowles Magazine and Broadcasting Inc. (KRNT-AM-TV Des Moines, Iowa and WREC-AM-TV Memphis) and the Des Moines Register and Tribune Co.

He was cited for exerting "a singularly persuasive influence upon his community for one so young."

The awards ceremony will be held in Santa Monica, Calif., as part of the annual 10 Outstanding Young Men two-day congress, Jan. 15-16.

13 cited for help to druggists

Awards have been made to 13 radio stations by the S.S.S. Co., Atlanta, in recognition of outstanding merchandising support. The stations were winners in a contest held in connection with a promotion campaign offered to retail druggists selling S.S.S. products, which spends about \$1 million a year in spot radio, considers the merchandising cooperation between radio stations and druggists a major factor in its 11.8% sales increase for 1964.

Gold award plaques and a cash prize for the merchandising director were presented to: WABQ Cleveland; WCHB Detroit; WESY Greenville, Miss.; WGOV Valdosta, Ga., and WONN Lakeland, Fla. Silver awards went to: KZEY Tyler,

Tex.; WDBJ Roanoke, Va.; WGIV Charlotte, N. C.; WNOO Chattanooga; WPTF Raleigh, N. C.; WRBD Fort Lauderdale, Fla.; WSSC Sumter, S. C., and XEO-XEOR Brownsville, Tex.

Agency for S.S.S. is Tucker Wayne & Co.

Kaye makes no secret of earlier 'Secret'

It's unusual for a TV star to take part in a promotion campaign for TV presentation of one of his earlier pictures made originally for theaters. CBS Television Stations, in fact, believes Danny Kaye's taping in Hollywood of a series of on-air promotions on behalf of the showing of "The Secret Life of Walter Mitty" in CBS-owned TV station markets to be a "first."

The feature film will be telecast Jan. 16 on all five stations, a showing that is being extensively heralded by CBS stations in each market. Taping of the Danny Kaye 60-second and 20-second announcements (to be played this week) was arranged and supervised by the promotion department of KNXT(TV) Los Angeles. Other stations involved in showing the promos: WCBS-TV New York, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.



Here's something you've never seen on television. I'm Danny Kaye. This is reel one of "The Secret Life Of Walter Mitty."




1 star in all three reels and they'll be unrolled for the first time on television this Saturday night. (6 second tag for station announcer)

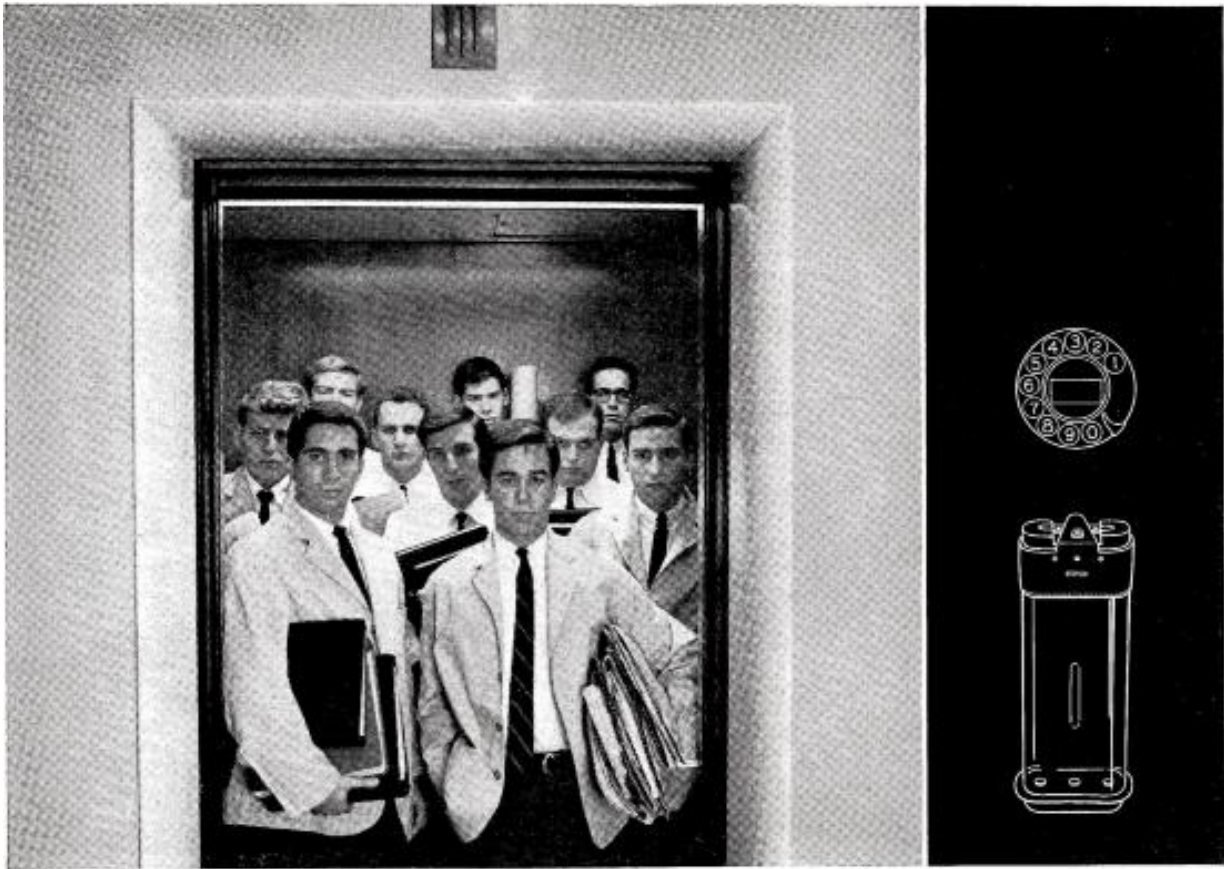
"One of the most exciting things ever put on celluloid!"—*Saturday Review*

LAURENCE OLIVIER
in **THE ENTERTAINER**

ANOTHER QUALITY MOTION PICTURE FROM **WALTER READE / STERLING, INC.**

241 E. 34TH STREET, N.Y.C. 10016





10 boys in an elevator or 1 pneumatic tube system?

Distribution of paper work between offices has increased to the point where traffic jams are common.

Not so with ITT pneumatic tube systems on the scene. Tubes and carriers can handle the work of elevators full of messenger boys.

An excellent example of a new high-speed system is in New York City's First National City Bank. It was provided by Airmatic Systems Corporation, a subsidiary of ITT. It is capable of automatically switching 2,400 tube carriers per hour to 65 stations.

The carriers are dispatched by dialing the destination or station number.

A system developed by ITT's German affiliate is made up of more than 100 miles of pneumatic tube to handle inter-postoffice mail for the Berlin Postal System.

But paper is not, by far, all that can be transported by pneumatic tubes.

Systems in hospitals transport blood plasma, medicines, X-rays, sterile supplies—in addition to administrative paper work.

One system moves molten steel samples to laboratories at 80 feet per second. Another system, radioactive samples.

Still another, microelectronic sub-assemblies.

Other users include airlines, railroads, brokerage houses, newspapers, publishing houses and truck terminals.

International Telephone and Telegraph Corporation. World's largest international supplier of electronic and telecommunication equipment. World Headquarters: 320 Park Avenue, New York, New York 10022.

worldwide electronics and telecommunications

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Is Your Guard Up Against Libel Suits?

There's no telling when the wrong word can bring libel action against you. When that happens, it's too late to ask about special excess insurance to help ease the loss. **DO IT NOW . . . BEFORE CLAIMS ARISE!** For details and rates, without obligation, concerning protection against loss due to libel, slander, piracy, plagiarism, copyright violation and invasion of privacy, contact:

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SUPPORT



UNITED
CEREBRAL
PALSY

Agency winners mount WFAA-TV Mustangs

Top "guesstimators" Julie Lane of Norsworthy-Mercer Inc., Dallas, and Art Topol of Ogilvy, Benson and Mather, New York, are now driving new Ford Mustangs courtesy of WFAA-TV Dallas-Fort Worth. The two won that station's fall program contest, Miss Lane in the local-regional and Mr. Topol in the national category.

Object of the game, held over the



Mr. Topol



Miss Lane

premier week of ABC-TV's fall program schedule, was an estimate of the metro rating points which each of the station's prime-time programs would receive in the Dallas-Fort Worth market. Estimates were matched against the November American Research Bureau report.

Second prizes, color TV sets, were won by John P. Curran, McCann-Erickson, New York, in the national category, and Billie Brady, Van Roberts Advertising, Dallas, locally. Portable TV's went to third-place winners Jack Walsh, D. P. Brother and Co., Detroit, and Howard Fisher, Tracy-Locke, Dallas.

Local TV for cotton wins promotion award

The American cotton industry's use of local TV for retail fashion promotion in 1964 was named last week as one of the top 10 fashion promotions of the year by the National Retail Merchants Association.

During the campaign, 30 stores in various cities across the country produced all-cotton fashion shows that were televised over local stations. The National Cotton Council paid each participating store two times the cost of a half-hour of daytime television over the local station. The store was responsible for clearing and buying air time and for producing the show. The council is a national organization of cotton growers.

The 1964 campaign was the council's

first effort in the television field. According to a spokesman, 50 stores have enrolled for the TV promotion campaign in 1965. Most of last year's participants are repeating their efforts.

TV backs food week

The Television Bureau of Advertising reported Dec. 28 that 116 stations contributed \$135,606 in time for the recent nationwide "Food Is a Bargain" campaign. Stations used one-minute public service messages, produced and distributed by TVB in cooperation with the Grocery Manufacturers of America Inc. and the National Association of Food Chains.

Stations had been urged by TVB to schedule the announcement during the period Oct. 19-31, 1964, which the food and grocery industry designated for promotion of the "Food Is a Bargain" campaign.

Drumbeats . . .

Go-go for Dodo ■ Embassy Pictures Television Division last week announced a comprehensive advertising-promotion campaign for its new cartoon series, *Dodo—The Kid From Outer Space*. Embassy, which is syndicating 104 five-minute segments of *Dodo*, will schedule teaser and four-color ads in trade publications; send mailings to station and agency executives and offer ads of featured characters to station clients for promotional purposes.

Oldtimer ■ WOOD-AM-FM Grand Rapids, Mich., celebrated its 40th anniversary (1924-1964) in December with a three-night "Festival of Music." An estimated 8,000 people attended the musical entertainment, which featured the Glenn Miller orchestra, the Dukes of Dixieland and Frankie Laine with the Teddy Phillips orchestra.



Hurler Hunt

between the All Americans (mostly former collegiate and pro players) and All Nothings (made up of WHB Kansas City, Mo., personnel) ended with the All Americans, with Lamar Hunt, multimillionaire owner of the Chiefs, as

QB making more than Namath ■ Kansas City football fans were introduced to the Fun Bowl during halftime of the Chiefs' last home game of the American Football League season. The 20-

minute exhibition

quarterback, winning 7-0. However the WHB team, with George (Bud) Armstrong, Storz executive vice president, at quarterback, was the statistical winner of the touch game, picking up seven first downs and holding its opponents to none.

Name change ■ The Publicists Association, Hollywood, Local 818 of the International Alliance of Theatrical Stage Employes, has changed its name to The Publicists Guild, a name the union used from its formation in the late 1930's to its affiliation with IATSE in 1955, when it became the Publicists Association. Group's current membership exceeds 575 press agents.

— FINANCIAL REPORTS —

Disney earnings up; may syndicate 'Zorro'

With the *Mickey Mouse Club* now in its third and final year as a syndicated TV property, Walt Disney Productions is considering plans to bring back the *Zorro* half-hour series that was on the air in 1957-58 and 1958-59 and has not been broadcast since, Roy O. Disney, president and chairman, said in the company's annual report to stockholders. He reminded them that an interim letter had reported the extension of *Walt Disney's Wonderful World of Color* on NBC-TV to September 1966.

The company had record gross and net income for the past year, with increases in all operating divisions. TV film rentals for the year amounted to \$8,487,918, compared with \$8,259,723 for the previous year. "Although television does not contribute substantially to the earnings of the company," Mr. Disney said, "it continues to be important in the promotion and selling of our theatrical product in the United States and abroad."

For year ended Oct. 3, 1964:

	1964	1963
Earnings per share	\$3.96	\$3.81
Total income	\$86,651,108	\$81,922,127
Net income	7,057,435	6,574,321
Shares outstanding	1,784,410	1,727,743

18-month expansion of 34% forecast by H&B

H&B American Corp., Beverly Hills, Calif., which claims to be the largest community antenna television system operator in the country with over 85,000 subscribers, last week estimated it would increase its subscription list 34% by July 1966.

At a special meeting in New York

CAMERA TUBE BREAK- THROUGH NOW available ELCON



Long-Life, High Performance 3" Image Orthicon Camera Tube — An entirely new principle of operation, perfected by English Electric Valve, provides *improved performance and increases tube life 3 to 4 times that of previous 3" image orthicons.*

LONG-LIFE Achieved Without any Corresponding Disadvantages—

- No burn-in or "sticking" ■ Improved S/N ■ "Crisp" live pictures
- Sensitivity, resolution and gray scale remain constant over the life of tube ■ Reduced black compression.

This new ELCON tube can be used with existing image orthicon cameras, as well as in the newer transistorized zoom cameras built specifically to take maximum advantage of its performance.

For detailed information on this important technical breakthrough, write for Bulletin 410.

ELCON . . . stocked, tested and warranted only by VISUAL, the leader.



Keeps You in View!

For the best and most modern broadcast systems and supplies, look to VISUAL — your SOURCE for Superior Equipment from Specialists Manufacturers

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that took the place of the corporation's regular annual meeting, David E. Bright, president and board chairman, said this prediction of 113,000 subscribers would only reflect more customers for systems already owned by H&B. Further expansion, he said, could be expected with new systems planned for construction and with other properties for which franchise applications have been filed.

Security analysts at the meeting outnumbered stockholders by three to two and a presentation of the company's outlook and the problems facing the CATV industry was directed mainly to these Wall Street observers by Leon Papernow, operations vice president.

Mr. Papernow, projecting the long-run performance of the company, said H&B's gross on currently owned systems

would be \$6.25 million by 1970 or \$1.51 in cash flow per share and earnings per share of 40 cents.

CBS branches out into another field

CBS Inc., continued its diversification last week with the purchase of Fender Guitar & Amplifier Corp. of Fullerton and Santa Ana, Calif.

The Fender Corporation, a leading manufacturer of electric guitars and amplifiers, was purchased by the Columbia Records Distribution Corp., the distribution wing of CBS's Columbia Records Division.

Columbia Records Distribution paid \$13 million in cash for Fender. It fol-

lowed by less than five months CBS' purchase on Aug. 10, 1964, of 80% ownership of the New York Yankees for \$11.2 million, with an option to purchase the other 20% for \$2.8 million in five years.

The two principal owners of Fender will continue with the corporation, Columbia Records said. Donald D. Randall will be vice president and general manager of the new Fender musical instruments operating unit of Columbia Records Distribution Corp., and C. Leo Fender will serve as special consultant in research and development.

Goddard Lieberson, president of Columbia Records, said that the acquisition of the Fender company has "terrific potential." "We expect this industry will grow by 23% in the next two years," he said.

INTERNATIONAL

Smith group wins in Southern Rhodesia

Ian Smith's white minority government in Southern Rhodesia has won its bid to take over control of the self-

governing African Crown Colony's independent commercial television services. (BROADCASTING, Dec. 31, 1964).

In a statement issued in Salisbury, the capital city, J. M. Helliwell, chairman of the state-controlled and subsidized Rhodesian Broadcasting Corp., announced the takeover. He said the RBC would buy all shares in the Rhodesian Television Ltd., "at a price agreed upon by both parties."

An agreement between the RBC and RTV would be extended pending signing of a long-term contract under which the latter would continue as the service's TV program supplier. It was intended that this agreement would last for 15 years, Mr. Helliwell said.

Prime Minister Smith's Rhodesian Front is locked in an impasse with Harold Wilson's Labour Party government in Britain on the issue of granting independence to the territory under the present constitution.

As a private company RTV might fall into the hands of "enemies of the state," Mr. Smith said. The Southern Rhodesia government would be irresponsible if it did not insure that RTV remained in responsible hands, he said.

Commercial operator for RTV is International TeleVision (Pvt.) Ltd., of Salisbury. The company operates three transmitting stations—at Salisbury, Bulawayo, and Kitwe.

Grey group sets up global coordination

The establishment of an international advertising center which will offer advertisers the unified services of a worldwide network of agencies was announced last week by Grey Advertising

Inc. and its seven major affiliated agencies in Europe and the Far East.

Called the International Partners Advertising and Market Coordination Centre, with headquarters in Brussels, the new firm will act on behalf of Grey Advertising, New York; Grey Advertising Ltd., Canada; Charles Hobson & Grey Ltd., London; Dorland & Grey S.A., Paris and Brussels; Gramm, Grey & International Partners GmbH, Dueseldorf, West Germany; Milano & Grey Publicita, S. P. A., Milan, Italy; Rasgo-Grey S.A., Madrid and Grey-Daiko Advertising Inc., Tokyo.

All eight agencies are linked through stock affiliation and all eight own stock in International Partners. Coordinating the new advertising organization in New York is Alfred L. Hollender, president of Grey International.

London publisher drops fists, joins TV

Beaverbrook Newspapers Ltd., whose national paper *Daily Express* has been a vitriolic foe of Britain's commercial network ever since it went on the air in 1954, has acquired a large block of stock in Associated Television Ltd., one of the country's major TV companies.

The newspaper group has bought 12,000 ordinary voting stock at \$2.80 per share and \$4,788,000 of ordinary non-voting stock.

Lord Beaverbrook, Canadian publisher of the *Daily Express* who died in June 1964, was a strong opponent of newspaper participation in commercial TV as well as an enemy of television. When his son, Sir Max Aitken, now head of Beaverbrook Newspapers, was

**What
This
World
Needs
Is...**



for:

TELEVISION

"THE BIG LITTLE SHOW"—a half-hour entertainment special—16mm, black and white. Emcee'd by Robert Taylor and starring (alphabetically) Max Baer, Cyd Charisse, Hans Conried, Abby Dalton, Gina Gillespie, Bob Hope, Lena Horne, Ronny Howard, Laurie Ichino, David Janssen, Ross Martin, Tony Martin, Mary Tyler Moore, Jay North, Rory O'Brien, Patty Petersen, John Sellars, Connie Stevens and Mike Stokey.

FILM SPOTS—1 min., 30 sec., 20 sec. and 10 sec.—16mm, black and white, featuring the urgent need of birth defects victims and how this need is met by March of Dimes—supported research and medical care.

ADDITIONAL TV MATERIALS—Live copy and March of Dimes "stick on" lapel badges with individual station channel numbers.

RADIO TRANSCRIPTIONS

Five minute musical programs recorded by Sammy Davis, Jr., Leslie Uggams, and Roger Miller.

CELEBRITY SPOTS—1 min., 30 sec. and 15 sec. announcements by Helen Hayes, Don Ameche, Carol Channing, Henry Fonda, Betsy Palmer, Burt Lancaster, Donna Reed, James Franciscus, James Garner, Eydie Gorme, Barry Sullivan and Walter Brennan.

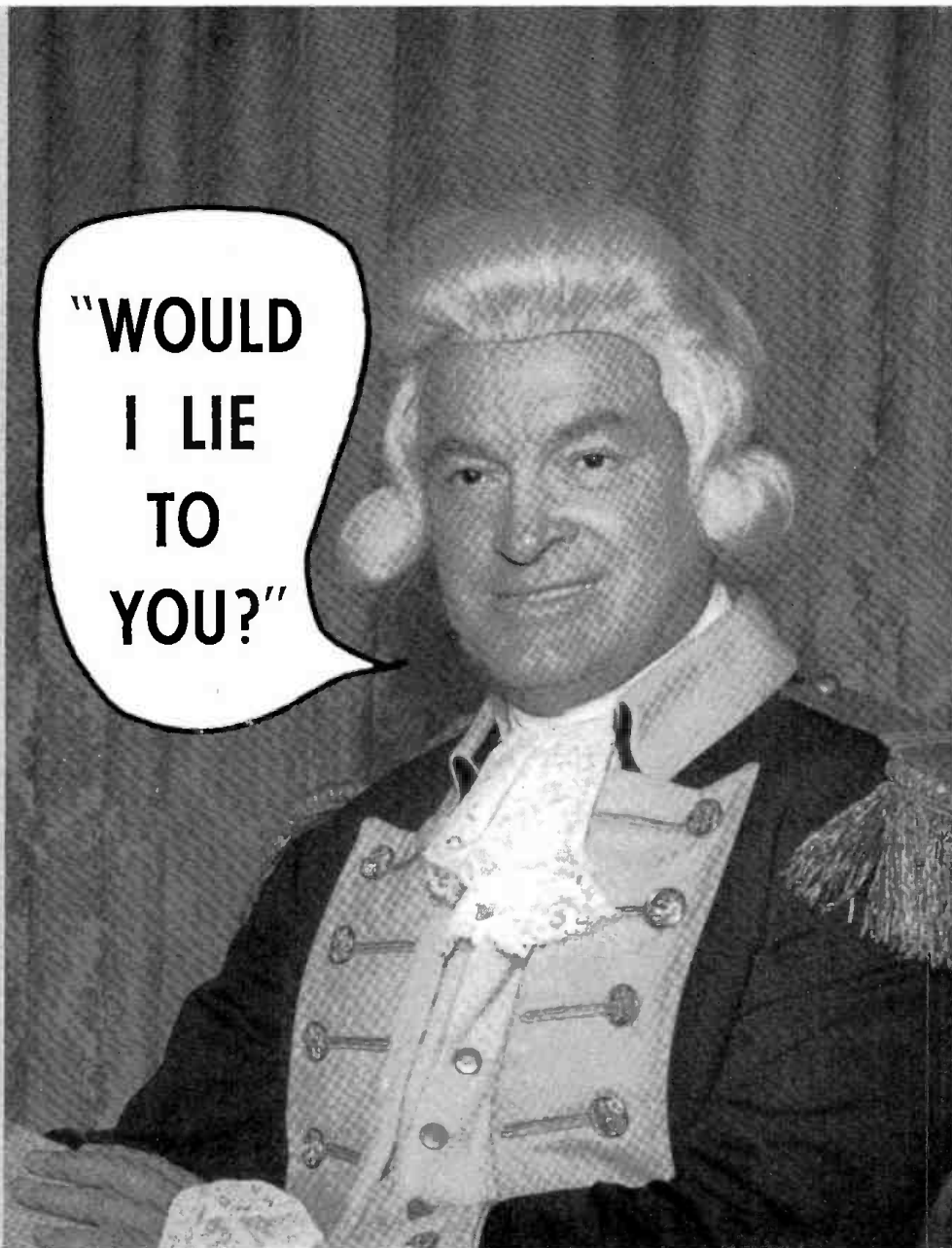
DISC JOCKEY RECORD—a 5 min. musical program recorded by Brenda Lee. 30 sec. announcements by Bobby Vinton, Leslie Uggams, Roger Miller, Eydie Gorme, Sammy Davis, Jr. and Trini Lopez.

THE SPANISH TRANSCRIPTION—a 5 min. musical program by Joe Quijano and Tito Rodriguez, and 15 sec., 30 sec. and 1 min. Spanish language announcements by Buck Canel.

COUNTRY AND WESTERN TRANSCRIPTION—5 min. musical programs and :30 spot announcements by Roger Miller and Bill Anderson.

SPECIAL FM TRANSCRIPTION—a 15 min. musical program presents excerpts from the Metropolitan Opera Association's "Hansel and Gretel" by Humperdinck, starring Risë Stevens and Nadine Conner. The program is narrated by Fran Allison, introduced by Milton Cross. The other side is a 5 min. musical program presenting Licia Albanese singing a Verdi folksong. Also 15 sec., 30 sec. and 1 min. announcements by Mimi Benzell, Milton Cross, Licia Albanese and Gianna D'Angelo.

BROADCASTERS: WE'VE SENT YOU THESE MATERIALS FOR USE DURING JANUARY. MANY, MANY THANKS!



"Air time on your station for the March of Dimes can mean the difference between hope and despair in the fight against serious birth defects. Remember, birth defects afflict 250,000 newborn babies each year!"

The National Foundation-March of Dimes

GEORGE P. VOSS, Vice President for Public Relations 800 Second Ave., New York, N. Y. 10017, OXford 7-7700

one of a group of businessmen that applied for an International Television Authority contract for a part of Scotland, Lord Beaverbrook issued a disclaimer of interest in the project.

In a May 22, 1964, article, the *Daily Express* pledged that if the newspaper were involved in TV it would "bar all canned products from America." There would be no more endless hours of imported film—only the finest British and commonwealth programs. But, added the paper, it "has no ambition to become involved in television."

Abroad in brief . . .

ETV in Canada ■ First Canadian application for an educational TV station and network in the UHF band is to be made soon by the Ontario Department of Education, following meetings between Education Minister William

Davis and Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, Canada's regulatory body. Most likely the television studios of Ryerson Polytechnical Institute at Toronto, an Ontario government school, will be used for the first Ontario ETV. An engineering study of costs and problems is now underway, and Ontario educators and engineers will visit U. S. educational stations to see how they operate.

Special sponsor ■ Wm. E. Coultts Ltd., (greeting cards) Toronto, will sponsor *The Magnificent Yankee*, the life of Oliver Wendell Holmes, on CBS-TV Jan. 27, 9:30-11 p. m. Agency is Foote, Cone & Belding Canada Ltd., Toronto.

Set sales up ■ Sales of made-in-Canada radio and television sets was up in the first 10 months of 1964, according to the Dominion Bureau of Statistics, Ot-

tawa. Made-in-Canada radio set sales totaled 653,865 units as against 595,106 in the 1963 period, while 413,664 TV sets were sold in the January-October period compared with 354,947 the previous year. Imports of radio receivers, mostly transistorized, in the first six months hit 441,378 units valued at \$5,214,370, and 13,229 TV sets valued at \$1,920,669.

For Quaker abroad ■ Quaker Oats Ltd. has named Doyle Dane Bernbach Ltd. to handle Quaker Oats, Crofer Porridge Oats and Puffed Wheat brands in the United Kingdom.

Mackenzie sells 10 ■ *Theatre Five*, ABC's new dramatic program produced for radio station sale on a market-by-market basis, has been sold to 10 major Canadian stations by G. N. Mackenzie Ltd., Toronto, newly appointed exclusive Canadian distributor of the series.

FATES & FORTUNES

BROADCAST ADVERTISING

James J. Stack, acting media director and manager of media department, named media director of McCann-Erickson, Los Angeles. Before joining M-E in 1964, he was senior media buyer at Young & Rubicam.



Mr. Stack

James H. Ware, senior account executive at McCann-Erickson, Atlanta, named VP and account director. Joining creative department of M-E: **Guy Bost**, art director at Benton & Bowles, New York, named art director; **Marvin Rich**, art director with Electronic Specialty Co., Glendale, Calif., assistant art director, and **Richard B. Williams**, copywriter at Burke Dowling Adams, Atlanta, copywriter.

Martin Beck, **Oliver T. Blackwell** and **Michael T. Membrado** elected directors of The Katz Agency. Mr. Beck is New York radio sales manager; Mr. Blackwell is director of audience development and Mr. Membrado is TV-east sales manager.

Richard W. Driscoll, account executive at William Esty Co., New York, joins radio sales staff of The Katz Agency, that city.

William Zarkades, head of Seattle office of Doyle Dane Bernbach, named head of San Francisco office. **Robert Capeloto**, account executive at DDB, succeeds Mr. Zarkades in Seattle.

James F. Egan, VP and director of creative services at Doherty, Clifford, Steers & Shenfield, New York, retires. He will continue as creative consultant to successor agency, Needham, Harper & Steers (BROADCASTING, Dec. 28). Mr.

Egan joined DCSS in 1947. **Irving Sonn**, VP and creative group head at Ogilvy, Benson & Mather, New York, succeeds Mr. Egan as VP and creative director.

George Keramidas, in charge of network media research at Ted Bates & Co., New York, promoted to manager of network relations, succeeding **Paul M. Reardon**, recently elected VP and media director. **Miriam Roth**, executive assistant in media-program department, named assistant manager of network relations at Bates.



Mr. Smith

Lyle W. Smith, coordinator of sales and marketing for Borden's Milk & Ice Cream Co., division of The Borden Co., New York, named director of advertising for division. He succeeds **William B. Campbell**

who resigned. Mr. Smith joined Borden in 1947.

Winfield Goulden and **Daniel E. Lawrence**, account supervisors, and **Joseph A. Lyons Jr.**, administrative manager, named VP's at Erwin Wasey Inc., Los Angeles.

Ted Conway, account executive at KCBS San Francisco, named to newly created post of assistant general sales manager, to assist General Sales Manager **Bob Price**.

Bernice Rosenthal, media director at Campbell-Ewald, San Francisco, has rejoined media buying department of Johnson & Lewis, that city. **Gerald Hainstock**, copywriter for BBDO, has also rejoined J & L. **Tom Brenner**, for-



merly with S. H. Benson Ltd., London, and previously with Cunningham & Walsh, San Francisco, joins J & L, on the Fairchild Semiconductor account.

A. Roy Menzies, VP of Erwin Wasey, Los Angeles, appointed VP and regional director of SCI, marketing-merchandising division of Communications Affiliates Inc., in charge of SCI's new Los Angeles office. Staff of office includes: **Jim Thurman**, creative director; **Jaun Casado**, director of visual design; **Robert Webb** and **George H. Beaumont**, marketing directors. Mr. Thurman was formerly with Davis, Johnson, Mogul & Colombatto, Chicago; Mr. Beaumont was with S. C. Johnson, Racine, Wis., Mr. Webb and Mr. Casado come from Erwin Wasey, Los Angeles.

Richard P. Luetters, VP, elected to board of directors at Bill Creed Associates Inc., Boston station representative firm.



Mr. Murphy

William A. Murphy, VP in charge of media and TV programming at Papert, Koenig, Lois, New York, elected to board of directors.

Robert R. Weiss named product group manager on regular coffee and **C. Albert Hellar** succeeds Mr. Weiss as product group manager on Yuban coffee at Maxwell House Division of General Foods Corp., White Plains, N. Y. Mr. Hellar had been product manager on regular Maxwell House coffee.

Seymour Rosen, president of Bradley, Rosen, Kaus, named VP at Weiss & Geller, both New York agencies.

F. Glenn Holcomb, copy supervisor for McCann-Erickson, Portland, Ore., joins creative department of Geyer, Morey, Ballard, San Francisco.

Alan Ragland, with S. C. Johnson & Son, joins Continental Broadcasting, division of Rollins Broadcasting Inc., Chicago, as account executive.

Michael Koulermos, with Hockaday Associates, New York, named executive art director for Smith & Dorian, New York.

Brud Martindale, salesman, named manager of Detroit office of H-R Representatives and H-R Television Inc. **Richard J. Hoffman**, senior broadcast buyer for D. P. Brother & Co., Detroit, joins H-R sales staff.

Ron Smith, with KCRL(TV) Reno, named account executive for Great Western Advertising Agency, Reno.

Arnold D. Gooder, assistant account executive handling technical information and aiding in creation of catalogs at

Campbell-Ewald, Detroit, joins client service and research departments of McHugh & Hoffman Inc., Birmingham, Mich., advertising and TV consultants.



Mr. Baxter

Loy J. Baxter, VP and manager of Walter Thompson de Mexico for past four-and-one-half years, appointed director of public relations for J. Walter Thompson Co., New York. He replaces **Joseph E. Boyle**, retired. Mr. Baxter joined JWT in 1947.

Frank Fitzpatrick, with radio division of The Katz Agency, New York, retires. He had been with Katz since 1951.

David V. Parker, VP in charge of household and industrial maintenance products sales for U. S. Borax & Chemical Corp., Los Angeles, named head of sales for all Borax products.

James A. Bisagni named account executive in television sales department of Venard, Torbet & McConnell, New York, station representative.

Allene Johnson, media buyer at Geyer, Morey, Ballard, Los Angeles, joins Guild, Bascom & Bonfigli, that city, in similar capacity.

Matthew O'Reilly named research director for Chirurg & Cairns, New York. He formerly held similar post at West, Wier & Bartel.



Mr. Heitin

Jay J. Heitin, executive editor of Television Information Office, New York, named general sales manager of WTVJ(TV) Miami, effective Jan. 18. Before joining TIO he was director of sales at WNBC-TV New York.

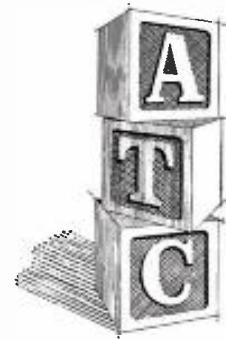
Jerry Colvin, retail account executive at KTBS-TV Shreveport, La., promoted to national sales representative. **Jack Tackett**, sales representative for KWKH Shreveport, replaces Mr. Colvin as retail sales executive at KTBS-TV.

Charles B. McCann, with Maxon Inc., joins Post-Keyes-Gardner, Chicago, as VP and account executive, primarily on Burgermeister beer account.

John J. Poister, senior VP, appointed to new post of director of creative services at Fuller & Smith & Ross, New York. He was formerly in charge of client services. He joined agency in Pittsburgh in 1959 as VP and group head on Alcoa account.

Harley Lucas appointed eastern sales manager for Vic Piano, station repre-

Building Block Concept on automatic broadcasting from



Send for FREE 35-pg. booklet "Planning for Automated Broadcasting." Or call collect today 309-829-1228.

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What This World Needs Is...



Broadcasters name Dowd

Thomas N. Dowd, with Washington law firm of Pierson, Ball & Dowd, elected president of Broadcasters Club, Washington. He succeeds Lester W. Lindow, Association of Maximum Service Telecasters, who becomes chairman of board. Other officers elected: **Richard Stakes**, WMAL-TV Washington, VP; **Albert Warren**, *Television Digest*, secretary, and **Manny Sternfeld**, WRC Washington, treasurer.

Others elected to board of directors: **James W. Blackburn**, Blackburn & Co., station brokers; **William G. Harley**, National Association of Educational Broadcasters; **Theodore F. Koop**, CBS; **William A. Porter**, Collins, Robb, Porter & Kistler; **Oscar Reed**, Jansky & Bailey, and **Everett E. Revercomb**, secretary of National Association of Broadcasters. **Herb Petty**, West Locust Hill, Ivy, Va., elected nonresident member of board.

sentative firm. **William Froelich** and **Dennis Butler** join firm as account executives in New York.

Marshall Clark, VP and account supervisor, elected senior VP in charge of media, marketing and research at Sullivan, Stauffer, Colwell & Bayles, New York.

Jim Mathis, account executive for WFBM-TV Indianapolis, promoted to assistant sales manager. **Ozzie Osborne**, sales manager for WFBM-FM, named senior account executive at WFBM-TV.

Robert M. Ross has retired as manager of press relations on Chevrolet account at Campbell-Ewald, Detroit. He is succeeded by **Keith Spriggel**, with agency since 1953.

Robert E. Brandson promoted from senior VP to executive VP of Charles

Bowes Advertising, Los Angeles. **William Massnick**, art director, promoted to executive art director. **Stephen H. Stoetzel**, account executive, added to agency's executive committee.

Clifford G. Miller, account executive in Bloomfield Hills, Mich., office of MacManus, John & Adams, appointed supervisor of Gale Products Division of Outboard Marine Corp. account in agency's Chicago office.



Mr. Keeling



Mr. Murphy

Marshall Keeling, Chicago television sales manager, and **John Murphy**, Chicago radio sales manager, named VP's of Advertising Time Sales Inc.

Walter Baers, senior VP and head of copy and art departments of Buchen Advertising, Chicago, retires after 38 years with agency.

Jan Schultz, with Leo Burnett Co., Chicago, named advertising manager of Alberto-Culver Co., Melrose Park, Ill. **George L. Holmes**, at Gardner Advertising, St. Louis, joins toiletries firm as assistant advertising manager. They both report to **George Polk**, director of advertising.

Charles R. Prilik, since 1925 art director with J. Walter Thompson Co., Chicago, has retired. He plans to open office as consultant in graphic arts.

John M. Wolfe, account supervisor, Earle Ludgin & Co., Chicago, elected VP.

George B. Brown, VP and account supervisor at McCann-Erickson, New York, and before that senior account executive at BBDO, joins Kudner Agency, New York, as VP.

Glenn W. (Gus) Maehl, local sales

manager of KTVU(TV) Oakland-San Francisco, promoted to national sales manager.

Don Allen, account executive for KNX Los Angeles, named national sales manager, succeeding **Jerry Cronin**, who has become general sales manager of KFRC San Francisco.

Bill Powell, publicity director of KNX Los Angeles, joins British Motor Car Distributors Ltd. as advertising and sales promotion director for Southern California. BMCD, with headquarters in San Francisco, handles distribution of MG and Austin-Healey automobiles in nine western states, including Alaska and Hawaii.

Robert G. McCuin, formerly in sales department of WLYN Lynn, WEZE Boston, and WTAO Cambridge, all Massachusetts, named account executive at Kettell-Carter Inc., Boston, representative firm.

Everett Kunin, former VP in charge of marketing for Rolor Industrial Corp., photographic processing equipment manufacturer, Syosset, N. Y., named merchandising manager of KWKW Pasadena, Calif.

William L. Viands Jr., account executive, appointed assistant sales manager at WIOD-AM-FM Miami.

Ken Rotcop named executive assistant to Thomas Naud Jr., president of VPI Productions Inc., Hollywood. **Steffi Sidney**, production assistant at Monte Hall Productions, named production assistant for VPI. **James A. Lichtman**, film director for National Educational Television Network, named staff director at VPI.

Tom Evans, air personality for WCOP-AM-FM Boston, named account executive for station.

William Izzard, in sales department of WCKT(TV) Miami, named assistant sales manager for local sales.

William Stenson Jr., account executive at Crosley Broadcasting Corp., and **Ron Leppig**, Chicago broadcaster, join Daren F. McGavren Co., Chicago, station representative firm.

John N. Jackson, senior account executive at Chirurg & Cairns, Boston, named VP and account supervisor for agency.

Larry Willis, general manager at Thompson Pontiac Inc., Akron, Ohio, joins WHLO Akron as account executive.

Neil B. Fondas, local sales manager, named national sales manager of WKWK Wheeling, W. Va. **J. Ross Felton** joins station as local sales manager.

Murray Goodwin, VP of copy at C. J. LaRoche & Co., New York, joins Kelly,

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Nason Inc., New York agency, as VP and copy chief.

Robert Sowell, merchandising director of Smock, Debnam & Waddell, Los Angeles, elected president of Merchandising Executives Club of Los Angeles for 1965, succeeding **Betty Thomas** of Betty Thomas Associates. Other officers for 1965 are: **George Woodyard**, KTLA (TV) Los Angeles, 1st VP; **Doug Drake**, Cooper Display Associates, 2nd VP; **Joe Baron**, Pacific Toy House, 3d VP; **Jim Mowen**, Vita-Pakt, secretary, and **Bob Farrar**, Maier Brewing Co., treasurer.

Joseph Parenzan, with CBS Radio Spot Sales, named account executive at KABC-TV Los Angeles. He assumes duties of **Mark Mandala**, who is replacing **Richard Hasbrook** in sales department. Mr. Hasbrook moves to ABC-TV Spot Sales, New York.

David D. Matson, account executive at WLEE Richmond, Va., named commercial manager of WEET, that city.

Warren E. Adams elected VP in charge of marketing for consumer products of Chemway Corp., Wayne, N. J., drug and cosmetic manufacturer.

THE MEDIA



Mr. Dahlman



Mr. Gray

George Gray, VP and general manager of WLWD(TV) Dayton, Ohio, named to head new Washington office of Crosley Broadcasting Corp. **Donald L. Dahlman**, sales manager of WLWD, succeeds Mr. Gray as WLWD general

manager. Mr. Gray joined Crosley in 1954 as national sales representative for WLWD and was named general manager in 1957. Mr. Dahlman joined Crosley in 1950 as account executive for WLWT (TV) Cincinnati, joined United Artists TV in 1955 and returned to Crosley in 1963. Address of new office is 1701 K Street, N.W., Washington 20006.

Richard E. Munske joins National Community Television Association, Washington, to edit weekly membership news bulletin and supervise sales promotion program. He is electronic engineer and had been editor of *Undersea Technology*, monthly magazine.



Mr. Dougherty

Thomas J. Dougherty, assistant general counsel, Metromedia Inc., named VP of Metropolitan Broadcasting Division of parent company. Mr. Dougherty, who joined Metromedia in 1961 after serving as legal assistant to FCC Commissioner Robert E. Lee, will remain in Washington where he represents Metromedia before government agencies.

Gene B. Johnson, commercial manager, named general manager of WKWK Wheeling, W. Va., taking over those duties from **Lewis W. Dickey**, who remains as president of station. **Herbert W. Allen**, program director, named assistant manager.

Coy H. Deal named station manager of WCNH Quincy, Fla.

Stephen T. Owens named studio supervisor for WIS Columbia, S. C. He succeeds **John Severance**, named to stations local sales staff.

PROGRAMING

David Gerber, senior VP at General Artists Corp., appointed VP in charge of national sales for 20th Century-Fox Television, filling a post vacant since resignation of **George Shupert** last year (BROADCASTING, Oct. 12, 1964).

Allan Hotlen, music director of WRCV Philadelphia, named music director for WIP, that city.

David Moore, former associate producer and writer of Edward R. Murrow's *Person to Person* show, named writer-researcher for KMOX-TV St. Louis.

Harfield Weedon, program director at CBS' KNX-AM-FM Los Angeles, named to newly created post of director of CBS Radio programs-Hollywood.

Lee Bowman joins ABC Radio as administrative director and executive producer of ABC's *Theater Five*. Mr. Bowman is stage, screen and television actor.



Mr. Danes

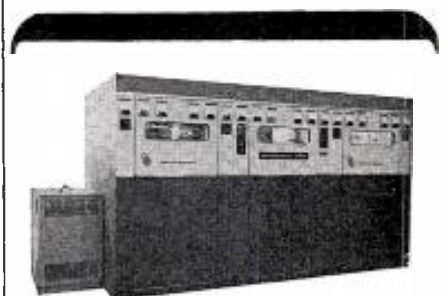
Spencer Danes, news director of WGBS-AM-FM Miami, promoted to program manager. He joined stations in 1960 and was named news director in 1961. Before joining WGBS he worked at WLW Cincinnati and WNBV Richmond, Ind.

Leonard Lawson, VP of Gotham Recording Corp., named sales manager of Manhattan Sound Corp. and Manhattan West Sound Inc., New York.

Elmer Bernstein will serve as musical supervisor for six hour-long TV specials which David L. Wolper Productions, Hollywood, is producing for ABC-TV with 3M Co. as sponsor.

George Amy, post-production coordinator and editorial supervisor at CBS-TV Hollywood, joins 20th Century-Fox Television as executive in post-production work on firm's TV series.

Chuck Jones, with Warner Brothers 24 years as producer, writer and director on various types of animated film programs, named head of MGM's new animation/visual arts department in Hollywood. **Les Goldman**, one of founders of Quartet Films, named as



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associate to Mr. Jones.

Bill Hartack, one of the leading jockeys, joins KGIL San Fernando, Calif. to conduct Saturday afternoon sports show. Last year Mr. Hartack won Kentucky Derby and Preakness.

Jay Schneider named chief accountant of ABC Films, New York. He continues his duties as office manager.

Harfield Weedin, program director of KNX Los Angeles and CBS Radio Pacific Network, appointed director of CBS Radio programs, Hollywood, to supervise *Art Linkletter's Houseparty*, *Dear Abby*, *Let's Talk to Lucy*, *Edith Head's Fashion Notes*, *In Hollywood with Ralph Story* (all Mon.-Fri.), plus two Sunday programs, *Science Editor* and *University Explorer*, which KNX feeds to to network. **John Hokum**, director of information services, promoted to program director, succeeding Mr. Weedin.

Leonard A. Scholl, VP, appointed executive VP of Muzak, division of Wrather Corp., New York. **William F. Werner**, director of marketing, and **J. R. (Hank) Wilson**, director of owned and operated franchises, named VP's of Muzak.

Glenn K. Bell, formerly with KIMN Denver and KYMN Oregon City, Ore., named program director of WMAQ Chicago. He succeeds **Chuck Benson** who now will devote full time to on-air work.

William P. Breen, sales VP, NBC Films, has joined TV sales division of Samuel Goldwyn Studios, New York.

Buzz Berger named executive assistant to Herbert Brodtkin, president of Plautus Productions, New York. He had been casting director for CBS-TV's *The Doctors and the Nurses*, a Plautus production. **Alan R. Morris** joins Plautus as VP in charge of administration. He was formerly director of program business for ABC, and before that was General Counsel for Ashley-Steiner, Talent Agency.

Curt Gowdy signs long-term contract with NBC-TV as announcer of American Football League and bowl games. He had done AFL games on ABC-TV past three years and radio-TV play-by-play of Boston Red Sox since 1951.

Wresley Jacob (Red) Rush II, sportscaster for WBBM Chicago, joins sports department of KCMO-AM-FM-TV Kansas City, Mo.

Tom Crane joins WAMS Wilmington, Del., as announcer and personality. He had been erroneously reported as joining WROK Rockford, Ill.

Bob Gordon joins WTEN(TV) Vail Mills, N. Y., as staff announcer.

Phil McLean, freelance announcer and formerly with WNEW New York,

Changes at CBS News

Harry Reasoner, CBS News correspondent in New York, named CBS News White House correspondent, in Washington in continuation of changes at CBS News (BROADCASTING, Dec. 21, 1964). Other reassignments are: **Dan Rather**, White House correspondent, named London correspondent; **Alexander Kendrick**, in London, moves to New York; **Hughes Rudd**, midwest correspondent, to Moscow, and **Stuart Novins**, in Moscow, returns to United States. Mr. Reasoner will continue on *CBS Sunday News with Harry Reasoner*.

joins WFAS White Plains, N. Y., as announcer.

Clifford W. Yetter, chief announcer at KUDI Great Falls, Mont., joins announcing staff of KMON, that city.

Pete Myers, at WINS New York, joins WNEW-AM-FM New York, as personality on daily evening show, effective Feb. 1. **Mrs. Gertrude B. Katzman**, with WIP-AM-FM Philadelphia, named music director of WNEW, both Metromedia stations, replacing **Al Trilling**, who retired.



Mr. Weistfeldt

Jerry Weisfeldt, sales executive for Four Star Distribution Corp., named sales manager in North Hollywood, Calif., office.

John J. Lipsky elected executive VP of Modern Teleservice Inc., New York film distribution firm. He moves to New York from Los Angeles where he set up Modern Teleservice office in 1963.

Van Johnson signed to star in *Take Her, She's Mine* comedy series being filmed at 20th Century Fox for ABC-TV for next season.

Melody Patterson signed to star in *F Troop*, news series being produced by Warner Bros., Burbank, Calif., for ABC-TV.

William Kronick named producer and director of half-hour comedy series, *The Impostors*, being produced by Wolper Productions, Hollywood.

John Masters named operations manager of WCOP-AM-FM Boston.

George Prescott, news and program director of WLEE Richmond, Va., named operations manager of WDAE-AM-FM Tampa, Fla.

John Murphy, for past ten years with

WQED(TV) Pittsburgh, noncommercial, resigns to devote full time at Murphy's Motion Picture Studio, Mount Pleasant, Pa. Studio will produce documentaries for TV.

Albert A. Duryea, formerly with MGM Laboratories and Pathe Laboratories, named chief engineer of Movie-lab Inc., New York.

NEWS



Mr. Pfister

Walter J. Pfister Jr., producer of ABC News's *Bob Young with the News*, named to head production staff of nightly news-casts of ABC-TV.

John Rolfson, veteran ABC News correspondent in Washington, named Paris bureau chief, effective Jan. 15. He succeeds **Lou Cioffi**, who becomes Tokyo bureau chief, Feb. 15, replacing **Ray Falk**. Camera crew is also being added to Tokyo bureau.

John G. Griffin, national assistant sports editor for UPI, New York, appointed southern division news manager of UPI.

Wayne Seal, assistant news director of WLOS-TV Asheville, N. C., named news editor at WJXT(TV) Jacksonville, Fla.

Arthur D. Morse, executive producer of *CBS Reports*, resigns to work on book he is writing.

EQUIPMENT & ENGINEERING

Jack Reynolds, advertising and sales promotion assistant at Beckman Instruments, Fullerton, Calif., promoted to advertising supervisor. **John Mauch**, assistant advertising manager of Wayne Manufacturing Co., Pomona, Calif., joins Beckman Instruments' marketing services department.

Howard R. Hawkins, VP and general attorney, elected executive VP and member of board of directors of RCA Communications Inc., New York, succeeding **Sidney Sparks**, who retires but remains on board. Mr. Hawkins will be responsible for operation of RCA's worldwide radio and cable communications facilities and services. He joined RCA in 1946 as assistant general attorney and was named VP and general attorney in 1951.

H. C. Gates, stereo sales manager of Admiral Corp., Chicago, named to newly created position of product planning manager for TV.

John T. Planje, secretary, elected VP of North American Philips Co., New York. He joined Philips in 1942, was

named secretary in 1958. **William M. Sharpless** succeeds him as corporate secretary.

Homer Courchene, chief transmitter engineer of WLS Chicago and with that station for 41 years, has retired to live in Florida. He was one of original engineers at WLS helping to put station on air in early 1924 when it was owned by Sears, Roebuck & Co., there.

Ronald G. Alberter, formerly on sales staff of Texas Instruments Inc., named district sales manager for Motorola Semiconductor Products Inc., subsidiary of Motorola Inc., St. Louis.

FANFARE

John L. Burns, former president of RCA, joins E. F. MacDonald Co., Dayton, Ohio, as vice chairman of board. Firm provides merchandise and travel awards and related promotional services to business.



Mr. Powell

Charles M. Powell, national publicity coordinator for Paramount Pictures, named manager of advertising and promotion for WNBC-AM-FM New York. Before joining Paramount he was head of radio/TV department at Columbia Pictures.

Don Stewart, with WMAQ Chicago and formerly with WLS there, promoted to public service manager of WMAQ. **Betty Ross West**, with public affairs staff of NBC Chicago for 20 years, promoted to associate manager of WMAQ-TV's public affairs department.

Ben Hoberman, VP and general manager of KABC-AM-FM Los Angeles, named southern California radio chairman of 1965 Brotherhood Week and representative for that area on National Radio Committee of National Conference of Christians and Jews Inc.

Bert Libin, Washington public relations and sales consultant, named director of public relations and sales for WOL-AM-FM Washington.

Joe Corrado named head of new publicity division of Braverman-Mirisch Inc., Hollywood advertising-public relations agency. He was formerly with Maury Foladare & Associates, Hollywood.

William E. Guilford, assistant minister of Community Church, Great Neck, N.Y., joins KOCO-TV Oklahoma City, as director of community relations. He will also work on development of religious and educational programs.

Ralph Beaudin, president of WLS Chicago, elected VP of United Cerebral Palsy Fund of Greater Chicago.

ALLIED FIELDS



Mr. Becker

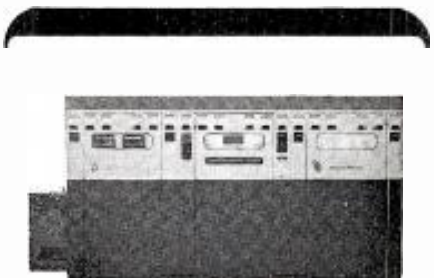
Arnold Becker, manager of coverage and research analysis for CBS-TV research department, named to newly created post of director of audience measurement for that department.

Luther Edward Creel Jr., acting director of hearing examiners, Federal Trade Commission, named director of hearing examiners. Mr. Creel, career FTC employe since 1939, has been serving as acting director since last March. He became hearing examiner in 1959. Before then he was trial attorney, assistant division chief and legal adviser in restraint of trade field.

INTERNATIONAL

W. L. Charland elected chairman of board of McKim Advertising Ltd., Montreal. **B. F. Johnston**, manager of agency's Montreal office, elected executive VP.

Mary Baker, former professional baseball and basketball player in western Canada, appointed sports director



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of CKRM Regina, Sask. She replaces **Beattie Martin**, who has joined CBK Regina, Sask., in same position.



Mr. Metcalfe

Television, New York.

C. D. Millichamp appointed executive director of Rumble Crowther & Nicholas Ltd., London. He joined agency in 1947.

Terrence L. Batten appointed assistant account executive at Lintas Ltd., London. He joins agency from R. S. Maynard Advertising, Sydney, Australia, where he was senior account executive.

Ronald Plowman joins Graham & Gillies Ltd., London, as art director. He

formerly was art director at Benton & Bowles Ltd., and J. Walter Thompson Ltd., London.

Viscount Rollo Fielding, in promotion department, appointed sales executive at Radio Caroline Sales Ltd., London sales representatives for Radio Caroline.

Walter Machny, retail sales supervisor of CFCF-TV Montreal, named national sales supervisor.

Alan Krebs, supervisor in operations department of ABC-TV, joins international sales department of ABC Films Inc., New York, in charge of sports programming.

DEATHS

William E. Antony, 67, director of technical engineering for KWKH Shreveport, La., died Dec. 29 in Shreveport. He transmitted television picture in Louisiana in 1927 and worked on development of TV antennas.

George Denicke, 77, senior editor of Radio Liberty, died Dec. 29, in Brus-

sels. He joined Radio Liberty in 1953 and before that was consulting historian for Russian Research Center at Harvard University, Cambridge, Mass.

Mrs. Lillian Vanagaitis, 65, was killed in auto accident Dec. 29 in Chicago while returning home from her *Lithuanian Hour* program on WTAQ LaGrange, Ill. **Argimintis Mackus**, 32, who worked with her on show, also died in crash.

John Hart, 42, former staff announcer and disk jockey at WLLH-AM-FM Lowell, Mass., died Dec. 30 in fire at his home. Survivors include widow, Barbara, and daughter.

Robert W. Dingman, 36, newscaster at WTRY Troy, N.Y., died Dec. 31 in Albany (N.Y.) Memorial hospital, after heart attack. Among survivors are widow, Carole; three sons, and one daughter.

Raymond W. Kelly, 41, artist with creative services division of Leo Burnett Co., Chicago, drowned in Chicago river Dec. 31 after falling from Michigan Avenue bridge.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 28 through Jan. 6 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Flagstaff, Ariz.—Arizona Television Co. VHF channel 9 (186-192 mc); ERP 62.23 kw vis., 34.2 kw aur. Ant. height above average terrain 2,144 feet, above ground 182 feet. P.O. address Box 5068 Phoenix. Estimated construction cost \$289,450; first year operating cost \$120,000; revenue \$75,000. Studio and trans. locations both Flagstaff. Geographic coordinates 35° 14' 27" north latitude, 111° 35' 48" west longitude. Type trans. GE TT-35' 48" west longitude. Type trans. GE TT-32R. type ant. GE TY-70F. Legal counsel net Phoenix. Principals: Ernest W. McFarland (40%), Leon M. Nowell (20%), Ralph A. Watkins (20%), Delbert R. Lewis (12.56%), Henry R. Larson (5%), Roland H. Bibolet (2%), Bassett Wright (0.24%) and Edward Cooper (0.2%). Arizona Television is licensee of KTVK(TV) Phoenix. Ann. Dec. 23.

*Washington—Greater Washington Educational Television Association Inc. UHF channel 50 (686-692 mc); ERP 1025 kw vis., 102.5 kw aur. Ant. height above average terrain 603.5 feet, above ground 479.5 feet. P.O. address 1225 19th Street, N.W., Washington. Estimated construction cost \$456,700; first

year operating cost \$140,000. Studio location Washington, trans. location Arlington, Va. Geographic coordinates 38° 53' 30" north latitude, 77° 07' 55" west longitude. Type trans. RCA TTU-50B, type ant. RCA TFU-30J. Legal counsel not listed, consulting engineer John H. Mullaney and Associates. Principal: board of trustees. GWETA owns WETA-TV Washington educational station. Ann. Dec. 30.

Jacksonville, Fla.—Duval Television Corp. UHF channel 30 (566-572 mc); ERP 280 kw vis., 50 kw aur. Ant. height above average terrain 98 feet, above ground 129 feet. P.O. address 1005 Florida Title building, Jacksonville. Estimated construction cost \$418,000; first year operating cost \$300,000; revenue \$360,000. Studio and trans. locations both Jacksonville. Geographic coordinates 30° 19' 20" north latitude, 81° 40' 17" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Welch and Morgan, consulting engineer George C. Davis, both Washington. Principals: Scott I. Peek (20%), Alvin Leitman (13.35%), Henry Kramer, David A. Watts, H. George Carrison, Norman P. Freedman and Gilbert C. Palmer (each 13.33%). Principals have various nonbroadcast business interests in Jacksonville and vicinity. Ann. Dec. 29.

*Ashburn, Ga.—Georgia State Board of Education. UHF channel 23 (524-530 mc); ERP 421 kw vis., 42.1 kw aur. Ant. height above average terrain 1,151 feet, above ground 1,145 feet. P.O. address State Office building, Atlanta. Estimated construction cost \$709,935; first year operating cost \$55,000. Studio and trans. locations both 5 miles west of Ashburn. Geographic coordinates 31° 43' 00" north latitude, 83° 44' 30" west longitude. Type trans. GE TT-57A, type ant. GE TY-25B. Legal counsel Harry M. Plotkin, Washington; consulting engineer A. Earl Cullum Jr., Dallas. Principal: state board of education. Board is licensee of WXGA-TV Waycross; WVAN-TV Savannah, and WJSP-TV Columbus, and permittee of WCLP-TV Chatsworth with new CP's in Wrens, Pelham, Cochran and Dawson, all Georgia. Ann. Dec. 23.

*Asheville, N. C.—University of North Carolina. UHF channel 56 (722-728 mc); ERP 80.7 kw vis., 20.3 kw aur. Ant. height above average terrain 2,620 feet, above ground 337 feet. P.O. address c/o Fred H. Weaver, Consolidated Office, Chapel Hill, N. C. Estimated construction cost \$152,117; first year operating cost \$317,948. Studio location Chapel Hill, trans. location southwest of Asheville. Geographic coordinates 35° 25' 32" north lati-

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tude, 82° 45' 25" west longitude. Type trans. RCA TTU-2A, type ant. GE TY-96E. Legal counsel Pierson, Ball and Dowd, consulting engineer Creutz & Snowberger, both Washington. Principal: University of North Carolina. Ann. Dec. 23.

University Park (Dallas), Tex.—Maxwell Electronics Corp. UHF channel 29 (560-566 mc); ERP 340 kw vis., 69 kw aur. Ant. height above average terrain 351.5 feet, above ground 282 feet. P.O. address 229 Garvon Street, Garland, Tex. Estimated construction cost \$294,456; first year operating cost \$475,000; revenue \$475,000. Studio and trans. locations both University Park. Geographic coordinates 32° 50' 38" north latitude, 96° 46' 15" west longitude. Type trans. GE TT-55A, type ant. GE TY-23C. Legal counsel not listed, consulting engineer Maxwell Electronics. Principals: James T. Maxwell (36.9%), Carroll H. Maxwell (20.5%), Robert F. Faulkner (19.9%) and others. Ann. Dec. 31.

Existing TV stations

CALL LETTERS ASSIGNED

■ *WHIQ(TV) Huntsville, Ala.—Alabama Educational Television Commission.

■ *WCES-TV Wrens, Ga.—Georgia State Board of Education.

■ KGVO-TV Missoula, Mont.—KMSO-TV Inc. Changed from KMSO-TV.

■ WNCT-TV Greenville, N. C.—Roy H. Park Broadcasting. Changed from WNCT (TV).

ACTIONS BY FCC

■ Commission waived Sec. 73.211(b) of rules and granted request by Cleveland Broadcasting Inc. for special temporary authority to operate WERE-FM Cleveland, with ERP increased to 50 kw, and antenna sidemounted and reduced in height to 542 feet, until Dec. 16 (licensed with ERP 40 kw, ant. height 600 feet). WERE-FM's ant. change will enable Educational Television Association of Metropolitan Cleveland to start operating noncommercial educational WVIZ-TV (ch. 25). Cleveland, on interim basis during period with ERP 347 kw vis. and 69 kw aur. from 600 foot ant. on north-central WERE(AM) tower (present location of WERE-FM ant.). Action Jan. 6.

■ By memorandum opinion and order, commission waived Sec. 73.610 of TV broadcast rules and granted application of Television Broadcasters Inc. to move trans. of KBMT(TV), channel 12, Beaumont, Tex., to 2 miles west of Mauriceville, increase ant. height above average terrain to 1,000 feet, decrease vis. power to 219 kw, and make other changes; conditioned to interference protection to KSLA-TV Shreveport, La. In so doing, commission dismissed petition by KSLA-TV and denied petition by KPAC-TV Port Arthur, Tex., and objections of Association of Maximum Service Telecasters Inc. Commissioners Bartley and Lee dissented, latter with statement. Action Jan. 6.

New AM stations

ACTION BY FCC

Ord, Neb.—Loup Valley Broadcasting Co. Granted CP for new AM on 1060 kc, 1 kw-D. P.O. address c/o John R. Sullivan, Ord. Estimated construction cost \$19,671; first year operating cost \$28,000; revenue \$30,000. Principals: Hal A. Pierce, F. J. Osentowski, John R. Sullivan, Dale Stine, Dean W. Misko, Henry G. Lange, Glen Auble, Lloyd D. Zikmund, George Rybin, Rose Allen, Lloyd Gowoke and S. D. Lee (each 8.33%). All are local business and professional men. Action Jan. 6.

APPLICATIONS

Andalusia, Ala.—Campanion Broadcasting Service. 1530 kc, 1 kw, D. P.O. address c/o James A. Williams, Brantley Highway, Opp, Ala. Estimated construction cost \$19,214; first year operating cost \$32,400; revenue \$42,000. Principals: James A. Williams, Arthur W. Fuller, Betty Jean Williams and Willow Dean Fuller (each 25%). Mr. and Mrs. Williams, and Mrs. Fuller are employed at WAMI Opp. Ann. Dec. 23.

Athens, Tenn.—3J's Broadcasting Co. 1390 kc, 500 w, D. P.O. address Route 2, Cartersville, Tenn. Estimated construction cost \$10,357; first year operating cost \$30,000; revenue \$50,000. Principals: John P. Frew (60%) and Julia N. Frew (40%). Mr. Frew is announcer at WQXI Atlanta. Ann. Dec. 23.

Existing AM stations

CALL LETTERS ASSIGNED

■ WHOD Jackson, Ala.—Jackson Broadcasting Inc. Changed from WTHG.

■ WNCT Greenville, N. C.—Roy H. Park Radio Inc. Changed from WGTC.

New FM stations

APPLICATIONS

East St. Louis, Ill.—Our Lady of Snows Broadcasting Corp. 101.1 mc, channel 266, 50 kw. Ant. height above average terrain 321 feet. P.O. address 9500 West Route 460, Belleville, Ill. Estimated construction cost \$93,530; first year operating cost \$30,000; noncommercial. Principal: Shrine of Our Lady of Snows, Edwin J. Guild, O.M.I., director. Ann. Dec. 29.

*Morehead, Ky.—Morehead State College. 91.1 mc, channel 216, 10 w. Ant. height above average terrain 55 feet. P.O. address Box 764 Morehead State College, Morehead. Estimated construction cost \$13,388; first year operating cost \$890. Principal: board of regents. Ann. Dec. 29.

Petoskey, Mich.—John Harrington. 98.9 mc, channel 255, 27.2 kw. Ant. height above average terrain 858 feet. P.O. address 133 Michaux Road, Riverside, Ill. Estimated construction cost \$55,027; first year operating cost \$37,100; revenue \$43,316. Principal: John Harrington. Mr. Harrington has 70% interest in John Harrington Enterprises, Chicago firm which sells services of Mr. Harrington as sports and news announcer to CBS. Ann. Dec. 31.

Meridian, Miss.—Queen City Broadcasting Inc. 101.3 mc, channel 267, 26.2 kw. Ant. height above average terrain 105 feet. P.O. address Box 125, Meridian. Estimated construction cost \$25,130; first year operating cost \$20,800; revenue \$17,250. Principals: R. E. Hook (38%), Lucille Hook (30%), Carl Sauceman, Dan Hollingsworth, Hugh Hughes and Willie Weems (each 8%). Queen City is licensee of WDAL Meridian. Ann. Dec. 31.

Point Pleasant, N. J.—Dorothy Fielder Brown. 106.3 mc, channel 292A, 3 kw. Ant. height above average terrain 300 feet. P.O. address Point Pleasant. Estimated construction cost \$22,471; first year operating cost \$33,110; revenue \$36,000. Principal: Dorothy Fielder Brown. Ann. Dec. 28.

*Fargo, N. D.—North Dakota State University. 91.9 mc, channel 220, 1.26 kw. Ant. height above average terrain 125 feet. P.O. address Fargo. Estimated construction cost \$12,366; first year operating cost \$13,500. Principals: state board of higher education. Ann. Dec. 31.

Oklahoma City—Great Empire Broadcasting Corp. 107.7 mc, channel 299, 100 kw. Ant. height above average terrain 269 feet. P.O. address Box 1926, Oklahoma City. Estimated construction cost \$32,235; first year operating cost \$12,380; revenue \$15,000. Principals: Berniece L. Lynch (72%) and F. F. Mike Lynch (28%). Principals have same interest in FM Agency Inc., Oklahoma City advertising agency. Ann. Dec. 30.

Aiken, S. C.—Radio WAKN Inc. 99.3 mc, channel 257A, 3 kw. Ant. height above average terrain 300 feet. P.O. address 811, Aiken. Estimated construction cost \$14,390; first year operating cost \$7,000; revenue \$12,000. Principals: Joseph A. Warren, Gasper L. Toole III, T. Clifton Weeks, James D. McNair and Robert E. Kenney Jr. (each 20%). Radio WAKN is licensee of WAKN Aiken. Ann. Dec. 29.

Existing FM stations

CALL LETTERS ASSIGNED

■ WHOD-FM Jackson, Ala.—Jackson Broadcasting Inc. Changed from WTHG-FM.

■ WMYR-FM Fort Myers, Fla.—Robert Hecksher.

■ WRMO-FM Rome, Ga.—Coosa Valley Radio Co.

■ WRIP-FM Rossville, Ga.—Jay Sadow.

■ WVEM(FM) Springfield, Ill.—Dan Menghini.

■ WHOP-FM Hopkinsville, Ky.—Hopkinsville Broadcasting Co. Changed from WRLX (FM).

■ KDLA-FM DeRidder, La.—Sabine Broadcasting Co.

■ WNNR-FM New Orleans—Supreme Broadcasting Inc. Changed from WRMC (FM).

■ WKOZ-FM Kosciusko, Miss.—H. Mims Boswell Jr.

■ KGBI-FM Omaha—Grace Bible Institute Inc.

■ WXQR-FM Jacksonville, N. C.—Marine Broadcasting Corp.

■ WLNO(FM) London, Ohio—Paul Dean Ford and J. T. Winchester.

■ WBLR-FM Batesburg, S. C.—Ridge Broadcasting Inc.

■ KLYX(FM) Memphis—KWAM Inc. Changed from KWAM-FM.

■ KPAN-FM Hereford, Tex.—KPAN Broadcasters.

■ WXYW(FM) Suffolk, Va.—Suffolk Broadcasting Corp.

ACTION BY FCC

KUTE(FM) Glendale, Calif.—Waived Sec. 73.210(a) of rules to permit relocating main studio at Los Angeles with remote control of trans. there; licensee to continue identification as Glendale station. Chairman Henry and Commissioner Cox dissented. Action Jan. 6.

Ownership changes

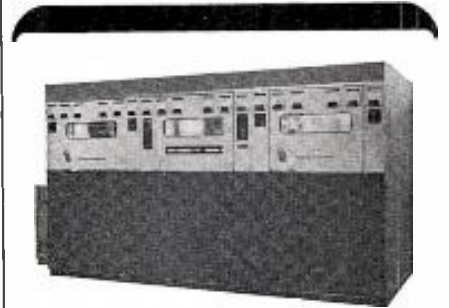
ACTIONS BY FCC

WWOG(FM) Boca Raton, Fla.—Granted assignment of CP from Bibletown USA Inc., nonprofit religious organization, Ira Lee Eshleman, president, to Homer and Carol A. Akers (each 50%). Consideration \$2,903 payment of out-of-pocket expenses. Action Dec. 31.

WJOE Port St. Joe, Fla.—Granted assignment of license from Robert D. Sidwell tr/as Little Joe Enterprises to Big Bend Broadcasting Corp., owned by William S. and Dorothy C. Dodson (each 49.4%) and A. K. Hermon (1.2%), Big Bend is licensee of WBSC Bennettsville, S. C., and WCNN Quincy, Fla. Consideration \$67,500. Action Dec. 29.

KFLI Mountain Home, Idaho—Granted assignment of license from Northwest Broadcasters Inc., owned by Charles F. Degler (16.85%), C. M. Degler (26.97%), Donald J. DeChambeau (22.47%), Maurice E. Scheel (11.24%), Pauline M. Rist (8.99%), H. F. LeMoyné (6.74%), Gwen A. Watson (4.49%) and Joseph M. Imhoff (2.25%), to Mountain States Broadcasting Co., owned by Orval Hansen, Thomas A. Fairchild, George A. Freund, Leo U. Higham, Keith H. Clarke (each 14.3%), M. A. Peterson, Winona M. Hearn, M. Reed Hansen, Farrel L. Hansen and Glen L. Stahn (each 5.7%). Consideration \$17,500 and assumption of \$28,500 liabilities. Applicants have various business interests in Idaho. Mountain States stockholders have interest in KTEE Idaho Falls, Idaho. Action Dec. 29.

KLOE Goodland, Kan.—Granted transfer control of licensee corporation, KLOE Inc.,



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from Ross Beach Jr., as co-executor of estate of Ross Beach Sr. deceased, to Ross Beach Jr. (30% before, 60% after). Robert Schmidt retains 40% interest in KLOE. No financial consideration. Action Dec. 24.

KCIJ Shreveport, La.—Granted transfer of control of licensee corporation, Universal Broadcasting Corp., from Southwest Broadcasters Inc. (50% before, none after), owned by Marvin B. Kosofsky (100%), to Marvin B. Kosofsky (50% after). Action Dec. 31.

WMAX Grand Rapids, Mich.—Granted assignment of license from Atlas Broadcasting Co., owned by Joseph C. Hooker (96.77%) and Joseph F. Deeb (3.23%), to Mid-States Broadcasting Corp., owned by John P. McGoff (19.6%), Philip R. Munson (8.6%), Robert W. Bogart (1.4%) and others. Consideration \$235,000. Mid-States owns WAMM and WGMZ(FM) Flint; WABX(FM) Detroit; WQDC(FM) Midland; WSWM(FM) East Lansing, all Michigan; KFEQ-AM-TV St. Joseph, and KLIK Jefferson City, both Missouri. Action Dec. 30.

KLRS Mountain Grove, Mo.—Granted acquisition of negative control of licensee corporation, KLRS Broadcasting Co., by Taylor Sales Co. and Lester F. Strauss (each 0.72% before, 0.72% after) and Kickapoo Prairie Broadcasting (97.83% before, 98.53% after), through sale of stock by Floyd W. Jones (0.72% before, none after) to licensee corporation. See application for KICK listed below. Action Dec. 31.

KICK Springfield, Mo.—Granted acquisition of negative control of licensee corporation, Kickapoo Prairie Broadcasting Inc., by Taylor Sales Co. and Lester F. Strauss (each 33 1/3% before, 50% after), through sale of stock by Floyd W. Jones (33 1/3% before) to licensee corporation. Consideration \$125,000 for 285 shares of Kickapoo Prairie Broadcasting and two shares of KLRS Broadcasting. Action Dec. 31.

KYVA Gallup, N. M.—Granted assignment of license from Radio Station KYVA, owned by Cloyd O. Kendrick and Hugh DeWitt Landis (each 50%) to Kandel Corp., owned by Raymond I. Kandel (99.3%) and Clarice S. Kandel (0.7%). Consideration \$190,000. Mr. Kandel has 33 1/3% interest in WMON Montgomery, W. Va. Action Dec. 31.

WRNY Rome, N. Y.—Granted assignment of license from Mohawk Broadcasting Corp., owned by Richard K. Thorman, to Mr. Thorman. No financial consideration. Action Dec. 30.

WIIC(TV) Pittsburgh—Granted assignment of license from WIIC Inc., owned by WIIC (TV) Corp., to WIIC(TV) Corp., which is owned by Cox Broadcasting Corp., owned by Atlanta Newspapers Inc. (33.96%), Dayton Newspapers Inc. (14.5%), Springfield Newspapers Inc. (15.36%), each of which are owned by Cox Family and others. (BROADCASTING, Nov. 30 and 23, 1964). Action Dec. 30.

KELI Tulsa and KTRN Wichita Falls, Tex.—Granted transfer of control of licensee corporation, T & O Broadcasting Co., through transfer of control of major stockholding company, Reserve Life Insurance Co., from C. A. Sammons (49.3% as executor of estate of Rosine S. Sammons and 49.3% himself), to Mr. Sammons (31.12% as executor of estate of Rosine S. Sammons and 66.93% himself). No financial consideration; transfer follows recapitalization of company. Action Dec. 30.

WLUC-TV Green Bay, Wis.—Granted transfer of control of licensee corporation, M & M Broadcasting Co., from Evening Telegram Co. (55%) owned by Morgan Murphy (97.27%), Norman M. Postles (2.5%) and others, with John F. Stang (3.75%), Lillian M. Stang (3.75%), Charles Goldberg (3.75%), Walter C. Bridges (10%), Norman M. Postles (13.375%), Elizabeth B. Murphy (3.25%) and others to Post Corp., owned by V. I. Minahan (20.13%), David L. Nelson (1.91%), John B. Torinus (13.37%), Roger C. Minahan (7.12%), Mary Walter (16.21%), Jessie C. Minahan (8.01%), and others. Consideration \$3.1 million for both WLUC-TV and WLUC-TV Marquette, Mich. Post Corp. owns: WEAU-FM-TV Eau Claire, Wis.; through subsidiary Radio Chippewa, Inc.; WAXX Chippewa Falls, Wis.; through KTVO Television Inc.; KTVO(TV) Kirksville, Mo.; through Radio Wausau Inc.; WXCO Wausau, Wis., and through Post Iowa Inc., is applicant for KBIZ Ottumwa, Iowa. Post is also applicant for new AM in Oshkosh, Wis., through Radio Oshkosh Inc. Post Corp. is publisher of Appleton, Wis., Post-Crescent daily newspaper. Action Jan. 6.

WLUC-TV Marquette, Mich.—Granted transfer of control of licensee corporation, North Central Broadcasting Co., owned by M & M Broadcasting Co. which is owned by Evening Telegram Co. and others, through sale of all outstanding stock in M & M to Post Corp. See application for WLUC-TV Green Bay, Wis. Action Jan. 6.

APPLICATIONS

KOY Phoenix—Seeks assignment of license from KOY Broadcasting Co., owned by John L. Hogg, Glenn Snyder, George R. Cook and John R. Williams (each 25%), to KOY Broadcasting Co., owned by Cote Realty Co. (100%). Cote Realty is owned by estate of Joseph J. Cote Jr. (26.1%), Isabel J. Cote (4.9%), Carolyn C. Avirett (10%), Joseph L. Cote III (9.2%), John J. Cote (12.3%), Edward T. Cote (13.2%) and others. Mr. John J. Cote has interest in WOHP Bellfontaine, Ohio; WKLC St. Albans, W. Va.; KTUC and KFMM(FM) Tucson, Ariz. Joseph L. Cote III has interest in KTUC and KFMM(FM). Consideration \$1.24 million. Ann. Dec. 30.

KALU Hilo, KONA Honolulu and KALA Wailuku, all Hawaii—Seek transfer of con-

Consideration \$40,000. Mr. Nardiello is station manager of WIRD. Mr. Dixon is engineering supervisor of WPTZ-TV Plattsburg, N. Y. Ann. Dec. 29.

WRNY Rome, N. Y.—Seeks assignment of licensee from Mohawk Broadcasting Co., owned by Richard K. Thorman (100%), to Richard K. Thorman. No financial consideration. Ann. Dec. 23.

KSJB Jamestown, N. D.—Seeks assignment of license from Great Western Enterprises Inc., owned by James M. Pryor Jr. (98.8%), James M. Pryor (0.2%) and Joseph J. Funke (0.2%), to Triple R Inc., owned by Edgar Daniel Crilly (100%). Consideration \$367,500. Mr. Crilly is with sales staff of Conover-Nast Publishing, New York. John Degraft Stebbins, vice president, is with Hamilton-Landis & Associates, Chicago communications brokers. Ann. Dec. 29.

ETV fund grant

Following grant for educational television has been announced by Department of Health, Education and Welfare:

■ San Bernardino, Calif.—San Bernardino Valley Joint Union Junior College District in San Bernardino; \$87,907 to expand facilities of KVCR-TV, channel 24, San Bernardino; total project cost \$101,405.

control of licensee corporation, Radio Honolulu Ltd., from Advertiser Publishing Ltd. and John D. Keating (each 50% before), to Communications Honolulu Ltd., owned by DeSales and Paulette B. Harrison (60% jointly), Paulette B. Harrison (20%), and Bruce T. and Laurel A. Godfrey (each 10%). Consideration \$2.35 million. Mr. Harrison has 80% interest in Harmac Corp., electronic systems development firm. Mrs. Harrison has 5.65% interest, and is trustee with 8.17% for estate of Vera S. Bragg, in Hubbard Broadcasting Inc., licensee of KSTP (TV) Minneapolis; KSTP St. Paul; KOB-AM-TV Albuquerque, and WGTO Clearwater, Fla. Ann. Dec. 23.

WNWC(FM) Arlington Heights, Ill.—Seeks transfer of control of licensee corporation, Northwest Suburban Broadcasters Inc., from Robert A. Atcher and Thomas B. Hogan (each 50% before), to WNWC Inc., owned by Lester Vihon (100%). Consideration \$110,000. Mr. Vihon owns WFMQ (FM) Chicago, and has 25% interest in FM Group Sales Inc., Chicago FM station representative firm. Ann. Dec. 29.

WLBK-AM-FM DeKalb, Ill.—Seeks transfer of control of licensee corporation, DeKalb Radio Studios Inc., from George C. and Genevieve C. Biggar (70% jointly before), to John J. Dixon (30% jointly with wife before, 100% after). Financial consideration not listed. Ann. Dec. 30.

KCIJ Shreveport, La.—Seeks relinquishment of negative control of licensee corporation, Universal Broadcasting Corp., through sale of stock by KREB Inc. (50% before, 29% after), to Lawrence Brandon (none before, 21% after). Consideration \$7,500 notes payable on call. Marvin B. Kosofsky retains 50% interest in corporation. Ann. Dec. 29.

WTC-AM-FM New Brunswick, N. J.—Seeks transfer of control of licensee corporation, Raritan Valley Broadcasting Inc., from Joseph L. Rosemiller Jr. (69.33% before) and Peter A. Bordes (30.67% before), to Metro Area Communications Inc. (80% after) and Mr. Rosemiller (20% after). Metro Area is owned by Messrs. Rosemiller and Bordes (50% each) and, through subsidiary WGSM Radio Inc., is seeking assignment of license of WGSM Huntington, N. Y. Ann. Dec. 23.

WGBB Freeport, N. Y.—Seeks assignment of license from Long Island's First Station Inc., owned by Edward J. Fitzgerald (100%), to Nassau Radio Corp., owned by Louis J. Appell Jr. (5%), Arthur W. Carlson (5%) and Susquehanna Broadcasting Co. (90%) which is owned by Louis J. Appell (3.68%), George N. Appell (3.68%), Helen A. Norton (3.68%), Helen P. Appell (0.85%) and all above as trustees of Louis J. Appell residuary trust (88.11%). Susquehanna Broadcasting is licensee of WSBA-AM-FM-TV York, Pa. Mr. Appell Jr. has 10% interest in WARM Scranton, Pa., and WHLO Akron, Ohio, with 5% interest in WICE Providence, R. I. Ann. Dec. 23.

WIRD Lake Placid, N. Y.—Seeks transfer of control of licensee corporation, WIRD Inc., from WIRY Inc., owned by Charles B. Britt (75%), Donald L. Pelkey (10%), Jeanette B. Britt, Margaret R. Hall and Joe H. Britt (each 5%), to Lincoln F. Dixon (40%), Donald A. Nardiello (40%), Carol Dixon (10%) and Kathryn Nardiello (10%).

Hearing cases

DESIGNATED FOR HEARING

Television San Francisco and Jall Broadcasting Inc., San Francisco—Designated for consolidated hearing applications for new TV's on channel 26. Action Jan. 6.

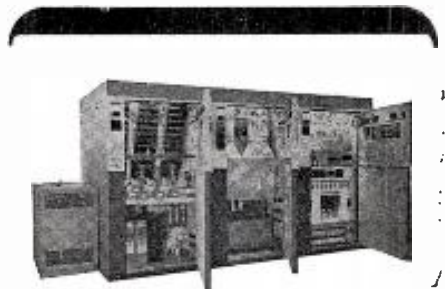
Princess Anne Broadcasting Corp., Virginia Beach, Va., and South Norfolk Broadcasting Co., Chesapeake, Va.—Designated for consolidated hearing applications for new AM on 1600 kc, 1 kw, D—Princess Anne with DA.

OTHER ACTIONS

■ By order, commission denied application by Blue Ridge Mountain Broadcasting Inc. and Gordon County Broadcasting Co. (WCGA), Calhoun, Ga., for review of Oct. 13, 1964 decision of review board which denied Blue Ridge's application for new AM in Ellijay, Ga. Action Jan. 6.

■ By memorandum opinion and order, commission designated for oral argument before review board at time to be specified by subsequent order, application by South Eastern Alaska Broadcasters Inc., for additional time to construct KECH Ketchikan, Alaska, to determine whether reasons advanced by permittee in support of application warrant further extension of outstanding CP; made Midnight Sun Broad-

Continued on page 99



317C 50 kw AM

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Manager with proven sales, programing and community service. Southeast. Salary plus substantial percentage net. Send full particulars to Box A-122, BROADCASTING.

WLOK, Memphis, has increased its ratings 50% and billing 35% in the 8 short months since increasing operation to 24 hours daily. We need a strong, aggressive, hungry, hard working man as sales manager—assistant manager to capitalize on the tremendous potential in the market. We want a man with proven record of personal sales plus ability to sales manage people. Believe us we are excited about what is happening in Memphis and we are willing to pay top money for right man. Salary is open. If you've got the proven record to back you and your asking price is realistic you can just about call your deal. We will pay you a good guarantee and expense account and override on local billing, and yearend bonus based on your performance. Stanley W. Ray, The OK Group, 505 Barrone St., New Orleans.

Commercial manager for station in suburban Atlanta's fastest growing and highest income county, WOMN in Decatur. Will consider young man on way up with proven sales record and sound sales management ideas. Compensation open with opportunity to advance. WOMN Inc., Suite 426, Decatur Federal Bldg., Decatur, Georgia.

Sales

If you dig Top 40 sounds, if you will work hard, if you are ready for a Top Ten market in the East, you can earn upwards of \$12,000 your first year with us. Send resume, photo or snapshot and references. Box M-130, BROADCASTING.

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Salesman: Ohio major market station needs aggressive creative salesman. Want family man with proven record who can "think on his feet" and sell good quality operation without high ratings. Send complete resume in first letter to Box A-21, BROADCASTING.

Detroit: Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual opportunity. Multiple Group. Box A-67, BROADCASTING.

Sales—(Cont'd)

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Profitable Midwest radio station metropolitan area 65,000 needs experienced salesman or sales manager. Good basic salary plus commission to qualified man. Box A-117, BROADCASTING.

Wanted! Announcer salesman. Must be top-notch sales executive, must have third class license with broadcast endorsement. Must be able to read news and do record show. New station, new equipment, market of 15,000-20,000. Pleasant surroundings, must furnish references. Top salary for right man. Rush tape and resume to WGEN, Geneseo, Illinois.

IMPORTANT ANNOUNCEMENT

Effective Jan. 1, 1965 the following classified rates are applicable to all advertisers:

- Help Wanted.....per word—30¢ (\$2.00 minimum)
- Situations Wanted.....per word—25¢ (\$2.00 minimum)
- All other classifications.....per word—35¢ (\$4.00 minimum)

DISPLAY ADS \$25 per inch. (Stations For Sale, Wanted To Buy Stations, Employment Agencies, Brokers REQUIRE DISPLAY space).

Salesman or saleswoman for local station in suburban Atlanta area. This is WOMN, Decatur, in DeKalb county—the 2nd largest population in Georgia (next only to Atlanta's home county of Fulton) and highest per capita income of any county in the Southeast. If you have a clean record, willing and anxious to improve your situation, write giving us a brief resume of your experience. WOMN, Inc., Suite 426, Decatur Federal Bldg., Decatur, Georgia.

Are you tired of being just a salesman with no opportunity for advancement to the executive level? If you are and you are aggressive, hard working, hungry with a solid sales record behind you, then you want us. The OK Group is one of the oldest and most successful Negro programed radio properties. We have openings in several of our markets for executive salesmen. Salary is open if you've got the record and the background you can just about call your draw. Good base guarantee, percentage and excellent yearend bonus based on sales figures. More important, we can promise you an opportunity to become one of our assistant managers and eventually a managerial chance if you've proven yourself. Write Stanley W. Ray, The OK Group, 505 Barrone St., New Orleans.

Announcers

Morning man. New York state. Experienced only. Good voice. Top pay. Send tape resume to Box M-109, BROADCASTING.

Somewhere there's an aggressive, ambitious, mature announcer with a good voice and sales experience who wants a better opportunity in 1965. He might even have a first class ticket. He wants security, advancement, good salary and incentives. He's ready for a growing Texas medium market's number one station. Box M-210, BROADCASTING.

Western Pennsylvania opportunity for mature announcer. Popular format, must be good on production. Box A-7, BROADCASTING.

Established station in growing Texas community needs experienced announcer, no Top 40. Salary \$90.00. Box A-10, BROADCASTING.

Immediate opening. Announcer, first phone, middle of the road format. Prefer married, stable individual. Send tape, picture and resume. Indiana. Box A-49, BROADCASTING.

Morning man, must be stable, experienced. If you've worked at more than two stations in the past five years please do not apply. Community-minded station. South of Chicago. Box A-50, BROADCASTING.

Assistant for news, sports. Will also have board work. Small market, good community. Box A-51, BROADCASTING.

First phone combination man, mid-Atlantic metropolitan market. Good starting salary. Excellent working conditions. Box A-53, BROADCASTING.

Announcer for general staff work in medium size market in east. Must have good voice and believable sales pitch. Good position including insurance and paid vacations for experienced man with established station. Box A-55, BROADCASTING.

Wanted—announcer First class ticket, second-medium sized New York State market. Able to handle top pop and best music format. No maintenance in engineering department. Tape and resume requested. Box A-72, BROADCASTING.

Top market—Top 40 station needs moving dj with first phone license for all night show. Tape and resume to Box A-73, BROADCASTING.

Wanted: Staff announcer with strong sports background needed by network affiliate in major Midwest market. Send letter, resume and tap to Box A-95, BROADCASTING.

Prestige Southeastern station in major market, good music and heavy in news has opening for experienced young news-music board man. Must have good professional voice capable of cutting top commercials. If you want a future and a solid, firm job, send picture, tape and resume to Box A-100, BROADCASTING for fast reply.

Announcer capable of gathering & writing news for Pennsylvania small market. Send details of experience along with 7½ tape and salary expected. Box A-106, BROADCASTING.

Mature-voiced, straight announcers: tight board, Top 40 experience; within 100 mile radius of New York. Send resume, photo and tape. Box A-109, BROADCASTING.

Southeastern TV-radio operation interested in developing a piano-playing-singing announcer into local personality. Send audition tape and resume. Box A-115, BROADCASTING.

Announcers—(Cont'd)

Michigan AM has immediate opening for first phone announcer emphasis announcing. Opportunity for right man to work into sales. Mail tape and resume or Phone Mr. Kay at 517-386-8649 after 8 p.m. weekdays. Box A-138, BROADCASTING.

Need two men—newsman and staff announcer immediately for expanding AM-FM operation. Floaters need not apply. One man must have sports play-by-play experience. Station is located in prosperous, growing community and offers challenging opportunities to the right man. Personal interview required. State experience, education and wage needs in first reply. Tim Spencer, KJCK, Junction City, Kansas 66441.

KSYL, Alexandria, Louisiana, has opening for night shift announcer with first phone. NBC affiliate. Adult programing. Start at \$85.00 weekly. Send tape, employment record and personal resume.

KWTX-Radio, Waco, Texas, needs an experienced professional announcer. Man we seek is strong on broadcast techniques and will likely handle morning shift. Prefer man with southwest background, and only those able to be present for personal interview need apply. Personal letter should precede interview. Contact Frank Fallon, P.O. Box 7128, Waco, Texas.

Announcer or newsman with first phone. Apply in person or send tape, KWVY, Waverly, Iowa.

Immediate opening for morning man, capable on news, sports and announcing. Permanent position. Send tape and resume. WDDY, Gloucester, Virginia.

Immediate opening for staff announcer with first phone. Opportunity for closed circuit TV work. Gene Kinn, WFOB, Fostoria, Ohio.

Immediate opening top grade young combination news and board man. Must have 3rd class ticket and must be enthusiastic worker with good commercial voice. Opportunity here if you do the job. Send tape, pix., and resume to WGST, Box 7254, Station C, Atlanta, Ga.

WINR, Binghamton, N. Y. has opening for bright, experienced, production-minded afternoon personality. Send tape and resume to Program director, WINR, 70 Henry St., Binghamton, N. Y.

We're looking for an experienced announcer with first phone, no maintenance. If you can accept responsibility, do the job, and grow with a young station, we offer a good present and prosperous future in our medium market station. Drifters need not apply. /WMHI, Route 5, Frederick, Md. 21701.

Wanted announcer with first phone. No maintenance. Five kw good music station. Call collect or write Don C. Wirth, Manager, WNAM, Neenah, Wis.

Wanted—announcer. Must have first phone ticket. No other need apply. No maintenance. Immediate opening. Bassett, Collinsville, Martinsville area. Call Arnold Terry, WODY, Basset, Virginia 629-2509—Night Collinsville 647-8493.

Modern sound operation needs happy type 3rd phone swinger for top forty slot in Mid Wisconsin's largest market. Rush tape and resume to Duke Wright, WRIG AM/FM Wausau, Wisconsin.

Leading Radio-TV operation has opening for mature personality for housewife and drive time segments. No rock-and-roll. Some television if qualified. WSAV, Savannah, Georgia.

Position open for experienced announcer, contact Joe Rada, WTAP, Parkersburg, West Virginia. Phone 304-485-4588. Only experienced announcers need apply.

Opening February 1st for staff announcer with mature delivery, first class ticket. Contact: John Wilcox—WTLN—Box 2448, Orlando, Florida.

Announcer with versatility for conservatively programed daytimer. News experience desired. Tape and experience resume with first reply, WVSC, Somerset, Pa.

Technical

Engineer-announcer for established New York State single station market. Must have previous experience with a strong maintenance background. Write Box M-49, BROADCASTING stating experience, references, and salary requirements.

Engineer or engineer-announcer for New England group operation. Well established stations with excellent plants and equipment. Previous broadcast experience necessary. Good pay and living conditions. Write Box A-45, BROADCASTING stating experience, references, etc. Send tape if combo.

Experience full-charge chief for Northcentral AM-directional-FM. Salary \$6,500. Announcing unnecessary. Box A-128, BROADCASTING.

Dependable chief engineer-announcer for growing AM-FM operations in excellent northern Illinois medium market. Send details education, experience, references and minimum starting salary to Box A-134, BROADCASTING.

1st class engineer-announcer. Please send resume and tape to WBEX, Chillicothe, Ohio.

1st phone transmitter engineer for 5 kw directional. No announcing. 40 hour week, beginners considered. WFMD, Frederick, Md.

Immediate opening straight engineering position at fast stepping radio-TV operation, first phone required, union scale, Pat Finnegan C. E., WLBC-AM-FM-TV, Muncie, Indiana.

Engineer-teacher. Cambridge School of Broadcasting wants engineer to maintain equipment and teach operation of same to students. Permanent, full time. Contact Albert Williams, 687 Boylston, St., Boston.

Production—Programing, Others

Combination program director and local news editor. Must have good journalism background for middle-of-road Western Pennsylvania fulltimer. Mature experienced man. Box A-6, BROADCASTING.

Immediate opening in Texas for woman experienced in copy, traffic. Send complete resume to Box A-11, BROADCASTING.

Newsman: 5 kw station in major Ohio market needs experienced news broadcaster. Good base, plus steady talent income. Send resume, tape, photo to Box A-20, BROADCASTING.

Need commercial production and copy man immediately. Duties — write imaginative copy, handle log, work production. Must have good voice, be reliable, good background and work record. Call or write Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

Are you an idea man? Can you gimmick up a station with audience getting promotion? Can you produce selling spots using station talent and sound libraries? Can you increase station ratings with one hard hitting promotion after another? If you can, then you're our man! We want an ambitious young man seeking to establish himself but we want evidence of your past successes. The station is WLOK, Memphis. Programing to the Negro market, but we don't require Negro station experience, but ideas, imagination and enthusiasm. Hard rock and Top 40 experience would be helpful. Salary is open with sizable bonus if you produce ratings. WLOK ratings up 50% and billing up 35% since increase to 24 hour fulltime operation last summer. Send detailed resume including past earnings and photo to Stanley W. Ray, OK Group, 505 Barrone St., New Orleans.

NBC Midwest radio affiliate seeking competitive professional newsman to cover South Bend, Ind. Some TV airwork, learn to shoot film. Send tape, resume and photo to Bob Werly WTRC, Elkhart, Indiana.

Situations Wanted—Management

Happily employed. medium market — no hurry—\$18,000 now—substantial improvement or ownership option only—successful general manager 10 years. Box L-320, BROADCASTING.

Successful aggressive manager soon available—recently upgraded metro station to highest income and number one ratings. Station sold for cash at owner's price. Have outstanding past success in upgrading other major and metro stations to high volume income, profit and top ratings. Strong on personal selling, sales management, programming and administration. Best references. Box M-209, BROADCASTING.

Solid, successful background includes both AM and FM station management. Sales a specialty. Family man; top references. California, Arizona preferred. Box A-59, BROADCASTING.

Manager—mature, experienced, strong on sales, production, programing, community service. Now employed, married, no financial problems. Small, medium market Southwest, Ozarks, Intermountain West. Box A-77, BROADCASTING.

Young, successful sales manager has earned opportunity to manage in small to medium market. Currently earning \$12,000. College grad., veteran, married. Box A-127, BROADCASTING.

How much would you pay to increase your sales 25% in 1965? Successful aggressive salesmanager with outstanding record for upgrading stations to highest income and profit. Strong on personal selling, sales management, promotion, programing and administration. Seeking management or Sales management with growing chain. Best references. Call evenings or weekends 703-359-1693, or write Box A-129, BROADCASTING.

Sold our station and want to help relocate our general manager in Top fifty market. Excellent sales, programing, management, ideas. Box A-136, BROADCASTING.

Sales

Experienced radio-TV salesman, eight years managerial experience, no high pressure selling intelligently. Sober, reliable. Know promotion and station relations. Box A-81, BROADCASTING.

Enthusiastic—aggressive—young man. Masters degree in communications—B.S. from Wharton School. Excellent college radio management and sales record. Presently doing financial work for network. Anxious to work and advance in sales/business area of local radio. Box A-125, BROADCASTING.

Announcers

Deejay, top market experience, first phone, looking for pd or production position with medium market top-forty operation. Box A-2, BROADCASTING.

D. J. wants to swing with top 40. Two years experience middle of road—single. Box A-26, BROADCASTING.

Announcer/engineer, first phone. Hard worker, available immediately. Will relocate. Box A-61, BROADCASTING.

Negro (jock) Experience. Soul man, rite slot. Prefer good market. Box A-62, BROADCASTING.

Production Director, swing jock, 12 years in business wants to stay in southern Michigan, Northern Indiana. Presently employed. Alma mater includes, WOWO, Fort Wayne, WEBC Duluth, WSPD, Toledo. Box A-70, BROADCASTING.

Top flight announcer-sports director looking for permanency and opportunity for football, basketball and baseball play by play. Family man presently employed. \$125 minimum. All replies answered. Play by play and DJ tape upon request. Box A-71, BROADCASTING.

First phone dj experienced, draft free, like midnite to dawn or other. Top 40 Onleee. Box A-74, BROADCASTING.

Situations Wanted

Announcers—(Conf'd)

1964 International League baseball announcer, now without team, seeking baseball position in 1965. Also qualified all sports and news. Single, will travel anywhere Tape, resume available. Box A-75, BROADCASTING.

Attention New England: New Englander wants to return home. Currently employed, two years experience, 21 and draft free. Write Box A-83, BROADCASTING.

Experienced dj/announcer. Mature voice and attitude. Authoritative newscaster and air salesman. Married. 3rd phone endorsed. Box A-88, BROADCASTING.

Unusual combination man . . . strong on both engineering and announcing. 4 years chief. Presently employed by 5 kw in large Eastern market. Permanent position only. Married-family. \$135 wk. Minimum to start. Tape-references. Box A-93, BROADCASTING.

Professional. Finest background. Eleven years solid references. Third ticket. Standard and formula radio. Veteran with college. Know music, news. Box A-96, BROADCASTING.

Negro dj announcer, clear crisp sound, authoritative newscast. Seeking good starting position in radio. Experience on tight board. Box A-98, BROADCASTING.

Good music operations opportunity wanted. First phone. Production, programing background, TV experience. Box A-108, BROADCASTING.

Announcer/dj—country western or middle road station. School trained only. Third phone with endorsement. Box A-112, BROADCASTING.

Announcer-newsman, with first phone, 7 years experience. References. Minimum salary considered \$135.00 pr/wk. Presently employed. TV experience, plus will consider pd position, in radio. Box A-116, BROADCASTING.

Bright air personality: dj-announcer, authoritative news caster, dependable, cooperative, professional attitude. Box A-120, BROADCASTING.

Experienced at top forty and news. Family man. Prefer West. Box A-121, BROADCASTING.

Announcer, now employed 6-9 am show, 500M market. Excellent ratings. Versatile. Seeks future in larger market. Box A-126, BROADCASTING.

Mature morning personality. 22 years major market experience all phases radio-television. Personal interview desired if convenient. Excellent references. Box A-130, BROADCASTING.

Experienced country dj with sales experience desires full time position. Willing to move family. Box A-131, BROADCASTING.

California: A top rated major market radio or television personality—emcee—record—news—weather—commercials etal, wants to leave the cold Midwest. He will bring a wife—two children, and speech degree. You furnish the Sunshine. Box A-132, BROADCASTING.

Disc jockey, experienced, not a prima donna, married, authoritative newscaster, lively sound, steady, will relocate. 3rd Class. Box A-139, BROADCASTING.

Disc jockey—experienced bright sound—authoritative newscaster, family man, not a prima donna, Steady—3rd class. Will relocate. Box A-140, BROADCASTING.

Authoritative newscaster, announcer, air personality, happy sound, lively dj. Responsible, not a prima donna. Box A-142, BROADCASTING.

Announcer-dj, air personality, bright sound, family man. Willing to relocate, 3rd class license. Box A-143, BROADCASTING.

Young—dj—top 40, experience. Tight production. Available immediately. Will relocate. Box A-144, BROADCASTING.

Announcers—(Conf'd)

Read ad. Dial 201 762 5912. Hire adult dj 13 years experience. Relax live audition, my expense.

Experienced staff announcer good on hard sell straight copy. Runs own board, produces good spots, good newscasts, writes copy and knows office procedures. Wishes to sell part time. We recommend this man highly. Write Owner, WBEX, Chillicothe, Ohio or call 614-773-2244.

Veteran Country-Western Personality announcer that also sells, does straight staff, announce play-by-play, production, good newsman desires southern market. Call Winder, Ga., 404-867-3094 for country cousin.

Top 40 deejay, desires job—3 years experience—prefer South. JA 4-5123—Donalsonville, Ga., before 10 AM.

Young, happy dj desires position vicinity Washington, D.C. Experience. 202-529-1267.

Add an announcer and get a change of voice at your station for just a fraction of the cost of a full time staff man. Any spot \$5.00. Any format \$10.00. Recorded and mailed same day received. Satisfaction guaranteed. Send script, producing instructions (and check) to Paul Beecham, your extra-voice, 3234 Holmes, Las Vegas, Nevada.

Available immediately — Jock — pd major market experience. \$125.00 minimum. Married—2 children. Want good position now. Phone 309-342-5242 or write Scott McCall, 1215 E. Main, Galesburg, Ill., I'm available today.

Announcer-dj, newscaster experienced air personality, tight board, dependable. Will relocate, 3rd class license. Ready now. Call 212 TR 3-5999.

Announcer-dj. First phone, no maintenance. 4 years broadcasting, 3 years acting. Long Island and California preferred. HA 4-1176. Jim Whelan, 91-06 Elmhurst Ave., Jackson Heights, N. Y.

Technical

Experienced chief engineer-announcer desires established and well equipped station in Northeast. Box A-5, BROADCASTING.

Creative and enthusiastic chief seeking professional management to work with. Married. Want permanent position, technical only. First phone, college. Good investment at \$650/month. For reason, resume and recommendations. Write Box A-23, BROADCASTING.

Engineering Executive: Experienced all phases of administration, including labor negotiations, operation, installation, remote control, automatic logging and taming of wayward directional systems. Box A-34, BROADCASTING.

1st phone. Experienced, qualified, hard-working. Seeking permanent and attractive opportunity in radio or TV in the Southeast. Box A-82, BROADCASTING.

Engineer-announcer . . . 4 years chief, strong on engineering and announcing. Presently manager and chief 5 kw serving large East coast market. Permanent position only. \$135 wk. minimum to start. Tape-references. Married, family. Box A-92, BROADCASTING.

Engineer trainee; 1st phone, radar endorsement, 2000 hrs. technical school, high school, type, 15 yrs. TV and radio repair, service manager. TA 4-4464 Dallas, Texas. Box A-110, BROADCASTING.

Chief/recording engineer, classical musician . . . Northeast. \$150.00. Box A-113, BROADCASTING.

Experienced maintenance engineer middle aged, first phone, desires permanent position. Box A-114, BROADCASTING.

Broadcast technician with first phone, experienced in maintenance and operations, will be available as of Jan. 15. Box A-141, BROADCASTING.

Engineer, first phone. Studio, transmitter, maintenance. Any location, Southwest preferred. Available. C. A. Newman, 921 West Third, Azusa, California. 213-334-5005.

Technical—(Conf'd)

Six years chief. Eight years experience. AM installations, proofs, maintenance, FM proofs, maintenance. Some combo. Available immediately. Prefer Southwest. Call 505-393-9779.

Production—Programing, Others

Available March first. Sharp programmer-production man. Twenty years experience. Current salary eight thousand. Medium to large market preferred. Family man under forty. Will consider modest investment. Box M-94, BROADCASTING.

Attention colleges: Solvent, employed male, MA English-Speech. Experience commercial radio, teaching. Desires college position. Box A-99, BROADCASTING.

Highly experienced capable PD available. Any format or will originate. Effective. News, interviews (impressive list), features, information image, production, excellent knowledge all music types. New Midwest metro. Excellent air. Mature, dependable. 40 with family. Your interest appreciated. Box A-105, BROADCASTING.

Want solid news coverage, top-notch newsfilm? Experienced newsman available February 15th. Proficient in full gamut of news coverage—beat reporting to all phases of filming. University journalism grad. Pleased to forward all details. Box A-133, BROADCASTING.

Looking for moderate climate—tired of ice and snow. College grad.; 3 years experience in all phases of radio. Top references. Station need lift on air and off? Let me help. All replies answered. Box A-137, BROADCASTING.

Top references, 23 years experience, available now. Let's talk. AM-FM-TV. Norm Fisher, 1512 East Lemon, Lompoc, California. 805-736-4313.

TELEVISION

Help Wanted—Sales

Las Vegas NBC station looking for experienced TV salesman to assume top list. Great opportunity for a sound family man who wants to move up. Send photo and resume to Larry Patterson, KORK-TV, Box 550, Las Vegas, Nevada.

Seeking well experienced mature announcer with a proven record of on the air salesmanship. No trainees. Top 50 market. Station under new ownership and management. Send resume with references in first letter along with audio or video tape if available to Bill Corder, Program Manager, WJRT-TV, Flint, Michigan.

Weatherman-announcer opening for professional performer to do nightly weather show and with proven versatility either in commercial announcing or news gathering. WSAV-TV, Savannah, Georgia.

Technical

Chief engineer, experience necessary, UHF preferred; also first class engineer, experience preferred, for board work and light maintenance. Chance to advance with fast-growing UHF operation and promotions within Midwest group operation. Call or write R. W. Long, WFAM-TV, Channel 18, McCarty Lane, Lafayette, Indiana.

Exceptional opportunity — Nation's oldest community educational television station has rare opening for exceptional television engineer. Station is leader in ETV. Extensive work in VHF, UHF, VTR. First-class license essential. Salary open. Write: Director of Engineering Services, WQED, 4337 5th Ave., Pittsburgh, Pa. 15213.

Production—Programing, Others

Midwest TV station needs reporter/writer; photographic experience helpful; will work closely under winning news director; congenial staff; good working conditions. Box A-84, BROADCASTING.

Experienced on air newsman for station in top 50 market. Send tape and resume to Box A-135, BROADCASTING.

Controller—Must be thoroughly experienced in television business affairs and supervision, including budgeting, analyses, personnel relations and office management. WCKT, P.O.B. 1118, Miami, Florida. Att: General manager.

TELEVISION

Situations Wanted—Management

Attention station owners. Seasoned manager experienced all phases, wants management small market station midwest or west. Excellent references. Box A-78, BROADCASTING.

Technical

Seek TV summer vacation replacement job. Experienced AM, TV industry. Prefer West Coast, Florida. 1st phone. Box A-37, BROADCASTING.

Chief engineer, age 33, married, 9 years experience on RCA transmitting, studio and microwave. Presently assist, chief. Box A-90, BROADCASTING.

Production—Programing, Others

Director-producer; 11 yrs. experience; wishes to move up, or better market; can do on camera kiddie show if needed. Write Box M-226, BROADCASTING.

Housewives or childrens program performer prefer personal interview. State salary. Box A-15, BROADCASTING.

Highly qualified telecaster available for operations manager post. Box A-79, BROADCASTING.

Television director—network; local; commercial; and ETV experience—seeks Boston/ Providence area position. Reliable; responsible, with excellent references. Box A-85, BROADCASTING.

News editor/reporter: For major market good budget TV news operation. 14 years experience reporting writing for broadcast, wire service and newspaper. Veteran, 29, married, college. Box A-86, BROADCASTING.

News director; experienced 14 years broadcast, wire service, newspaper reporting. 5 years TV. College, married, age 29. Excellent references. Available on adequate notice. Box A-87, BROADCASTING.

News director. Excellent on the air delivery. Extensive news background includes White House coverage, Cape shots, Birmingham riots. Major market experience in editorial and public affairs programing. Box A-89, BROADCASTING.

I'm a natural in television with experience in 3/4 of production. Presently employed as floor manager. I am gifted with creative talent and looking to bigger and better challenges. Write: Box A-91, BROADCASTING.

Newscaster-seeking reportorial experience. Object—to become a complete newsman. Box A-97, BROADCASTING.

Producer-director: Experienced in all phases of: Television (Commercial-ETV), films (commercial-documentary), theatre. Willing to relocate. Box A-102, BROADCASTING.

Producer-director. Commercial—ETV experience. College graduate. Negro. Resume available. Box A-118, BROADCASTING.

Projectionist — 10½ years with WHO-TV. Available because of reduction in staff. Robert Shelton. 2809 Brattleboro, Des Moines, Iowa.

Combination continuity director-operations manager, looking for permanent position with small market television station. 24 years old, married, with five years experience in TV. Experience includes copywriting, announcing, photography and a thorough knowledge of small market television operations. Currently employed in L. A. market FM radio. For tape and resume, contact: Dan McGrath, 804-B S. 101 Hwy., Redondo Beach, California, or phone 213-378-0515.

WANTED TO BUY

Equipment

Need used 10 or 11 kw transmitter for Channels 7-13, twelve-bay antenna, 500-foot tower and transmission line. Write stating location, condition and price on components you have. Box A-27, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Wanted — FM transmitters — Broadcasting equipment. SOS, 270 Northrest, Chattanooga, Tennessee, 998-3346.

500 or 1,000 watt AM transmitter in good condition. Write to Lyle Dean, WWGM, Box 987, Nashville, Tennessee.

Raytheon MTR-50 microwave relay equipment; receiver L.O. and mixer. IF and video, power supply; transmitter modulator power supply; TMA-75 receiver audio channel, transmitter audio channel. Equipment needing substantial repairs can be considered. Send information on price and condition to Box A-103, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. \$125.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

Schaefer automation system. Good condition. WKVK Radio, Virginia Beach, Virginia.

For Sale—3 year old Gates four-channel studioette. Excellent condition. Original cost \$895.00. First \$500.00 takes it FOB. Available about January 1, 1965, KCOM Comanche, Texas.

For sale: MacKenzie 5-channel playback. \$450.—2 MacKenzie recorders, single channel \$225 each; 229 cartridges for MacKenzie \$350. Also Presto 1-N disc recorder with 2 tables, amplifier, 1-C cutting heads, vacuum pump, microscope. Make offer. Chief engineer, KDIA, 327 22nd St., Oakland, Calif.

Complete station package except transmitter, antenna, frequency monitor \$2,800.00 or buy it by piece. 100 Classen Oklahoma City. Write for inventory. CE 5-4567.

Special on Tape-A-Thon repeater model tape transports. Sony, Revere and Wollensack tape recorders. All new, unused. U. S. Recording Co., 1347 S. Capitol St., Washington, D. C. 20003. Phone 202-543-2705.

If you need broadcast equipment or have equipment to sell . . . contact Broadcast Equipment and Supply Co., Bristol, Tenn.

For Sale: 1 Gates DBC 1-F 1,000 watt transmitter. In good condition with two 540 crystals, \$1,000.00 at the station. This is a real steal. The reason for selling, built a new building and installed all new equipment. This is one of Gates best transmitters . . . and was in service until we shut down and changed over last month. First offer of \$1,000.00 gets it. James H. Lee, WRIC Radio, Richlands, Virginia.

Schaefer automation, model 1200GMA. Three years old, excellent condition. Original cost \$22,255.00. Best offer over \$12,500.00 Box A-76, BROADCASTING.

W. E. 304-A 1 kw transmitter. Operating condition. Presently on 1240 Kc. Many spares. Contact R. L. Roberts, 1470 Pine St., San Francisco, Calif. 95109.

Steel and Tower Erection and Maintenance Co., Box 263 A, Route 9, Old Annapolis Rd., Pasadena, Md., CL 5-4831.

RCA BA-6A limiter, latest model, like new, \$325.00. G.R. 1931-A modulation monitors, brand new, two in stock, substantial saving. RCA BC-6A dual console, excellent, \$1175.00. Collins 212Z-1 four-channel transistorized remote amplifier, latest, \$450.00. W. E. 2A phase monitor, 3-tower, with spare set of tubes, \$200.00. Ampex PR-10-2 stereo 2-track record-playback, 4-track playback current model, mint condition, portable cases, \$895.00. Standard Electronics AH-634-2 aural TV amplifier, new condition, 1 year old, 14-kw, with power supply, \$13,750.00. RCA TK-21A vidicon film chain, excellent, \$2,300.00. Broadcast Engineering Services, 12761 Nutwood, Garden Grove, Calif. Phones: (714) 537-9502 or 521-0171.

Ampex 600. . . New condition, never used commercially \$375.00. Federal peak limiter . . . 5 years old \$160.00. Box A-104, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

Complete FM and background music package less antenna. RCA BTF-3B kw transmitter, MI-7016 exciter, FME-50 Harkins multiplex exciter, SCT-2 Harkins 87 kc sub-carrier generator, 335-B Hewlett-Packard frequency-modulation monitor, 2 harmonic filters, 100 feet 1 5/8 coax, spare parts & tubes, now on 103.7 mc. Package \$5,250. No junk. Excellent condition. Going maximum power. Ken Freeman, WBBQ-FM, Augusta, Ga. 803-824-5441.

RCA limiter 86-A1, 2-Rust AM remote RF amplifiers. 1-Rust FM remote RF amplifier. 1-G.E. 7.5 kw., 3 phase regulator. 1-Dry-aire line de-hydrator. 1-Collins 3 wire tower lightning choke. 2-Fairchild 530 turntables with stereo and mono pickups. Box A-123, BROADCASTING.

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Augusta, Georgia

Management—(Cont'd)

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for West Coast AM-TV station. Must have heavy experience in Broadcast accounting, personnel, labor relations, general office management and purchasing. Resume must include: Experience, education, past earnings and salary requirements.

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OPPORTUNITY OVERSEAS

Engineer needed by international consulting firm to work in S. E. Africa. No U. S. income tax. Housing furnished. Must have recognized training, studio, transmitter experience in commercial or educational radio and TV. Teaching experience desired. Send qualifications to:

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Continued from page 93

casters Inc. (KTKN), Ketchikan, which filed opposition, party to proceeding. (South Eastern was granted CP on Jan. 23, 1963 for station to operate on 620 kc, 1 kw-LS, 500 w-N, and time to construct was later extended to Dec. 31, 1963.) Action Jan. 6.

■ By memorandum opinion and order, commission denied request by Cape Fear Telecasting Inc. (WWAY-TV, ch. 3), Wilmington, N. C., to stay effectiveness of Sept. 30 grant of application of Roy H. Park Broadcasting Inc. for new VHF-TV translator (W04AI) on channel 4 in Jacksonville, N. C., to rebroadcast programs of Park's station WNCT-TV (ch. 9) Greenville. Commissioner Cox dissented. Action Jan. 6.

■ Commission invited comments to notice of proposed rulemaking looking toward assigning FM channel 286 to St. Albans, W. Va. St. Albans-Nitro Broadcasting Co. and WCHS-AM-TV Corp., competing applicants for new FM's at St. Albans and Charleston on later's only remaining unoccupied channel 241, petitioned for St. Albans assignment to eliminate comparative hearing. Action Jan. 6.

■ Granted motion by Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y., for extension of time to Jan. 11 to reply to oppositions of Dutchess County Broadcasting Corp. (WKIP), Poughkeepsie, and Broadcast Bureau to WEOK's petition for reconsideration or rehearing in proceeding on application. Action Jan. 4.

■ By order, commission dismissed petition and accompanying request for expedited consideration filed December 22, 1964 by KWK Radio Inc. seeking reconsideration of May 27, 1963 decision which revoked license for KWK St. Louis for willful misconduct in connection with broadcast of two treasure hunt programs. Commissioners Bartley and Cox not participating. Commission refused to entertain petition for reconsideration on grounds that it was untimely filed and that "as result of adverse decision by United States Court of Appeals for District of Columbia Circuit, case is presently subject of petition by KWK seeking writ of certiorari from Supreme Court of United States and that, therefore, as petitioner itself recognizes, commission is without jurisdiction". Action Dec. 30.

Routine roundup

ACTION BY REVIEW BOARD

■ Granted request by Prattville Broadcasting Co. to extend time to Jan. 26 to file responsive pleadings to Broadcast Bureau's petition to further enlarge issues in proceeding on application and that of Billy Walker for new AM's in Prattville, Ala. Action Jan. 6.

■ Granted motion by Meredith Colon Johnston (WECP), Carthage, Miss., to extend time to Jan. 20 to file exception to initial decision in proceeding on AM application and that of William Howard Cole (WHOC), Philadelphia, Miss. Action Jan. 6.

■ Granted petition by Woodland Broadcasting Co. to extend time to Jan. 15 to file replies to exceptions to initial decision in proceeding on its application and that of KWEN Broadcasting Co. for new AM's in Vidor and Port Arthur, Tex., respectively. Action Jan. 5.

■ Granted joint motion by respondents Capital Broadcasting Co. and Lebanon Broadcasting Co., to extend time to Jan. 15

FOR SALE

Stations (Cont'd)

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to file oppositions to petition by Moberly Broadcasting Co. for reconsideration of Nov. 18 decision which denied application to make changes in ant. and ground systems of KWIX Moberly, Mo., continued operation on 1230 kc, 1 kw-LS, 250 w-N. Action Jan. 4.

ACTIONS ON MOTIONS

By Commission

■ Commission granted request by Southeast Mississippi Broadcasting Co. to extend time to Jan. 8, 1965 to file reply comments in Doc. 15690 with specific respect to proposal contained in RM-618 concerning FM assignments in Magee and Hazlehurst, Miss. Action Dec. 28.

■ Commission granted request by George W. Smith, licensee of KYMS(FM) Santa Ana, Calif., to extend time to Jan. 27 to file comments responsive to petition for rulemaking by Jeanette B. Banoczi, licensee of KGGK(FM) Garden Grove, Calif., and Richard C. Simonton, permittee of KRCS (FM) San Bernardino, Calif., looking to reassignment of channel 236 from San Bernardino to Garden Grove. Action Dec. 30.

By Chief Hearing Examiner

James D. Cunningham

■ Designated Examiner Thomas H. Donahue to serve as presiding officer in proceeding on applications of Birmingham Broadcasting Co. and Dorsey Eugene Newman for new AM's in Irondale, Ala.; scheduled prehearing conference for Jan. 27 and hearing for Feb. 23. Action Dec. 28.

By Hearing Examiner James D. Cunningham

■ Designated Examiner Forest L. McClenning to serve as presiding officer in proceeding on 16 applications for 1110 kc in Pasadena, Calif., area; scheduled initial prehearing conference for Jan. 28, at which time counsel for all participating parties shall be prepared to discuss to fullest extent applicable, in light of governing issues, all of pertinent items enumerated in Sec. 1.251 of commission's rules of practice and procedure, and hearings to commence on March 10. Action Dec. 28.

■ Designated Examiner Millard F. French to serve as presiding officer in proceeding on application of Brown Radio & Television Co. for renewal of license of WBVL and Barbourville-Community Broadcasting Co. for new AM, both Barbourville, Ky.; scheduled prehearing conference for Jan. 29 and hearings to commence on Feb. 16, 1965. Action Dec. 28.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of St. Albans-Nitro Broadcasting Co. and WCHS-AM-TV Corp. for new FM's in St. Albans and Charleston, W. Va., respectively, in Doc. 15593-4, granted WCHS-AM-TV Corp. request to continue among other procedural dates Jan. 25 engineering conference to March 26 and Feb. 4 prehearing conference on April 7. Action Dec. 31.

By Hearing Examiner Charles J. Frederick

■ Scheduled further hearing for Jan. 18, 1965 in proceeding on revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga., WDMG Inc., for renewal of license of WDMG Douglas, Ga., WMEN Inc. for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla. Action Dec. 29.

By Hearing Examiner Jay A. Kyle

■ Upon request by Broadcast Bureau and with concurrence of all other counsel, rescheduled Jan. 18 prehearing conference for Jan. 19 in proceeding on AM application of Progress Broadcasting Corp. (WHOM), New York. Action Jan. 4.

■ Granted petition by Bigbee Broadcasting Co. to extend time to Jan. 4 to file replies to Broadcast Bureau's opposition to applicant's petition for leave to dismiss application for new AM in Demopolis, Ala. Action Dec. 29.

■ In Springfield, Ill., TV channel 26 proceeding in Doc. 15449, 15450, granted applicants' joint request to continue to dates to be hereinafter determined Dec. 31 date for parties to supplement pleadings with respect to Springfield Telecasting Company's motion to dismiss application of Midwest Television Inc. and Jan. 5 hearing conference. Action Dec. 30.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In Chicago, TV channel 38 proceeding in Doc. 15668, et al., denied untimely filed petition by Chicago Federation of Labor

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 6

	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS for new stations
AM	Lic. 3,987	59		71	383
FM	1,186	94		217	278
TV	548 ¹	40		93	187

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 6

	VHF	UHF	TV
Commercial	510 ²	163	673
Noncommercial	58	56	114

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Nov. 30, 1964

	AM	FM	TV
Licensed (all on air)	3,950	1,174	555
CP's on air (new stations)	50	70	31
CP's not on air (new stations)	76	211	84
Total authorized stations	4,076	1,455	670
Applications for new stations (not in hearing)	187	198	66
Applications for new stations (in hearing)	69	54	63
Total applications for new stations	256	252	129
Applications for major changes (not in hearing)	194	67	35
Applications for major changes (in hearing)	34	4	10
Total applications for major changes	228	71	45
Licenses deleted	0	1	0
CP's deleted	1	0	4

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

trans.; correct geographic coordinates and delete remote control operation.

KLOU Lake Charles, La.—Granted license covering changes in directional ant. system.

WCMS Norfolk, Va.—Granted license covering change in ant.-trans. location and installation of new trans.

WCOP Boston—Granted license covering changes in ant. system.

Actions of December 30

KFML Denver—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 1 kw between hours of 4 a.m. and local sunset until final decision is reached in Doc. 14419 or until directed to terminate operation, whichever occurs first.

WPRT Prestonburg, Ky.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 1 kw between hours of 4 a.m. and local sunset until final decision is reached in Doc. 14419 or until directed to terminate operation, whichever occurs first.

WNET Caguas, P. R.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 1 kw between hours of 4 a.m. and local sunset until final decision is reached in Doc. 14419 or until directed to terminate operation, whichever occurs first.

KMAG(FM) Fort Smith, Ark.—Granted mod. of CP to change type trans. and type ant.

WKIC-FM Hazard, Ky.—Granted license covering installation of new trans. and increase in ERP.

KPEL Lafayette, La.—Remote control permitted, while using non-directional ant.

KTOP Topeka, Kan.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WOPA-FM Oak Park, Ill.—Granted CP to increase ERP to 17 kw, continued operation on channel 274 (102.7 mc); ant. height 230 feet.

KCON Conway, Ark.—Granted mod. of CP to increase daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans., and make changes in ant. and ground systems; conditions.

Following were granted extensions of completion dates as shown: KROC-FM Rochester, Minn., to June 15; KTXJ-FM Jasper, Tex., to April 15; KXLV(FM) Las Vegas, to April 30; WTIO(FM) Charleston, W. Va., to June 18; WTCO-FM Campbellsville, Ky., to June 15; WCOA-FM Pensacola, Fla., to June 15; KCRA-FM Sacramento, Calif., to April 1.

Actions of December 29

WSDR Sterling, Ill.—Granted license covering increase in nighttime power.

WHK Cleveland—Granted license covering changes in DA system and in ground system.

WSGW Saginaw, Mich.—Granted licenses covering use of main nighttime trans. as auxiliary daytime trans.; and use of main daytime trans. as auxiliary nighttime trans.

WFOX Milwaukee—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WCHB Inkster, Mich.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WCPO-FM Cincinnati — Granted license covering installation of trans. and change in ERP; specify type trans.

*KBYU-FM Provo, Utah—Granted mod. of CP to install new ant.

Action of December 28

KBIZ Ottumwa, Iowa—Remote control permitted; condition.

Action of December 24
KAWT Douglas, Ariz.—Remote control permitted.

Rulemakings

PETITIONS FOR RULEMAKING FILED

New York—Theodore Granik. Requests following amendments to TV table of channel allocations: (all cities in New York) Pompton Lakes: assign 14; Poughkeepsie: delete *21, add 42; Islip or Easthampton: add 21, and Oneonta: add *15 and 76. Mr. Granik gave additional proposal as follows: Pompton Lakes: add 15, and Oneonta: delete 15, add 42 and 76 and reserve either for educational purposes. Received Dec. 28.

WRIN Rensselaer, Ind.—Jasper County Broadcasting Corp. Requests amendment of FM table of allocations to assign channel 249A to Rensselaer. Received Dec. 28.

and Industrial Union Council to add "Evansville Issue" as to sufficiency of funds with respect to application of Chicagoland TV Co. Action Dec. 29.

By Hearing Examiner Elizabeth C. Smith

In Cleveland, TV channel 65 proceeding in Doc. 15249, 15250, granted Cleveland Telecasting Corp. request to reschedule Jan. 6 prehearing conference for Jan. 27. Action Jan. 4.

BROADCAST ACTIONS

by Broadcast Bureau
Action of January 4

WJIZ(FM) Albany, Ga.—Granted mod. of CP to change type trans. and type ant.

Actions of December 31

Granted licenses for following AM's, and specify type trans.: WBBR Travelers Rest, S. C.; KWRC Woodburn, Ore., and specify main studio location and remote control point; KHIP Albuquerque; WBZB Selma, N. C.

Granted licenses covering increase in daytime power and installation of new trans. for following: KORK Las Vegas; KOSA Odessa, Tex.; KPRM Park Rapids, Minn.

Granted licenses covering installation of auxiliary trans. for following: KLEA Lovington, N. M.; WCPC Houston, Miss.; KUKA San Antonio, Tex.

WZEP-FM De Funiak Springs, Fla.—Granted CP to replace expired permit for new FM.

WWOG(FM) Boca Raton, Fla.—Granted extension of completion date to June 30.

Granted renewal of licenses for following TV translators: K07CY, K09CY, K11DF, Uintah county, Redwash and Bonzana and Vernal, Utah; K02BX, K06BX, K10BH, R.V.T.V. Repeater Association, Round Valley, Ariz.; K70BJ, K74AV, El Paso Natural Gas Co., Navajo Compressor Station, Ariz.; K70BO, K72BI, Williams-Ash Fork Associated T.V. Committee, Williams, Ariz.

KACY Port Hueneme, Calif.—Granted license covering changes in DA-D pattern.

WAIR Winston-Salem, N. C.—Granted license covering change in ant.-trans. location and changes in ground system; re-describe main studio location, and specify type trans.

WCNX Middletown, Conn.—Granted license covering increase in power and changes in transmitting equipment.

KNCO Garden City, Kan.—Granted license covering increase in power and installation of new trans. and DA-D; specify type

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In this age of the jet, it's really not far from Dubuque, Iowa, to New York. But for Elizabeth Bain, it was an itinerary of many U. S. cities and nearly 20 years.

And when she left her midwest teaching job, she had little idea that today she would be charged with the responsibility of spreading the influence and prestige of the American Women in Radio & Television throughout the world.

This is a tall order, but those acquainted with the president of AWRT are confident that she has the ability and diligence for the task.

She is in the forefront of an AWRT international program designed to strengthen ties among broadcasters everywhere.

Miss Bain, who spends her working days as assistant to the vice president in charge of CBS Television Stations program services, notes that AWRT is attempting to implement this global project through a three-part effort: an international broadcasters program, in cooperation with the foreign specialist branch of the Office of Cultural Exchange, Department of State, which sponsors visits of foreign, English-speaking broadcasters to the U. S. to participate in the American system of broadcasting and in community activities through AWRT's 39 chapters; an international television-radio information center, and a service organization to provide programing, production and technical assistance to foreign broadcast operations.

These projects, according to Miss Bain, come under the supervision of the Educational Foundation of AWRT. The international broadcasters program already is in operation and since 1962 12 women from overseas organizations have participated in the undertaking.

One Source for Everything ■ Miss Bain regards the establishment of the international center as a "particularly important" effort and explains:

"It will be a clearing house for broadcasters all over the world. For instance, at the present time students doing graduate work in broadcasting and related fields have no one reference library to use when composing their theses. The proposed information center would have on file all available facts pertaining to the industry."

There is a definite need for this type of central information library within broadcasting, she says, but acknowledged it has been difficult to sell the concept.

"I think we're ahead of the industry on this project," she stated. "We're willing to do the spadework, but it should be a cooperative effort on the part of all broadcasters."

The third project of the AWRT foundation, a service organization, is envisioned by Miss Bain as a "Peace

Her horizons have no boundaries

Corps of broadcasters." Programing, production and technical aid would be provided for foreign broadcasting operations; graduate level lecturers in related fields would be provided; programs and spots to implement local needs would be produced for use in the U.S. and abroad.

Miss Bain concedes that the main problem faced by the foundation is money.

"Some funds," she says, "have been pledged by corporations interested in our projects. But the main contributions will have to come from the industry itself."

Miss Bain, with a quick smile that bespeaks her pleasant manner, last week told how her career in broadcasting began while attending Clarke College in Dubuque about 30 years ago:

"I was a member of a string ensem-

ble that had a show on a local radio station. Prior to each show, the group rehearsed and timed the selections to be performed. We began to notice that we were playing less and less music even though the length of the show remained the same.

Enter: Clutter ■ "Then we found out that we had so many sponsors we didn't have much time left to perform. That was my first introduction to clutter."

Miss Bain's knowledge of music—she has been a violinist "for more years than I can remember"—led her to the Dubuque school system as a music teacher. And she might have remained in teaching but for one drawback: "The kids were wonderful to work with—it was the parents. . . ."

From Dubuque she went on to Los Angeles as music librarian of KFI. Eventually she landed at Chicago's WGN-TV just as the station was getting set to go on the air.

"They wanted me to build their music library mainly, and to handle some film duties. My boss later said he 'might use a little film'—the biggest understatement of the year—and asked if I would take over the film department. That is when I made the decision to switch from the music to the film field."

She moved to CBS-owned WBBM-TV Chicago in 1957 as head of the film department.

"I tried to get Liz back into the CBS family several times after she left WBBM-TV," Hal Hough, her boss at CBS Television Stations, recalls, "and happily I succeeded about two years ago."

Miss Bain estimates that she screens some 400 feature films each year for the five CBS-owned TV stations.

A close colleague called her "one of the most knowledgeable people in the film business and in a difficult job."

She appraises feature films and recommends the time period—daytime, early evening or late night—most suitable for telecast and what parts, if any, should be edited from the films to conform to CBS and National Association of Broadcasters code standards. And, her recommendations carry weight.

She obviously is a very busy woman, too. Apart from her duties at CTS and her activities with AWRT, Miss Bain is president of Ware & Bain Inc., an automatic dry cleaning establishment in Manhattan. Miss Bain, although reluctant to talk freely about the enterprise, concedes that it has been "an interesting business" to develop.

Miss Bain, who lives with her mother in Manhattan, says that she has little leisure time left after all her business activities.

But as for the adage about all work and no play, friends of Elizabeth Bain are quick to point out that she is a living refutation of the saying.

WEEK'S PROFILE



Elizabeth Ellen Bain—assistant to VP, Columbia Television Stations program services; pres. of American Women in Radio and TV, 1964-65; b. Oct. 8, 1913 Dubuque, Iowa; BA summa cum laude, Clarke College, Dubuque, 1935; student of U. of Dubuque, Northwestern U.; music teacher public schools Dubuque, 1935-41; chief hostess, Lutheran Service Center, San Francisco, 1941-42; music librarian, KFI Los Angeles, 1941-42; traffic director, WCFL Chicago, 1942-48; film director, WGN-TV Chicago, 1948-57 film director, WBBM-TV Chicago, 1957-58; director film programing, Metropolitan Broadcasting Corp., New York, 1958-59; executive director participating agreements, United Artists Assoc., 1959-1961; pres. Ware & Bain Inc., 1962; member of AWRT, Radio-TV Executives Society, Television Academy of Arts & Sciences.

Wider crack in the Liberty Bell

NEWSMEN of all media have common cause to be alarmed at the adoption on Dec. 29 by the Philadelphia Bar Association of what amounts to a proposal to impound all information about criminal cases except the testimony that is taken in open court.

As reported in this publication last week, the Philadelphia Bar Association, in a voice vote taken among some 700 of its 3,700 members, adopted a set of guidelines that would prevent lawyers from talking to newsmen about criminal cases, prevent newsmen from seeing police and court records and exclude from courtrooms all cameras and television and radio equipment. If the Pennsylvania courts were to invoke the rules that the Philadelphia lawyers have proposed, investigative reporting would be severely—perhaps fatally—circumscribed.

This procedure might be acceptable if it could be assumed that all policemen were honest, all lawyers honorable and equally skilled, all judges wise and uncorrupt and all juries just and intelligent. As the history of criminal prosecutions in this country has gone so far, that assumption seems premature. Responsible journalism is still needed to provide the public with independent knowledge of what its police and courts are up to.

As reported elsewhere in this issue, representatives of five associations of working newsmen—the Radio and Television News Directors Association, the American Society of Newspaper Editors, Sigma Delta Chi, the Associated Press Managing Editors Association and the News Photographers Association—are attempting to agree on some kind of joint action that will counter the moves to dry up sources of information about criminal cases. Their work must be encouraged and accelerated.

But while the effort proceeds toward a national program of joint action by the five organizations, local developments cannot be ignored. In every city newsmen of all stripes must be ready to defend their position if their local bar associations begin moving as the Philadelphia bar has moved. In this case intermedia rivalries must be suppressed for the good of the country.

That boycott threat again

THE secondary boycott will become once more a legal as well as lethal instrument with which to bludgeon broadcasters and their advertisers if a year-end decision of the National Labor Relations Board is permitted to stand.

The decision was the board's second in a case involving Corinthian Broadcasting's KXTV(TV) Sacramento, Calif., and two union locals. By strangely coincidental juristics—or singular stubbornness—the NLRB's second decision carries substantially the same effect as the first, which had been rejected by a federal court and remanded to the board.

On its second try, the board held that the unions had indeed sent letters to KXTV advertisers and appealed for consumer support in efforts to achieve "a total boycott of all products produced by companies advertising on KXTV." But, the board added, this admittedly coercive activity is "protected" elsewhere in the law by a clause allowing unions to engage in "publicity, other than picketing," in certain circumstances. It is a philosophy that the NLRB has been trying to establish for a long time.

The result is that the secondary boycott, although prohibited by the National Labor Relations Act, is given the appearance of legality when used against broadcasters and their clients. There is some doubt about whether picketing

would be permitted, but that is a small consolation. If the decision stands, unions will be free to perfect this weapon in deadly practice, and even when they don't use it, its mere availability will be a threat at any bargaining table.

Corinthian has spent much time and money in fighting the case thus far, and in the process it has performed a major service for broadcasters, their clients and businessmen generally. We hope it will appeal back to the courts and be supported not only by the National Association of Broadcasters, which participated actively the last time, but also by individual broadcasters to the extent that they may legally join in. The issue is important to any broadcaster who may ever negotiate with a union.

Younger's oldster

OF the welter of bills relating to communications introduced in the new Congress last week, the one least likely to receive early or favorable consideration is potentially the most important of the crop.

It is the bill (HR 927) offered by Representative Younger (R-Calif.), for the third time, to create a department of transportation and communications, to embrace regulation of all transportation on land, sea and air, as well as all communications whether by wire, radio, television or space.

What has motivated Mr. Younger, a senior minority member of the House Commerce Committee, isn't clear. The idea, however, is far from new. Such proposals were advanced during the Hoover administration a generation ago and many times thereafter, but got nowhere.

The reasons for rejection, potent then, are infinitely more convincing now. Transportation services are common carriers, open to all comers. Their tolls are subject to approval, whether intrastate through utility commissions, or interstate, through the federal agencies. Broadcast services, which constitute only a part of the FCC's regulatory domain, are not common carriers and are not subject to rate regulation. They are mass media protected under the First Amendment.

A better course would be the appointment of a special assistant to the President to oversee the activities of the sensitive agencies, such as the FCC, Federal Power Commission and Federal Trade Commission. This general idea was proposed by the late James M. Landis early in the Kennedy administration but was voted down by the Congress in its desire to retain control of independent agencies.



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