Spot TV billings move briskly, surpass 1963. p21
Cigarette advertisers to turn new leaf in '65. p24
NCTA challenges validity of Fisher report on CATV. p32
ABC-TV gets 2 years of baseball for $12.2 million. p44
How one of our shareholders picked up some capital

Who are the people who own the investor-owned electric light and power companies?

Well, you never know. One shareholder of an electric company is a boy who got the money to buy his first share by collecting and returning empty pop bottles.

Then, of course, many shareholders are housewives and mothers. Along with thousands of just plain Joes who bring home the bacon. And there are hundreds of insurance companies, banks and pension funds that put people's money to work in electric company securities.

Our pop-bottle boy and more than 4,000,000 other shareholders are direct owners of the electric light and power companies—making up one of the most widely owned industries in America. And its indirect investors—the people with money in savings banks, insurance policies and pension funds—are numbered in the tens of millions.

Thus from the savings of millions of people, a mighty river of finance flows into this and other industries that have helped give us the best electric service and the highest standard of living in the world.

Isn't it wonderful to be part of a country where there is hope and opportunity even in an empty pop bottle?

You've got good things going for you with service by Investor-Owned Electric Light and Power Companies*

*Names of sponsoring companies available to you through this magazine.
The music: Frequently heard are Mr. Sinatra, Mr. and Mrs. Lawrence and others (vocal and not so vocal) of their ilk. Impressive sounds that appeal to Baltimore’s adult listeners.
The news: Comprehensive CBS Metromedia News Team.
WCBM’s local staff. Responsible adults demand it. Responsible WCBM Radio delivers it.
The local shows: “Dialing for Dollars.” Popular with listeners, popular with sponsors.
“Conversation Piece” and “The Joe Pyne Show.” Fast becoming the talk of the town.
Sound like an exciting station? Of course it does.
want adult audience for daytime 60's?

KRLD-TV has it for you. 53% of the entire adult Dallas-Fort Worth television viewing audience (per average quarter-hour, 9 a.m. to 5.30 p.m., Monday thru Friday)* is yours with a Channel 4 schedule.

This means that your product or service is exposed to 73,250 adults per average quarter-hour — more adults than the other three stations in the market combined.

Get your message to the buying audience — the adults. See your ADVERTISING TIME SALES representative for avails on KRLD-TV.

*ARB October '64

represented nationally by Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

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

Biggest controversy at Palm Springs, Calif., meetings of National Association of Broadcasters boards next month is apt to develop from discussion of NAB's policy on community antenna television. Influential NAB members are now divided widely on question of how extensive federal regulation of CATV ought to be, as indicated by stormy sessions last week of NAB's committee that has been trying to draft association's CATV position (see page 33). At moment odds don't favor resolution of differences between now and Jan. 25-29, period of board meetings.

Until last week it had been thought that another matter would dominate board sessions—proposal by association's selection committee for study of NAB reorganization (Broadcasting, Dec. 14). But although reorganization is matter for combined radio and TV boards and CATV policy concerns TV board only, latter issue now promises to cause more fireworks than reorganization plan.

Big one coming up

TV broadcasters trying to assess 1965 business prospects may draw encouragement from newly compiled figures of Broadcast Advertisers Reports. Monitoring firm, which has quietly been estimating brand expenditures on TV stations in top 75 markets, is expanding this operation to include projections for year ahead, market by market and station by station. Projections will be adjusted as year goes along to take accumulated past activity into account. Currently, based on July-November estimates, BAR foresees $1,053,997,000 in nonnetwork TV billings (national and regional spot and local) in 1965. That would be a two-year gain of 23% over $856,821,000 reported by FCC for 1963, latest year for which official figures are available. BAR's projection covers same 276 markets in FCC's 1963 report.

FCC and CATV

FCC is setting aside one and possibly two days next month for complete review of problems related to community antenna television, as part of effort to fashion policy. Jan. 28 has been set aside for special meeting, with Jan. 29 reserved if needed for further discussion. Dr. Martin Seiden, economist retained by commission last summer to make intensive study of CATV and pay television and their relationship to broadcasting will discuss his findings with commissioners. His report is expected to be completed by then.

Commission may consider at January meeting question of renewing licenses of TV stations having common ownership with CATV's in their Grade B contours. These applications have been deferred pending conclusion of inquiry into CATV-TV cross ownership. But there is some sentiment for changing that policy. Question of what to do about renewal applications of six stations with CATV ownership-overlap problem was passed over at special multiple ownership meeting last Friday.

More mutuals

While broadcasters are scurrying to gather information on public ownership of their group-station operations for coordinated presentation of facts to FCC, another organization has compiled its own list of cross-ownerships of broadcast stations through public stock holdings. It's Investment Company Institute, a trade association of mutual funds, and its findings, according to one communications attorney, "far exceed" previous estimates of extent of multiple holdings by funds. Institute is reluctant at this point to reveal data but will probably present findings to commission.

Live action

FCC had another go-round at meeting Wednesday on question of local programming in connection with deferred renewal applications of three Illinois television stations. When it was over, commission had tentatively decided to grant renewals of all three—WEEK-TV and WTVH(TV) Peoria and WGM-TV Quincy. Staff had questioned whether stations had made good on promise to pre-empt network programs for local live programs, particularly in prime time (Broadcasting, Dec. 14). But commission rejected staff proposal for closer scrutiny of programming.

Preliminary vote to renew was 4-3 in cases of WEEK-TV and WGM-TV (for which staff had recommended letters of inquiry) and 6-1 in case of WTVH (TV) (for which staff had recommended grant because of some specials produced by parent Metromedia that station carried). Dissenter in all three cases was Commissioner Kenneth A. Cox, who feels stations have obligation to meet local needs with local programming. Final vote on applications was deferred pending filing of a dissent by Commissioner Cox. He was joined in opposing two grants by Chairman E. William Henry and Commissioner Frederick W. Ford.

Still loaded

Despite sweet talk that FCC's new radio license renewal form, which is due to get approval this week, is watered-down version of original, it will nonetheless invoke program controls heretofore opposed as constituting censorship. Incorporated in final version are those 14 program categories promulgated in July 1960 as guidelines, but which now would be part of requirements for new licenses or renewals. And separate television renewal form would embrace same provisions.

Even though FCC at this Wednesday's meeting (final scheduled session for 1964) is expected to adopt broadcast form, it won't be released. Budget Bureau approval (ostensibly to prevent undue paper work) is needed and FCC could have hard time there. Although final draft eliminates counting of spots and percentage breakdowns by categories for typical week, these improvements are trivial compared to program points which are regarded as constituting unvarnished censorship. And staff, it's understood, is still bucking for percentage breakdowns.

Another way in

Broadcasters who have fought against variations from established pattern of VHF allocations may be expected to protest if FCC confirms action it tentatively took last week to approve move of KBMT(TV) (ch. 12) Beaumont-Port Arthur, Tex., to point 20 miles nearer KSLA-TV Shreveport, La., than standard mileage separation. KBMT argues it must move to become competitive with other stations in area.

Move of KBTM, like one granted WWGC(TV) (ch. 13) Hampton, Va., last summer, is regarded by some as weakening argument against drop-ins of short-spaced TV's into number of markets now served by one or two stations. Both KBTM and WWGC are affiliates of ABC-TV—which has been strongest advocate of drop-ins. FCC Commissioner Robert E. Lee, who opposes VHF drop-ins on grounds they will obstruct UHF development, is said to be writing dissent in KBMT case.
Because of a remarkable response to its first, award-winning series, this prime-time religious discussion is well into its second year as a focal point of the Baltimore movement toward Christian Unity.

The first Television program of its kind anywhere, this unique exploration of the similarities and differences between the branches of Christianity continues to lead the community’s congregations to regard each other’s beliefs with understanding and sympathy instead of distrust and suspicion.

FAITH TO FAITH—A DIALOGUE presents a Protestant minister and a Roman Catholic priest in a comparison of their respective beliefs. It is not a debate, but an expression of the religious compulsion of our time which seeks to bridge the chasm which has too long divided the Christian World.

A combined effort of this country’s first Commission for Christian Unity, instituted by the Archdiocese of Baltimore, and the Maryland Council of Churches, it fulfills a high need of this community; it is being re-broadcast in other areas, and it coincides with the finest concepts of service to the public by Television.

In Maryland Most People Watch

WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION

TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by THE KATZ AGENCY, INC.
Eight of 10 TV stations are doing brisker spot business this December than last, BROADCASTING survey finds. Only 7% of stations say their business has declined. Average gain for December: 20.5%. See...

**SPOT TV TEMPO QUICKENS ... 21**

RCA negotiates for merger with Prentice-Hall Inc. Textbook publishing firm would be controlled by RCA through exchange of stock worth some $140 million. Both companies have yet to approve merger. See...

**RCA, PRENTICE-HALL MAY MERGE ... 42**

Saturday afternoon baseball package goes to ABC-TV. Price could go as high as $12.2 million for two years. Eighteen ball clubs are included in initial deal. Yankees are out, but Phillies may sign. See...

**BASEBALL HITS BIG TV MONEY ... 44**

Cigarette advertising code, effective with start of new year, makes presence felt. Advertisers and agencies geared to conform to requirements. Code bans appeals to youth and claims that smoking is good. See...

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BMI's Burton writes to broadcasters in rebuttal to charges contained in suit filed by Justice Department. Letter says Justice has no facts behind contents and complains about role of ASCAP. See...

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National Community Television Association fights back against National Association of Broadcasters' Fisher report on CATV's impact on local TV's. Report at best is "of dubious validity," NCTA says. See...

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Teleprompter's Kahn charges that CBS filed suit against CATV's in attempt to "harass Teleprompter." CBS copyright suit may prompt countersuit for "damages or delays" that may result, Kahn says. See...

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CBS New's Fred Friendly announces shifts in responsibilities of top administrative personnel, says no more changes are planned. Blair Clark resigns as director of international operations. See...

**CBS NEWS SHUFFLES TOP MEN ... 45**

Tigers burn bright on TV screens as advertising agencies turn to beasts to sell everything from gas to hair tonic. History of campaigns with tiger motif culminates in year when roar rings cash register. See...

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*BROADCASTING*, December 21, 1964

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**Broadcasting**

The businessweekly of television and radio

Published every Monday, 53d issue (Yearbook Number) published in January by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $9.50. Annual subscription including Yearbook Number: $13.50. Add $3.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales Street, N.W., Washington, D.C. 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.
Last month's special on yellow was so successful, this month we're having one on heliotrope.

Think what this means if you have some heliotrope eggs left over from Easter—you can advertise them in full color at no extra cost! But if your product isn't heliotrope, don't despair...we'll give you the same break. You see, WFGA-TV is a COLOR station. We've been colorcasting news, weather, station breaks, movies, feature programs, promos, and everything possible in color for over 6 years, and we wouldn't think of charging extra for it. Incidentally, this is a good place to test your new color commercials. See your PGW Colonel.
A brake on growth of TV groups

FCC decrees that no owner of VHF in top 50 markets can buy another top-50 VHF without an FCC hearing

FCC Friday (Dec. 18) moved to obstruct consolidation of VHF station ownerships in major markets. From now on acquisition of VHF television station in any of 50 biggest TV markets by anyone already owning one or more V's in top-50 group will get virtually automatic FCC hearing.

Commission said all such applications filed after Dec. 18 will be designated for hearing, "absent a compelling affirmative showing" as to why sale should be approved without one (see page 38).

Policy is interim measure, pending changes in ownership rules to prevent "concentration of control and encourage development of diversity" in presentation of information.

Commission expressed concern over degree of multiple-ownership concentration in major markets, but said it does "not now propose a divestiture of existing interests."

Staff was instructed to bring back proposals for amending ownership rules—"as soon as possible," according to one official.

Numbers to Percentage • Instructions given staff were said to be "vague" and to provide for considerable "flexibility." However, it's known that one proposal considered at special meeting Friday would change basis of ownership limits from numbers of stations to percentage of population served by licensee's radio and television stations, as well as by newspapers in which he holds interests.

Another proposal would limit number of stations licensee could own within certain brackets of markets—no more than three VHF's in top 50 markets, to cite one possible example.

In any case, one commissioner said, aim would be to prevent multiple owners from acquiring properties in major markets to extent that is now possible.

It wasn't clear Friday whether proposals to be developed will be limited to TV or will include radio as well. "We might try to do the whole job at once—that is, radio and TV—or do the job in stages," said one commissioner.

Commission adopted interim policy by 5-1 vote. Commissioner Rosel H. Hyde dissented and Commissioner Frederick W. Ford was absent.

Concern • In its notice, FCC expressed concern over "marked increase" in extent of multiple ownership, particularly in VHF's in largest markets.

Commission noted multiple TV station owners increased from 81 to 134 between 1956 and 1964 and number of TV stations owned by multiple owners increased from 203 to 372 during same period. Number of individually owned TV stations declined from 265 to 194.

FCC also noted "clearly discernible pattern of the largest multiple owners concentrating their holdings in the largest markets." FCC said eight multiple owners holding maximum allowable number of VHF's (five) have 40 VHF's, 22 of them in top 10 markets, 32 in top 25 and 38 in top 50.

VHF Concentration • Commission said it believes trend to concentration in VHF service is sufficiently serious to require adoption of interim policy pending "formulation of more comprehensive proposals."

Wrong Approach • Commissioner Hyde, in his dissent, said new policy would not encourage diversity in ownership but would, in fact, have opposite effect.

He said it would limit effectiveness of competition of other broadcast interest as against national networks "the dominant forces in the industry."

"I see no reason why the commission should feel that larger units should not be permitted to compete in the larger markets where the number of facilities is the greatest and the competition is the strongest," he said.

Top 50 TV market list was taken from 1963 American Research Bureau ranking based on net weekly circulation:

**TOP 50 TELEVISION MARKETS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market</th>
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<tbody>
<tr>
<td>1</td>
<td>New York</td>
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<td>2</td>
<td>Los Angeles</td>
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<td>Chicago</td>
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<td>Providence, R. I.</td>
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<td>St. Louis</td>
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<td>Hartford-New Haven, Conn.</td>
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<td>Dallas-Ft. Worth</td>
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<td>Cincinnati</td>
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<td>Minneapolis-St. Paul</td>
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<td>Baltimore</td>
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<td>Kansas City, Mo.</td>
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<td>Charleston-Huntington, W. Va.</td>
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<td>Saginaw-Bay City-Flint, Mich.</td>
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<td>Oklahoma City</td>
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<td>49</td>
<td>Greensboro-Winston-Salem, N. C.</td>
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**Warner Bros. shows loss, TV income down**

Warner Bros. Pictures Inc. for fiscal year ended Aug. 31 experienced net loss of more than $3.8 million. "These results are disappointing and were due to higher production costs and poor acceptance of the company's products," firm said.

Television income was also down from 1963, Warner Bros. said, with two half-hour comedies and cartoon shows representing extent of on-network properties. It is now preparing six half-hour comedies, four hour dramas and hour adventure-comedy. Warner Bros. expressed hope its film "My Fair Lady" will be big money-maker this year.

Year ended Aug. 31:

<table>
<thead>
<tr>
<th>1964</th>
<th>1963</th>
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<tr>
<td>Sales</td>
<td>$8,391,000</td>
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<tr>
<td>Net income (loss)</td>
<td>-1,137,000</td>
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<td>Shares outstanding</td>
<td>4,600,000</td>
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No more percentages

Initial reaction to official adoption of advertising industry code, effective Jan. 1, 1965 (see page 24), came from American Tobacco Co., which has discontinued labeling tar and ash contents of its Carlton and Montclair filter cigarettes. Move apparently resulted from code provision stating that "no cigarette advertising shall be used which refers to the removal or the reduction of any ingredient in the mainstream smoke of a cigarette."

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**AT DEADLINE**

Late news breaks on this page and on page 10

Complete coverage of week begins on page 21

**BROADCASTING, December 21, 1964**
WEEK'S HEADLINERS

Election unit, also named assistant director of TV News, and Robert Wussler, production director of Election Unit, becomes director of special events unit. Blair Clark, director in International Operations, Paris, has resigned. He once held post as VP and general manager of CBS News.

Louis Hausman, VP and general executive of NBC, resigned last week, effective mid-February, to "take a few months off" for travel and relaxation. He said he would probably go to Europe and, on his return, decide what his next move will be. There has been speculation he might enter government work. His resignation came on 25th anniversary of his entry into broadcasting at CBS, where he was an official for 19 years. He then served three years as Television Information Office's first director before moving to NBC in mid-1962. He has participated in NBC policy formation and had overall responsibility for public information, corporate affairs and standards-and-practices activities.

Craig Lawrence, VP of CBS-owned television stations division and National Sales since 1956, appointed executive VP of division. He will continue present duties, and will assist Merle S. Jones, president of division, in policy and management matters affecting all departments. Mr. Lawrence joined CBS in 1956 as general manager of WCBS-TV New York and was named director of station administration in 1964.

Clinton E. Frank, president of Chicago agency bearing his name, becomes chairman of executive committee in management changes announced last week. He continues as chief executive officer. Hill Blackett Jr., senior VP, named board chairman and Philip E. Bash, senior VP, named president. John J. Carver and John D. Kenner, account executives, named VP's.

New York to start statewide ETV network

New York Governor Nelson Rockefeller disclosed plans Friday (Dec. 18) for statewide UHF educational television network. In later stages it would provide for open circuit coverage of all of state. Governor said it would cost $118.8 million to put network into operation in six-phase program carrying into 1975.

Plan, developed by state university president Dr. Samuel B. Gould—former president of WNDT (TV), New York area educational station—calls for initial installation of microwave facilities connecting four of state's universities.

State university has construction permits for U's in Binghamton, Buffalo, Ithaca, Rochester and Syracuse.

SDX chapter joins foes on news control

Opponents of news media strictures proposed by Philadelphia Bar Association (see page 46) added Greater Philadelphia chapter of Sigma Delta Chi, national journalistic society, to ranks last week.

Proposed guidelines "would be a dangerous first step toward muzzling the news media of this city," SDX chapter said. Society said bar association's policy statement "represents an alarming attempt to abrogate the right of essential freedoms guaranteed by the Bill of Rights."

Antenna-farm plan still thought unsatisfactory

Representatives of broadcasting industry expressed criticism Friday (Dec. 18) of draft of proposed FCC rulemaking to establish antenna farms for broadcast towers. Proposal would provide machinery for establishing farms which would have prior approval of Federal Aviation Agency (BROADCASTING, Sept. 14).

Industry representatives, called in by FCC for consultation on proposal, said draft is essentially same as one they had objected to previously. Major objection is that draft, they feel, gives FAA "veto power" over location of farms and tower heights.

Industry representatives discussed draft with Commissioner Frederick W. Ford and commission staff members. Commissioner Ford said he will review criticisms with staff to determine what changes, if any, should be made and would submit proposal to commission at meeting Wednesday (Dec. 23).

Semit will seek 4 new CATV's in Pa.

Semit Cable TV Co., with ownership related to WEJL Scranton, Pa., will apply for community antenna television franchises in Scranton, Dunmore, Carbondale and Pittston, all Pennsylvania, firm announced last Friday (Dec. 18).

Edward J. Lynett, director of Semit, owner of WEJL and publisher of Scranton Times, said expectation that FCC will clarify policy on CATV in near future prompted Semit's move. It will apply in Scranton and Dunmore Jan. 4, later in Carbondale and Pittston, he said.

Mr. Lynett said Scranton city council delayed action on two CATV applications in September because of lack of clear FCC course. Scranton Community Antenna Corp. and Scranton Broadcasters Inc. (Jerrold Electronics Corp., Philadelphia CATV equipment manufacturer and system owner), are other applicants there.

Semit Cable plans to carry Scranton area TV's—without duplication of their signals by distant stations—New York City independent TV's, FM stations and possibly educational stations in New York and Philadelphia, areas, it was learned.
"E-h-h-h, What's up, Doc?"

100 New-To-Television Cartoons

One hundred of the most lavishly produced cartoons ever created by Warner Bros. for theatrical distribution are now available to television stations. These fully-animated post-'47 productions have never traveled the rabbit-ears of a TV set before. They star Bugs Bunny, Daffy Duck, Elmer Fudd, Foghorn Leghorn, Road Runner, Speedy Gonzales and other world-renowned Warner Bros. personalities. Running 6 to 6½ minutes each, these 100 new-to-television cartoons are available in black-and-white or color. An-n-n-d...that's what's up, Bugs!

Warner Bros. Cartoons—Series '64
What makes a great salesman?

In the smoke filled ballroom of the plush Waldorf Astoria, after 33 days of head to head play, Ely Culbertson won his final bid and the match to decide the number one bridge player in America. This Romanian born card player, son of an American oil man and a Cossack Chief's daughter, inventor of the Culbertson System made ten million American families contract-bridge happy and in the process, made himself a millionaire.
With deliberate planning, psychological methods and a theatrical personality, Ely Culbertson sold contract-bridge through books, syndicated newspaper columns and radio shows. He traveled thousands of miles visiting bridge clubs and playing exhibition matches in his personalized approach to selling the Culbertson system. He founded an empire on a pack of cards and with his personal vitality, sold the world on contract-bridge.

Culbertson proudly admitted to psychological methods in selling and enjoyed greatly the theatrical personality he built to do it. The Storer stations are personal and dramatic, too. They have community vitality and excitement. Their responsible programming-keyed to specific community preference turns more listeners and viewers into buyers. In New York, Storer's great salesman is WHN, an important station in an important market.
**DATEBOOK**

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

Indicates first or revised listing.

Dec. 23—New deadline for reply comments to FCC on ABC's petition for rulemaking to limit the area within which a TV station's signal can normally be carried by a community antenna TV system. Former deadline was Dec. 8.


**JANUARY**


Jan. 9—South Carolina AP Broadcasters Association meeting. Columbia, S. C.

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


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." Waller Tower Inn, Chicago.


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


**FEBRUARY**

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


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


Feb. 5-6—U.S.-Idaho AP Broadcasters annual meeting. Downtown Motel, Boise.

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

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

Feb. 11-12—Michigan Broadcasters Association mid-winter convention and ninth annual Legislative Dinner, Jack Tar hotel, Lansing.

Feb. 21—Reply 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.


**MARCH**


March 8-12—Hollywood Festival of World Television Classics. Prize-winning programs from 26 countries will be shown. Al Preas, publisher, Telefilm International magazine, is coordinator of the festival, jointly sponsored by a dozen Hollywood TV film producers, Huntington Hartford Theater, Hollywood.


March 28-April 2—Society of Motion Picture and Television Engineers, 57th semi-annual conference. Ambassador hotel, Los Angeles.


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

**BROADCASTING,** December 21, 1964

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**J. M. Richardson, Owner Richardson Chevrolet**

Success

Clients buy

K-NUZ

Houston's

Success

Station

We at Richardson Chevrolet buy KNUZ because KNUZ promotes our product with greater enthusiasm. They take a personal interest in our business and therefore produce greater floor traffic that results in higher sales.
holiday greetings from all of us to all of you

BROADCASTING
Earl Abrams
Rose Adragna
Stephanie Alexander
Claudette Artini
David Bailey
Bill Bayne
Dave Berlyn
Frances Bonovitch
Sid Booth
Tom Broadhead
Sonya Brockstein
Sherm Broday
Larry Christopher
John Cosgrove
Joanne Cowan
Rufe Crater
Barry Crickmer
William Criger
Carol Cunningham
Dave Cusick
George Day
George Darlington
Jim deBettencourt
Rocco Famighetti
Bob Fennimore
Fred Fitzgerald
John Gardiner
Dave Glickman
Gledys Hall
Sid Hix
Lisa Ishii
Ed James
Chister Jonsson
Doris Kelly
Richard Kinsey
Art King
Tenor Kopp
Richard LePere
Edith Liu
Maury Long
Eleanor Manning
Ellen McCormick
Bill Merritt
Larry Michelle
Warren Middleton
Irv Miller
James Montagnes
John O'Hara
Bruce Robertson
Bob Rosenblatt
Victor Rossi
Bob Sandor
Sue Schultz
Martha Schwieters
Beryl Stein
Harry Stevens
Larry Taishoff
Betty Taishoff
Sal Taishoff
Hy Tesh
Eunice Weston
James Williams
Milton Wolf
Sam Wolf
Len Zaidenberg

TELEVISION
Jack Blas
Frank Chizsini
Morris Gelman
Debbie Haber
Francine Hand
Al Kroager
Carol Ann Meola
Eileen Monroe
Ed Sellers
Harriette Wahlberg
Don West
Stan White

Broadcasting Publications INC.
OPEN MIKE®

Contemporary classic

EDITOR: The Nov. 16th issue of Broadcasting will be one of the most popular items at TVB for years to come. We appreciate the fine work you did every day.—Norman E. (Pete) Cash, president, Television Bureau of Advertising, New York.

Tit for tat

EDITOR: In your splendid editorial, "Sandbagging Radio," in Broadcasting, Nov. 30, you have taken every point made in the [Reader's Digest] condensation from Harper's magazine and successfully repudiated it. It seems to have become somewhat of a hobby for the print media to attack radio at the slightest provocation.

It is also annoying to read an article soliciting readers to complain to the FCC about commercials or any other facet of the radio business . . . results of the Reader's Digest plea to its circulation to write the FCC might be interesting.—Charles E. Gates, vice president and station manager, WGN Chicago.

(By mid-December, the FCC said less than 56 comments had been received.)

Geographers take note

EDITOR: Regarding your Dec. 7 story "TV Homes, County-by-County Breakdown" for Minnesota:

We note, though it may seem prosaic, you've renamed a county Passaic. Hennepin is the name of the county. We concluded that it was a mistake.

—The Researchers, WCCO-TV Minneapolis-St. Paul.

(Through a simple slip of the type, Passaic County, N.J., also found its way into the Minnesota listing. Hennepin county, Minn., which was left out, should show 382,220 TV homes with 95% penetration.)

Dancing on the grapes

EDITOR: The following letter is so unusual in praise we thought you might be interested in it:

"Dear Sirs: Can't tell you how very much we enjoy your station. Your music is our kind of music. It not only pleases the ear but actually inspires. My husband has his sign shop at the rear of our home. We have the stereo piped out to it and it's all we can do to keep from dancing beneath the breezeway and its dripping grape vinos. Pop says to tell you that if you are ever in financial need to keep the station on the air, we will be glad to sell our TV and donate its net worth.—Freda Snyder, Tacoma, Wash."—L. E. Collins, manager, KMCQ (FM) Seattle.

Represented nationally by Blair Radio

Blair Group Plan Membership

WWDC RADIO WASHINGTON D. C.
WKZO’s primary service area covers virtually three times as many Ford, Chevrolet, and Plymouth dealers as the next largest station.

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

There are 156 Ford, Chevrolet, and Plymouth dealers on tap in WKZO Radio's primary service area—102 more than the next-biggest station can draw within its primary service area.

The map at left shows who sets 'em up best in Greater Western Michigan. As you see, we leave a lot bigger ring. And not just auto dealers—WKZO Radio covers more retailers of all types (bar none) than Station “B.”

Draft your Avery-Knodel man to help you cover the most sales outlets—and people—with WKZO Radio!

*There's one 285 feet long (with 32 taps) in Victoria, Australia.
An open letter to the NAB’s future president

Dear Mr. President:

From all of us in broadcasting, please accept congratulations on your election and warm wishes for your administration.

During your term in office there will be exception to what you propose, dissent to what you say and opposition to what you do. But at the start you surely have the unanimous good will of the industry.

Networks and stations, program production and distribution firms, trade associations and advertising agencies—and sponsors whose advertising investments are in broadcasting—and thus make all our positions and responsibilities possible—are 100% with you.

You may have noticed that I lumped together broadcasters and users of broadcasting and write of “our positions and responsibilities.” I am aware that it is imprudent and diplomatically disastrous to tell a man how to run his business. That is why I have underscored that we are in the business of broadcasting together.

The Wall • It is important to make this point because some people sometimes ignore it. We co-exist because we cannot exist at all otherwise. Unfortunately, at times broadcasters separate themselves from users of broadcasting by an idea-tight, communications-proof wall constructed of ego, misplaced self-importance and misunderstandings.

Of course stations are licensed by the FCC and are charged to operate in the public interest, convenience and necessity. But having a communications license is not the same as having “license” or omniscience.

More important, perhaps, is the constant vexation without representation that broadcasters heap on users of broadcasting because they don’t understand advertisers’ problems.

This past spring the National Association of Broadcasters’ code board pronounced new rules and regulations regarding “piggyback” announcements with effective date of Sept. 1. Although nearly everyone agreed with this teaspoon effort to empty the ocean of TV clutter, the fact was that the brand budgets, marketing and media plans affected by this sweeping change had already long been set.

If this change had to be, wouldn’t it have been good business to make it effective nine months or a year from announcement and not to disrupt advertising plans? The piggyback problem was attacked as vigorously as if it were the only item in the alleged clutter of TV. Yet other elements involved were not even discussed.

Basic Facts • Before attempting to treat symptoms, shouldn’t we diagnose the illness? Shouldn’t we know more objectively (that means what people out there think, not what we feel) about what really does irritate viewers? How about titles and credits? Promotional announcements? Audio promos over credits? Billboards?

Five years ago in an effort to improve station clearances a network increased the station-break time between evening programs to 40 seconds. Advertisers and agencies recoiled in horror. The other networks echoed the dismay and promptly copied the offender.

When is enough too much? Isn’t it reasonable for broadcasting to pursue success with reason—without harming others? Isn’t this lengthened station break a prime cause of today’s concern about multiple commercials?

Look at it this way: Broadcasters and users of broadcasting constitute the broadcast industry. Although the former are licensed and legally responsible, all have a great stake in the progress and future of broadcasting.

Although the industry is made up of three groups (broadcasters, advertisers and their agencies) only one group (broadcasters) sets the ground rules and interprets them as well.

No Voice • There is communication between and among the three parts of broadcasting, but there is no representation of the latter two groups in any policy-making or “policing” activity. It would be democratic as well as good business to change this unilateral operation to a multiparte one.

We urge for your early consideration the establishment of a body—fostered by the NAB, but independent of it—which would include representatives of all three industry segments. Such a Broadcasters-Advertisers-Agency Committee (BAAC) could promptly:

• Undertake a thorough, meaningful examination of broadcasting in its entirety, giving priority to the industry’s “problems”.

• Seek the ideal structure of broadcast programing in fulfilling its complex role of informing-entertaining-communicating, with the public’s interest the paramount consideration.

• After study, recommend new rules covering such specifics as: positioning of commercials; length of commercial time; length and position of quasi-commercial time, including billboards; on-camera identification, credits, promotional announcements, ID’s and the like.

• Establish new ground rules with regard to commercial copy and establish a central single office to clear broadcast copy for all broadcasters.

Broadcasting’s Government • I have good reason to believe that such a group would have the enthusiastic support of advertisers and agencies. And, with such support, under the leadership of the NAB, it is reasonable to assume that BAAC could soon achieve such stature and authority that its multivoiced word would be heard and heeded throughout the broadcasting world.

It would supplant no government function or authority. But it would change the oligarchy that presently exists. It would provide the legislative-judicial-executive structure of broadcasting’s own “government.”

Mr. President, we urge your consideration of this important revision in current forms to bring democratic procedures into our business—the free enterprise system of broadcasting.

The communications career of Gene Accas, vice president of network relations of the Leo Burnett Co., combines network, agency and association experience. His fields include research, sales development, public relations, media and programing at three agencies (Foote, Cone & Belding, Grey, and currently Burnett); two networks (NBC and ABC), and one trade organization (TVB). He joined Burnett’s program department in 1962. He is married and has a young daughter.
This month I celebrate my eleventh anniversary. Makes me feel sort of old. After all, eleven is quite old in the television business.

It all started on Dec. 21, 1953. I was sort of young and fuzzy then, but in the past ten years I've grown older and smoother.

For the past ten years through Winter

Spring

Summer and Fall, I've been bringing the best in TV

to 700,000 people in Maine and New Hampshire.

I've had quite a few firsts, too. I was the first Full-Time, Full-Power TV station in Maine.

It was through my efforts that permission was granted to film the Maine Legislature in session and I was the first station to do so . . .

. . . and the first to provide a full half-hour of local news, sports and weather.

I have the first and only television drama critic in Maine and give regular reviews of theatrical productions.

When precedents in television service are being set or broken I like to get the drop on 'em every time.

and to all the nice clients who have made the last eleven years so enjoyable . . . THANK YOU!
Louis Allen is a rare meteorologist. He not only talks about the weather, he does something about it. No ordinary weather reporter, Allen is recognized as one of the nation's leading weather scientists. In addition to his broadcast chores, he runs the highly successful Allen Weather Corp. which supplies detailed forecasts to utilities and navigational advice to steamship companies.

As a key member of our 25-man staff of news and public affairs specialists, Louis Allen turns a weather eye on the Nation's Capital daily, helps make WMAL-Radio and WMAL-TV the news authority in the Nation's Capital.
TV spot's sales tempo quickens

BROADCASTING survey shows over 80% of stations with holiday billing ahead of year ago; average gain is about 20%; only 7% report drop in billings

Spot television business currently is moving at a faster clip than last December’s on eight out of 10 TV stations, with indications that 1964 billings in most cases will exceed last year’s by a comfortable margin.

These findings were drawn last week from a station survey conducted by BROADCASTING as part of an annual series. They were supported by the results of an informal canvass among leading station representation firms.

The studies also found general, if not universal, belief that business would remain strong through at least the first quarter of 1965 and that the outlook for the new year, so far as it can be foretold now, is good.

Big Majority • In the station survey 82% of the respondents said their spot billings this December were running ahead of those for the same period a year ago. Another 11% said December business was maintaining the levels reached last December, and 7% reported declines in December sales.

The average gain for this December, among stations describing their increases numerically, was 20.5%. Among those reporting drop-offs, the number estimating the extent of the decline was too small to provide a meaningful average, but every indication suggested that the average would be no more than a few percentage points.

The survey indicated that overall gains this December were somewhat more widespread than a year ago, but that the average increase was probably lower. Last December, 75% of the respondents said business was up. The average gain, where figures were given, was about 27%.

The number reporting declines in December business, however, was higher last year than this, 14% to 7%. The average decline in last year’s study was placed at about 10%.

Cheerful Figures • About eight out of 10 stations reporting on spot business for the full year 1964 indicated they expected gains. These, where indicated, averaged between 10% and 15%. Most of the approximately 20% not reporting spot advances for the full year indicated business was at or close to the levels reached in 1963. A few, out of the total returns, reported dropoffs.

Substantially the same report was given by station reps. Among those canvassed, more than 90% said their sales for the year were up. The average gain, where given, was 13%. The less than 10% who did not report gains said sales were at or near 1963 levels.

In terms of December sales, the station study again found—as last year's did—the most widespread gains in markets having four or more stations.

Returns from these markets indicated December business exceeding last December's on 91% of the stations, with 9% reporting declines. Last December, 87% of the respondents from these markets reported gains and 13% reported dropoffs.

Three-station markets ranked next in frequency of gains—88% of these respondents said December business was up, 9% down, and 3% no change. A year ago, these markets had the lowest incidence of increases, 70% of the respondents showing gains, 13% dropoffs and 17% no change.

Smaller Markets • In one- and two-station markets 71% of the respondents showed December increases (as compared to 78% a year ago). Although gains were somewhat less general this December, the December 1964 record on declines was better: this year less than 1% reported sales below last December's; last year 17% took a dip.

It was clear from the returns, and the sales representatives repeatedly emphasized, that while the overall sales performance for December and the full year was clearly better than a year ago, some stations and some markets were enjoying more of this growth than others, and some were not sharing it at all. Business can fluctuate widely from market to market and from station to station, often for no easily accountable reason.

The study of spot availabilities showed—as in the past—that choice one-minute positions are in relatively short supply in most markets and practically nonexistent in some.

On the average, from 6 p.m. until after 11 p.m. only about one one-minute spot position out of 10 was available during the week beginning
Dec. 7, the period covered by the study. In the afternoon one out of four was available; in the morning, not quite one out of two, and between 11 p.m. and sign-off, about one out of three.

Shortest in Big Markets • The one-minute shortage was greatest, as usual, in markets having four or more stations. Stations reporting from these markets indicated no more than two out of 10 one-minute positions were available in any principal day-part from noon until sign-off, and in the 6-7:30 period of peak demand 94% of the positions were taken. In the mornings about 36% were still open.

Second highest sales level on one-minute spots was reported in one and two-station markets, where approximately 85% of the availabilities between 6 and 11 p.m. had been taken. More than half of those after 11 p.m., better than 60% of those in the afternoon and almost half of those in the morning hours also had been sold.

In three-station markets one-minute sales were slightly lower, totaling a little more than 80% in the 7:30-11 p.m. period, a little under 80% in the 6-7:30 p.m. segment and between 38% and 53% in morning, afternoon and late-night periods.

As these sales figures indicated, stations reported almost without exception that general agency availabilities were most universally requested by agencies and advertisers.

Asking for 20's • For the first time in several of these seasonal studies, however, an appreciable number of stations reported signs of increased agency interest in 20-second positions.

These have been in limited and seemingly diminishing demand for some time—a condition that in the past and again in the current survey prompted a number of respondents to stress that agencies are missing good bargains in overlooking the 20's.

While several stations reported some new interest in 20-second spots, however, as many or more indicated that demand was still missing. This was emphasized, too, by a number of station representatives, none of whom reported that general agency interest was increasing noticeably.

In the peak period for 20's, the hours between 7:30 and 11 p.m., station figures indicated sales were at about the 80% level. They were almost as high in the 6-7:30 p.m. period, but in the morning, afternoon and late-night hours they were just over—and sometimes well under—the 50% mark.

Sales of ID's and 10-second positions reached 75% in the 6-7:30 p.m. period, moved up to 81% between 7:30 and 11, and ranged from 36% to 55% in the other principal day parts.

ID's and 10's were most heavily sold in markets having four or more stations. With some exceptions, the most availabilities were to be found in three-station markets.

Politics Helped • In appraising their 1963 sales performance, a number of stations and their sales representatives credited political business with bolstering fall billings. A few indicated their sales for the year would have been off without the political billings.

Several, particularly among the reps, felt that the three-way tie among the TV networks as reflected in the most recent Nielsen ratings would lead to increased spot sales in the coming months and had boosted spot business to some extent this fall.

In evaluating 1965 prospects, most of the reps in the canvass appeared to expect a strong sales year but with gains probably not up to those recorded this year. A few thought the general economy would level off during 1965, limiting prospects for TV sales growth.

Some stations expressed similar reservations about 1965 gains but for the most part their forecasts ranged from moderately expectant to openly enthusiastic and tended to anticipate gains close to this year's.

A year ago stations, advertisers and agencies were hesitantly trying to find suitable make-goods for thousands of messages cancelled during the four days of commercial-less coverage of the assassination of President Kennedy in late November. The findings of this year's study are comparable with those last year, however, because last year's questionnaire were filled out just before the assassination occurred and thus represented conditions as they would have been if no commercial cancellations had taken place.

Alberto-Culver hits even harder with TV

Alberto-Culver Co.'s almost total commitment to television will push the firm's billings to some $45 million during the next year, it was learned from the annual meeting of the toiletries company last week in Chicago. Spot TV will get more than at least $1 million a month.

Leonard Lavin, Alberto-Culver president who only last month challenged newspaper interests to prove to him why TV isn't the best medium for his firm (Broadcasting, Nov. 23), reported that the firm's gross sales had topped $100 million. The company will be only 10 years old in March 1965 and has built its volume using TV.

Alberto-Culver's fiscal year ended Nov. 30 and showed a 20% sales jump over 1963's $80.2 million gross sales.

The company also announced plans to acquire Masury-Young Co., Boston manufacturer of industrial chemicals including cleaners and floor waxes. It earlier disclosed plans to diversify into the household products field.

Alberto-Culver during the last year used some radio for a promotion involving Command hair dressing but is not using the medium at present. The firm also has small schedules in magazines. Agencies: Compton, BBDO and J. Walter Thompson Co., all Chicago.

WGN-TV daytime ball games are sold out

Sponsorship of the daytime home games of the Chicago Cubs and Chicago White Sox on WGN-TV there has been fully sold out, it was announced Thursday (Dec. 17) by Ben Berentson, WGN-TV manager. It marks the first time in 18 years of broadcasting that the home schedule has been completely signed by sponsors before Jan. 1. Daytime home games for the fifth year will be colorcast.

Test brings Manhattan scooting back to TV

The Manhattan Shirt Co., New York, a substantial soft-goods advertiser in television in 1958 and 1959, intends to bounce back into the medium in 1965 on an extensive scale with an investment of approximately $750,000 for the year. (CLOSED CIRCUIT, Dec. 14.) Spot television will be the prime medium used, although there will be a limited campaign on network TV.

Its return into television on a relatively sturdy basis follows three years of virtual inactivity in TV. The company remained out of TV in 1961 and 1962; spent a token $32,000 in 1963 and retested the medium this year with an expenditure of approximately $100,000. Manhattan's agency is Doherty, Clifford, Steers & Shenfield, New York.

"Outside of a few network spots we ran last year, we had been out of TV since 1960," Bruce Fogwell, director of advertising for Manhattan Shirt, recounted. "In 1958 and 1959 we had invested in network TV on a scale that was heavy for us (approximately $650,000 and $500,000, respectively). Though we couldn't say the results were unsatisfactory, we couldn't pinpoint the job that television on a network basis was doing for us.

Try Again • "This spring we decided to test TV on a spot basis for our Dura-Wite! shirts. We ran schedules prior to Father's Day in Hartford, Denver and Milwaukee.

"The results of the campaign proved to us that spot TV can be effective. And we can gauge the results by checking our customers—the dealers that stock our shirts. They told us that people came in mentioning the commercials they had seen on TV. Some stores sold out their stock of Dura-Wite! shirts before the campaign was over."

The 1965 campaign will concentrate on the six weeks before Father's Day in the top 30 markets and will include shorter flights in September

...of Dura-Wite! print lines, comes down to the exclamation mark at the end of one of these lines, changes the shape of the exclamation mark to a shirt, runs through a series of shots re-emphasizing the shirt's qualities, and ends on a packaged shirt with music over.

Mr. Fogwell remarked, because it enables the company to use six-second slides as part of the commercial identifying local dealers carrying Manhattan products. In addition, Manhattan is implementing a vigorous merchandising campaign, consisting of in-store promotions directing the attention of the consumers to the company's TV efforts and special displays in the offices of its 80 salesmen, designed to encourage dealers to increase the size of their orders.

"Spot TV enables us to choose the time periods we seek to reach an adult audience," Mr. Fogwell said. "For the most part, we have obtained positions in prime-time and late-night programs, including syndicated shows, feature films, news and sports shows, which should provide us with responsive audiences."

fifth consecutive year. One-eighth each has been signed by Allstate Insurance Co., Skokie, Ill., through Leo Burnett Co., Chicago, and Greater Chicago Dodge Dealers Association through BBDO, Chicago.

Rep. appointments...

- WCLF Chicago: Metro Radio Sales, New York, effective Jan. 6.
- KIRV Fresno, Calif.: J. A. Lucas Co., Los Angeles (for West) and Broadcast Time Sales, New York (for East).
The cigarette makers’ New Year’s resolution

After Jan. 1 advertising must avoid appeals to youth or claims that smoking is good for anybody

The cigarette advertising code adopted by the country’s major cigarette manufacturers will go into effect officially on Jan. 1, 1965, but most advertisers and agencies were reported last week to have already initiated or completed plans to conform with its provisions.

Robert B. Meyner, the code administrator, announced the official date of the code’s implementation last week and pointed out that member companies of the code have been voluntarily adhering to its provisions. He said that after the first of the year the advertising of all members would conform with all provisions of the code, except for certain materials where previous deadlines or production schedules made this impractical.

Among the provisions of the code, which were disclosed last spring (Broadcasting, May 4), are the following: It prohibits cigarette advertising on TV or radio programs or in publications directed primarily to minors. It prohibits advertising in school, college, or university media or in comic books or comic supplements. It bans the use in advertising of testimonials by athletes, celebrities in the entertainment world or by others having a special appeal to persons under 21.

It does not permit advertising that represents cigarette smoking as essential to social prominence, distinction, success or sexual attraction. It requires that persons shown to be smoking in commercials or advertisements be at least 25 years of age. Persons must not be shown smoking in the course of, or soon after, vigorous physical activity. No medical claims can be made that cannot be substantiated by scientific research.

Beginnings Seen — According to some advertising agency executives, changes already have showed up in cigarette commercials and others are in the working stages. One executive noted that the code attitude is “quite tough on filter claims.”

Some advertising officials conjectured that the code might result in a “jam up” on TV spot availabilities. It was noted that cigarette advertising may be directed still more toward evening periods and this concentration of cigarette commercials in the 8-11 p.m. period on both a network and spot basis is likely to pose a problem of product protection.

The tobacco industry spends more than $200 million a year on advertising in all media. In 1963, an estimated $134.6 million was allocated to TV; $19 million to radio; $18.2 million to newspapers, and $34 million to magazines.

Meyner’s Role — During a news conference in New York last week, Mr. Meyner did not spell out particular changes in advertising that would arise from the code. He explained that his position as an administrator is quasi-official and he intends to observe the restraint against public comment that is imposed on judges.

He said the code gives him “a large but said the budget for his office and staff was “adequate.”

Member companies of the code are the American Tobacco Co., Brown & Williamson Tobacco Corp., Lorillard Tobacco Corp., Liggett & Myers Tobacco Corp., P. Lorillard Co., Philip Morris Inc., R. J. Reynolds Tobacco Co., Stephano Brothers and the United States Tobacco Co. Among them they are said to account for more than 99% of the cigarettes produced in the U. S.

Neither The American Tobacco Institute nor the NAB commented on last week’s announcement as of last Thursday (Dec. 17).

Columbia Records scolded for print ads

The president of two metropolitan Washington radio stations has taken the Columbia Record Co. to task for favoring print media in its advertising.

Ed Winton, WQMR Silver Spring, Md., and WGGY (FM) Washington, complained to Columbia’s president, Goddard Lieberson, that “for every different type of album listed” in a 16-page Columbia newspaper supplement, “you will find a radio station specializing in that type of music. It would seem to me that these radio stations would be a logical advertising market for the Columbia record album promotion that has been carried in newspapers.

“I find this supplement doubly upsetting,” Mr. Winton continued, “not only because it went into a competitive medium, but also because we have found that most record dealers find it difficult to get any sort of co-op funds from Columbia to advertise their wares on radio.”

BROADCASTING, December 21, 1964
BY POPULAR DEMAND

> Knocking 'em dead from K.C. to Hong Kong
> Renewed through 1970 in Los Angeles
> Renewed through 1966 in New York

**Felix THE CAT**

**THIS IS THE CAT.**

Unlike any other cat in the history of entertainment.

The world's most famous feline, starring in the one and only "Felix The Cat" cartoon series made for television.

**260 FOUR MINUTE EPISODES IN B/W OR COLOR**

© FTCP

**TRANS-LUX TELEVISION CORPORATION**

625 Madison Avenue
NEW YORK, N.Y. 10022 - PLaza 1-3110
CHICAGO - HOLLYWOOD

Trans-Lux Television International Corporation
Zurich, Switzerland
ABC-TV breaks away with $60 million sales for next season

ABC-TV said last week it had "firm sponsorship commitments" representing more than $60 million in billing for the next—1965-66—TV season, and that the business had been "written" during the previous week. On the Monday of that week the second November Nielsen report was published showing the three networks in a virtual three-way draw in the Nielsen rating averages. (Broadcasting, Dec. 14.)

NBC-TV spokesmen said that network had been writing business for the next season. Cited as a new advertiser commitment: Colgate-Palmolive's designation of a half-hour period with a show to be selected. That sign-up alone represented $6 million in business, it was said. CBS-TV, which has been dotting its night-time lineup with extensive juggling (see page 48), did not point up next season's sales, though traditionally it signs up more major advertisers and at a quicker pace than the other networks in advance of a new season.

As reported by James Duffy, ABC vice president in charge of TV network sales: American Home Products, through Ted Bates, signed for an estimated $11.5 million in business; Clairol, via Foote, Cone & Belding ($11.1 million); R. J. Reynolds Tobacco, through William Eatty Co. ($8.5 million); Consolidated Cigar, agency not designated ($8.4 million); Menley and James, through FC&B ($5.2 million); J. B. Williams, via Parkson ($5.1 million); American Tobacco, via BBDO ($3.2 million), and Procter & Gamble, through Benton & Bowles ($3.2 million).

Life insurance institute plans for TV in '65

The Institute of Life Insurance, an institutional advertiser on behalf of insurance companies and agents, will advertise on TV for 10 months in 1965—from January through June, and September through December. The institute will spend $3 million on television and in newspapers during the coming year.

TV advertising will concentrate on programs aimed at predominantly adult audiences. During the January-June period, the institute will have half-sponsorship in specials on ABC-TV and NBC-TV. From September through December, TV sponsorship will consist of two commercials per game for 19 American Football League games on NBC-TV.

ARB postpones start of local radio survey

American Research Bureau's plans for starting a 12-market local radio audience survey in January will be delayed, the firm said last week. Tentative new date is April or May 1965.

The reason given is a lack of industry familiarity with the multi-media diary measurement system. "At this point in time," commented George W. Dick, ARB president, "there is a reasonable reluctance on the part of some people in the industry to enthusiastically accept the new technique.

"The crucial consideration," Mr. Dick continued, "is 'have we validated and substantiated this technique to the satisfaction of the industry?' Although we have seen a lot of interest and enthusiasm for the method, we believe the answer is 'no.' Until we do provide complete and detailed information on the technique to members of the industry, we will hold the service."

ARB has announced plans to publish a report on diary measurement, based on tests conducted in Detroit in January and February 1964. A report is also "soon due" on similar, subsequent study in Washington.

The original January survey date was announced following a reorganization of the ARB management (Broadcasting, Nov. 30, 23).

Seven agencies join hands for research

In a joint venture in operations research, seven leading advertising agencies in New York announced last week that they are pooling both budget and brain power to develop a computer-based media-planning program. The agencies are Compton Advertising; Foote, Cone & Belding; Grey Advertising; Ogilvy, Benson & Mather; D'Arcy Advertising; Cunningham & Walsh and Ted Bates Inc.

The project will include the development of the conceptual framework, application of mathematical principles and, finally, the actual programming of a complex media-planning system for the computer. The announcement noted that the combined media knowledge and resources of the agencies "will contribute substantially to the successful completion of the project."

The Diebold Group Inc., management engineers, has been retained as mathematical consultants and will do the actual programming. The system under development was to make use of simulation and to incorporate an "optimizing" procedure to search out the best allocation of advertising budgets.

JWT gets business from American Home Products

The Whitehall Division of American Home Products Corp., New York, announced last week it has appointed J. Walter Thompson Co., New York, as agency for Bisodol tablets and powder, Dristan Nasal Mist and several products currently in test markets. Total business is estimated at $4.5 million and reportedly is allocated to network and spot TV exclusively.

The Dristan account, which is estimated at $3.7 million, moves to JWT from Tatham Laird, Chicago. It is heavily involved in network TV, and expenditures in 1964 should reach about $3.2 million. Its spot-TV billing is in the neighborhood of $500,000.

Bisodol spends approximately $500,000, overwhelmingly in network TV. The undisclosed test products are expected to bill around $200,000 in 1965.
This is the kind of hold our station has on people

Loyalty on both sides, in more ways than you'd expect.
A great and prosperous market well worth knowing about.
   Civic-minded veteran staff members.
   Not a triple spot all 'round the clock.
   Let George P. Hollingbery tell you all about us.

WHIO-TV • CBS • CHANNEL 7 • WHIO-AM-FM • DAYTON, OHIO

WHIO-AM-FM • DAYTON, OHIO
How advertising rides the tiger

THE ‘IN’ ANIMAL OF 1964 IS AN ALL-PURPOSE SALES BOOSTER

The tiger is the king of beasts in the 1964 world of radio and TV advertising. Three notably successful broadcasting campaigns, for Esso Extra gasoline, U. S. Royal Tires and Kellogg’s Sugar Frosted Flakes, employ a tiger, and a fourth, for Revlon’s Top Brass hair dressing, uses his skin.

The Esso campaign, using the slogan “Put a Tiger in Your Tank,” has attracted the widest attention, and is responsible for “waves of word-of-mouth publicity and tie-in promotions,” according to a spokesman for Humble Oil and Refining Co., Houston. Humble, major domestic affiliate of Standard Oil of New Jersey, markets Esso Extra gasoline.

Humble service stations are known as Esso in the East and Humble in the West. The gasoline is sold in 23 eastern and southern states as Esso Extra, and in 22 southwest and western states as Enco Extra, another Humble trademark.

Television commercials for Esso Extra have spurred a nationwide fad that includes tiger jokes, tiger tails on cars, and even a hit record, “Tiger in Your Tank,” which sold 100,000 copies in five days.

The Esso campaign, prepared by McCann-Erickson, Houston, was originally scheduled to run May 14-Sept. 15. Both broadcasting and print media were used. The tiger-in-the-tank commercial was broadcast on 13 one-hour NBC documentaries sponsored by Humble during the summer, on Esso Reporter in 33 radio and television markets, and on radio stations in more than 100 markets. New York area broadcasts of the Yankee baseball games also carried figures include the heavy spending anticipated for the fall television season.

Unprecedented Drive • A Humble Oil spokesman said last week that the tiger campaign was the largest “single promotion” in the corporation’s history. The bulk of the advertising expenditures have been in TV and radio.

During the current season, Humble has changed its sponsorship policy in its efforts to expand the tiger campaign. In the past, Humble advertised Esso products through sponsorship in news programs, sports events and documentaries. This puts Humble into entertainment for the first time.

The tiger commercials have been on nighttime shows on the three TV networks, and have been continued on the Esso Reporter broadcasts, and on spot radio “on a saturation basis,” according to Humble.

The Humble spokesman referred to the tiger theme as a “campaign of the spoken word,” and said that the slogan “Put a Tiger in Your Tank” has fathered numerous jokes and unpaid references to the tiger on various TV shows.

Everyone in the Act • Independent novelty companies have been profitably riding the wave of publicity created by the Esso tiger. The tiger tails flying from gas tank lids of numerous cars are sold or distributed free by Esso dealers. The dealers buy the tails from independent producers. Humble has no connection with or financial interest in these toy producers, according to a Humble spokesman. However, Humble salesmen provide dealers with order blanks from the tiger-tail producers.

In New York and New Jersey, for example, tiger tails are sold to Esso dealers for $18 a hundred by Joseph L. Heimbold of Monmouth Beach, N. J. Dealers may charge any price for the novelties. As of September, 200,000 tiger tails had been sold in the two eastern states. The national tally on the tails was about 1 million, say Humble officials.

Humble has provided dealers with some promotional material, most of it at half cost. This material, which can be sold by the dealers, includes car bumper stickers, key chains, tiger dolls, and Halloween trick-or-treat bags and color books.

The tiger tail has also become a best-seller outside the gasoline station field. The Woolworth variety store chain has advertised cloth tiger tails for sale at 79 cents each. Top distributors have also produced picture books, charms, and stuffed animal dolls on the tiger theme.

A dealer for Sunoco, a Humble competitor, has tried to take advantage of tiger publicity with a sign advertising “filters that will remove tiger hair from gas lines.”

Humble’s tiger is not a new-born
animal. He first roared in the early 1950's, representing the products of the Esso affiliate in England. He came to this country in 1959, when Oklahoma Oil Co., a Standard Oil affiliate and now part of Humble, used a "Tiger in the Tank" campaign in the Chicago area. That campaign, prepared by Needham, Louis & Brody, ran for a year in the Midwest. Incidentally, the tiger used in U. S. commercials has been of a whimsical nature rather than the ferocious beast used in foreign spots.

Starting in 1960, tigerish commercials for Standard Oil products appeared in The Netherlands, Belgium, Cyprus, Australia and again in England. Various Humble affiliates in this country have used the tiger motif in their advertising since 1961, but it did not assume nationwide proportions until last May.

U. S. Royal Uncages • The second tiger success story in television advertising is the work of the Royal Tire Division of U. S. Rubber and Doyle Dane Bernbach, New York. The agency prepared a series of animated commercials showing a "tigerized" car equipped with Royal's Super-Safety 800 tires, nicknamed Tiger Paws.

The initial campaign for Tiger Paws broke in print during March and on television in early April. It was scheduled to run 60 days and included spots on the three TV networks.

According to Barry Loughrane, account supervisor for Royal Tires at campaign, Tiger Paws were advertised as original equipment on the Pontiac Tempest GTO. The extended campaign concentrated exclusively on selling tires.

Royal Tire's advertising expenditures this year indicate television has been used widely in the Tiger Paws campaign. According to TVB, spot television billings rose from $20,530 for 1963 to $293,900 for the first six months of this year. Network television spending increased from $707,000 last year to $1,597,000 during the first eight months of 1964.

Tiger Paws commercials have been broadcast on a scatter plan this fall, using a variety of shows rather than concentrating on one program. Programs used include seven prime-time shows and Wide World of Sports, all on ABC-TV. During the summer CBS News's CBS Reports and CBS Golf Classic and NBC's Saturday Sports were used.

The campaign ran through October in the northern part of the country and is now being replaced by commercials for snow tires. However, the tiger commercials are still running in the South.

Pontiac's Radio Tiger • A motorist in the market for a new car may fall prey to another tiger commercial, a radio pitch for two Pontiac 1965 sports cars, the GTO and the Le Mans. Pontiac's radio advertising for these two models relies heavily on the tiger theme.

MacManus, John and Adams, Bloomfield Hills, Mich., Pontiac's advertising agency, prepared a series of commercials—five one-minute spots and two 30-second spots—emphasizing the tiger-like features of the two cars.

In one commercial for the GTO, a chorus proclaims that "Wide-Track Town has the Pontiac tigers—I mean growers." An announcer asks listeners: "Why pay for a paper tiger when you can corral a Pontiac GTO?" Another commercial recommends the Le Mans to "tiger-lovers everywhere." A third radio spot uses the sounds of a jungle hunt, describing how car hunters are led to the tiger's lair to find a Le Mans.

According to Colin John, account executive at MJKA, a tiger idea was first used by Pontiac "two or three years ago" in advertisements placed in auto magazines. Broadcast use of the tiger started with advertising for this year's models.

The spot radio commercials were used nationwide for a three-week period starting Nov. 9. The commercials ran on the West Coast until Dec. 6.

Mr. John said that the tiger-theme commercials "were very well received." He indicated that they might be re-used after Jan. 1 as Pontiac continues to advertise its 1965 models.

The toothiest of television's tigers also has the prettiest tamer. Barbara Feldon doesn't use a chair and whip, but she sells lots of Top Brass.

DDB: "Television really made the campaign spark." The promotion was continued after numerous requests from Royal dealers. During the 60-day

The best known tiger to the junior set is Kellogg's Tony. He is the oldest of the TV tiger crop and the only one identified by name.

Male Animals Invited • Revlon's Top Brass hair dressing has combined a sexy television actress and a tiger skin for another hit commercial in television's year of the tiger. The actress, relaxing on the animal skin, purrs at the camera, inviting "All you tigers" to buy "Top Brass and sic 'em." The campaign was developed by Revlon's advertising agency, Grey Advertising, New York.

While the Esso tiger is probably the most famous beast in America today, the Kellogg Co. boasts the oldest tiger in TV advertising. His name is Tony, and he has been identified with Sugar Frosted Flakes since the product was introduced in 1955, according to a spokesman for Leo Burnett, Chicago, Kellogg's agency.

Tony, whose picture is on every box of cereal, appears in animated commercials urging children to "Put a Tiger on Your Team," After eating some Sugar Frosted Flakes, the children out-perform Tony, who plays a coach, in a variety of sports. Swimming, tennis, football, baseball, basketball and skiing are among those shown in the commercials. In others Tony plays a fumbling fall-guy for his diminutive sidekick, Tony Jr.

"Tony has worked very hard and well for us," the Burnett spokesman said.

The Kellogg tiger commercials are used on the following television shows: My Favorite Martian, The Beverly Hillbillies and Captain Kangaroo, all on CBS-TV, and on syndicated shows such as Huckleberry Hound, Yogi Bear, Woody Woodpecker, Quick Draw McGraw and Mighty Mouse.

BROADCASTING, December 21, 1964
Agency appointments . . .

- H. L. Klion Inc., East Paterson, N. J., has appointed Kane & Light Inc., New York, to handle its advertising. Herbert L. Klion, president of the concern that operates 26 Korvette furniture centers, said K&L's knowledge in radio and TV figured in the appointment.

- Vick Chemical Co., New York, will move its Vicks Vaporub account to Leo Burnett, Chicago, effective March 15. The account, which was formerly with Morse International, bills in excess of $1 million, mostly in television.

- The Elgin National Watch Co., New York, has moved its $1.25 million account to D'Arcy, New York, after a one-year association with Gumbinner-North.

- RCA Victor Record Club names Grey Advertising, New York, as new agency, effective Jan. 1, 1965, succeeding J. Walter Thompson, New York. Account is not currently in broadcast media, but plans are for radio-TV.

- E. J. Gallo Winery, Modesto, Calif., last week named Leo Burnett Co., Chicago, as its new national agency. The $3-million account, which is very heavy in television, formerly was with BBDO, San Francisco. Burnett will handle the Gallo label with the specialty line continuing at Carson/Roberts, Los Angeles.

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Columnist defends 'intelligent' TV spots

Not all newspaper columnists shudder at the thought of television commercials. Bill Gold, writing in The Washington Post, has even composed a hearty defense of commercials in one of his columns.

A woman reader wrote Mr. Gold saying she and her husband "have never listened to a commercial, unless we wanted to." They used a cut-off switch, she said. Mr. Gold remarked that he at one time had a similar switch, but had it removed because he and his wife realized that we were missing something. "We are interested in the goods and services discussed on commercials, and curiosity finally got the better of us."

Mr. Gold emphatically denied that he enjoys watching commercials that annoy him or that he thinks insult his intelligence. "But strange as it may seem," he said, "my wife and I do want to hear intelligently delivered commercials, and if this seems like treason to the column's anti-commercial readers, I'm sorry. Honesty and salesmanship helped to make this country what it is . . . I respect its practitioners."

CBS filed 'nuisance' suit—Kahn

Teleprompter head suggests CBS attempt to harass CATV; says copyright aspect is already in lap of same court

Teleprompter Corp. fired back last week at CBS's suit charging that three community antenna television systems owned by Teleprompter had infringed CBS copyrights by carrying CBS-TV network programs without permission. (Broadcasting, Dec. 14.)

Irving B. Kahn, chairman and president of Teleprompter, said the timing of the suit, "after all these years of acquiescence to and demonstrable benefit from CATV," suggests an attempt by CBS to "harass Teleprompter Corp. and possibly others whose applications now are pending for CATV franchises in New York City."

"Teleprompter," he said, "is considering whether a counter-suit is in order against CBS for damages or delays that may result in this franchising procedure because of this nuisance suit."

He continued:

"It is our opinion that CBS may be in violation not only of the Federal Communications Act in seeking to deny optimum television reception to a large section of the public, but also of conspiracy with other copyright owners to misuse their copyright protection and to restrain competition."

CBS was joined as plaintiff in the suit by the producers who hold copyrights on three programs named in the complaint but not copyrighted by CBS. CBS officials said the suit was filed to establish the principle that CATV may not carry programs without permission of the copyright owners. They said they would grant permission covering their programs when CATV was the only means of providing satisfactory TV service.

Purpose Questioned

- Mr. Kahn contended the suit "serves no useful purpose" because other actions testing copyright aspects of CATV are pending in the same court, the U. S. Southern District Court in New York. This, he explained later, alluded to the United Artists suit against a West Virginia CATV operator, filed in 1960 and subsequently transferred to the New York federal court but not yet tried.

- Mr. Kahn told Broadcasting last Thursday that the Teleprompter systems were still carrying CBS-TV programs.

In his statement he said the suit "is in reality a test of the right of the entire CATV industry, to perform a necessary public service." Thus, he said, it "is a step toward thwarting the intent of the Federal Communications Act that the public's frequencies be used for the maximum benefit."

He wondered why CBS had singled out Teleprompter as the defendant "rather than one of the many owners of CATV-affiliated stations who also own CATV systems."

CBS's charge of copyright is "completely fallacious," he said. "If the service we perform in providing a stronger, clearer, more watchable picture is not lawful, then it follows that every apartment-house master-antenna installation, and in fact every television set owner, violates the law every time an antenna is erected to get a better picture," Mr. Kahn said. "If valid, the CBS contention would challenge the right of hotels, bars, airlines and even hospitals to make TV available to their customers or patients."

He said that "the CATV industry now serves over 1.6 million homes and represents a $750 million total investment. In all cases, CATV service is subscribed to voluntarily, and the mere fact that so many do subscribe, even in the so-called 'service areas' of stations, emphasizes the need for CATV. Actually, CATV supplements the station's facilities and, since it carries the same commercial messages of the original program sponsors, makes the program more, not less, valuable to advertisers—and hence to stations and networks."
Blockbusting TV entertainment from Seven Arts!

Volume 9 has the prime time stars!

Here are a few of the PRIME TIME STARS to be found in Seven Arts' Volume 9... today's biggest money-making stars in today's biggest TV Blockbusters! Top stars in top hits such as: "The Spoilers," "Chief Crazy Horse," "Tomahawk," "Kiss Of Fire" and "Sword In the Desert." Call your nearest Seven Arts office for the complete list of ALL the PRIME TIME STARS and ALL the TV Blockbusters in Volume 9... 215 Universal/Seven Arts' "Films of the 50's"... Money-Makers of the 60's!
CATV battle lines take shape

NCTA fires away at NAB's Fisher Report, terms its conclusions as being 'of dubious validity' and questions statistical methods used in survey

The National Community Television Association has started a counter-offensive against the Fisher Report—the document cited by the National Association of Broadcasters in support of the assertion that community antenna television systems hurt local television stations (Broadcasting, Oct. 26).

The tip of NCTA's spear is an analysis by Dr. Herbert Arkin, a statistician, which asserts that the Fisher Report's conclusions are of dubious validity, if not a "complete misstatement." NCTA follows this up with a report of a study of its own, showing, the association says, that the "theoretical conclusions" of the Fisher Report are not borne out in practice.

Both the Fisher and Arkin reports were filed in connection with proposed FCC rulemakings to require microwave-fed CATV's to protect local TV stations by carrying their signals and refraining from duplicating their programs with offerings from outside stations.

NCTA said that if the Fisher Report is to be used by the commission, the association should be given 134 days to establish its "validity or invalidity" (NCTA officials said there is no special significance in the number of days requested). Deadline for reply comments in the rulemaking was Oct. 26, but NCTA was given informal permission to file a late comment on the Fisher Report.

Assigns Dollar Losses • The 110-page Fisher Report was prepared by Dr. Franklin M. Fisher, associate professor of economics at the Massachusetts Institute of Technology, at a cost expected to exceed the $25,000 appropriated for the study by NAB. The study indicates that a specific dollar figure can be assigned for each CATV subscriber as a loss to the local TV station.

Dr. Arkin is professor and head of the business statistics division of the Baruch School of Business of the City College of New York. He was retained by the House Commerce Committee's Subcommittee on Investigations in its inquiry into broadcast ratings.

Dr. Fisher and his assistants studied 487 television stations, culled from these 172 found to be in one- and two-station markets, then made two final studies, of 127 of those stations in one case and of nine in another. The remaining 36 were not included because data on them was too limited.

Dr. Arkin said the Fisher Report indicates a considerable amount of time and energy was spent proving a "truism"—that if CATV subscribers are watching nonlocal transmissions they are not all viewers in the area who are watching the local station.

But, Dr. Arkin continued, this "truism" doesn't necessarily support the Fisher Report's conclusions. He said there is no reason to assume that all those watching nonlocal programs would watch the local station if CATV were not available. Furthermore, he said, conversion to CATV doesn't automatically rule out local viewing, even when the cable doesn't carry the local station. Dr. Arkin noted that some CATV's provide switches enabling a subscriber to tune into the local station.

CATV May Increase Viewing • "It may well be," Dr. Arkin adds, that the introduction of CATV into an area would spur interest in television, with the result that the number of sets or the amount of viewing might be increased.

He also raises a number of technical questions about the statistical techniques used. He said that "sampling significance and measures of sample reliability (standard errors) are meaningful only when computed from probability samples." And the stations included in the study, he said, were not selected from the entire population of stations in that manner. The 127 stations used in the report, he added, are a "peculiar nonrepresentative conglomeration... selected on the basis of availability of data.

In view of the objections to the logic

TAME to skirmish on local scene in CATV war

The Television Accessory Manufacturers Institute (TAME) is stepping up its program to bar community antenna television systems from areas where the institute believes that cable reception service is unnecessary.

TAME, in a brochure being circulated to legal officers of some 1,400 towns and cities, calls this a campaign to "save American television" and urges city councils to refuse to consider CATV applications. It offers 21 questions to be asked of applicants.

The organization, formed more than a year ago by nine manufacturers of home TV antennas and related reception equipment, also has announced it is soliciting membership among "all persons or firms engaged in any aspect of the manufacture or distribution of electronic equipment and having a sincere interest in preserving the present traditional American system of television." That announcement was carried in the first issue of the TAME News Bulletin, a new publication offering information about TAME's activities and a selection of news items relating concern about CATV in some communities.

Cable 'Rush' • The brochure issued last week says the surge of interest in CATV is akin to "an old-time gold-rush" and TAME warns that cable TV is a forerunner of pay TV. The use of wire is a throwback, TAME adds, whereas it was the discarding of the constricting limitations of wire that made the marvel of modern American free broadcast television possible.

Included in the brochure is a reprint of a speech delivered May 15 to the Iowa Broadcasters Association by William B. Quarton, chairman of the joint boards of the National Association of Broadcasters. Mr. Quarton said CATV threatened to "eliminate or weaken sources of local programming" and endangered local television service in farm and rural areas.

TAME, addressing itself to cities that have yet to authorize cable systems, calls on them to await findings of FCC and NAB studies before going ahead with CATV.

The TAME message concludes with an invitation to cities to write TAME for "assistance in appraising the problem of CATV."
CATV accord comes apart

NAB committee rejects compromise; restrictions asked on leapfrogging

The Future of Television in America Committee of the National Association of Broadcasters last week rejected a report by its subcommittee that would have put before the FCC a joint NAB-National Community Television Association compromise proposal on moderate regulation for community antenna television systems (BROADCASTING, Dec. 14).

The FTVA and NCTA subcommittees had worked out the compromise in New York, Dec. 7. However, certain influential members of the FTVA felt that the proposal neglected at least one key point, "leapfrogging"—the importation of signals from distant stations.

It was the feeling of these members at the all-day meeting in Washington Thursday (Dec. 17) that the FCC has the right to and must regulate CATV's on this point in accord with the commission's Sixth Report and Order of 1952, which set up the present table of TV allocations.

These members contend that the sixth report established an orderly allocations plan that could be distorted by the unrestricted growth of CATV leapfrogging.

An example of leapfrogging would be feeding New York City signals to a CATV system in Washington, bypassing Philadelphia and Baltimore.

An influential broadcaster-CATV operator, who was not present at the Washington meeting, said he felt the leapfrogging issue was a "subterfuge" meant to delay any compromise agreement. In his opinion the so-called leapfrogging would in most instances be a public service to viewers which would do no harm to the market or markets passed over.

In recent weeks the NCTA's position on federal regulation has been softened under a proliferation of possible state-by-state regulation of CATV's under individual public utilities laws.

The NAB and NCTA subcommittees had reportedly compromised, with both sides giving a little, on: a ban on nonduplication agreements; CATV program origination, except for time and weather, and protection of local TV service areas.

The result of the FTVA rejection of the subcommittee report was a cancelation by the NAB TV board of a special meeting scheduled for Dec. 29 in Chicago. The NCTA executive board had been on call for a Chicago meeting on Dec. 28, but this also was believed to be canceled.

New Hem • Another factor, unknown at the time of the subcommittee meeting, is the copyright infringement suit which CBS filed against Telepromp-ter on Dec. 11 (see page 30).

Implicit in some thinking is the possibility that if the copyright suit is upheld by the courts, and if CATV's are allowed to expand without restrictions in the interval, the networks might be in a position to play off the CATV systems against existing affiliates.

The committee plans to meet in "early January" after Douglas A. Anello, NAB general counsel, drafts a new proposal. If the draft is accepted by the FTVA committee, it is expected that it will be offered to the NCTA board. Regardless of NCTA acceptance, it is felt that the FTVA will ask the TV board, at a Palm Springs, Calif., meeting in late January, to present the proposal to the commission and ask the FCC to assert its jurisdiction based on the sixth report. Members of the FTVA committee are: Dwight Martin, wsgu-TV New Orleans, chairman; G. Richard Shafts, Broadcasting Co. of the South; Willard E. Walbridge, ktrk-TV Houston; John T. Murphy, Crosley Broadcasting Corp.; C. Howard Lane, koin-TV Portland, Ore.; Clair McCollough, Steinman Stations, and William C. Grove, kfbc-TV Cheyenne, Wyo.

All were at last week's meeting except Messrs. Shafts, Murphy and Lane.

Fuqua buys CATV service from Bell

Fuqua Industries Inc., a group station owner, announced last week it would establish a community antenna television system in Brunswick, Ga., with equipment to be installed and rented by Southern Bell Telephone Co., thus becoming the first CATV operator to use a channel service offered by the Bell System telephone companies.

J. B. Fuqua, president and owner of the firm, noted it has been an applicant in Brunswick for two-and-a-half years and decided to accept Southern Bell's proposal when it became apparent that the city council was unlikely to authorize any of the three competing CATV applicants.

Southern Bell's telephone franchise in the city gives the company authority to hang cable across city streets and rights-of-way, Mr. Fuqua explained, and this seems sufficient to establish a CATV. Renvision of Brunswick Inc., a Fuqua Industries subsidiary, already
An FCC hearing examiner, in an initial decision recommending the license renewal of WILD Boston, traced most of the station’s difficulties to actions of the FCC itself.

The renewal application was set for hearing on 11 issues, including charges that the station had engaged in payola and double billing and had made misrepresentations to the commission. The station's financial qualifications are also at issue.

In his decision, Examiner Basil P. Cooper said the hearing record tells “the tragic history” which followed the commission’s refusal to grant the “frantic pleas” of the owner, Nelson B. Noble, that he be permitted to sell the station.

Mr. Noble, who bought the station in 1958, was on the verge of bankruptcy and a year later attempted to sell to the Franklin Broadcasting Corp. But the commission indicated it wasn’t satisfied with information supplied by the station including its data on its financial situation and its response to an inquiry about payola.

Subsequently, the commission penalized the station with a one-year renewal—an action that, the examiner said, killed the sale to Franklin. The station’s difficulty in obtaining a full renewal also blocked the proposed sale of about 40% of the station for $100,000 in 1960, according to the examiner.

Short of Cash - Lacking funds to meet his obligations and operating the station with “a skeleton crew” of four or more persons, Mr. Noble, the examiner said, instituted a number of activities “by means of which he has been able to keep wild on the air and increase revenue from $65,895 in 1960 to $168,714 in 1963.”

The examiner noted that Mr. Noble has been charged with a series of violations of commission rules and regulations and with having made misrepresentations to the commission about the manner he operated the station or about the financial situation of the licensee corporation.

But the examiner concluded that many of the charges, including those involving payola, double billing and misrepresentations, were not proven in the hearing. The examiner also said he found no intent on the part of Mr. Noble to deceive the commission.

"On the contrary," he added, "most of his [Mr. Noble’s] acts are found to have been the end product of ignorance, oversight, unwarranted optimism and the necessity to operate the station with a minimum paid staff."

In discussing the financial qualification issue, the examiner said that the record establishes that Mr. Noble "has demonstrated a refusal to give in and quit even under adverse conditions. If the forecast for the future is to be based on the record of the past, the hearing examiner must find that Nelson B. Noble can and will keep station WILD on the air."

The examiner found that Mr. Noble had committed some offenses—but none was "of such nature or of such magnitude" to warrant a finding that Mr. Noble lacks the character qualifications to be a licensee.
ditionally last month (CLOSED CIRCUIT, Nov. 30). The vote then was 5-2.

But on reconsideration, the vote was 4-3, to affirm with commissioners Rosel H. Hyde, Robert T. Bartley, Lee Loevinger and Frederick W. Ford in the majority. Chairman E. William Henry and Commissioners Kenneth A. Cox and Robert E. Lee dissented. Commissioner Lee had previously voted for the unconditional grant.

The translators, to be installed by the Ottumwa Area Translator System Inc., will rebroadcast the programs of KCRG-TV (ch. 9), Cedar Rapids and WHO-TV (ch. 13) Des Moines, both Iowa. The local station is KTVQ Kirkville, Mo., whose Grade A signal reaches Ottumwa. The station carries all three networks, while KCRG-TV is an ABC affiliate and WHO-TV carries NBC programs.

The commission will be asked to look at the case again, however, since KTVQ has petitioned the commission for reconsideration.

In the KIRO-TV case, the commission objected to the proposal on the ground that the station is seeking a translator to rebroadcast its programs in an area, that is 565 miles from Seattle and well within the service contour of KIVS-TV (ch. 12) Bellingham, Wash. Both are CBS affiliates. However, a final vote won't be taken until the order setting the application for hearing is presented to the commission.

In yet another translator case last week, the FCC granted applications of WNB-TV (ch. 30) Hartford- New Britain Conn., for three UHF translators to rebroadcast its programs in Hamden, West Haven and New Haven, all Connecticut.

Georgia ETV count now stands at 10

The Georgia State Board of Education received FCC permission last week to construct four new educational television stations. The new stations will be on channel 15 in Cochran; channel 25 in Dawson; channel 14 in Felham, and channel 20 in Wrens.

The grants bring the total authorized ETV’s in Georgia to 10. Eight of these two stations are under the control of the state board of education. The other two stations are WGTW(TV), channel 8, Athens (licensed to The University of Georgia) and WTV(TV), channel 30, Atlanta, (licensed to the Atlanta Board of Education).

The existing facilities granted to the state board are: WSEP-TV Columbus, on channel 18; wwan-TV Savannah on channel 9; WKA-TV Waycross on channel 8, and WCP-TV Chattoosw, on channel 18, which is not yet on the air.

Total construction cost for the new UHF stations will be an estimated $2.85 million, according to data in the original application.

Media reports...

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DIFERENT WAYS AT ONCE

YOU need to cover a lot of ground these days if you want to reach all the people who have a hand in broadcast buying decisions. (You are, in fact, most fortunate if you even know who are all the people involved in a typical decision.)

A whole squadron of salesmen on motorcycles couldn't do the contact job so thoroughly, effectively and economically as your own advertising in the broadcast business press. Nor could they make as many repeat calls as often, presenting your whole story exactly as you want the facts delivered.

- It takes a business publication to provide the coverage, penetration, impact and continuous selling that will establish these facts about you in decision-makers' minds.
- It takes a business publication they respect, need and want enough to pay for... one they count upon for information that helps them make their decisions more profitably.
- It takes a business publication to lend immediacy and believability to a well-planned sales message — because, however forceful it may be, a greater urgency is gained within the editorial climate where your advertising appears.

A n effective business publication (such as BROADCASTING) supplies a single, ready-made highway to the many specialists who evaluate, select and approve what media, markets and stations shall be used. It lets you cover the maximum number of key planners in the shortest time. It lets you reach them at the ideal time when they're thinking about the broadcasting business, and minded to weigh your message in this favorable atmosphere.

S ome business publications in the TV & radio field reach better than others. BROADCASTING reaches best of all. It's the authoritative source that decision-makers rely on, week after week, for latest news about broadcasting. Unlike others, they pay to receive BROADCASTING. They read it in a receptive mood.

S ales calls can come at awkward times, failing to register your whole story with an unwilling captive audience. Your direct mail may not find them in a receptive mood. But a message in BROADCASTING is a message delivered to a man who's thinking, planning, deciding — at the moment — about his next moves in radio or television.

S erendipity is the knack of making happy discoveries by accident. The truly serendipitous business man is a rarity. Why take risks of missing the target by trying to go ten different ways at once? BROADCASTING is a surer one-way express route to all kinds of decision-makers.

I t reaches them quickly... frequently... thoroughly... when they're receptively minded... with immediacy, believability, memorability... on an issue-after-issue continuity... and at far lower cost than the cost-per-contact of salesmen's calls or individual presentations. Which, when you stop to think about it, is quite a good deal!
Interim multiple-ownership plan

Commission studies staff plan that would be stop-gap until rules can be fully overhauled

FCC commissioners were studying late last week a proposal that would slow, if not halt, the trend to major television station acquisitions by multiple-station owners while the commission undertakes the time-consuming job of amending the multiple ownership rules.

The proposal was to be considered at a special commission meeting Friday (Dec. 18) devoted to staff suggestions for a complete overhaul of the FCC's multiple-ownership rules.

Under the interim proposal, the commission would almost automatically set for hearing applications to acquire VHF stations in any of the top 50 markets if the applicant already owns or has interests in one or more VHF's in those top markets. The application would escape a hearing only if a compelling affirmative showing were made that it should be granted.

Some commissioners, notably Chairman E. William Henry, have been extremely unhappy in voting to approve some recent sales of major stations to large multiple owners. They would have preferred to vote "no" but felt that the rules permitted, and policy and practice virtually required, a favorable vote.

In a Hurry * As a result, a sense of urgency regarding a revision of the rules has been building up within the commission. But there is also the realization that any major change would take months if not years to accomplish and that, in the meantime, any number of major sales to multiple owners could be consummated.

The staff's proposal for an interim policy, therefore, was seen as one possible solution to this dilemma.

The staff's suggestions for revising multiple-ownership rules are said to be a thorough reworking of those the commission considered at a meeting in September (BROADCASTING, Sept. 21). They call for scrapping the present formula for limiting ownership, which is based on numbers—seven AM's, seven FM's and seven TV's, provided no more than five are VHF's.

Instead, the commission would consider the percentage of population served by a licensee's television and radio stations—as well as by daily newspapers in which he owns an interest. Magazine circulation would not be counted.

The staff, reportedly, suggests separate criteria for licensees having interests within one state and those having national interests. A broadcaster, for instance, would be prohibited from owning or having interests in AM, FM and TV stations and newspapers which, in combination, serve more than 25% of the nation's population. The population limit for a licensee operating within a single state would be 50%.

Ten TV's Allowed * In some cases, it's understood, the staff proposals would prohibit licensees from owning as many stations as now permitted. But they would allow ownership of as many as 10 television stations, provided no more than five were VHF's, and so long as the stations served no more than 25% of the nation's population.

The staff does not suggest that broadcasters who now own more properties than would be allowed under the proposals be required to sell off any of them. However, if they did sell any, they would not be allowed to acquire new ones.

Changing hands

ANNOUNCED • The following sales of station interests were reported last week subject to FCC approval:

- WDMA Smyrna, Ga.: Sold by Mitchell Melof to Walter E. Baker Jr., Mrs. Malcolm Grant, Victor W. Aderhold and R. J. Lenihan for $110,000. Mr. Melof is also selling sister station, WDJK (FM) Smyrna (see below). WDMA is a 10 kw daytimer on 1550 kc. Broker: Blackburn & Co.

- WDJK (FM) Smyrna, Ga.: Sold by Mitchell Melof to Fox, Wells & Rogers, investment firm, for $80,000. Fox, Wells & Rogers is majority owner of WSAI-AM-FM Cincinnati and WQXT Atlanta. Mr. Melof is also selling WDJK's AM affiliate (see above). WDJK is on 94.1 mc with 100 kw. Broker: Blackburn & Co.

- WNW-C FM) Arlington Heights, Ill. (Chicago suburb): Sold by Robert O. Atcher and Thomas B. Hogan to Les Vihon for $110,000. Mr. Atcher will stay with WNW in sales capacity. Mr. Vihon is past owner of WFMQ (FM) Chicago. WNW is on 92.7 mc with 1 kw. APPROVED • The following station transfers were among those approved by the FCC last week (FOR THE RECORD, page 58).

- WFMQ-TV Greensboro, N. C.: Sold by Greensboro News Co. to Norfolk-Portsmouth Newspapers Inc. in a package deal (see page 39).

- KHCH-AM-FM-TV Honolulu and KHVO.

SEASON’S GREETINGS and best wishes for the New Year

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38 (THE MEDIA)
tv Hilo, Hawaii: Sold by Kaiser Broadcasting Corp. to Lawrence S. Berger, William H. Brown, Fred Goodstein, Charles L. Tangney and Marcus Loew II for $4,250,000. Mr. Berger is a former owner of KTWO-AM-TV Casper, Wyo., and KFBB-AM- TV Great Falls, Mont. Kaiser, subsidiary of giant Kaiser Industries Corp., has construction permits for UHF's in Detroit, Burlington, N. J.-Philadelphia, Los Angeles and San Francisco and is an applicant for a UHF in Chicago. Kaiser also owns KFOG-FM San Francisco. KHVV-FM is on channel 4 and is an ABC affiliate; KHVV is on 1040 kc fulltime with 5 kw; KHVV-FM is on 93.9 mc with 5 kw. KHVO-TV, a satellite of the Honolulu TV, is on channel 13.

- WALL-AM-FM Middletown, N. Y.: Sold by Roger W. Clipp, John Morgan Davis and associates to R. Peter Straus for $525,000. Mr. Straus also owns WMCA New York and Radio Press International. Mr. Clipp is vice president of Triangle Publications in charge of Triangle broadcast outlets. WALL is a fulltimer on 1340 kc with 1 kw at day and 250 w during the night. WALL-FM, not yet on the air, is assigned 92.7 mc with 820 w.

New TV stations

As of Dec. 17 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.

Information received regarding plans of holders of construction permits includes:

WBIG-AM-FM (ch. 42) Birmingham, Ala. Birmingham Television licensee. Penthouse, City Federal building, Birmingham: has filed with FCC to modify its construction permit to include new partners. Birmingham Television has been solely owned subsidiary of Winston-Salem Broadcasting Co., owners of WSBW Birmingham, WSBW Wilmington, N. C., and KTHT Houston. Modification, if granted, would include in addition to Winston-Salem Broadcasting Co., Northwest Growth Fund, Exchange Capital Corp., Enterprise Funds and William P. DuBois, a former Chicago broadcasting executive, who will serve as president and general manager. John G. Johnson, president of Winston-Salem Broadcasting would be chairman of the board and Robert F. Zicarelli, vice president of Northwest Growth Funds, of Minneapolis, would represent the investment companies coming into the firm.

KECC-TV (ch. 9) El Centro, Calif. Tele-Broadcasters Inc. permittee, 100 California Street, San Francisco. Station will be affiliated with ABC- TV. Washington attorney is Cohn & Marks. Target date is expected to be announced shortly.

Channel 17 Modesto, Calif. Rochester Broadcasting Co. permittee. Box 338 Ceres, Calif. Target date late summer 1965. Studio and office will be at 2842 Iowa Avenue, Modesto, site of KLOC, radio affiliate of the new television station. Programming is expected to be independent. Chester Smith will be general manager and film buyer; Cecil Lynch, chief engineer; Bill Dalton, assistant chief engineer; Russ Reis, sales manager. Washington attorneys are Spearman & Roberson.

KHTL-TV (ch. 4) Superior, Neb. P. O. address KHTL, Holdrege, Neb. Bi-States Co., is permittee. Station is expected to go on the air in 1965 with 25.1 kw. Equipment will be General Electric. Bi-States also owns KKNY-FM and KHEL-AM and KHEL-TV. Hayes Center and KHEL-TV, a fulltime partnership, is also owned.

WBTM-AM-FM (ch. 24) Danville, Va. Piedmont Broadcasting Corp. permittee. Has asked the commission for extension of time in which to activate the station. Application says company lost almost $250,000 in operating the station for 10 months in 1954. It is now trying to work out a cooperative plan with education officials of the state of Virginia. James H. Crawford is executive vice president and general manager of Piedmont Broadcasting which operates WBTM Danville.

FCC okays sale of WFMW-TV

The sale of WFMW-TV Greensboro, N. C., to Norfolk-Portsmouth Newspapers Inc. was approved by the FCC last week, despite the objections of three commissioners who were concerned about a concentration of control of media issue.

The sale, by Greensboro News Co., also involves two Greensboro newspapers, the News and the Record, with the total package carrying a price tag of more than $17 million (Broadcasting, Sept. 7).

Norfolk-Portsmouth owns WTAR-AMFM-TV Norfolk, Va., and two newspapers in the Norfolk area, the Virginian-Pilot and the Ledger-Star.

There is also minority cross-ownership between Norfolk-Portsmouth and two companies having newspaper and broadcasting interests. However, Nor-
ownerships. And the commission notified Norfolk-Portsmouth that the approval of the WFMY-TV sale was granted in light of those representations.

Chairman E. William Henry and Commissioners Kenneth A Cox and Robert T. Bartley, however, would have requested additional information, either through a hearing or pre-hearing letter, before approving the sale.

Chairman Henry and Commissioner Cox expressed concern because Norfolk-Portsmouth was acquiring two newspapers in addition to the television station. Commissioner Bartley, wanted additional information to determine whether Norfolk-Portsmouth would, on balance, provide better television service than Greensboro.

One of the companies sharing some common ownership with WTAR-TV is the A. S. Abell Co., which publishes the Baltimore Sun and Evening Sun and owns WMAR-TV Baltimore and WBOC-AM-TV Salisbury, Md., and community antenna TV systems in Roanoke Rapids, N.C., and Princeton and Beckley, both West Virginia. The other company is Richmond Newspapers Inc., which owns the Richmond (Va.) Times Dispatch and News Leader, and WRNL-AM-FM Richmond.

William S. Abell, a director and stockholder of the company that owns the Sunpapers, and Margaret Abell each own 2.6% of Norfolk-Portsmouth. In addition, Mr. Abell is one of its directors. According to the assurances given the commission, the Abells will surrender their voting rights in the Norfolk-Portsmouth company for as long as they own the stock and Mr. Abell will resign as a director.

Eight stockholders and one officer (President Paul S. Huber Jr.) of Norfolk-Portsmouth own small shares of Richmond Newspapers — between 0.09% and 1.28%—They have promised to surrender their voting rights in the Richmond company for as long as they own the stock. In addition, Charles S. Kaufman, a director of both companies, will resign from the board of Richmond Newspapers.

N. Y. CATV list grows to eight

Two more companies—Skitatron Electronics & Television Corp. and Cosmos Industries—have petitioned New York City for community antenna television franchises. Bringing to eight the number of applicants competing to operate CATV systems there.

Skitatron, a publicly owned company, was licensee of the pay-television system used by Subcription Television Inc. during its operation in California.

In support of its request the company said the introduction of CATV in New York would help promote the growth of new UHF channels. Skitatron claims many existing master antenna systems serving multiple dwellings in the city are inadequate for UHF signals.

The petition is for a system "in New York City, or such areas therein as may be designated by the city."

Cosmos Industries, an electronic design and production company in Brooklyn, also submitted a request which did not specify any particular area of operation within the city's five boroughs. The Cosmos application suggested a $19.50 installation fee and a $5 monthly charge. No mention of charges appeared in the Skitatron petition.

Other applicants in New York are: Sterling Information Services, Television Corp., PAX General Inc., Teleglobos Communications, Telecom, and CATV Enterprises (Broadcasting, Dec. 7, Nov. 16). These applications have been set for hearing by the city's board of estimate on Jan. 14. The two new applications were referred to the bureau of franchises last week for further study.

Another CATV begins operation

While community antenna television battles raged on in New York City and the National Association of Broadcasters fought an internal struggle to map its own CATV policy, the industry continued to show growth on other fronts last week.

Four franchises were granted, three construction starts were announced and another system began operation. One firm's application was rejected.

A CATV in Oleen, N. Y., began a contest with the city over a new, and apparently more restrictive, CATV law.

The reports of activity last week:

Desert Hot Springs, Calif.—Desertronics Inc. of Palm Springs, Calif., Frank Allen, president, has received permission to install a CATV for payment of 2% of gross revenue to the city. Mr. Allen, who operates a system in nearby Hot Springs and is TV set retailer, said he plans to bring in signals of Las Vegas VHF stations and charge $49.95 for installation, $7 monthly.

Richmond, Va.—Portsmouth Industries Inc., a group station owner, announced last week it would contract with Southern Bell Telephone Co. to provide a Bell contract for such a service (see page 23).

Cardenholle, Ill.—Franchise has been awarded to Southern Video Corp., Harrisburg, Ill.

A franchise has been granted to Marion Television Corp., owned by Gregg Cablevision Corp., Nashville (see Murphyboro, Ill.).

Murphyboro, Ill.—Franchise granted Murphyboro Cablevision Corp., owned by Gregg Cablevision Corp., Nashville, a subsidiary of LIN Broadcasting Corp., Nashville (Broadcasting, Nov. 30).

Marion, Ind.—Free franchises were made by Fair Enterprises Inc., Indianapolis, which estimated cost at $500,000 initially and said another $400,000 must be spent before the system could operate at a profit: Marion TV Cable Inc., whose principals are associated with WTAR-TV Marion: Gene Thompson, William Udel, major stockholder: Gene Cook, manager (the firm urged the council approve a local company and said the best arrangement for the station to own the CATV); Jerrold Electronics Corp., Philadelphia: and Modern Communications Inc., Marion, Art Tucker of Marion and Robert Cronin of Hartford City principals. A spokesman for Fair Enterprises estimated the city could earn about $10,000 annually through a CATV operated for five years.

Chicopee, Mass.—Presentations have been made by the following applicants: Pioneer Valley Cablevision Inc: (see Ware, Mass); Telecolor Corp., West Springfield, Mass., Lawrence Reilly, president; Charles M. DeRose, Northampton, Mass., general manager of Hampden-Hampshire Corp. (associated with William Dwight, publisher of the Holyoke Mass.) Transcription, & L. P. Tucker, president: Jerrold Electronics Corp., Spring- field, Mass., Wallace Sawyer, president: Ware, Mass.—Application of Pioneer Valley Cablevision Corp. Kenne, N. H., Alf Riel, president, will be submitted to a referen- dume during town elections in March. Mr. Riel owns Bennington, Vt., CATV. Yerington, Nev.—Clearview Cable Co. has begun operation providing 12 channels for $25 installation, $2.75 monthly.

Amsterdam, N. Y.—Construction of a CATV is to begin on approval of a microwave application by Jerrold Electronics Corp., Philadelphia, has announced. It would bring in New York independent and educational channels. New York City—Skitatron Electronics & Tele- vision Corp. and Cosmos Industries have been added to the list of Applicants (see page 40).

Olean, N. Y.—The Olean TV Cable Co. has challenged a newly adopted city law that changes the manner in which the firm pays the city for its franchise and raises the cost (see page 41).

Belford, Pa.—A CATV with 900 subscribers is to be extended to Selfert Addition.

Lafayette, Pa.—Jerrold Electronics Corp., Philadelphia, announced last week it has
Triangle seeks nine new CATV systems

Triangle Publications Inc. announced last week it plans to seek franchises for community antenna systems in nine Southeast Pennsylvania towns.

John Corcoran, public relations director of Triangle's WPHL-TV Philadelphia, said Triangle would provide signals of all Philadelphia area stations and WNEW-TV, WPIX-TV, WOR-TV and non-commercial WNDT-TV New York.

Communities where Triangle plans to apply for CATV are: Boyertown, Downingtown, Doylestown, Lansdale, Norristown, Pottstown, Phoenixville and West Chester.

Triangle is one of six CATV applicants in Philadelphia and operates a system in Binghamton, N.Y. It also owns radio and television stations in Pennsylvania, New York, Connecticut and California and is a publisher of newspapers and magazines.

9 support, 3 oppose class IV power hike

Efforts by Community Broadcasters Association last month to get increases in nighttime power for class IV local channel stations were almost unanimously supported by that segment of the industry that commented on the proposal last week.

CBA, which comprises licensees of class IV AM stations, had petitioned the FCC to amend its rules to permit local-channel stations to operate at night with a 1-kw ceiling, as opposed to the present 250-w limit (Broadcasting, Nov. 16).


These stations generally agreed that since the establishment of power standards for local channel facilities, man-made interference and noise levels have substantially increased, and previous power standards are no longer adequate.

Opposition to the rulemaking came from WMBR Unometown, Pa.; KOTA Rapid City, S.D., and WCLE Cleveland, Tenn. The three stations said that CBA had not presented any new evidence supporting the institution of a rulemaking which was previously rejected by the commission.
STV takes its pay-TV battle to court

Legal action to test the constitutionality of the referendum measure outlawing pay TV in the state of California has been initiated by three executives of Subscription Television Inc. STV was forced to shut down its closed-circuit TV program operations in Los Angeles and San Francisco after the state's voters approved the anti-pay-TV measure at the general election on Nov. 3 (BROADCASTING, Nov. 9).

To start the legal proceedings, Sylvester L. (Pat) Weaver, president of STV; Thomas F. Greenhow, vice president of STV Programs, a wholly owned subsidiary, and Dan O'Neill, STV financial consultant, filed articles of incorporation of a new pay-TV firm, Advanced Tele-Communications Inc., with California Secretary of State Frank Jordan on Dec. 9. Mr. Jordan's office refused to accept the papers on the grounds that since the passage of Proposition 15 any home subscription television business in the state is illegal.

On Dec. 11, the trio instituted an action in the state supreme court in Sacramento county (seat of the state capital) to force the secretary of state to accept the petition of the new company on the grounds that the law forbidding its operation is clearly unconstitutional.

FCC sticks to ch. 13
Grand Rapids decision

The final disposition of channel 13 in Grand Rapids, Mich., appeared to be resolved from the FCC's point of view last week when the agency voted to end a two-year-old interim operation and grant program test authority, effective Jan. 18, 1965, to the applicant of its choice—West Michigan Telecasters Inc.

Channel 13, wzzm-TV, has been operated since November 1962 by the four mutually exclusive applicants—Grand Broadcasting Co., MKO Broadcasting Corp., Peninsular Broadcasting Co. and West Michigan.

The commission, acting on an appeal last month, affirmed its original decision made in April awarding the channel to West Michigan and denied petitions for reconsideration by the three losing parties (BROADCASTING, Nov. 2).

Two weeks ago, however, the three losing applicants petitioned the U.S. Court of Appeals for the District of Columbia to reverse the FCC's decision and remand the proceeding to the commission for reconsideration (BROADCASTING, Dec. 14). The appeals are now pending before the court.

The commission's decision last week, which terminated the proceeding from the point of view of the losing applicants as the agency has no further petitions to consider, withheld action on West Michigan's license application pending completion of construction of its permanent studios.

The agency also dismissed opposing petitions by the three contestants who sought to block the issuance of program test authority to West Michigan until the pending court appeal is resolved.

FINANCIAL REPORTS

RCA, Prentice-Hall union looms

Each share of textbook publishers stock would be worth one-half share of RCA common, three-tenths of new stock

RCA revealed last week it is negotiating with Prentice-Hall Inc. to merge the giant textbook publisher into RCA control with an exchange of stock valued at an estimated $140 million.

Prentice-Hall, with headquarters in Englewood Cliffs, N. J., has 15 divisions and subsidiary companies involved in the publication of school texts, business and professional books in addition to operating professional services.

The company recorded gross sales of $68.4 million in 1963, and a net income of $4.5 million amounting to earnings of 92 cents per share.

Under the proposed terms, each share of Prentice-Hall's common stock would be exchanged for one-half share of RCA common and three-tenths share of a new RCA stock, a $1.75 cumulative convertible preferred, which has yet to be issued.

Wall Street analysts said an earlier RCA move in which the company offered to buy its $3.75 cumulative preferred shares at $90 each (BROADCASTING, Dec. 7) could be explained as a step easing the way for the proposed merger.

RCA stock, traded on the New York Stock Exchange, closed at 32 on Dec. 17, the day the merger plans were announced.

The approximate $140 million value placed on the exchange of stock is calculated on some five million shares of Prentice-Hall common shares outstanding. The company's stock is traded on the American Stock Exchange. It closed at 30 on Dec. 17.

Before rumors of RCA's intention to call in its $3.75 cumulative preferred had spread through the financial community, this stock had been selling in the neighborhood of $80 per share. Presuming a comparable dividend-price ratio for the new $1.75 cumulative preferred, these shares, when issued, could be expected to have a market value of about $40.

RCA said its new preferred shares would be convertible for 1.25 shares of common stock during the first five years of their issuance; 1.11 shares in the next five years and for one share after 10 years. The stock would not be redeemable for eight years but could be called in after eight years for $52.50; after 10 years for $51.75, and after 13 years for $50, its liquidating value.

Announcement of the tentative merger came in a joint statement by RCA Board Chairman David Sarnoff and Prentice-Hall Chairman Richard P. Ettinger. If the merger goes through, Mr. Ettinger will become an RCA director.

The proposal has yet to be approved by the boards of directors and stockholders of both companies.


Desilu report notes pilot offering change

For the first time in the history of Desilu Productions, the company is providing pilots for new series to all three TV networks, President Lucille Ball, said in a letter to stockholders reporting a 6% increase in network income for the first half of fiscal 1965 over the like period of the last fiscal year.

For 26 weeks ended Oct. 31.

BROADCASTING, December 21, 1964

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<tr>
<td>Gross income</td>
<td>$1,421,434</td>
<td>$1,185,855</td>
</tr>
<tr>
<td>Net income</td>
<td>424,033</td>
<td>406,065</td>
</tr>
<tr>
<td>Number of shares outstanding</td>
<td>1,183,131</td>
<td>1,223,631</td>
</tr>
</tbody>
</table>
Stock exchange takes action on Comsat

The Communications Satellite Corp. may operate at a loss for several years, as prospective investors were told by the firm before stock was offered to the public, but the price of Comsat’s stock has risen by such leaps and bounds that the New York Stock-exchange last week effectively put a damper on it.

Comsat stock went on the market at $20 a share last June 2, but has climbed since. Last Monday (Dec. 14) it hit $70.75, and the stock exchange, which thought the stock was the object of too much speculation, outlawed credit in buying and short selling the stock, causing the stock to fall $10.50 by closing time Tuesday. Thursday (Dec. 17) the stock closed at $56.30.

The stock exchange estimated that some 300,000 shares of Comsat had been sold short and not yet repurchased. Those shares were not affected by the exchange action. The exchange banned credit by raising the margin requirement on Comsat stock from 70% to 100%.

H&B American has gain in cash flow record

H&B American Corp., now owns 29 community antenna television systems serving over 83,000 subscribers, an increase of six systems and 11,000 subscribers in the past year, David E. Bright, chairman and president, said in the company’s annual report to shareholders, issued last week. “Cash flow [net income plus depreciation and amortization] and not net income is the most significant index of performance in our business because large depreciation and amortization charges reduce substantially the taxable and reportable earnings of the company without causing a corresponding reduction in the cash generated by the company’s business,” Mr. Bright stated.

“As a consequence, in the four years since our start in CATV we have had cumulative operating income before depreciation, amortization and interest of $6,436,000 but have reported cumulative net income of only $357,000. In the same period, however, the cash generated by the company’s operations has enabled it to pay off old debts incurred principally before its entry into CATV amounting to $2,049,000, principal on subsequent bank loans amounting to $1,525,000 and interest on old debts, bank loans and other indebtedness amounting to $1,625,000. In addition, the cash remaining after the discharge of such obligations together with the proceeds from increased bank borrowings have been used to build or improve the company’s CATV systems. As a result, during these four years the company has, despite reporting modest net income, successfully serviced a substantial amount of debt and at the same time increased its aggregate CATV investment to more than $14,650,000.”

Fiscal year ended July 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income per share</td>
<td>$.13</td>
<td>$.17</td>
</tr>
<tr>
<td>Cash flow per share</td>
<td>.03</td>
<td>.25</td>
</tr>
<tr>
<td>Revenues</td>
<td>4,631,820</td>
<td>4,472,313</td>
</tr>
<tr>
<td>Cash flow</td>
<td>1,023,103</td>
<td>1,421,730</td>
</tr>
<tr>
<td>Net income</td>
<td>321,535</td>
<td>171,594</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,577,079</td>
<td>2,562,102</td>
</tr>
</tbody>
</table>

Sales up, net down for Audio Devices

Audio Devices Inc., New York tape manufacturer, has reported net sales up slightly but earnings down for the nine months ended Sept. 30 compared to the same period last year.

The firm attributed the dip to “technical production problems which caused an 11 cent [a share] loss for the second quarter” and said the problems had persisted into the third quarter, although “these unprecedented losses are now behind us.” The company was back to normal by September, and October showed record net sales of $875,000, the firm said.

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share*</td>
<td>$.09</td>
<td>$.09</td>
</tr>
<tr>
<td>Net sales</td>
<td>6,016,990</td>
<td>6,270,045</td>
</tr>
<tr>
<td>Operating profit</td>
<td>179,908</td>
<td>706,313</td>
</tr>
<tr>
<td>Net income before taxes</td>
<td>140,485</td>
<td>687,872</td>
</tr>
<tr>
<td>Net income</td>
<td>75,085</td>
<td>340,872</td>
</tr>
</tbody>
</table>
| *Based on 685,009 shares outstanding.

NGC more than doubles

National General Corp. net operating income rose 108% in fiscal 1964 over the preceding year, Eugene V. Klein, chairman and president, reported last week. NGC owns and operates 216 theaters, is experimenting with closed-circuit theater television and is active in real estate, motion-picture production and the packaging and sale of California fruit products.

For year ending Sept. 1963 to 1964:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share*</td>
<td>$.70</td>
<td>$.35</td>
</tr>
<tr>
<td>Gross income*</td>
<td>50,005,004</td>
<td>48,273,048</td>
</tr>
<tr>
<td>Net operating income</td>
<td>2,509,864</td>
<td>1,203,189</td>
</tr>
<tr>
<td>Common shares outstanding</td>
<td>3,962,323</td>
<td>3,494,097</td>
</tr>
</tbody>
</table>


Financial notes...

- MCA Inc., New York, has declared a dividend of 37 1/2 cents per share on its outstanding convertible preferred stock payable Dec. 31 to preferred stockholders of record on Dec. 18.
- Rolls Broadcasting Inc., Wilmington, Del., last week announced an agreement to purchase a building maintenance firm for “an amount estimated to be in excess of $2 million in cash.” The L. P. Martin Maintenance Corp., Atlanta, is now run by Larry P. Martin, who will stay on to direct the company.
- United Artists Corp. has completed a new long-term financing agreement with the Prudential Insurance Co. for $3 million, of which $9,750,000 may be taken down in the future at the option of UA. The new financing, according to UA, replaces an existing 15-year loan arrangement made five years ago.

Ameco’s million-dollar month

November was the first month of million-dollar sales for Ameco Inc., community antenna TV equipment manufacturer based in Phoenix.

Citing its “phenomenal growth,” the firm, which in 1962 barely exceeded $1 million total volume all year, projected its 1964 sales at more than $10 million and predicted a $20 million year in 1965. These sales are for the manufacturing firm only, excluded commonly owned CATV systems and microwaves. Bruce Merrill, president of Ameco, also owns KIVA(TV) Yuma, Ariz.
Baseball makes it to TV big-money league

ABC could pay up to $12.2 million for two-year Saturday afternoon package

Major league baseball broke from tradition last week as a committee representing 18 clubs signed a $5.4 million contract with ABC-TV for national telecast of 25 Saturday afternoon games and two holiday contests in the coming season. A 19th club, the Philadelphia Phillies, may yet join, which would bring the cost to $5.7 million.

The agreement gives ABC an option to renew the package for the following year at a cost of $325,000 per participating team, or $6.5 million if all 20 major league clubs should join the Saturday program. The maximum cost of the two-year package would thus be $12.2 million. In the first year of the plan the teams will each receive $300,000. Never before had baseball clubs co-operatively negotiated a national television contract. And never before had a national package been arranged in which no cities would be blacked out. Although CBS and NBC have carried weekly network games they have never broadcast them within a 50-mile radius of major league cities or in minor league cities if a local game was being played.

The collective-bargaining approach follows a pattern established by the National and American football leagues and since adopted by the National Basketball Association and others.

The New York Yankees will not participate in the Saturday package because of their $550,000 contract with CBS-TV for that network's weekend Game of the Week presentation, a contract which extends through the 1965 season.

According to ABC and the major league baseball committee, the Phillies, who have not yet signed for the program, are expected to join the group before the season starts. The baseball committee is headed by John E. Fetzer, broadcaster and owner of the Detroit Tigers.

However, Phillies secretary George Fletcher said last week "it seems unlikely at the present time that the team would participate in the Saturday plan." The reason given was an outstanding sponsor obligation to Atlantic Refining Co.

On Nov. 11 the team reached an agreement with Atlantic—a three-year deal for the club's broadcast rights for a reported $1.3 million per year. A portion of the sponsorship is expected to be picked up by P. Ballantine & Sons.

Atlantic, which had the option to match a rights offer made by any other sponsor, was said to have been pushed up to the $1.3 million figure by another beer company. The Phillies games have been carried on WFLY-TV Philadelphia, an ABC-TV affiliate, in the past but most observers feel the right prices will make Atlantic reluctant to have the Phillies associated with another sponsor in the national package. The Phillies games in the past have been carried on four television and 23 radio stations.

The 27-game ABC schedule will begin April 17 and will include contests on two of three Monday holidays; May 31, July 5 and Sept. 6.

Plan's Details - Mr. Fetzer said a tentative schedule for the telecasts would be drawn up within a month, but that it would be flexible so that games of maximum interest might be substituted for those which would attract less attention later in the season.

He outlined a basic structure for the Saturday program in which three games would be available for the packages on each playing date: two in the East, one regular game and a backup game in case of cancellation, and a western game for presentation in 11 states in the Pacific and Mountain time zones.

The baseball package will escape the blackout problem by feeding the backup game into the home television territories of the teams playing in the national TV game, thereby protecting local sponsors of their games. Thus there will be a number of instances when two games will be on TV in major league cities and in a two-team city such as New York, three games will be presented on some Saturdays.

This could occur for instance when the Yankees and Mets were being televised and the national game was also

(L-R): Roone Arledge, vice president, ABC-TV Sports; John E. Fetzer, broadcaster and chairman of the major league baseball committee, and Thomas W. Moore, ABC-TV president, look over the multimillion dollar contract for Saturday afternoon national baseball telecasts.
brought into New York.

Mr. Fetzer called the competitive effects of such a situation "far and away residual," and described the whole package as a demonstration of "enlightened self interest" on the part of baseball.

The Price • ABC-TV President Thomas W. Moore said the package price was "the maximum the rights could command in the present television economy."

The cost, he declared, is commensurate with audience calculations based on past ratings of CBS and NBC weekend games, adjusted upward for the additional reach expected for the national presentation and downward for the competition of multiple presentations in major league cities.

Mr. Moore said sponsors have not yet been lined up for the Saturday games, but that a number of advertisers have expressed interest.

CBS-TV could be limited to presentations of Yankee home games for its Game of the Week Show, but might also carry Philadelphia home games.

The CBS-Yankee deal does not provide for coverage in major league cities but this possibility was raised by one network official in light of the no-blackout nature of the Saturday package.

Mr. Fetzer said he had a commitment from the Yankees not to have their Game of the Week telecasts carried in other major league territories. A legal adviser to the committee said there had been no written agreement on this point.

Although the Yankees will appear in some of the national presentations as a visiting ball club, they will not receive a share of the rights money.

**Film firms plan NAB exhibit**

Television film distributors for the third consecutive year will coordinate their efforts during the NAB convention next spring under the banner of Television Film Exhibits—1965 (TFE-65).

Tentative arrangements are for TFE-65 to have contiguous space in the Shoreham hotel in Washington where the NAB will meet from March 21-24. Fourteen distributors have indicated they will participate in the exhibit. They are: Embassy Pictures, Four Star Distribution, Hollywood Television Service, King Features Syndicate, Medallion Pictures, National Telefilm Associates, Screen Gems, Seven Arts Associated, Tele Features, Trans-Lux Television, Twentieth Century-Fox Tele-

**CBS News shuffles desks**

Executives given new posts, Blair Clark resigns Paris job

CBS News authorities last week saw no further top administrative changes planned for their division in the aftermath of a major revamp of the executive echelon.

In the shuffling announced by Fred W. Friendly, CBS News president, CBS News executives effective Jan. 1, receive new posts and responsibilities. And an executive not previously associated with broadcasting, Gordon Manning, executive editor of Newsweek magazine, joins the division at the top level (see page 10).

It was indicated that the current changes—a series of major moves by Mr. Friendly, who ascended to the divisional presidency 10 months ago—are tied to a prior series of shuffles designed by Mr. Friendly to strengthen the administrative aspects of CBS News.

Mr. Friendly was elected president last March, succeeding Richard S. Salant, who was named vice president and assistant to the president of CBS Inc.

A year ago under Mr. Salant’s regime, Blair Clark was second in command as vice president and general manager. Reporting to Mr. Clark were Ernest Leiser, then assistant general manager for TV news, with responsibility for hard news, news shows and news bureaus, and John Kiermaier, then vice president for public affairs, covering all public-affairs programming. Such units as 20th Century and CBS Reports reported to Mr. Clark.

**Prelude • In Mr. Friendly’s initial major revamp, Mr. Leiser was elevated to director of TV news, with his responsibilities generally remaining unchanged. Mr. Clark was moved to Paris as director of CBS News international operations, and the public affairs department was eliminated with production units reorganized. Mr. Kiermaier eventually left the division, and CBS Reports and 20th Century units reported directly to Mr. Friendly.**

A difficulty encountered, however, was an apparent need to designate a full executive responsibility for news programing.

In the current reorganization, Bill Leonard, who served as executive producer of the CBS News election unit, becomes vice president and director of news programing. He will supervise the planning and production of regularly scheduled programs including CBS Reports, 20th Century and World War 1 and, according to Mr. Friendly, "the wide range of documentaries, cultural broadcasts and special programs with which broadcast journalism is and should be so closely identified."

Mr. Manning, who has been executive editor with Newsweek the past three years and who joined the magazine in 1956, becomes vice president and director of TV news. He will supervise "hard news" at the network including responsibility for six regularly scheduled TV news broadcasts, news extras and special reports, and all bureaus and correspondents. Mr. Manning was a senior editor when he joined Newsweek. He was staff writer and then for six years managing editor of Collier’s magazine. He also had worked for the United Press.

Both Mr. Manning and Mr. Leonard will report to Mr. Friendly.

New Post • Don Hewitt, executive producer of CBS Evening News With Walter Cronkite, now becomes executive producer of a new activity described by Mr. Friendly as "developing and innovating a new kind of news broadcast—the live documentary."

Mr. Hewitt is a 16-year veteran news producer at CBS. Mr. Leiser, director of TV news, moves into Mr. Hewitt’s spot on the Walter Cronkite show, which was started under his direct supervision. He has a 20-year background as foreign correspondent, editor and producer.

Both Ralph Paskman, who goes to assistant director of TV news from assignment manager, TV news, and Bill Eames, who now becomes assistant director of TV news after having been editorial director of the CBS News election unit, will report to Mr. Manning. Robert Wussler, production director of the CBS News election unit, becomes director of the special events unit. Mr. Wussler and Mr. Hewitt will report to Mr. Leonard. Mr. Eames also will direct liaison between CBS News and CBS-TV affiliates’ news departments.

Coincident with these changes, Mr. Clark’s resignation from CBS News was announced.

**Broadcasting, December 21, 1964**
BMI tells its side of story

Justice suit seeking change in ownership of music
licensing group prompts Burton explanation to stations

Broadcast Music Inc. sent to broadcasters last week a point-by-point reply to the Justice Department's suit seeking to divorce 517 of them from the ownership of BMI (Broadcasting, Dec. 14).

"The contentions made by the Anti-trust Division [of the Justice Department] have no basis in fact," BMI President Robert J. Burton said in a three-page letter. "BMI will vigorously defend this case. It will win this case."

While Mr. Burton was defending BMI against the suit's charges—one of which was that BMI and broadcasters had depressed music-license rates—a group of West Coast promoters were protesting that BMI's rates were too high. This referred to BMI's insistence on 1% of the box-office revenues from personal appearances using BMI music, which early this year replaced the former policy of charging flat fees in such cases.

Mr. Burton's letter, "to all broadcasting stations," amplified his earlier denial of the Justice Department's charges. The suit asks that broadcaster-stockholders of BMI, estimated at 517, be required to give up this ownership.

The accusations, he noted, have been voiced repeatedly by BMI's chief competitor, The American Society of Composers, Authors and Publishers, and have been investigated exhaustively without substantiation.

Called The Shot - He also recalled that ASCAP had forecast the filing of the suit, predicting at its annual meeting this fall that some of its "BMI problems" might be resolved before the end of the year, possibly by government action (Broadcasting, Nov. 2).

The charge that BMI and broadcasters combined to "promote BMI music to the exclusion of all other music," he said, is beyond belief by anyone who "knows anything about either music or broadcasting."

In addition, he said, "this charge by ASCAP's writer-members was the subject of weeks of hearing before [a Senate subcommittee]. Not one vestige of evidence to support the charge was introduced and at the end of the hearing the chairman pointed to all of the evidence that had been adduced against the charge and said he had nothing to support the charge but 'speculation'."

To the charge that BMI had been used to depress the license rates of other music-license organizations, Mr. Burton said that ASCAP for 15 years has had the right to have broadcasters' rates set by court.

"Instead," he said, "ASCAP has made a succession of voluntary contracts which it has publicly stated were advantageous to it. All of these agreements were approved by the court upon notice to the Department of Justice and without objection by the Department of Justice."

Royalties paid to writers and publishers since BMI was formed have increased by more than 700%, he continued, adding that "it is impossible to term this 'depression'" of royalties.

Concession Noted - The Justice Department's news release announcing the suit, Mr. Burton said, recognized that BMI was formed "to provide an alternative source of music performance licenses" in view of ASCAP's "virtual monopoly."

"The Antitrust Division," he continued, "now complains that BMI has done precisely what, with the approval of the Department of Justice, it was organized to do. Both from the viewpoint of the users of music and from the viewpoint of the creators of music competition is no less essential today than it was in 1939" when BMI was formed.

BMI will seek a "speedy trial," he said, but "cannot, of course, know how long it will take before the case can be tried." Meanwhile he expects broadcasters that "the honest competition which BMI has created in the field of music licensing will continue" and "BMI will continue faithfully to serve the creators of music, the users of music and the public interest."

Philadelphia lawyers stir up access storm

The Philadelphia Bar Association last week found itself almost inundated with a sea of protest over its tentative move toward a "statement of policy" recommending severe checks on the latitude enjoyed by newspapers in covering criminal court cases.

The policy statement—drawn up by the bar association's criminal law committee, endorsed by its board of governors and to be submitted to the membership for a vote at a special meeting Dec. 29—would ban cameras and radio-TV equipment from courtrooms. It would also forbid lawyers, judges and lawmen from revealing information about criminal cases and disallow news media access to police records, offices of police officials and offices of prosecutors. The proposals would constitute a guideline, not law.

Philadelphia's mayor, district attorney and police commissioner, as well as the Pennsylvania News Broadcasters Association, were among the voices in strong opposition to the recommendations. The dissenters spoke out in favor of the "public's right to know," and the district attorney called the proposals "unworkable."

The news broadcasters association said "the statement enumerates how lawyers think the news media should conduct their affairs" and called it "a 'gag' upon the responsibility of broadcasters and press to collect and disseminate information in the public interest."

The PNBA also called the "atrocious document" an attempt "to dictate news media behavior" and "completely unacceptable, unequally unfair." The news broadcasters association asserted that the statement "would allow police wide and dangerously arbitrary discretion regarding the public's right to know" and said that by the bar association's own admission "the alleged evils which this code seeks to eliminate rarely exist."

The PNBA concluded its letter to the committee by telling the bar, in effect, to mind its own business. "In short," it said, "attorneys should not be formulating standards of conduct for news media and police. The news media and police do not formulate standards of conduct for attorneys."

Pierson cites dangers in news media lockouts

Attorney W. Theodore Pierson, speaking at the National Lawyers Club in Washington on Dec. 12, gave his opinion of suggestions on news media coverage advanced by the Warren Commission. Mr. Pierson pointed out that sometimes the "conspiracy against equal protection of the laws seems to include judges, juries, police officers, attorneys and the white public" in certain civil rights cases.

"With [news media] excluded from the police premises and required to rely upon formal announcements by the possible perpetrators of these wrongs," Mr. Pierson asked, "have we not lost one of
the most important safeguards that the First Amendment was intended to supply—safeguards that are wholly consistent with rights asserted by the accused?” He added that sometimes the news media might have to rely on pool arrangements, and although this “tends to eliminate the additional knowledge that results from competition among media . . . this may well be a loss we will have to suffer in abnormal cases in order to avoid lockouts and to secure protection from our processes of justice.”

Powell: cooperation key to court problem

American Bar Association President Lewis F. Powell Jr. of Richmond, Va., called for “intelligent and thoughtful action by all concerned” last week to guarantee that news coverage does not interfere with the right to a fair trial in any way.

Speaking before the Texas Bill of Rights Foundation at Houston on Tuesday (Dec. 15), Mr. Powell indicated that both the legal profession and the news media will have to cooperate in this effort. ABA a fortnight ago named a special committee to study the fair trial-free press issue (Broadcasting, Dec. 14).

Television has further intensified the problem, Mr. Powell said, noting the decision of the Supreme Court to consider whether TV coverage precluded a fair trial for Billie Sol Estes in Texas.

He also cited the New Jersey decision in the Van Duyne case as a major new development which “emphasizes the seriousness with which the courts and the legal profession have come to view the problem of prejudicial publicity” (Broadcasting, Nov. 23). The state supreme court, he said, seeks to control prejudicial news by forbidding certain types of comment on pending cases by police, prosecutors and defense attorneys.

Mr. Powell observed that the New Jersey court defined statements about alleged confessions and defendants’ police records as particularly prejudicial. He felt it will be years before the full import of this ruling is determined.

However, according to Mr. Powell, lawyers recognize that they will have to put their own house in order first. Since the police, court attendants, prosecuting and defense attorneys are the chief sources of such “prejudicial information,” he said, it will have to be stopped there.

“The bar and the courts have the power to control these sources. We must be far more willing to exercise this power,” the ABA president said.

ABC-TV removal prompts Howard suit

Lisa Howard, who was relieved of duties as an ABC-TV news commentator last Sept. 29 for “partisan political activity,” last week filed a suit against the network’s corporate parent, American Broadcasting-Paramount Theaters, for $2,008,000.

Miss Howard, in papers presented in New York State Supreme Court, said she felt her removal by the network constituted punishment and damage to her reputation and career for “[taking] part as an American citizen in a public election campaign.”

She acknowledged she had been secretary of a committee supporting the campaigns of President Johnson and New York Senator Kenneth Keating (R-N. Y.), but denied this work influenced her news reporting.

ABC had no comment last week on the suit. Miss Howard’s news program had been presented on the network at 2:55-3 p.m., EST, Mon.-Fri., and was sponsored by the Purex Corp. The program has continued with Marlene Sanders in the spot vacated by Miss Howard and Purex continues as sponsor.

State of Union speech set for prime-time TV

President Johnson will depart from tradition in an attempt to corral as large a television audience as possible when he delivers his State of the Union address to Congress Jan. 4.

The President will speak at 9 p.m., although chief executives traditionally have addressed Congress at midday. Franklín D. Roosevelt was the last President to deliver his State of the Union message in the evening. On Jan. 3, 1936, he chose an evening hour in an attempt to capture listeners via radio.

All three television networks will carry President Johnson’s speech live. CBS-TV plans to move its 16th annual Years of Crisis telecast to Washington, airing it immediately after the State of the Union message. The network will thus break a tradition of its own, as the program previously has originated in New York. CBS-TV correspondents from around the world will participate.

Film sales . . .

Christmas Specials (NTA): KTTV-Tv Los Angeles, Calif.; WTVN-TV Columbus, Ohio; WAFB-Tv New Orleans, La.; WISH-TV Indianapolis, Ind.; WJW-Tv Cleveland, Ohio; WTTV-Tv Indianapolis, Ind.; WTVX-Tv Jacksonville, Fla.; WOR-TV New York City, N.Y.

Motions Picture Specials (NTA): KTTV-Tv Los Angeles, Calif.; WOR-TV New York City, N.Y.; WTVN-TV Columbus, Ohio; WFBM-Tv Indianapolis, Ind.; WTVX-Tv Jacksonville, Fla.

Documentary Specials (NTA): WOR-TV New York City, N.Y.; WAFB-Tv New Orleans, La.; KTTV-Tv Los Angeles, Calif.; WJW-Tv Cleveland, Ohio; WTVN-TV Columbus, Ohio; WTTV-Tv Indianapolis, Ind.; WTVX-Tv Jacksonville, Fla.
CBS changes mind on Sunday 9-10 slot

CBS-TV last week began telecasting most of its newly constructed prime-time schedule but with a second major change in the Sunday hour programmed against NBC-TV's highly rated Bonanza and movies on ABC-TV. Initially, CBS-TV President James T. Aubrey Jr. had announced on Dec. 11 that the 9-10 period on Sunday would be filled with reruns of the Danny Thomas Show and Celebrity Game, a midseason replacement last year (at deadline Dec. 14).

But a day later, Mr. Aubrey amended CBS-TV's numerous program moves affecting every night of the week—13 changes in all—by noting that a new dramatic series, The People, would be ready for the Sunday hour, effective Jan. 24. Mr. Aubrey said that on Friday (Dec. 11) "it looked impossible" that the series—about a district attorney—would be ready to fit into the schedule immediately, but by Saturday afternoon (Dec. 12) CBS was able to confirm that Herbert Brodkin (series producer for Plautus Productions in association with CBS) "could meet the production schedule without sacrificing program quality."

During the interval (Dec. 20 through Jan. 17), the network will colorcast a group of specials, including several Fred Astaire musical repeats and a show on the Royal Ballet. Mr. Aubrey also said the Joey Bishop Show would be seen in its new time period (Tuesday, 8-8:30) on Dec. 22 instead of a week earlier as a CBS News report, The NATO in Danger, had pre-empted that period and that Slattery's People would begin its new Friday, 10-11 p.m. period on Dec. 25 instead of Jan. 1.

It was reported that Danny Thomas, who also is a producer-owner (Gomer Pyle and the vehicles starring Andy Griffith, Dick Van Dyke and Joey Bishop, all on CBS), had not felt it "fair" for him to be on two networks the same evening and had conveyed his feeling through his agents. He said two of the five specials he's doing as an actor for NBC-TV this season are scheduled to be on that network on Sunday. It could not be determined to what extent Mr. Thomas's position figured in the CBS turnabout.

Other new changes in lineups on the other networks in the meantime were announced. They were: NBC-TV exchanged time slots of The Famous Adventures of Mr. Magoo and Kentucky Jones on Saturday. Kentucky will be seen at 8-8:30 and Magoo at 8:30-9 effective Jan. 2. ABC-TV is moving The Flinstones now on Thursday, 7:30-8, to Friday at the same time period, changing places with Jonny Quest, on the schedule effective this week.

CBS-TV ponders movies for prime-time showing

CBS-TV, the only network that does not present feature films on a regular basis, was reported last week to be considering a move toward placing movies in prime time next season.

CBS-TV officials declined to discuss the report. It was learned that the network had approached several motion-picture distributors, including 20th Century-Fox, Warner Brothers, United Artists and Paramount Pictures to submit the titles of features they could make available for prime-time showing in 1965-66. It was understood that CBS-TV would make a decision shortly as to whether it would or would not schedule features in prime-time next season.

Both NBC-TV and ABC-TV schedule feature films in prime-time (the former on two evenings for four hours and the latter on one evening for two hours) and these efforts have attained creditable ratings. CBS-TV was reported to be considering the use of feature films as part of an effort to improve its overall ratings. This season the three networks are in a virtual tie in the ratings race (Broadcasting, Dec. 14).

New D.C. news service

Kenneth Schiebel, who is Washington correspondent for the radio-TV stations of the Donrey Media Group, has started his own broadcast news bureau in Washington. His new service, Washington Broadcast News, will be tailored...
expressly for local radio-TV outlets.

Mr. Scheibel plans to offer clients sound-on-film for television stations and "beeper" reports for combined radio-TV's, with the news emphasis on Congress and the federal agencies. His office is room 1249, National Press Building.

Program notes...

More shows • Five new documentaries have been added to Men in Crisis, produced by David L. Wolper Productions and syndicated by Wolper Television Sales, according to producer-director Alan Landsburg. New episodes are: "Pershing vs. Ludendorf: War to End War"; "Truman vs. Stalin: The Potsdam Encounter"; "Windsor vs. The Crown: Of Love and Kings"; "Roosevelt vs. Isolation"; "Lindbergh vs. the Atlantic: Flight to Fame."

CARE musicals • Frances Langford is the hostess on a series of 10 five-minute musical radio programs made available by CARE. Entitled International Musicale, the programs feature rarely heard music composed by native musicians.

Schools and station • KHJ-TV Los Angeles has formed an association with the Los Angeles city school system to create and broadcast a variety of programs depicting the scope of the school system's activities. Four high school championship sporting events will be broadcast. Additionally, a series of one-hour programs including concerts by the all-city orchestra, art exhibits, swimming and skating will be shown in prime time.

Water Jumping on TV • The 1964 Invitational Water Jumping Championships are the subject of a 15-minute color special produced by Triangle Stations for its six TV stations and for syndication by Triangle Program Sales.

Television workshop • Repertoire Workshop, a half-hour series designed to provide TV exposure for lesser-known talents, will begin its third year on the five CBS-owned stations during the week of Dec. 28. Each station—WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis—will produce seven half-hours which will be seen on all stations.

March of Dimes special • The Big Little Show, the sixth half-hour variety show produced by the National Foundation-March of Dimes, is being distributed to TV stations for use between Dec. 27, 1964 and Jan. 31, 1965.

Agent 007 • WOR-TV New York will show a one-hour color special, The Incredible James Bond, Dec. 13, tied-in to the release of "Goldfinger," the latest Bond movie. The special will be shown on other RKO General stations and syndicated elsewhere in the country to predate the local showing of the film.

From the North • The Fourth Network has packaged a taped series of 11 Canadian Hockey games, originating in Toronto. The matches, which will begin with Russia playing the Canadian national team and will also include the Czechoslovakian national team against Canada, plus the Memorial Cup championship fights among representatives of Toronto, Montreal, Hamilton, Niagara Falls and other cities.

Tapes to library • WTOP-AM-FM Washington has presented 12 tapes of its Symposium series to the Library of Congress. L. Quincy Mumford, librarian of Congress (1), is shown accepting the gift from Lloyd W. Dennis Jr., WTOP vice president and general manager and originator of the series. Roy Meachum, Symposium writer-host, looks on.

New approach • CBS Radio has announced a new format, starting Jan. 2, for its weekend Dimension series, intended to give the broadcasts greater flexibility in content. A single announcer, Bob Dixon, will be host for each of the 17 features which appear regularly on the weekend series. He will also do interviews and special human interest stories.

Seminars • SESAC Inc., New York, will hold a series of informal meetings for representatives of record companies, advertising agencies, music publishers, record distributors and other interested parties. The meetings will be held at the SESAC offices, 10 Columbus Circle, after Jan. 1, 1965.

New arm • Teleradio, New York advertising and public relations company, has established a new division, the Teleradio Production Co., to produce and direct radio and TV programs in addition to producing radio-TV commercials for the parent company.

Voting time • Balloting for the annual television nominations and awards of the Directors Guild of America will begin Dec. 30, when ballots will be mailed to DGA members, returnable by Jan. 13, 1965. Final TV ballots will be mailed Jan. 18, and are to be returned Feb. 1.

Big races • The Triple Crown of horse racing—the Kentucky Derby, Preakness and Belmont stakes—will be covered exclusively by CBS-TV in 1965-66.

Funnyland producer • Roger Gimbel will produce NBC-TV's Allan Sherman's Funnyland, a colorcast on Jan. 18, 1965, 9-10 p.m. EST. Funnyland is a possible half-hour series for the 1965-66 season.

All-star game • The National Basketball Association all-star game will be broadcast live on CBS Radio on Jan. 13, 1965, beginning 9 p.m. EST. Commentary will be provided by Jack Drees and Jack Buck.
First annual FM awards given to five stations

Five FM stations were honored last week as the first winners of awards, to be presented annually by the Armstrong Memorial Research Foundation for excellence in FM broadcasting.

Winners of the awards, designated "Majors" in memory of FM pioneer Major Edwin Armstrong, are KHFt(FM) Austin, Tex., for musical programming; WVR(FM) New York, for public service programming; WPBR(FM) Flint, Mich., for news programming, WDHA-FM Dover, N. J., for technical research and development, and WUHY-FM Philadelphia, noncommercial station, for educational programming.

Stuart Bailey, president of Jansky & Bailey Division of Atlantic Research Corp., addressing a dinner in New York last week at which the awards were presented, said FM broadcasting has now reached a period of success despite a history of adverse circumstances.

Drumbeats...

Name of the game • How long would it take the longest forward pass in football history to hit the ground? KTVT (TV) Dallas-Fort Worth asked the question and got more than 17,000 answers. A color TV set was the reward for the right answer. The station let Billy Lorraine, rookie quarterback of the National Football League Dallas Cowboys, stand at the 1,425-foot level of the station's 1,525-foot antenna and pass the football. Guesses ranged from six-tenths of a second to four-and-a-half-hours. But 13-year-old Cynthia Michaels predicted the football would hit the ground in 22.4 seconds—it did.

First award • Kow Portland has won the first annual Oregon Association of Broadcasters' honor award for outstanding achievement for public service programming. The award was given for the station's promotion of Portland as "The City with the Happy Difference," which began August 1964 and relates the advantages of the Portland area.

Anniversary picture • WLBW-TV Miami ran a full-page ad in both Miami's daily papers calling attention to the station's third anniversary. The ad featured head shots of 119 of the station's personnel. The station went on the air Nov. 20, 1961.

Station special • WKXE Keene, N. H., published a 24-page listener's guide to publicize its 38th year of broadcasting and the addition of its FM affiliate. The stations will have a drawing for an AM-FM-stereo console Dec. 24 and will give away 36 AM-FM table models. The guide was distributed to more than 46,000 homes in the New England area. Many station advertisers participated in the guide.

Loads of laughs • MGM-TV officials say it's no stunt but a poor joke—on them. A cocktail party in New York proved successful in drawing 550 "key personnel" from advertising agencies, station representatives and networks on Dec. 10. The purpose was to deposit a ballot in a sealed oak chest to elect one of five candidates for the title of the

Manx Radio offers test market plan

Manx Radio, the first government authorized commercial radio station in Britain, is offering an $8,400 one-year test market package for national consumer goods advertisers. The aim of the project is to get 10 noncompetitive national advertisers to spend $8,400 each on six 30-second spots or equivalent 60-second or 90-second spots each day for one year. Included in the deal will be seven market surveys, one pre-check and six bi-monthly survey to assess housewives' purchases within the 10 participating product fields and the connection between these purchases and housewives' exposure to Manx Radio.

The Isle of Man is located off the northwest Coast of England almost in the middle of the Irish Sea. In addition to radio reception, it receives commercial TV.

Zambia, Ghana budget for TV expansions

Television is making big strides in some of the new African states that recently attained independence within the British Commonwealth.

In Northern Rhodesia, now Zambia, the ministry of transport and communications has announced a three-year post office development program to cost £1,332,000 (about $3,552,000). This will include a microwave link between Kitwe, in the North, and Lusaka, the capital, bringing TV to the latter.

The development plan also includes a direct radio-telephone and telegraph link with London.

Northern Rhodesia's population in 1963 was 3.5 million.

The government's economic development coordination committee has allocated about £200,000 (about $530,000) to meet expected expenditures up to June 30, 1965. Additional allocations reportedly will be made later.

In Accra, capital of Ghana (1963 population 7,126,000), on the West

INTERNATIONAL

1965 "Girl from MGM-TV." The balloting went off all right—but so did the sealed box, which vanished from the hotel. Result: MGM-TV is mailing new ballots to those attending the party. Among those attending were (above) Jean Marie, one of five contestants for the 1965 title and Bob Storch, McCann-Erickson timebuyer.

Harken • WNUS Chicago, all-news station, will cover the first Christmas Dec. 25 with all-day news features and bulletins from around the world on the birth of Christ as if it had been on the air at that time. "Interviews" with King Herod and others are included.
Coast of Africa, it has been announced that a national TV service is planned for next April, with four hours' transmission a day initially.

Construction of a TV assembly plant in Ghana is to start next September under Japanese supervision.

**British TV billings up 12% in September**

Advertisers in Britain spent $22,815,344 on TV during September, according to Media Records Ltd. This is a 12% increase over September 1963 when $20,363,392 was spent.

Revenue for individual commercial television companies:

- **Granada** $5,266,380
- **Associated Television** 4,090,032
- **Rediffusion** 3,726,197
- **ABC** 2,577,013
- **Scottish** 1,440,458
- **Tyne Tees** 1,309,263
- **TWG** 1,235,000
- **Southern** 1,229,706
- **Anglia** 584,074
- **Westward** 429,988
- **Ulster** 320,990
- **Grampian** 238,776
- **Border** 219,483
- **Channel** 72,968

The largest amount was spent on food advertising ($7,776,756). Next was household goods and services ($4,704,061) followed by toiletries and cosmetics ($2,008,134). In fourth place was tobacco, cigarettes and cigars ($2,007,432).

**Abroad in brief . . .**

**New accounts** = Doyle Dane Bernbach Ltd., London, will handle refrigerator, washing machine and spin dryer advertising in the United Kingdom for Murphy-Richards (Astral) Ltd., effective Jan. 1, 1965. Among other clients handled by DDB's London office since its opening in August are American Airlines, Avis, Polaroid Land Cameras and Remington Electric Shavers.

**Sold out** = ABC Films has sold The Fugitive, Combat and Ben Casey in all of North, Central and South America, according to Harold J. Klein, senior vice president and director of World-Wide Sales. He said The Fugitive was sold recently in Santiago and Valparaiso, both Chile, placing the three series on a "sold-out" basis in Latin-American markets.

**K&E buys agency** = Kenyon & Eckhardt, New York, in association with Colman, Prentis, & Varley Ltd., has acquired Advertising and Publicity Service Ltd., Barbados. K&EECPV also has Latin-American offices in Jamaica, Mexico, Trinidad, Guatemala, Panama, Venezuela, Colombia and Chile.

**Country added** = Overseas Media Corp., which represents ABC International Television Inc. in continental Europe, will take over ABC International's representation in England, effective Jan. 1, 1965. ABC International is associated with 53 ABC Worldvision stations in 23 nations.

**Britons organize local radio group**

The 130 British companies seeking government authorization to operate local commercial radio stations have formed the Local Radio Association. Its first aim is to see the postmaster general to express members' views and get his opinions.

A steering committee under the chairmanship of John Whitney, a director of Radio Yorkshire, has been organized. John Gorst of Radio Cambridge has been appointed the committee's secretary.

Mr. Gorst said the new organization would regret any government decision to allow the BBC to extend its present radio broadcasting monopoly. The association would probably not object if both the BBC and the companies were allowed to start local broadcasting. It intends, he said, to emphasize the need for strong local participation in radio.
Sony import due here next year

This is the Sony home video recorder now being mass produced in Japan for the home market there. It is due to be exported to the United States and other countries in 1965 (Broadcasting, Nov. 30). The machine, using 1/2-inch tape at 7.5 inches per second, weighs about 18 pounds, and 15 by 14 by 61/2-inches. The Sony recorder, which is selling for $550 in Japan, and is expected to sell for about $1,000 in the United States, runs 2,400-feet of tape for a maximum 63-minute recording hour.

SNI seeks waiver to use camera-transmitter unit

Sports Network Inc., which originates live sports programming for TV stations, has asked the FCC for a waiver of rules so SNI may apply for microwave authorizations to use a new wireless, portable TV camera-transmitter unit. Commission regulations now restrict authorizations in the auxiliary service (TV remote pickups) to TV licensees. Unlike the standard TV camera which is connected to a cable and has limited mobility, the new unit transmits video via microwave to a nearby mobile unit from which the picture is distributed by common carrier to the contracting station showing it.

In its petition, SNI said if it is to continue to compete with the three TV networks in covering outdoor sporting events, it would be necessary to use the new unit. And, SNI said, because of the prohibitive cost of a single unit ($50,000 plus), it must secure the microwave authorization before purchasing the new equipment.

Technical topics...

New color sets - Magnavox has introduced two Astrosonic color stereo theaters using a new rectangular color tube. The new color television-radio-phonograph combinations, the Aegean Classic and the Oriental Contemporary, are in production and will be available for Christmas selling at a price of $1,295.

Sufficient resolve - A new line of high resolution television monitoring equipment has been announced by Mirage Electronics Inc., St. Paul. The HL series features 1,000-line horizontal resolution, a 30-megacycle video bandwidth, full low and high-voltage regulation and horizontal scan rates from 525-1,203 lines. Sizes range from 14-21 inches in cabinet, rack and custom chassis configurations.

New TV camera

Weighing less than 70 pounds, the new Dage type 520 TV camera, completely transistorized, is now in production. It contains a one-inch vidicon tube, and is 17 by 14 by 26 inches containing two carrying handles on top. It gives, the company says, 800 lines minimum horizontal resolution. It is part of the 520 broadcast chain (selling at $5,000) which consists of the camera, and a program-center control providing camera-control unit, waveform monitor, video switcher/fader, audio-mixer system, film-chain, projector control and masterconsole control with pulse-cross monitor.
How top echelon at new Needham, Harper & Steers lines up

When new major agency, Needham, Harper & Steers Inc., opens for business Jan. 1 it will mark what is claimed to be first true agency “marriage” in recent years where two large firms have merged without one “swallowing” other, according to Paul C. Harper, president of Needham, Louis & Brophy. Other agency involved is Doherty, Clifford, Steers & Shenfield. Combined billings will be $82 million with over two-thirds in radio-TV (Broadcasting, Dec. 14, 7).

Mr. Harper becomes president-chief executive officer of NH&S with headquarters in Chicago. William E. Steers, DCSS board chairman, becomes board chairman of new agency and director of New York division.

Other principal executives of new NH&S include: James L. Isham, executive VP and director of Chicago division; John R. Rockwell, executive VP for marketing services; Curtis Berrien, executive VP for creative services; William B. Stewart, executive VP, New York division; Paul E. Belknap, senior VP for business affairs; Paul J. Schlesinger, VP and deputy director of Chicago division; James G. Cominos, senior VP, New York division; John F. Whalley, financial VP-secretary; Robert P. Clark, treasurer, and John A. Willoughby, president, NH&S-Canada.

Their present affiliations: Mr. Isham, executive VP, NL&B; Mr. Rockwell, president, DCSS; Mr. Berrien, executive VP-creative services, NL&B; Mr. Stewart, management supervisor on Bristol-Myers account at DCSS; Mr. Belknap, senior VP, NL&B; Mr. Schlesinger, VP in charge of marketing services, NL&B; Mr. Cominos, senior VP and managing director of NL&B’s New York office; Mr. Whalley, financial VP of NL&B; Mr. Clark, treasurer, DCSS, and Mr. Willoughby, president, NL&B-Canada.
AM Radio Sales, named assistant sales manager for WINS New York, Westinghouse station.


James L. Ferguson, development manager of Birds Eye Division of General Foods Corp., White Plains, N. Y., named to newly created position of advertising and merchandising manager. Richard J. Streets, Birds Eye operations service manager, named to new position of planning and financial control manager. Dr. Kenneth G. Dykstra, Birds Eye research manager, named research and development manager.

Herbert Green, VP and creative director of Delehanty, Kurnit & Geller, New York, named associate creative director at McCann-Erickson, New York. Neal Calet, copy supervisor at Geyer, Morey & Ballard, named copy group head at McCann-Erickson.

Solita Arlib joins Geyer, Morey, Ballard, New York, as VP and assistant to president. She had been VP and on professional advisory council of McCann-Erickson, New York.

Frederick C. McCormack Jr., media supervisor at McManus, John & Adams, Chicago, named to newly created post of national sales manager of LIN Broadcasting Corp., Nashville (WMAR-Nashville; WAKY-Louisville, Ky.; KEEL-Shreveport, La., and KAAY-Little Rock, Ark.).

Murray J. Green, with WOSM Huntington, N. Y., joins WABC-Islip, N. Y., as VP in charge of sales.


Martin H. Fuller, radio-TV director for Lowe Runkle Co., Oklahoma City, resigns after ten years with agency.

Pattie Moreland, media director at Lowe Runkle, elected VP.

John F. Waldron, general account executive for Perry-Brown Inc., Cincinnati, rejoins Fuller & Smith & Ross, Pittsburgh, as group supervisor. He had been account executive with F&S&R before joining Perry-Brown in January 1964.

Sal Jon Bue, formerly creative design director for Associated Advertising & Design, New York, and Jerry White, who operated own studio in Los Angeles, join Carson/Roberts, Los Angeles, as art directors. Jack Flounders, with Geyer, Morey, Ballard, New York, joins C/R as copywriter. Sanford Kaufman, account executive at Coleman-Parr agency, Los Angeles, named account executive at C/R.

J. W. Rolando, advertising and public relations director for Excelsior Medical Clinic, Excelsior Springs, Mo., joins copy department of Fletcher, Wessel & Enright, St. Joseph, Mo.

Ray Schnelly, commercial manager for KTTC Minneapolis-St. Paul, joins WDOY, that city, as account executive.

Vincent J. Riso, account executive at NBC radio Spot Sales, New York, joins WCBS-AM-FM that city, as account executive.

William D. Whittaker, sales coordinator, named sales promotion manager of Waterman-Bie Pen Corp., Milford, Conn.

Joseph Ostrow, head of media planning at Young & Rubicam, New York, named VP. He joined Y&R in 1955, was named account supervisor in 1961, and appointed associate director in 1964.

David Lreddick, copy group head at Norman, Craig & Kummel, New York, named creative director for Smith & Dorian, that city.

Helen Gordon, creative director of Liller Neal Battle & Lindsey, Atlanta advertising agency, elected VP.

Robert E. Young, engineer for KIRO-TV Seattle, named local account executive.

Thomas W. Eicher, account executive for long distance telephone advertising on AT&T account at N. W. Ayer, New York, moves to Detroit office as executive on Plymouth account.

Harold Christman, VP in charge of merchandising for WXYZ-AM-FM Detroit, retires, effective Jan. 1, after 32-year association with stations. He helped to establish current merchandising department at WXYZ.

William W. Wilson Jr., manager of radio-TV, Young & Rubicam, Chicago, appointed to newly created position of assistant to general manager of that office, Bowman Kreer, senior VP. He will continue many of his assignments in areas of broadcast, client, media and public relations.


Edward A. Gresk, account executive at Donald L. Arends Inc., Hinsdale, Ill., agency, named VP and general manager.

Dan Anderson, assistant sales manager at KQPS Golden Valley, Minn., joins sales staff of WTCN-TV Minneapolis-St. Paul.

Charles J. Glass, program and national sales manager of WORL Boston, named general sales and promotional manager of WILD, that city.

David M. Soblin, San Francisco publicity man, named sales promotion assistant for KCBS-AM-FM San Francisco.

Joe Aley, national sales manager, named general sales manager of KCEE Tucson, Ariz.

THE MEDIA

Ralph W. Beaudin, WLS Chicago and president of Illinois Broadcasters Association; Bernard E. Neary, WOAS Miami and president of Florida Association of Broadcasters; John F. Crohan, WCOP Boston and president of Massachusetts Broadcasters Association; Robert C. LaBonte, KERG Eugene, Ore., president of Oregon Association of Broadcasters, and R. E. Leo Glasgow, WACO Waco, Tex., president of Texas Association of Broadcasters, named to program advisory committee for 10th annual conference of presidents of state broadcasters’ associations. Meeting is to be held Feb. 4-5, 1965, in Washington.

Joel M. Thrope, general manager of WAKY Louisville, Ky., elected VP of licensee WAKY Inc.

Martin E. Greenblatt, staff attorney since February, branches, your FCC Broadcast Bureau, resigns effective Dec. 31 to enter private practice with Greenblatt & Greenblatt, Boston.

Fred Vance, president and general manager of KHOS Tucson, Ariz., ap-
Petrillo named at AFM

James C. Petrillo, president emeritus of American Federation of Musicians, named to newly-created AFM post of chairman of AFM civil rights department. Mr. Petrillo, AFM president from 1940 until voluntary retirement in 1958 and president of Chicago local of AFM until two years ago, will be responsible for integration of so-called Negro locals of AFM with general membership. AFM spokesman said 20-odd locals serve Negro musicians predominantly at present time.

RARE TV/ADVTG. OPPORTUNITY in So. Calif.

We'll admit we're looking for an exceptional man. But this is an exceptional opportunity for a real advertising pro, a man who is probably now the advertising director of an aggressive consumer goods manufacturer. We're one of the largest and fastest growing companies on the West Coast with an advertising budget that has steadily grown to near 8 figures. Most of our efforts are in TV, so we need someone with a thorough background in product-to-TV strategy along with knowledge of film production. However, you must also be experienced in all other media. You'll be working with the Director of Advertising and will assume many of the administrative duties that go with a multi-million-dollar, all-media consumer advertising budget.

To the man who can successfully fill this key job, we offer top salary, excellent financial incentives (including profit sharing, bonus and stock options), and one of those rare opportunities for dynamic growth within an exciting—yet stable—large corporation.

The need is immediate so AIR MAIL your resume, in complete confidence of course, to:

Bill Speich
Mattel, Inc.
5150 Rosecrans, Dept. 4B
Hawthorne, Calif.

Mr. Walker

pointed general manager of KGUN-TV, that city, effective Jan. 1, replacing Ed Richter, who has become associated with television in Youngstown, Ohio.

Emerson Townsend, sales executive at KSJB Jamestown, N. D., named station manager.

John A. Walker, head of sales and public relations department of WDMV Pocomoke-Salisbury, Md., appointed VP and general manager. He will continue to direct own public relations firm, Literary Associates, and will serve in advisory capacity with Mediamerica, station representative company operated by Emy Tannen, president of Eastern Shore Broadcasting Co., licensee of WDMV.

Luther R. Strittmatter, general manager of WICE Providence, R. I., named VP of licensee Providence Broadcasting.

PROGRAMING

Herb Lazarus joins 20th-Century Fox Television, New York, as manager of sales coordination. He was formerly with Filmmedia and before that was VP of Telesynd Division of Wrather Corp.

Shelton Lewis, announcer for WMJR Newark, N. J., appointed program director of WILD Boston.

Robert Goldfarb named manager of program analysis at CBS-TV research department, New York. He joined network in April 1963 as assistant manager of program analysis.

Howard Reser, film buyer at WTAE (TV) Pittsburgh, named program manager at WTCN-TV Minneapolis-St. Paul, replacing Mort Rosenman, who joins WBKB (TV) Chicago, in similar position.

James H. McCormick, on sales staff of CBS Films Inc., New York, promoted to southwest division manager. He succeeds Carter Ringlep, who retires at end of year (Broadcasting, Nov. 23).

Jerry McNulty, director-producer at WLWB-TV Miami, appointed production manager.

Stanley Chase and Bob Kaufman named to write, and Mr. Chase to produce, new comedy series, Happily Ever After, being produced by MGM-TV for CBS-TV. Series will star Shirley Jones. John Bloss named associate producer of MGM-TV's The Mayor, series being produced for NBC-TV. Both series are for 1965-66 season.

Bernard F. Gregoire, production supervisor at Magna Film Productions Inc., Boston, named VP.

Don Miskie, staff producer for WOR-TV New York, promoted to executive producer.


Don Thomas, San Francisco announcer, named announcer at KFMB San Diego.

Marv Ray joins announcing staff of WFLA-AM-FM Tampa, Fla.

Richard Dunlap, producer-director for ABC-TV's Academy of Motion Picture Arts and Sciences Oscar awards show for past four years, appointed to same post for April 5, 1965 show. Bob Hope named master of ceremonies.


Albert Ruben, named story editor and associate producer; William C. Gerrity, associate producer; Jack Priestley, director of photography, and Sy Tomashoff, art director, of For the People series being produced by Plautus Productions for CBS-TV as midseason replacement.


Edward Feldman signed by Bing Crosby Productions to long term contract as producer. First assignment is on pilot for The Heroes, half-hour comedy set in prisoner-of-war camp.

Stanley Kavan, director of development, named VP and general manager, Columbia Records Sales Corp., New York.

Marc Golden, manager of program analysis at CBS-TV, New York, named general program executive, CBS-TV programs. He joined CBS-TV in 1956.
as assistant manager of program analysis.

Jim Evans, Philadelphia showman, joins WML Washington as air personality.

Dick Martin, disk jockey with KMBC Kansas City and formerly with WXL New Orleans, joins KXUL Kansas City as air personality.

James Shyman, with sales department of United Artists Television, New York, joins KSTP Minneapolis-St. Paul as disk jockey.

David Nagata, formerly radio-TV director for Doyle Dane Bernbach, Los Angeles, forms own film production firm, David Nagata Films, Los Angeles.

Paul Herlinger named public affairs director for KTNT-AM-FM-TV Tacoma-Seattle, supervising public affairs and special educational programs.

Phil Samp, staff announcer for WLWC (TV) Columbus, Ohio, named staff announcer for WLWT (TV) Cincinnati, both Crosley stations.

Larry Reid, program director for KCEE Tucson, Ariz., named operations manager. Mary Lou Purdy, music director, named program director.

Richard Donner named director for The Mayor, starring Robert Colbert, being produced by MGM-TV for NBC-TV next year.

Shirley Bales named women's feature editor of WINS-TV Milwaukee.

Robert Myrhum, formerly director of TV serial, As the World Turns, appointed director of Flame in the Wind, new ABC-TV serial.

Don Hoak, with Philadelphia Phillies and before that with Pittsburgh Pirates, signed by Atlantic Refining Co., Pittsburgh, as member of broadcast team for Pirates' baseball games.

John V. Tranchitella re-elected president of local 47, Los Angeles, of the American Federation of Musicians for two-year term. Also elected were: Max Herman, VP, Don Morris, secretary, and Bob Manners, treasurer.

James E. Gerhart, program director at WPOP Hartford, Conn., and Albert S. Meltzer, air personality at WBBR Buffalo, N. Y., join WFIG Philadelphia as disk jockeys.

Beverly Fay Harvill named teacher for Romper Room on WSIX-TV Nashville.

Ray Wheat, chief announcer at WAFF Chicago, promoted to assistant program director.

Jerry Romig, production director for WDSU-TV New Orleans, named in charge of program planning for station.

Tom Armistead, production head and director of Don Fedderson Productions, Hollywood, joins Filmways of California Inc., Beverly Hills, as staff director.

NEWS


Brad Biske, program director and production manager at WKFM (FM) Chicago, joins news staff of WLS, that city.

Don Riley, on news staff of KHBO-TV Seattle, joins news staff of KMSP-TV Minneapolis-St. Paul.

Leonard Lawrence, with WMEX Boston, and Tom Lague, with WCTC New Brunswick, N. J., join WEEI Boston as newsmen.

Chuck Boyle, newsmen-editor at WBLT-AM-FM-TV Baltimore, joins news staff of WJAS-AM-FM Pittsburgh.

Ben Baldwin, news director at KBOO Waco, Tex., joins news department of WQXI Atlanta.

Henry Barrow, writer and news editor at WLIB-WW MIami, joins news staff of WIOD-AM-FM Miami.

FANFARE

Donald H. McGannon, president and board chairman of Westinghouse Broadcasting Co., elected chairman of National Book Committee Inc., succeeding Norman H. Strouse, chairman of board of J. Walter Thompson, re-elected to executive committee.

Robert I. Elliott, president, elected chairman and continues as chief operating officer for Infoplan, public relations division of Interpublic Group of Companies, New York. L. Richard Guylay, formerly president and recently director of advertising and public relations for Republican National Committee, joins Infoplan as president in U. S. and regional director for U. S. and Canada. Richard L. Wilcox, VP, elected executive VP.

Arnold Seidner named sales promotion director of XoO San Francisco. He had been sales service manager of KBTI and KBTV (TV), both Denver.


Ron Tepper, assistant manager of press and information services west for Capitol Records Distributing Corp., Hollywood, promoted to manager. He succeeds Boots LeBaron, resigned. Christie Barter, former music editor of Cue, appointed manager of press and information services east for CRDC, with headquarters in New York.

Bill Johnson, host of children's show on WTTG-TV Washington, named general chairman of Carnivals for Muscular Dystrophy. Carnivals are part of money-raising effort of Muscular Dystrophy Association of America.

Robert M. Smalley, former news secretary to William E. Miller, 1964
Republican vice-presidential candidate, named public relations director of Republican National Committee, Washington. Mr. Smallie earlier was confidential secretary to Mayor George Christopher of San Francisco. He succeeds L. Richard Guylay, who has returned to public relations in New York.

EQUIPMENT & ENGINEERING

George Gill, VP at Century Lighting, New York, named eastern manager for Colortron Industries, in New York office of Burbank, Calif., lighting and photographic equipment manufacturer.

Harry F. Recker, general manager of Philco Distributors Inc., Boston, named sales planning manager for television in Philco's Consumer Electronics Operation. Sol J. Schiff, northeast regional manager, named Boston district manager.

Irving L. Weston, chief of monitoring systems division of FCC's field engineering bureau, retires Dec. 31. Mr. Weston, 36-year government employee, was delegate to International Telecommunications Union administrative radio conference at Geneva in 1959; CCIR IXth Plenary Assembly, Los Angeles, 1959, and CCIR Study Group VIII meeting in Washington, 1962.


Robert T. Foley, financial analyst with Irving Trust Co., New York, joins corporate market planning staff of Fairchild Camera & Instrument Corp., Syosset, N. Y.

Prentiss E. Eastham Jr. joins Telonic Industries Inc., Beech Grove, Ind., as project engineer.

Fred W. Edwards, VP of engineering for tuner division of Standard Kollman Industries Inc., Melrose Park, Ill., named to newly created post of VP-international marketing and licensing.

Sidney B. McCollum, sales supervisor and field manager, Minicom Division of 3M Co., joins Riker Industries Inc., Huntington Station, N. Y., as director of sales.

INTERNATIONAL


J. R. Guest has formed Radio House Ltd., Toronto and Montreal, station representation firm, with W. R. Hazell as executive vice-president, and B. R. Young as Montreal manager. Firm represents CFOM Toronto and CFOX Montreal.

Paul Chouinard, formerly with CJPM-TV Chicoutimi, Que., and CKRS-TV Jonquiere, Que., to national sales staff of CKAC Toronto.

Joan Lipton, supervisor in creative department, appointed associate director of Benton & Bowles Ltd., London. Brian Giddens, formerly art director with Colman, Prentis and Varley Ltd., named senior art director at B&B.

Harold (Boy) Cooper retires Dec. 31 as television director of Lintas Ltd., London. He joined Lintas in 1934 as copywriter, set up agency's radio and film department in 1936, and was put in charge of TV production in 1954. Mr. Cooper was appointed to board in 1960 as TV director. Pat Norton, TV production assistant with J. Walter Thompson Co. Ltd., London, joins Lintas as television producer.


Peter Emil Neal, London account executive, appointed assistant secretary-general of European Association of Advertising Agencies in Zurich, Switzerland.

DEATHS

George B. Park, 56, senior VP of McCann-Erickson, New York, died Dec. 14 in St. Vincent's hospital, Bridgeport, Conn. He joined M-E in 1955 as VP and senior marketing executive after 16 years with General Electric Co. Among survivors are his widow, Irene, and sister, Mrs. Clarence Bittle.

Bernard Goulet, 56, permanent member of Canadian Board of Broadcast Governors, died Dec. 2 in Montreal. He had been member of BBG, Canada's regulatory body, since Jan. 1, 1961, prior to which he owned radio and television production company.

William Bendix, 58, actor, died Dec. 14 in Good Samaritan hospital, Hollywood, from pneumonia and complications. He starred in The Life of Riley on radio and TV for 13 years. Survivors include his widow, Therese, and two daughters.

William M. Scruggs Jr., 39, sales director for WSOCTV Charlotte, N. C., died Dec. 9 in Charlotte. He joined WSOCTV as director of promotion and merchandising in 1958. Among survivors are his widow, Mary, and three children.

John David Scott, 25, radio performer since the age of 7, died Dec. 8 in Huntington Memorial hospital in Pasadena, Calif., of leukemia. At 15 he joined KPFC Pasadena as disc jockey and there originated The Dave Scott Show, which has been syndicated to over 200 radio stations.
As compiled by Broadcasting, Dec. 10 through Dec. 16 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.


New TV stations

**APPLICATIONS FOR THE RECORD**

**STATION AUTHORIZATIONS, APPLICATIONS**

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operating cost $6,510; revenue $7,250. Principals: R. J. Wiberg (50%), Mr. Ford is sole owner of WPPR-FM. Year of construction 1964. Only station in Medina County. WPPR-FM is owned by WPPR-FM. Nature of business: broadcasting.


Mayaguez, P.R. — Ultra High Fidelity Co., new channel 211, 18.05 kw. Ant. height above average terrain 266 feet. P.O. address Channel 2, PO Box 184, Mayaguez. Estimated construction cost $7,500; revenue $9,250. Principals: C. Teixeira, manager, and co-owner of the applicant publishes Urbanas Daily Citizen and other newspapers. WMMD (28.889 %) interest in WMMD. Granted Nov. 19, 1964. WMMD is owned by Urbanas Publishing Co. Nature of business: broadcasting.


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Hearing cases

INITIAL DECISIONS

■ Hearing Examiners Iasore A. Honig and Chester F. Naumowitz Jr. issued initial decision granting application of Community Broadcasting Service Inc. for new FM on channel 221 (82.1 mc), Vincennes, Ind., to Broad- casting Corporation of America, Inc., to construct and operate a non-commercial educational station. Action Dec. 16.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Station WBBM Radio and Television Broadcasting Corp., for new AM on channel 1480 kHz, Chicago, Ill., to terminate nighttime operation with 5 kw; subject to initial decision the same. Action Dec. 15.

■ Hearing Examiner Herbert Shearman issued supplemental initial decision affirming Nov. 12, 1963 initial decision which looked toward granting applications, as amended, for new FM on channel 105.1 kHz, 120 feet, in Cleveland, Ohio, to Broadcasting Corporation of America, Inc., to construct and operate a non-commercial educational station. Action Dec. 15.

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channel 20 and Chicago TV channel 38 proceeding; specified certain procedural dates for submission of evidence for February 24, 1965 for evidence on issues 1, 2 and 6 in Chicago proceeding; and necessary for March 15, 1965, for evidence on issues 1, 2, 6 and 10 in Chicago proceeding; and for session for April 1, 1965 for evidence to be offered by Warner Brothers on issues 3, 4, 5 and 10. Action Dec. 14.

By Hearing Examiner Elizabith C. Smith


By Office of Opinions and Review

In proceeding on applications of Harry Wallerstein, receiver, Television Co. of America, Inc. and Terminal City Video, for renewal of license, assignment of license and transfer of control of station WTVG, granted petition by Wallerstein and Arthur Powell Williams to extend time to Jan. 16, 1965, for extension of temporary authority under conditions of law in support thereof to initial decision. Action Dec. 14.

Granting petition by Newton Broadcasting Co., 6A, for extension of temporary authority to extend time to Feb. 6, 1965, for brief to exceptions in proceeding on application and that of Transcript Press Inc. for new applications to Newton and Dedham, Mass., respectively. Action Dec. 11.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of December 15

WZAX-WFMJ, Grantsville, CP to increase ERP to 17 kw, and height to 380 feet, continued operation on channel 271/282.

KHOU-TV Houston.—Granted license covering change to non-directional daytime trans. to FM channel.

WASA-TV Washington, D.C.—Granted to WUSA-TV channel 9 for VHF-TV translator.

KZAX, KHAB Tucumcari, N. M.—Granted CP's to change ERP to 310 kw vis., at 155 kw; and change type ant. and height 830 feet.

Actions of December 11

KLIS Lubbock, Tex.—Granted increased daytime power on 1240 kw from 250 kw to 1 kw, continued nighttime operation with 250 w, and installation new trans.; conditions.

KREZ-TV, Channel 6, Durango, Colo.—Waived Dec. 23, 1964, of rules and granted CP to change ERP vis. to 316 kw, at 1150 kw; ant. height to 340 feet; change trans. and studio location; type trans. and type ant.; and make changes in ant. system.

KHOL-TV, Minneapolis, Minn.—Granted license for broadcasting during nighttime hours and alternate main trans., and change antenna height.

WBMH Baltimore.—Granted to install auxiliary trans. at main trans. location.

KGRU Abilene, Tex.—Granted to install new trans. as auxiliary trans. at main trans. location.

KIMN Minneapolis.—Granted to change auxiliary trans. from non-directional day-time trans. to directional.

WKRB Kanawha, N. C.—Granted to change trans.-ant. location.

WERI Westerly, R. I.—Licensed to use former main trans. and auxiliary trans. during daytime hours and alternate main during nighttime hours.

KCHS Truth or Consequences, N. M.—Granted an extension of time for change of hours of operation from specified to unspecified.

WKBJ-FM Milan, Tenn.—Granted license for CP to change trans. height 110 feet and to change name.

KDON Salinas, Calif.—Rescinded actions of Nov. 13 which (1) granted renewal of license, and (2) assignment of license to 1469 Inc. Applicants unable to consummate assignment within prescribed time.

Actions of December 10

WKV Augusta, Ga.—Granted CP to change trans.-ant. location, studio and remote control point, and make changes in ant. system.

KHIQ(FM) Sacramento, Calif.—Granted CP to remove alternates; move studio during nighttime; and change ant. and remote control permitted.

WMAU-FM Amherst, Mass.—Granted CP to install new trans. and change ant. system.

WHWF-FM Maniste, Ind.—Granted CP to install new ant. and make changes in ant. system.

WWQ-FM Augusta, Ga.— Granted CP to increase ERP to 100 kw, install new trans. and ant.

KDOK-FM Tyler, Tex.—Granted CP of change trans. and type ant. and make other changes; conditions.

WLAU-FM Seattle—Granted CP of change trans. and type ant. to 520 feet, and change antenna height to 720 feet, and change type ant.

Actions of December 4

Government Services Inc., Fontana Villas, Ill.—Granted CP for new VHF-TV translator on channel 37 to broadcast program on channel 4, KOUF, Knoxville, Tenn.

VFV(FM) Mobile, Ala.—Granted SCA on sub-carrier frequency of 87 kc.

WMQA-Am-FM Chicago.—Granted renewal of license covering change in parameters; such action as commission may deem warranted as related to the continuing phase with respect to conclusions and recommendations set forth in report of network study staff: (1) calculated to extend related studies and inquiries now being considered or conducted by said commission; and (2) would depend on anti-trust matters relating to NBC and others.

Granted renewal of licenses of following stations and renewals of licenses: KZAX (FM) SCAgst; WDMT El Dorado, Ill.; WKFQ (FM) and SCA Chicago; WKKY (FM) SCA Chicago.

KCV-FM Evanston, Ill.—Granted license for new VHF-TV translator on channel 9 to broadcast program on channel 9 for KTVI-TV (ch. 4) and KVTY-TV (ch. 9) both in Chicago, Ill., and remote control permitted; condition.

KXKQ San Francisco.—Granted CP's to install new trans. as auxiliary transmitters for following: KTLN—SF; KRTV—SF; KDOC—San Francisco; WWIS—St. Louis, WWL—New Orleans, WAVY—Dayton, Ohio, remote control permitted; condition.

Actions of December 9

KSF(R) FM San Francisco.—Granted change in remote control permitted.

KQAK-KQTH-FM Portland, Ore.—Granted extensions of temporary authority through March 8, 1965, to operate station WWL (1400 kc., 5 kw.); subject to express understanding that no comparative study over a greater area will be made.

WTOA-FM Trenton, N. J.—Remote control permitted.

KLMO Longmont, Colo.—Granted to change facilities from 1060 kc. 250 w to 100 kw; and make engineering changes in ant. condition.

WFAG-FM Lumerton, N. C.—Granted station to sub-carrier frequency of 86 kc.

KIDL Bridgeport, Wash.—Granted license for new VHF-TV translator and specify type.

K69YX Ely, Minn.—Granted license for UHF TV translator.

WBKJ-FM Detroit—Granted mod. of license to reduce ERP to 10 kw, and change type.

KHTL Kearney, Neb.—Granted mod. of license to reduce ERP to 2 kw; and make engineering changes in ant.; condition.

WJBE(TV) Augusta, Ga.—Granted mod. of license to reduce ERP to 31 kw, and make changes in ant. system.

WNC-T(TV) Greenville, N. C.—Granted license of mod. of license to reduce ERP to 51.6 kw, and make changes in ant. system.

KDFM(BM) Bakerfield, Calif.—Granted license of mod to Stereo Broadcasting Co.

KTSW Hollywood, Calif.—Licensed to change name to WEBS Inc.

KTKS Santa Barbara, Calif.—Granted license of license to change name to News Publishing Co.

WJTV Uniform, Ill.—Granted CP to change ERP to 316 kw vis. and 187 kw. au.; change trans. location; change type trans. and type ant.; make changes in ant. system, and make changes in height.

KCMK(FM) Kansas City, Mo.—Granted CP to move studio and ant.-trans. location, and specify type trans. and type ant.; change ant. height.

KFGOM(FM) San Francisco—Granted CP to install new trans. and make engineering changes; remote control permitted.

WWW(BM) Virginia Beach, Va.—Granted CP to install new trans. and make a new engineering changes.

WWJ-FM Kent, Ohio—Granted to change trans. equipment, and make other engineering changes.

WWES-TV New Orleans—Granted mod. of CP to change ERP to 31.6 kw.


Continued on page 68

FOR THE RECORD

BROADCASTING, December 21, 1964
**Announcers—(Cont'd)**

**WANTED**

- **KEYS, Scottsbluff, Nebraska**—accepting resumes for staff position. No license required. Send resume to Box M-169, BROADCASTING.

- **KJKO, St. Joseph, Mo.**—has open for experienced female announcer. Send resume and photo to Box M-139, BROADCASTING.

**WANTED**

- **5,000 watt North Carolina station** has immediate opening for one first phone combo man and a personable DJ, with 3rd tier ticket. Send resume, tape, and phone to Box M-113, Radio, P.O. Box 404, Mocksville, N. Carolina.

- **Georgia—AM-FM station needs announcer who knows and likes non-rock popular music.** Send resume to Winsewod Porter, WPTF, Bath, Maine.

- **Quality big band, big coverage station requires a good announcer who can sell and likes jazz.** Resume to Box M-165, BROADCASTING.

**IMPORTANT ANNOUNCEMENT**

**Effective Jan. 1, 1965 the following classifications and rates will be applicable to all advertisers:**

- **Help Wanted**
  - (2.00 minimum) per word—20c
  - (2.50 minimum) per word—25c
  - All other classifications—per word—35c

- **DISPLAY ADS**
  - $25 per inch. (Stations For Sale, Wanted To Buy Stations, Employment Agencies, Brokers REQUIRE DISPLAY space.)

**MONTANA**—BROADCASTER needed for both radio and TV. You must have the usual qualities, personable voice, sales ability, knowledge of the show business part of broadcasting. If you have experience write today, with resume and of SOF. Include details in first letter. Box M-177, BROADCASTING.

**MORNING MAN**

- Good voice. Top pay. Send tape resume to Box M-169, BROADCASTING.

**1ST PHONE TIX—WANT YOUR FIRST CHANCE?**

- Start at $150.00. Can you handle 40 program a week? Be flexible to handle full music? Have minimum 2 years experience. Married, draft or service free. Good commercial voice. Ready to settle with 1st class station. Good credit, no drifters. From Bob, WYMB, Tiffin, Ohio. Send tape, photo, detailed employment record, personal resume immediately. Box M-149, BROADCASTING.

- **WEST COAST**
  - Major market 50 kw affiliate looking for communicator with wit, mature judgment, creativity, and the ability to ring a key spot in a personality oriented, modern adult station. Send tape and resume to Box M-185, BROADCASTING.

**ANNOUNCER WANTED**

- **Country & western disc jockey, also combination news man and c/w DJ.** Air top 10 stations. Contact Bob Woolen, KYGO, Seattle, Washington.

- **Can you do sports, can you sell radio advertising?** Are you an all around radio man, announcer, sportscaster, salesman, then you will fit the needs of this Rocky mountain station. Take complete charge of sports sell your own programs, make great living with a price station in great sporting country. First phone needed. Resume and salary with first letter: RCAP, Helena, Montana.

**GENERAL ANNOUNCER**

- **SCOTTSBLUFF, Nebraska**—accepting resumes for radio staff position. No license required. Send air check and five minute resume to Box M-28, Radio, Scottsbluff, Nebraska.

**IMMEDIATE OPENING**

- **Contact Tom Elkins.**

**ANNOUNCER WANTED**

- **MINNESOTA**—has opening for an experienced announcer. Send resume and photo to Box M-109, Radio, WYMB, Bismarck, S. Dakota.

**ANNOUNCER WANTED**

- ** Kontakt Bob Thorburn, WLDB, Carrollton, Ga.**

**IMMEDIATE OPENING**

- **BROADCASTING, Elkins, Arkansas.**

**ANNOUNCER WANTED**

- **CITY**—Has opening for full time announcer. $1,000 per month, plus benefits. Send tape, photo and resume to Box M-183, Radio, WYMB, Bismarck, S. Dakota.

**ANNOUNCER WANTED**

- **WANTED**
  - **200 watt AM station** has immediate opening for one top 40 disc jockey and personality man. Send resume and photo to Box M-162, BROADCASTING.

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- **200 watt AM station** has immediate opening for one top 40 disc jockey and personality man. Send resume and photo to Box M-162, BROADCASTING.
Engineer-announcer for established New England market. Must have previous experience with a strong maintenance background. Write Box M-49, BROADCASTING.

Chief engineer—with construction experience for new station soon to go on the air. Major metropolitan market, Eastern part of Midwest area. If you can do some announcing, first class c.b. operator. Must have good written and oral communication skills. Box M-146, BROADCASTING.

Wanted... Engineer-announcer. KNCY, Nebraska City, Nebraska.


Chief engineer or experience. A new station—top pay. Call Mr. Dresner—914-586-1850 or 631-2160.

Production—Programming, Others

50,000 watt clear channel radio station needs an experienced newsmen to handle news, sports and radio network tapes, background resume, minimum salary, refer timeliness of experience required. Must be a good writer, legible typing, and able to fill in with current top-drawer material. Box M-88, BROADCASTING.

Chief engineer or engineering-street director experience. New station—top pay. Call Mr. Dresner—914-586-1850 or 631-2160.

Production—Programming, Others

Continued

News director—announcer to gather, write and deliver local and state news. Experienced, responsible and preferably 25-40. Good pay, excellent working conditions and opportunity for growth with solid broadcast organization. Send resume and sample tape of your work to Donald Knowles—WSTA Radio, 28 State Street, Elmsford, Mass.


Full time news director wanted for excellent small market station. Must be experienced in gathering and reporting, local news from studio and mobile unit. Contact Bob Thorburn, WLBB, Carrollton, Ga. $135.00.

Production director wanted to head department. Must be experienced all phases production work. Send resume, salary requirements, to J. M. Ryder, WQWA Moline, Illinois.

Situations Wanted—Management

Texas owners—35 years old, general manager for station seeking for lessor. Write Box M-162, BROADCASTING.

Long time broadcast, tired of TV management headaches, seeks association with small medium market station. All worthwhile offers considered confidentially. Box M-183, BROADCASTING.

6 years local-regional-national sales experience. Excellent, high paying, diversified, tasteful, sales position at major market. Box M-184, BROADCASTING.

Sales

Southwest, West, Midwest? Opportunity to earn minimum $10,000—reasonable guarantee to feed wife, kids? If you offer this I offer liberal–TV degree. Box M-151, BROADCASTING.

Sales manager new employer Gulf Coast capable, as well Cable TV. Liberal, college. Box M-186, BROADCASTING.

Experienced: X/military communications systems specialist. Small market (Central Fla.). Air and ground, 7 years experience, copywriter, technical school graduate with 4 years experience. Seek positions in large market. Salary considered. Box M-197, BROADCASTING.

Experienced, aggressive, civic minded sales manager with excellent credit and sales record desires Midwest market. Box M-185, BROADCASTING.

You may need one of broadcasting's strongest sales personalities! Major market experience in local, national sales... currently assistant sales manager in Top 25 market...desire aggressive organization...need opportunity to progress and make big proffesional advances...write for more, and I'll box M-173, BROADCASTING.

Top 25 TV markets only. 6 yrs local-region al-national sales. Married, college—(will consider radio/internet/international agency group operations). Box M-187, BROADCASTING.

Announcers

Negro Jock, broadcasting school graduate, some o'clock, experience. Sought resume, phone, phone. Married, third phone. Box M-84, BROADCASTING.

Top forty dj, whity; likeable, can develop an audience. Job located, Box M-144, BROADCASTING.

Experienced announcer (radio-TV) six years (news-sports) plus copywriting agency experience. Prefer East Coast. Box M-138, BROADCASTING.

Announcers—Announcing

Experienced in announcing, directing, news, continuity, seeks to relocate in progressive market. $600.00. Write Box M-138, BROADCASTING.

First phone, Age 20, Some board experience. No air experience. Will consider anything. Box M-178, BROADCASTING.


Chief engineer or engineering-street director experience. A new station—top pay. Call Mr. Dresner—914-586-1850 or 631-2160.

Production—Programming, Others

Chief engineer or engineering-street director experience. New station—top pay. Call Mr. Dresner—914-586-1850 or 631-2160.

Production—Programming, Others

Continued

News director—announcer to gather, write and deliver local and state news. Experienced, responsible and preferably 25-40. Good pay, excellent working conditions and opportunity for growth with solid broadcast organization. Send resume and sample tape of your work to Donald Knowles—WSTA Radio, 28 State Street, Elmsford, Mass.


Full time news director wanted for excellent small market station. Must be experienced in gathering and reporting, local news from studio and mobile unit. Contact Bob Thorburn, WLBB, Carrollton, Ga. $135.00.

Production director wanted to head department. Must be experienced all phases production work. Send resume, salary requirements, to J. M. Ryder, WQWA Moline, Illinois.

Situations Wanted—Management

Texas owners—35 years old, general manager for station seeking for lessor. Write Box M-162, BROADCASTING.

Long time broadcast, tired of TV management headaches, seeks association with small medium market station. All worthwhile offers considered confidentially. Box M-183, BROADCASTING.

6 years local-regional-national sales experience. Excellent, high paying, diversified, tasteful, sales position at major market. Box M-184, BROADCASTING.

Sales

Southwest, West, Midwest? Opportunity to earn minimum $10,000—reasonable guarantee to feed wife, kids? If you offer this I offer liberal–TV degree. Box M-151, BROADCASTING.

Sales manager new employer Gulf Coast capable, as well Cable TV. Liberal, college. Box M-186, BROADCASTING.

Experienced: X/military communications systems specialist. Small market (Central Fla.). Air and ground, 7 years experience, copywriter, technical school graduate with 4 years experience. Seek positions in large market. Salary considered. Box M-197, BROADCASTING.

Experienced, aggressive, civic minded sales manager with excellent credit and sales record desires Midwest market. Box M-185, BROADCASTING.

You may need one of broadcasting's strongest sales personalities! Major market experience in local, national sales... currently assistant sales manager in Top 25 market...desire aggressive organization...need opportunity to progress and make big proffesional advances...write for more, and I'll box M-173, BROADCASTING.

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First phone, Age 20, Some board experience. No air experience. Will consider anything. Box M-178, BROADCASTING.


Chief engineer or engineering-street director experience. A new station—top pay. Call Mr. Dresner—914-586-1850 or 631-2160.

Production—Programming, Others

Chief engineer or engineering-street director experience. New station—top pay. Call Mr. Dresner—914-586-1850 or 631-2160.
Situations Wanted

Technical—(Cont'd)

Six years chief, eight years experience, in- cluding spring, summer, and fall mainte- nance, FM proofs and maintenance. Some complex systems. Immediately. Southwest. Call 505-393-9776. Box M-181, BROADCASTING.

Transmitter engineer, 1st phone 3 yrs. ex- perience, good on maintenance available anywhere in the Western portion of the United States. None. Box M-154, BROADCASTING.

Technical—(Cont'd)

Immediate opening for experienced TV transmitter engineer. Prefer TT54AH main- tenance experience. Good company. Profit sharing plan plus fringe benefits. Write or phone KARK, Box 1010 Wichita, Kansas. Phone 318-WH 4-2421.

The KELOLAND stations of South Dakota including three TV, and AM-FM and two company-owned microwave systems need experienced engineer. This man will be in an executive capacity with overall supervision, equipment, and technical purchasing. This is an excel- lent opportunity for the right man to be- come associated with one of the most progressive broadcasting groups. Send full details including salary references to Joe Floyd, KELO-TV, Sioux Falls, South Dakota.

Supervising Electronic Technician—Experi- enced, responsible technician in the in- stallation and maintenance of new and modern public safety, highway maintenance. Five figure salary. Box M-141, BROADCASTING.

Versatile and creative announcer with more than decade of experience wishes to transition to sales management in the Northeast. Will consider all. Box M-167, BROADCASTING.

Major market assistant pd, music director, and jock, is looking for the right station. Box M-170, BROADCASTING.

Television station constructing CATV sys- tems needs general manager with proven administrative and sales experience. CATV experience not necessary. Far West. All re- spondents confidential to Box M-185, BROADCASTING.

Help Wanted—Announcers

Aggressive TV station in top 30 market needs announcer-coproducer. Good place to work, loaded with benefits. Send audio tape, picture, letter of application and salary desires. Box M-169, BROADCASTING.

Production—Programing, Others

Production pro. Creative, Cleaver., a credit to any organization Comedy., voices currently employed with chain but looking for organization with un- limited opportunity in major market. Five figure salary. Box M-141, BROADCASTING.

Versatile and creative announcer with more than decade of experience wishes to transition to sales management in the Northeast. Will consider all. Box M-167, BROADCASTING.

Major market assistant pd, music director, and jock, is looking for the right station. Box M-170, BROADCASTING.

Well-paid but frustrated news director in metropolitan city wishes to move to any size sta- tion where news is important, where per- sonnel and resources are sufficient for pro- fessional operation. Box M-175, BROADCASTING.

Program director—announcer—14 years one station—heavy on local programming—large following as DJ with country and popular music. Box M-180, BROADCASTING.

Newman. Experienced all phases of radio news. College graduate First phone News- minded station only. Box M-198, BROAD- CASTING.

Good announcer with versatility and creativ- ity wants to try program directing: Contact Sean Donovan, 1069 Brewer, Memphis, Tenn. Phone 297-6362.

TELEVISION—Help Wanted

Management

Television station constructing CATV sys- tems needs general manager with proven administrative and sales experience. CATV experience not necessary. Far West. All re- spondents confidential to Box M-185, BROAD- CASTING.

Help Wanted—Announcers

Aggressive TV station in top 30 market needs announcer-coproducer. Good place to work, loaded with benefits. Send audio tape, picture, letter of application and salary desires. Box M-169, BROADCASTING.

Technical

Studio engineer for mid-Atlantic coast TV station. First class telephone license. Ex- perience preferred. Moderate salary with op- portunity for advancement. Send complete resume with qualifications to Box M-138, BROADCASTING.

Assistant technical manager—TV for large Eastern Network station. Well qualified man to take charge of TV operations under Technical. Applicants should have a BS degree and 4 or 5 years experience in TV operations or engineering or educational TV station. Applicants should also be well grounded in state techniques, certificate and qualified men send resume and salary requirements to: Box M-157, BROADCASTING.

Production—Programming, Others

Executive producer-director, 12 years com- mercial etc. Desire professional position. Will consider producer-director for right offer. Family, B.A. Box M-107, BROADCASTING.

Weatherman professional member AMS ex- perienced personable forecaster, MS degree, SC available. Box M-154, BROADCASTING.


Married man, four years experience in all phases of production desires position im- mediately. Contact: Clemens Kuhlig, 2311 W. 2nd Avenue, Dayton, Ohio. Phone 454-8670.


Available February. Recent 1st phone grad. for TV studio operations and film work. Resume replies answered. Mr. Robert Bor- tree, RD #2, Lake Ariel, Pa. 18436.

BUSINESS OPPORTUNITY

Highly qualified radio man, with over 30 years experience wants to join with inven- tor to purchase and operate small market station. Very limited capital. Box M-184, BROAD- CASTING.

WANTED TO BUY—Equipment

Wanted 4 or 8 bay FM transmitting antenna on 106.5 megacycles, or can be tuned to this frequency. State price, weight, and di- mensions. Write to Fred Oxtiaw, WSTP, Salisbury, North Carolina.

Tax exempt organization wants TV equip- ment. If you are buying new or have idle gear donate your old at market value. Save over trade in price. 714-468-4660. Box 798, 2567 California, San Francisco.

Magnecore amplifier, model PJF-2 or PTJ-3, in good condition, WYNS, Box 195, Palmer- ton, Pa.

1 kw or 3 kw FM transmitter, CE or H-P frequency modulation medium on 1064. Need horizontal and vertical antenna. Box M-146, BROADCASTING.

545 M.C. remote transmitter and receiver. Contact Lyle Dean, WWGM, Box 987, Nash- ville, Tenn.

FOR SALE—Equipment

Television radio transmitters, monitors, bulky microwave, commercial radio. Electro- find, $60 Columbus Ave N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. $125.00 each. 4W Electric Cable Company, Wil- low & Twenty-Fourth Streets, Oakland California. 833-5357.

Western Electric 506-B-2 ten kilowatt trans- mitter in good operating condition, and Collins four bay antennas tuned to 106.1 meg. Available as package, or sell separate- ly. Contact W. F. Thompson, WYUL, Box 105, New Rochelle, N. Y. or about December 15th. Write or Wire: WYUL, 400 80th St., Woodside N. Y., N. Y. 11377.

Two—FM-18MB-G, ITA sub-carrier generators 67 and 41 KC, one ITA FM—FM-10,000- C exciter. WAMO, Pittsburgh 15, Pa.

If you need broadcast equipment or have equipment to sell, contact Broadcast Equipment and Supply Co, Bristol, Tenn.

KCA Portable audio console BC-10A. Used little, New condition. Cost $121.00. Will sell to highest bidder FOB, KROX, Crooks- ton, Minnesota.

Transmitter and tape recorders—reasonably bought and sold. SOS, 207 Northcrest, Chat- tanooga, Tennessee. Phone 938-3546.

Be prepared, first class FCC license in six weeks. Outstanding theory and laboratory training. Elkins Radio License School of Atlanta, 1128 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory methods by master examiner G.I. approved. Request free brochure.

Elkins Radio License School of Chicago, Six weeks, instruction in FCC First Class License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Minneapolis now has Elkins’ famous six weeks FCC First Class License preparation. Write Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946, Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 6 & March 6. For Information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in 5 weeks — guaranteed — complete tuition $380.00 — receive FCC license in 5 weeks. Classes begin Jan. 5 - Feb. 16, March 18 - April 30 - May 22, Call or write Radio Engineering Institute, 1139 Main Street in beautiful warm Sarasota, Florida.

Announcing programming, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2035 Inwood Road, Dallas 5, Texas.

Elkins Radio License School of Chicago, Six weeks in FCC First Class License preparation. Class License, FCC. Also complete training in salesmanship — experience in all phases of electronics, thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.


Learn Broadcasting on the Air in 6 weeks. One of the fineest broadcasting schools in the country. Various locations. For Free 52-page brochure write AMERICA’S PIONEER: BOX 671, New York, N.Y.

America’s pioneer. Ist in announcing since 1924. Member of Broadcasting Institute of America, Box 6071, New York, N.Y.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New York, N.Y.
ANNOUNCERS—(Cont'd)

**STRONG EVENING PERSONALITY**

One of America's leading 50,000 watt Midwestern radio stations seeks strong evening personality. Modern format, but not frantic. We are looking for a mature, but bright approach. (No screamers, please). If you've been polishing your talents in a small or medium-sized market, here's your chance to move to a station which bears national recognition. Salary $10,000 plus. Send air-check, track record, and resume.

Box M-142, BROADCASTING

Production—Programing, Others

**CONTINUITY WRITER**

AM-TV COMBINATION IN VIRGINIA

Immediate opening. Need experienced, creative person. Salary commensurate with experience. Send complete information first letter including samples of your work.

Box M-116, BROADCASTING

Situations Wanted—Management

**MAJOR MARKET GENERAL MANAGER AVAILABLE—JAN. 15**

Nationally known radio executive with substantial record in all phases of broadcast management available. Have been running major station in first ten markets for several years and increased billings 200%, from six to seven figures. Well known in state, national and governmental circles, having served on many executive committees of radio consequence. Salary commensurate with responsibility. Best Industry references.

Box M-135, BROADCASTING

TELEVISION—Help Wanted—Sales

**TV Sales Manager**

Network VHF in Southcentral U. S. seeking aggressive Sales Manager with proven record. Finest modern facilities to work with. Excellent compensation and future growth possibilities. Write giving experience and qualifications. Personal interview will be required. All replies held in strict confidence.

Box M-126, BROADCASTING

Production—Programing, Others

**TV PRODUCTION MANAGER**

Top 10 Market

Production Manager with future Program Manager potential for Top 10 market. Producer/director experience essential. Must be thoroughly familiar with contracts, schedules, films, Videotape and live programing. Write to:

Box M-159, BROADCASTING

MISCELLANEOUS

January and February billing concerning You? We have an inexpensive and proven sales plan that might be just what you Need. Write for full details to:

The Florida Group
P. O. Box 796
St. Augustine, Florida

WANTED TO BUY—Stations

**WANTED**


Box M-161, BROADCASTING

FOR SALE—Stations

**CONFIDENTIAL NEGOTIATIONS**

For Buying and Selling RADIO and TV STATIONS in the eastern states and Florida

W. B. GRIMES & CO.

Dupont Circle Building
Washington, D. C. 20036
Decatur 2-2311

FOR SALE—(Cont'd)

Sacramento, Calif. AM

Inquire: Anthony Kennedy
635 Forum Bldg.
Sacramento, Calif.
area code 916 442-5831

NO BROKERS

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS

Negotiations Management Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

SW MAJOR MARKET

$5,000 down

Need immediate action

George Cory, 217 Sierra St.
Albuquerque, New Mexico

CATV WEST COAST

FM TOP THREE MARKETS

AM TOP FIVE MARKETS

La Rue & Associates Inc.

Media Brokers

440 East 62nd Street

NEW YORK CITY

TE 2-9262

To buy or sell Radio and/or TV properties contact:

PATT MCDONALD CO.

P. O. BOX 9266 - CL 3-8080
AUSTIN, TEXAS 78756

N. E. small daytime $100M terms
Tenn. single daytime 50M SOLD
East monopoly fulltime 600M 29%
Ill. metro daytime 170M 30M
N. E. major power 750M cash

buying and selling, check with

CHAPMAN COMPANY INC

2045 Peachtree Rd., Atlanta, Ga. 30309

STATIONS FOR SALE

1. CALIFORNIA. Fulltime. $140,000 down.
2. SOUTHWEST. Major market. Low down.
3. MIDWEST. Major market. $90,000 down.

JACK L. STOLL & ASSOCIATES

6381 Hollywood Blvd.

Los Angeles 28, California

BROADCASTING, December 21, 1964
WIOD-FM Miami—Granted mod. of CP to increase ERP to 150 kw.
KFDJ (FM) Waynesville, Mo.—Granted mod. of CP to change type ant.


Applications of December 8

Yampa Valley TV Association, Oak Creed, Colo.—Granted CP for new VHF-TV translator on channel 3, to rebroadcast programs of KDTV-TV (ch. 9) Denver.

Oak TV Translator System of Moreland Inc., Moreland, Alaska and Woodward, Okla.—Granted CP's for new VHF-TV translators on channels 15, 65, and 76, to rebroadcast programs of WKX-TV (ch. 4), KOCO-TV (ch. 5) and KWWT-TV (ch. 9), Oklahoma City, respectively.

KFOD Anchorage, Alaska—Granted CP to change frequency from 720 kc to 750 kc., continued operation with 10 kw., and condition.

W2AFZ Yazzoo City, Miss.—Granted increased daytime power on 1290 kc, from 250 w. to 975 w., continued nighttime operation with 250 w., and make changes in transmitting equipment; remote control permitted; condition.

K73BJ, K73BL Bilou, Calif.—GrantedLicenses for using translators, and change primary of K73BJ to KCRLL-TV (ch. 4), Reno.


WSOC-FM Charlotte, N.C.—Granted mod. of CP; change type trans. and type ant.; condition.

KWAM-FM Memphis—Granted mod. of CP to increase type trans. and type ant.; condition.

WSWG-FM Greenwood, Miss.—Granted mod. of CP to move ant. trans. and studio location, decrease ant. height to 220 feet, and condition.

KDHI-FM Twenty-Nine Palms, Calif.—Approved engineering technical data submitted purpose of modifying application report and order in Doc. 15394, to modify CP and make specified changes in transmitting equipment on channel 220 (59.7 me). ERP 5 kw; ant. height 500 feet; and condition.


* Granted renewal of licenses for following CP's: W2IBF Port Arthur, Tex.; WCFA (TV) Champaign, Ill.; W215PT Mobile, Ala.; W255WO Honolulu, Hawaii; WPLA, Huancayo, P. R.; WPLA Tampa, Fla.; WMBD-TV Peoria, Ill., and WOMP Bellaria, Ohone.

WNOR Norfolk, Va.—Granted CP to make changes in ant. and make engineering changes in ant.

WPVL Painesville, Ohio—Granted CP to increase ERPs at main and remote transmitters, using non-DA, conditions.

KOF-O-FM Ottawa, Kan.—Granted CP to increase ERPs at main and increase ERPs at remote transmitters.

KMSC (FM) Clear Lake City, Tex.—Waived Sec. 21.510(a)(2) of rules, and granted mod. of CP; move main antenna to be located at Nasau Bay, Tex.; change type trans., and make engineering changes; delete remote control operation; condition.

*WCWM (FM) Williamstown, Mass.—Remote control permitted.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by Broadcasting, Dec. 16

<table>
<thead>
<tr>
<th>Lic.</th>
<th>ON AIR</th>
<th>NOT ON AIR</th>
<th>TOTAL APPLICATIONS for new stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,983</td>
<td>59</td>
<td>376</td>
</tr>
<tr>
<td>FM</td>
<td>1,751</td>
<td>81</td>
<td>275</td>
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<tr>
<td>TV</td>
<td>548</td>
<td>40</td>
<td>178</td>
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AUTHORIZED TELEVISION STATIONS

Compiled by Broadcasting, Dec. 16

<table>
<thead>
<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>AM</td>
<td>510'</td>
<td>163</td>
<td>673</td>
</tr>
<tr>
<td>Commercial</td>
<td>58</td>
<td>56</td>
<td>114</td>
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</tbody>
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COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,948</td>
<td>1,175</td>
<td>555</td>
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<tr>
<td>CP's on air (new stations)</td>
<td>76</td>
<td>27</td>
<td>129</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>4,073</td>
<td>1,453</td>
<td>671</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>176</td>
<td>197</td>
<td>73</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>68</td>
<td>52</td>
<td>62</td>
</tr>
<tr>
<td>Total applications for new stations (in hearing)</td>
<td>244</td>
<td>55</td>
<td>135</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>204</td>
<td>55</td>
<td>129</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>36</td>
<td>5</td>
<td>49</td>
</tr>
<tr>
<td>Total applications for major changes (in hearing)</td>
<td>240</td>
<td>60</td>
<td>49</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

* Does not include seven licensed stations off air.
* Includes three noncommercial stations operating on commercial channels.

Actions of December 7

WBLR-FM Depew, N.Y.—Remote control permitted.

KCMS Manitou Springs, Colo.—Granted increased power on 1490 kc, from 100 w. to 250 w., 50 kw, and installation of new trans.: remote control permitted; condition.

WSTP Salisbury, N. C.—Granted increased daytime power on 1490 kc, from 250 w. to 1 kw., continued nighttime operation with 250 w., and installation of new trans.; condition.

WISC-FM Plateville, Wis.—Granted lic. for noncommercial educational FM.

K77BJ, K80BH Doney Park Area, Ariz.—Licensed licenses for UHF-TV translators.

WKBK-FM Terre Haute, Ind.—Granted CP to change type trans. and ground system, and move location slightly; condition.

WTFI (FM) Hammond, La.—Granted mod. of CP to change trans. location and decrease ant. to 180 feet.

W2EZ Birmingham, Ala.—Granted renewal of license.

KACL Santa Barbara, Calif.—Remote control permitted.

WKWM San Juan, P. R.—Granted extension of completion date to May 17, 1965.

* Granted licenses for following AM's: WPAF-AM Yandalls, and specify type trans.; WGBL Port Washington, Wis., and specify main studio location same as trans. condition; WJYO Jackson, Wis., and specify type trans.; WMIK Lake Geneva, Wis., and specify main studio location same as trans. and type trans.

* Granted licenses for following FM's: WCCN-FM Nellisville, Wis.; WRIG-FM Wauau, Wis., and specify main trans. condition; WLUV-FM Loves Park, Ill., and specify type trans.

* Granted licenses for following VHF-TV translators: K97GG, Greer Community TV, Green, Ariz.; K13SF, Prescott TV Booster Club, Prescott, Ariz.; K13SF, Verde Valley TV Club Committee, Lower Verde Valley, Camp Verde, Rimrock and Cornville, Ariz.; K08BC, K06BZ, K11CF, Shiprock Non-Profit TV Association, Shiprock, N. M. and many others.

*NORAD-AM 401, K94RG, K97GS, Chinle TV Association, Chinle, Ariz.

WCAW Charleston, W. Va.—Granted CP to increase height; condition.

WBRA Effingham, Ill.—Reconsidered Nov. 20 grant of renewal application and re-granted with following condition: "Insofar as authority relates to use of 1 kw facilities licensed under BI-10664, it is subject to whatever action commission finds appropriate to take without right to prior notice or hearing in acting upon new pending petition for reconsideration of above-cited authorization filed Nov. 12, 1964 by KAXY Inc. Little Rock, Ark."

WTOAK Conklin, Dickinson and Southside Binghamton, N. Y.—Granted CP to make changes in ant., system of UWTV-translator.

W73AJ Terrilngton, Conn.—Granted CP of CM to change trans. location, type trans. and make changes in ant., system of UWTV-translator.

PETITIONS FOR RULEMAKING FILED

WLR-FM Garden City, N. Y.—John R. Rieger, Requests amendment of rules to make following change in TV table of assignments: "Hampead, N. Y.; change channel N 93 from educational to commercial. Received Dec. 7.

W9NC Laurinburg, N. C.—George W. Phillips, Requests amendment of rules to make following change in FM table of assignments: Laurinburg: add channel 596A. Received Dec. 7.

BROADCASTING, December 21, 1964
JOHN Lanigan has traveled widely in the advertising world and without qualification he likes where he's been. He has sold time and space and bought them too. And for the last five years he has been selling the television commercial and program taping services of Videotape Productions as vice president and general manager.

He is part inventor, part entrepreneur and at heart a salesman. In 1947, as a sideline, he was in a mail order business selling, at $5 a bottle, a vitamin solution to prevent grey hair. Apparently it did wondrous things for some customers who still swear by it, but the Federal Trade Commission expressed concern about some newspaper advertising the company was doing and at that point Mr. Lanigan decided that discretion was the better part of business judgment and went on to other things. He confesses to a secret longing to set up a mail order business again sometime—but not in hair restoration.

He is the inventor of golf training glasses, which teach a player to keep his head still while addressing the ball and swinging the club. The glasses have opaque lenses with slits in them and they cause a player to lose sight of the golf ball unless he keeps his head absolutely steady. Whether they've influenced his own game is moot, but Mr. Lanigan has a handicap of 12, belongs to two country clubs and is described by a friend as a "golf nut."

Win One, Lose One • Mr. Lanigan registered the glasses with the patent office but they were ruled unpatentable. He does hold a patent on another of his inventions, a headboard with arms that pull down for reading while sitting up in bed.

In the commercial production industry, which has sometimes labored under rumor generated by the nasty term "kick-back," Mr. Lanigan takes pride in running a "thoroughly honest" and very successful business.

Commercial production is an estimated $65 million industry. Taking an increasing share of that volume is the taped commercial. The video-tapers claim better picture clarity and fancy editing techniques which they say the film shops can't match. The relatively young taping business now accounts for some 20% of all commercials made and a good share of that business goes to the Videotape Center.

Mr. Lanigan estimates the center will have made 1,000 commercials before the end of the year, almost four per day in a 260-day working year.

This year the center was swamped with political business and did a number of shows for Subscription Television's California pay system, two sources of income which might have to be considered nonrecurring after the past elections. But Videotape Production, now a wholly owned subsidiary of the 3M Co., has grown steadily since its inception in 1959.

Up, Up and Up • From a modest beginning as a one-studio operation to its present long, low three-studio plant on New York's West Side, it has never failed to increase its volume by less than 25% a year and in one year showed a 65% gain in revenues. It has become the third or fourth largest company in the business, including both film and tape houses.

John Lanigan became its manager shortly after the company was organized by Howard S. Meighan and has remained in that position through a series of ownership changes. Ampex Corp. and 3M bought into the company, 3M bought out Ampex's interest and more recently bought out Mr. Meighan's share.

As a manufacturer of magnetic tape, 3M has a clear interest in the future of video taping in the television industry and Mr. Lanigan reports to 3M headquarters in St. Paul about once a month. But he describes the Videotape Center as reasonably independent, with "good latitude" allowed by 3M.

Mr. Lanigan has proven something of a prophet of television's development. Back in 1951, when advertisers were generally in control of network programs, he was quoted as predicting an eventual move to "the magazine concept" for television and eventual network control of commercial placement.

Now, he says, the magazine concept is essentially here in daytime and on its way in nighttime. The forecast was made while he was vice president in charge of sales at ABC-TV.

TV Est Divisa in Partes Tres • He divides TV's history into three periods of shifting emphasis. First, he says, you had the network "whiz boys with fancy expensive ideas," then came the research men as audience studies became more sophisticated and now, according to Mr. Lanigan, the creative men, "the Bernbachs and the Ogilvys, are the cynosures of the business.

This is a natural progression, he explains, "and the next wave will be the boys who know commercial production from both the creative and mechanical sides. After all, the commercial is the whole reason for the entire television expenditure, though it is often treated as a stepchild."

Mr. Lanigan feels if there is any trouble with broadcasting it is in its programming, not in its commercials. He expresses concern about the morality of some series and movies with "sensational" appeal that have found their way onto network schedules.

This sentiment is clearly outweighed by a passion for his industry. He has worked at network television sales, newspaper and magazine sales and spent two years as vice president and account supervisor at Compton Advertising just prior to his association with the Videotape Center.

Mr. Lanigan says, "I enjoy the kind of people who are advertising people." He calls himself "a tail-wagging kind of guy." This may offer insight to a good nature and smiling countenance, but, if extended, the happy puppy metaphor falls to ridiculous incongruity when measured up against his heavy six-foot four-and-a-half-inch frame.
EDITORIALS

Colliding with inevitable

THE question that CBS seeks to resolve in the suit it filed on Dec. 11 against three Teleprompter community antenna systems ought to be settled as rapidly as the case can be pushed through the courts. In all the years that CATV systems have been operating they have been transmitting any broadcast program service that they wanted, without paying a dime to the broadcaster whose signal they intercepted or the owner of the programs that they picked off the air. From the start of CATV this has seemed to us to be at odds with the historic principle that a copyright holder is entitled to share in the fruits of his work.

Up to now, of course, the networks and most stations have been pleased with the extension of circulation that CATV's provided. The new incentive that motivated CBS to file a suit only now comes from the changing nature of the CATV business which is expanding in such a way that it threatens to become a significant competitor to established television stations. But for whatever reason broadcasters may now wish to husband their programing, the principle that CBS seeks to establish seems to us to make basic sense. It is to be regretted that it wasn't established years ago.

Loony tune

THE Justice Department's logic in its suit to force broadcasters out of their ownership of Broadcast Music Inc. is mystifying, and for good reason: It doesn't make sense.

If the suit's allegations have a clangingly familiar ring, there's a good reason for that, too. BMI's only major competitor in the music-licensing business, the American Society of Composers, Authors and Publishers, has been mouthing them close to 20 years. They have been examined in tiring detail, formally and informally, by congressional committees, the FCC and previous Justice Department administrations, all of whom found them wanting.

The complaint says that broadcasters "favor and promote BMI music to the exclusion of all other music." The fact is that 999 out of 1,000 broadcasters probably don't know whether a given tune is licensed by BMI, ASCAP or the Bureau of Navigation—and couldn't care less. What they look for is the best music for whatever program format they have chosen to serve their communities. Since they have licenses from both BMI and ASCAP, and pay the same fees whether they use one tune or a hundred thousand, it would be pointless as well as foolish to ignore the sound of the music and base selections on where it came from.

The complaint charges that broadcasters use BMI as a bargaining tool to depress the license rates of other licensing organizations. The fact is that for some 15 years ASCAP's contracts with broadcasters have been negotiated under the eye of a federal court and have been approved by a federal court, and ASCAP has always had recourse to the courts if it thought its rates were being depressed. In addition, as BMI President Robert J. Burton noted last week, the Justice Department as a party to these proceedings has known contract details and has never objected to them.

The complaint charges that BMI and the broadcasters have depressed the royalties received by music writers and publishers. We suppose this is a corollary of the charge about depressing license rates, since the rates govern the amount available for royalties. But would the court have approved the rates if it thought they would produce unreasonable results?

Apart from this, however, the license fees paid by broadcasters to ASCAP and BMI have climbed from an annual rate of $6.5 million to ASCAP in pre-BMI 1939 to an estimated $52 million now (38 million to ASCAP, $14 million to BMI). Thus the money available for royalty payments has increased roughly eight times—and the writers and publishers sharing in these payments have increased by thousands. We agree with Mr. Burton that "it is impossible to term this 'depression'."

BMI has never paid a dividend; in effect it is nonprofit. But under other ownership the profit motive would almost surely come into play—and the incentive to compete with ASCAP could easily be reduced. BMI's revenues from broadcasters are not affected by the number of times its music is performed; but its disbursements to writers and publishers increase as performances increase: the more the performances, the higher the payments—and obviously, the smaller the profit margin. So why try so hard to get more performances?

It would seem that the Justice Department, in the name of promoting competition, has initiated a suit the result of which could be the opposite. ASCAP assuredly would be pleased with that result. But it still doesn't make sense.

Mr. Fetzer's spectacular

YOU won't find his name in any of the box scores but the greatest power hitter in organized baseball is a broadcaster named John E. Fetzer.

It was Mr. Fetzer, who is also the owner of the Detroit Tigers, who created the package plan for major league Saturday afternoon and holiday telecasts, bought first by his fellow club owners and last week by ABC-TV.

It does not matter that the contracts ($5.7 million for 27 games in 1965 and $6.5 million for 1966) do not match the box-car figures negotiated by the two football leagues for their full schedules. The 18 clubs participating retain their local rights, which will add to their return.

Most important is the fact that major league baseball assures for itself nationwide exposure that will guarantee its franchise as a major sport. It saves baseball from a limited-audience, wired-pay-TV fate that would have lost its exposure and popularity.

No one short of a John Fetzer could do the job. Although his first effort last year for a Monday night network spectacular didn't jell, persevered. His logic and his salesmanship, abetted by the aborted Pat Weaver Subscription TV project in California, have paid off. Baseball and broadcasting owe him a debt.

"Can we really be sure no one at the FTC ever heard of Pavlov?"
Pâté costs more than liverwurst.
Bisque costs more than soup.
Stroganoff costs more than stew.
KPRC costs more than other Houston TV.
Life is short.
This is William Schuman.
A man whose soaring intellectual agility and personality
are merely additions to his creative power as a composer. This first
President of the Lincoln Center for the Performing Arts is a man of many worlds—composer,
educator, editor, publisher, speaker and author. As one of the five most performed living American-born composers,
Mr. Schuman's enthusiasm for life conveys itself in the music he has given us for close to 30 years.
BMI is deeply proud of William Schuman, and all the many other great figures in Concert Music
whose performing rights we are privileged to license.

"...a combination of pragmatism and imagination."

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.