Advertisers like what they see; buy fall programs. p.29
Baseball rights cost more than $25 million in '65. p.44
Senator Pastore takes FCC over the coals on CATV. p.64
Pressure mounts to put mobile users into TV's space. p.76

...drama and suspense are the ingredients of John Ford's "Gideon of Scotland Yard," starring Jack Hawkins. It's one of 60 fine movies that make up the Columbia Post-'50 Group II features from SCREEN GEMS.
... and, IN PENNSYLVANIA, it's WJAC-TV!

Find out why it's the big Johnstown-Altoona Market--the apple of 415,100 TV homes is WJAC-TV!

To reach the core of America's 43rd ranked TV market--you must advertise in Johnstown-Altoona...

Pennsylvania's famous million dollar Market in the Middle.

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

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

Since it started 2 months ago you’ll find:

IN AUDIENCE RATINGS

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

IN TOTAL HOMES

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

And the game’s just started!

SOURCE: ARB OCT. 1964 ARB DEC. 1964

BROADCASTING, March 1, 1965
... is prime time on Channel 4, Dallas-Fort Worth. And lots of action there is, too — comedy... drama... and variety.

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

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

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

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

Flip flop in Richmond

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

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

End of monopolies?

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

Outs and (maybe) ins

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

NAB’s talent hunt

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

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

Out of print

General Foods’ move on CBS-TV for next season in slightly trimming its nighttime sponsorship but more than doubling its money on daytime programming (see page 29) represents something more than re-allocation of its network TV budget. According to knowledgeable agency sources, additional funds necessary to cover General Foods’ big daytime boost will come out of advertising it had previously earmarked for magazines. Major TV agencies for General Foods, White Plains, N. Y., are Benton & Bowles and Young & Rubicam, both in New York.

CATV on the Hill

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

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

Advertiser’s show

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

A little short

Financial problems have delayed start of new Ch. 11 KHMA(TV) Houma, La., slated to become ABC’s Baton Rouge-Houma affiliate. Originally targeted for Jan. 1, station may not make it until spring or early summer, pending refinancing and closing on transmitter site. Frank Conwell, president-general manager and principal stockholder (30%), it’s understood, will continue in operating control. In recent weeks Denver T. Brennen, owner of KCIU Houma, WLUX Baton Rouge and WDLF Panama City, Fla., and Mel Wheeler, president of WMEL Pensacola, each recently acquired 13% interest at approximately $30,000.
Another adventure in local programming, WJW-TV’s twice award winning “ADVENTURE ROAD” brings the far corners of the earth to arm-chair adventures… holds general acclaim for wide-appeal intellectual and educational programming. Cleveland with no fringe stations taking a bite of the viewers is the one buy market. WJW-TV is the one to buy.
WEEK IN BRIEF

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

LOCKUP OF NEW SEASON . . . 29

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

FCC POLICY CRITICIZED . . . 65


MAJORS GET $25 MILLION . . . 44

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

$35 MILLION SPENT . . . 50

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

PAYOFF FOR NBC COLOR? . . . 32

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

HOT FOOT ON CATV . . . 64

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

ANOTHER GRAB AT SPECTRUM . . . 76

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

HARMONY ON BASEBALL . . . 56

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

REVISIT 770 KC . . . 78

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

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Broadcasting

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Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales Street, N.W., Washington, D.C., 20036. When changing, please include both old and new addresses plus address label from front cover of magazine.
Metro Charlotte is just the golden center. The full beauty of the market — reaching out 75 miles — is yours for the picking when you buy WBT Radio — the station more North and South Carolinians listen to. What's wrong with being 43 years young? ONLY WBT's 50,000 watt signal delivers Charlotte PLUS — a market of more than TWO MILLION PEOPLE with $3.5 BILLION in buying power. Your BLAIR man has the WBT Story. And he doesn't soft-petal it!

WBT RADIO CHARLOTTE
Jefferson Standard Broadcasting Company
WBT-WBT-FM-WBT TV-WBTW Jefferson Productions
**RCA sales, earnings records set in 1964**


Executives told shareholders company will sustain its "historic leadership in color television"; predicted six-fold increase in color sets by 1970, from slightly under three million today to about 19 million. Industry color volume of $2.5 to $3 billion was foreseen by end of decade. Report stated RCA color profits had grown from "seven figures" in 1960 to "over six times as great" last year.

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

**Network program rule may be out this week**

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

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

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

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

Senator Vance Hartke (D-Ind.) submitted list of questions on proposal and asked for replies for record of hearing.

In another matter Chairman Henry and fellow commissioners were subjected to second day of critical questioning by subcommittee in connection with commission's interim policy imposing virtual freeze on sale of top-50 mar-

**RKO claims foul in Philly TV case**

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

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

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

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

Other points made by RKO General in its brief:

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

**Hartke's 14 questions submitted to FCC**

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

Among questions Senator Hartke poses:

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

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

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

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

In other matters:

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

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

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

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

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

U. S. networks had been concerned

Commercials topple Dutch

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

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

Pepsi and Frito-Lay agree on merger

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

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

NAB seeks return of AM tuners in hi fi

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

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

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

Bartell in TV production

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

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

NAB-TV sales at $140 million

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

New vidicon for low light

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

Camera employs new intensifier vidicon tube which, RCA says, can produce image-orthicon type pictures, even in low light level instances.
In the $2 billion Tulsa market...

EVERYBODY WATCHES KVOO-TV

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

KVOO2 TV

TULSA, OKLAHOMA

Represented by W. C. White & Co., Inc. The Original Station Representative

BROADCASTING, March 1, 1965
WE HAVE NEWS FOR YOU!

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

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

The News and Conversation Station
KABC RADIO LOS ANGELES
PP AN ASCENDED RADIO STATION 99

Represented Nationally by KATZ.

97 ON THE AM DIAL/95.5 ON THE FM DIAL

DATEBOOK

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

MARCH

mMarch 1—San Francisco Chapter of International Radio & Television Society, inagural meeting. Sam Cooke Digges, IRTS president, will welcome new chapter; Mark Evans, Metromedia VP, will be guest speaker. Noon, St. Francis hotel, San Francisco.
mMarch 4—Meeting of National Association of Broadcasters television code board. Mountain Shadows, Scottsdale, Ariz.
mMarch 4—Detroit chapter of American Marketing Association workshop on "Meeting the Challenge to New Products." Conference chairman is Rufus Chosee Jr., manager of marketing objectives and policies, Chrysler Corp. Statler-Hilton hotel.
mMarch 6—Seventh annual Broadcasting Day sponsored by Florida Association of Broadcasters. Speakers include: FCC Commissioner Kenneth A. Cox; Thomas Wait and Robert L. Heald, Washington attorneys; Elmo Ellis, WSB Atlanta; Edwin Pfeiffer, WFAA Dallas; Virginia Wolf, WRDW-TV Augusta, Ga., and Howard Green, WOND Atlantic City, University of Florida, Gainesville.
mMarch 8—FCC tentatively scheduled to appear before House Independent Offices Appropriations Subcommittees to justify fiscal 1966 budget request of $17.5 million.
mMarch 8—Hollywood Festival of World Television Classics. Five-winning programs from 25 countries will be shown. Al Frest, publisher, Telefilm International magazine, is coordinator of the festival, jointly sponsored by 12 Hollywood TV film producers. Huntington Hartford Theater, Hollywood.
mMarch 9—National Academy of Television Arts & Sciences, Hollywood chapter, special meeting on foreign television. 8 p.m. Huntington Hartford Theater.
mMarch 10—Meeting of National Association of Broadcasters Future of Broadcasting Committee. Barclay hotel, New York.
mMarch 10—Twenty-fifth anniversary awards banquet of International Radio & Television Society. Waldorf-Astoria, New York.
mMarch 16—Meeting of International Television Programs Market. Palais des Festivals, Cannes, France.
mMarch 13—Radio-Television News Directors Association regional conference on television newsfilm. ABC-TV, New York.
mMarch 14-18 — Association of National Ad-
Building a manhole
—Bell System style

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

Dig a hole.  Lower manhole vault...  section

by section  by section...  until covered.

Add cover.  Fill and surface.  Situation normal.

You’re looking at a “prefab” manhole—precast in precise, interlocking sections for easier, faster handling.

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

This construction method is being used more and more where conditions permit. It’s still another example of the Bell System’s continuing efforts to find better, lower-cost ways to provide and maintain the best telephone service in the world.
156 half-hours of Police Action
“HIGHWAY PATROL”
starring
BRODERICK CRAWFORD
as “Dan Mathews”

He Holds the Record for ReRun Sales!

The Most Dependable Friends

93 half-hours of Comedy
“The ANN SOTHERN SHOW”
starring
ANN SOTHERN
as “Katy O’Connor”

She Gets the BIG SHARE of the Audience!
throughout 1964, Ann Sothern averaged:

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

Source: ARB

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

108 half-hours of Western Drama

GENE BARRY starring as
“BAT MASTERSOON”

DETROIT
BUFFALO
COLUMBUS, O.
DALLAS-FORT WORTH
OKLAHOMA CITY
Mon-Fri 6:30 pm
Thurs 7:00 pm
Sat 3:30 pm
Mon-Fri 5:30 pm
Mon-Fri 3:30 pm

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

PROVED GREAT FOR STRIPS OR ONCE-A-WEEK!

Mike!

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

155 half-hours of Adventure

“SEA HUNT”
starring
LLOYD BRIDGES
as “Mike Nelson”

a TV Station Ever Had!

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

555 Madison Avenue, New York, N. Y. 10022
MIFED — the international Film, TVilm and Documentary Market — meets twice a year in Milan: in APRIL at the time of the Milan Fair, the world’s largest annual trade show, and again in OCTOBER.

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

A GREAT WORLD SUCCESS

MIFED Largo Domodossola 1 Milano (Italy)
Telegrams: MIFED - Milano

“One of the year's most intriguing!” — Newsweek
“The most unique of its kind since the memorable 'Laura'” — L. A. Mirror

“Another Quality Motion Picture From” WALTER READE / STERLING, INC.
241 E. 36TH STREET, N.Y.C. 10016

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


March 17-18 — NBC-TV affiliates meeting. Waldorf Astoria, New York.


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

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

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

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

March 21 — Second annual meeting, Society of Broadcast Engineers. Forum room, Shoreham hotel, Washington.


March 22 — Federal Trade Commission tentatively scheduled to testify before House Independent Offices Appropriations Subcommittee on fiscal 1966 budget request of $13.8 million.

March 22-28 — Institute of Electrical and Electronics Engineers international convention. New York Coliseum and New York Hilton hotel.


March 24-26 — Meeting of Southern CATV Association, featuring technical seminar. Among speakers are Robert D. L’Heureux, general counsel, National Community Television Association, on legal matters; Bill Daniels, president, Daniels & Associates Denver, on CATV’s Future; Fred Weber, Telesystems Corp., Glenside, Pa., on CATV promotion and advertising; Frederick W. Ford, president, NCTA, on CATV and ne-
You know you belong in the Golden Triangle

The WSJS Television Market—No. 1 in North Carolina

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

WSJS TELEVISION

WINSTON-SALEM / GREENSBORO / HIGH POINT
Represented by Peters, Griffin, Woodward
Looking to CATV? Then look to Ameco!

And if you are not looking to CATV...you should because it is the hot one! And if you are interested in finding out more about cable television, look to Ameco because it is the recognized leader in CATV.

Write or call collect if you would like to look into the matter further.

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

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

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

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

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

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

April 9—Hollywood area Emmy awards luncheon, Sheraton-West.


April 9-16—Intergalactic Broadcasting System’s 26th annual national convention on campus of New York University at University Heights.

April 9-10—Spring meeting of West Virginia Broadcasters Association, Press Club, Charleston.

April 10—West Virginia Associated Press Broadcasters meeting, Charleston.

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

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

April 13—Legal seminar, conducted by National Community Television Association general counsel Robert D. LeHeuoues, registration ($25) begins 6 a.m. Saturday, April 10, Briefing session begins 11 a.m. Sunday, April 11, especially for those who have not attended seminars in the past. Particularly for lawyers, but not lawyers representing CATV systems permitted, Mountain Shadows hotel, Mountain Shadows, Ariz.

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

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

April 14-25—MIFED, International Film, TV film and Documentary market, annual spring meeting in Milan, Italy. Information from MIFED Largo Domodossola, Milano (16907). Telegrams: MIFED-Milano.


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

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


April 22—American Women in Radio and Television Educational Foundation—AWRT New England Chapter Seminar, Boston University, Boston.

April 26—Louisiana Association of Broadcasters meeting, Lafayette.

April 26—New deadline for comments on the FCC’s notice of inquiry and proposed rules governing the establishment of community antenna television systems.


April 27—Business and Professional Women’s Club meeting, Speaker: Kzin C. Holzhausener, southwestern area VP, American Women in Radio and Television, Oklahoma City.

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


Indicates first or revised listing.
Up and Out

WTHI's new TV tower is double the height of the old tower... a total height of 993 feet.

The radius of the new signal stretches out to approximately 65 miles—(radius of old tower 50 miles).

The area covered stretches out approximately 65%, from 7,830 square miles to 13,300 square miles.

The population reached in Indiana and Illinois will show an increase of approximately 48%.

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

(*except Indianapolis)

(November 1964 ARB)
A FIRST RUN TAPE SYNDICATED SERIES NOW BEING PRODUCED IN HOLLYWOOD • 26 ONE

GO WITH THE BEAT!  GO WITH THE LOOK!  GO WITH THE STARS!  GO WITH THE MUSIC!

IT'S THE SWINGING-EST, RATING-EST, SALES PRODUCING-EST SERIES AVAILABLE!

THE WALKER BROTHERS  CAROL CONNORS  THE Gazzari DANCERS  SAM RIDDLE  SKIP Batty
Here's a format that's kept fresh constantly by the introduction of sizzling new dances, bright new acts, outstanding guest stars like:

SAM RIDDLE 
ROUND ROBIN
CAROL CONNORS
THE SERENDIPITY SINGERS
THE SINNERS
JOE AND EDDIE
THE WALKER BROTHERS
RICK AND DONNA
SKIP BATTYN
THE GAZZARI DANCERS
PAT AND LOLLY VEGAS
GENE CHANDLER

DONNY BROOKS
LITTLE RICHARD
THE PLATTERS
JOHNNY CRAWFORD
THE CHALLENGERS
BILLY STRANGE
BILLY DANA
BOBBY SHERMAN
TINA TURNER
JON-Paul Twins
CANABAL AND
THE HEADHUNTERS
THE PLAYBOYS
THE IKETTS
DIANE JAMES
DELANEY BRAMLETT
THE MIDNIGHTERS
SCOTTIE JACKSON
NEIL SEDAKA
BRENDA HOLLOWAY
JOHNNY TILLOTSON
GARY LEWIS AND

DISCOTHEQUE CRAZE!

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

ODAY!
Right-wing issue: rebuttal

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

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

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

As a member of the National Religious Broadcasters, and a subscriber to the Code of Ethics of this group, I take issue with those who issue a blanket condemnation to a solicitation of funds. May I quote article 5 from the Code of Ethics of NRB. Article 5 titled "Financial Accountability."

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

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

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

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

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

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

Right-wing issue: support

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

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

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

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

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

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

'One-sided' wire contract

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

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

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

Paragraph seven of the UPI agreement states that: 'In the event of a sale, transfer or consolidation of the
Fahey Flynn is prescribed viewing in Chicago. For more than a dozen years, millions of Chicagoans have depended upon Flynn for the news they want, the style they like best.

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

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

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

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

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

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

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

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

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

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

Right name, wrong face

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

(A picture of Edward W. Allen Jr., DuMont Labs, was used in error instead of Mr. Allen of WDBR).
Where watery worlds meet...

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

And take it from us: your retail sales ship will come in when you book passage on Providence TV. TELEVISION MAGAZINE* says Providence is the nation's 11th TV market. Most people in television say Providence is WJAR-TV.
It's time for agency people to involve themselves in a highly specialized war on their own kind of poverty.

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

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

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

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

Herein lies the future of advertising.

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

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

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

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

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

The question arises as to how we can achieve a better state of professionalism. Of course, agencies and media organizations now have serious train-
QUALITY RADIO — the principle that has built WELI success with audience and advertisers throughout its 30 years.

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

WELI today is evidence of what quality radio has done in the New Haven market—helped us build to serve and attract great numbers of listeners in our million-man market. The New New Haven market is a better buy through the quality sound of WELI.
WELI Quality Sound has built the confidence of Connecticut advertisers—the one way for the national buyer to be sure he's buying right. WELI has it all over Southern Connecticut — and all over Western Long Island too — Quality Sound.

In sight: lockup of new season

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Continued on page 32
DETAILED WRAPUP OF FALL TV SCHEDULES

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

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

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

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

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

### DETAILED WRAPUP OF FALL TV SCHEDULES

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<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
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<tbody>
<tr>
<td>7:30</td>
<td>Voyage to the Bottom of the Sea (Starts at 7 p.m.) (20th Century-Fox)</td>
<td>My Favorite Martian (Milton Berle) 50% available (Jack Chertok)</td>
<td>Walt Disney Ford (JWT); RCA (JWT); Eastman Kodak (JWT); Leave (JWT)</td>
</tr>
<tr>
<td>8:00</td>
<td>FBI Story (JWT) 50% available (Warner Bros.)</td>
<td>Ed Sullivan Lever Bros. P. Lorillard American Home 25% available (CBS-Sullivan)</td>
<td>Branded P&amp;G (Burnett) (Goodson-Todman)</td>
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<tr>
<td>9:00</td>
<td>Movies Participating (20th Century-Fox)</td>
<td>Perry Mason (Paisano Prod.)</td>
<td>Bonanza (Chevrolet, C-E) (NBC)</td>
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<tr>
<td>10:00</td>
<td>What's My Line? (CBS-Goodson-Todman)</td>
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### Wednesday

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<th>NBC-TV</th>
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<tr>
<td>7:30</td>
<td>Ozzie &amp; Harriet (Stage Five Prod.)</td>
<td>Mr. Ed (Filmways)</td>
<td>The Virginian American Tobacco (SSCB) and other participating advertisers (Universal TV)</td>
</tr>
<tr>
<td>8:00</td>
<td>Patty Duke (UA-TV)</td>
<td>Who Goes There? (Cottage Prod.-Rod Amatul)</td>
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<tr>
<td>9:00</td>
<td>Gidget Armstrong (BBDO) 50% available (Screen Gems)</td>
<td>Beverly Hillbillies R. J. Reynolds (Rexy); Kellogg (Burnett) (Filmways)</td>
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<tr>
<td>10:00</td>
<td>Burke's Law (Four Star)</td>
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### Thursday

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<tr>
<td>7:30</td>
<td>Shindig (Selmar-Circle Seven Prod.)</td>
<td>Munsters (Universal TV)</td>
<td>Daniel Boone Brown &amp; Williamson (Post Keyes Gardner) and other participating advertisers (50th Century-Fox)</td>
</tr>
<tr>
<td>8:00</td>
<td>Donna Reed Campbell Soup (BBDO) 50% available (Screen Gems)</td>
<td>Gilligan's Island P&amp;G 50% available (UA-TV)</td>
<td>Laredo (L&amp;M JWT) and other participating advertisers (Universal TV)</td>
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<tr>
<td>9:00</td>
<td>Okay, Crackerby Bristol-Meyers (Y&amp;R) 50% available (UA-TV)</td>
<td>My #2 Sons Toni Hunt Foods (Don Pederson)</td>
<td>Movies (P Lorillard and other participating advertisers (Columbia Pictures and other studios)</td>
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<tr>
<td>10:00</td>
<td>Bewitched Quaker Oats (JWT) 50% available (Screen Gems)</td>
<td>Peyton Place II (20th Century-Fox)</td>
<td>Meet Mona McClusky R. J. Reynolds (Esty) 50% available (UA-TV)</td>
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<td>10:30</td>
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<td></td>
<td>Dean Martin P. Lorillard (L&amp;M) and other participating advertisers (NBC)</td>
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### DETAILED WRAPUP OF FALL TV SCHEDULES

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<td>(20th Century-Fox)</td>
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<td>8:00</td>
<td>I’ve Got a Secret</td>
<td>Mr. &amp; Misses</td>
<td>McHale’s Navy</td>
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<td>Gen. Foods; R. J.</td>
<td>Colgate (NCR)</td>
<td>(Universal TV)</td>
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<td>Reynolds (Esty)</td>
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<td>8:30</td>
<td>Sergeant's</td>
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<td>(Warner Bros.)</td>
<td>LAM (JWT)</td>
<td>Reynolds Metals</td>
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<td></td>
<td>Lucy</td>
<td>75% available (MGM)</td>
<td>American Home</td>
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<td>Lever Bros.; Toni</td>
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<td>Alberto Culver</td>
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<td>(Cecil Barker Prod.)</td>
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<td>Shenandoah Man</td>
<td>Andy Griffith</td>
<td>F Troop</td>
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<td>Nabisco</td>
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<td>(JWT)</td>
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<td>50% available</td>
<td>[Mayberry Prod.]</td>
<td>50% available (Warner Bros.)</td>
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<td>Farmer’s Daughter</td>
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<td>[Jack Web]</td>
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<td>Ben Casey</td>
<td>CBS Reports</td>
<td>Fugitive</td>
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<td>[Bing Crosby Prod.]</td>
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<tr>
<td>7:30</td>
<td>Combat</td>
<td>Lost in Space</td>
<td>My Mother the Car</td>
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<tr>
<td></td>
<td>(MGM)</td>
<td>[Van Bernard]</td>
<td>(Screen Gems)</td>
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<td>8:00</td>
<td></td>
<td>Please Don’t Eat the Daisies</td>
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<td>Lever Bros. (JWT)</td>
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<td>50% available (MGM)</td>
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<td>8:30</td>
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<td>McHale's Navy</td>
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<td>(Universal TV)</td>
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<td>Red Skelton</td>
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<td>Reynolds Metals</td>
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<td>American Home</td>
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<td></td>
<td>Alberto Culver</td>
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<td>(Cecil Barker Prod.)</td>
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<td>9:00</td>
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<td>F Troop</td>
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<td>Quaker Oats</td>
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<td>50% available (Warner Bros.)</td>
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<td>Peyton Place I</td>
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<td></td>
<td></td>
<td>(20th Century-Fox)</td>
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<td>I Dream of Jeannie</td>
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<td>L&amp;M (JWT)</td>
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<td>and other participating</td>
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<td>advertisers (MGM-Paramount)</td>
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<td>10:00</td>
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<td>I Dream of Jeannie</td>
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<td>(Screen Gems)</td>
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<td>10:30</td>
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<td>Get Smart</td>
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<td>Lever Bros. (JWT): R. J.</td>
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<td>Reynolds (Esty)</td>
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<td>11:00</td>
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<td>Hollywood Palace</td>
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<td>(Zodiak Prod.)</td>
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<td>Son of Rawhide</td>
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<td>(CBS)</td>
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BROADCASTING, March 1, 1965
two other hour shows, Lawrence Welk and Hollywood Palace. The final Saturday half-hour (10:30-11) was still open, according to a network spokesman.

Another late development for ABC was the tentative placement of Jimmy Dean as an hour show on Fridays (10-11 p.m.). There were reports that R. J. Reynolds, through Esty, has already bought into the Dean show and also into Jesse James, another ABC-TV Friday night vehicle.

The ABC 1965-66 picture has been aided by new money from American Home Products—some $15 million in the new season representing six prime-time minutes per week in addition to five quarter-hours weekly in daytime programs; from Armstrong with sponsorship in Gidget and Big Valley, and from Bristol-Myers, through the $28 million purchase announced last week.

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

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

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

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

Though GF has cut back slightly in the CBS nighttime schedule, sales authorities reported that Philip Morris has increased from nine to 1½ commercial minutes weekly, and that P&G, American Home Products, P. Lorillard and Brown & Williamson have placed the same proportionate weight on the schedule as they have in the current season.

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

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

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

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

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

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

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

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

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

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

Pay-off for NBC color next fall?

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

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

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

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

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

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

Preliminary findings in the ARB study
15 of the top 15 television advertisers bought KTVU in 1964.* This is dramatic proof of advertisers' acceptance of KTVU. *Based on January 1965 Television Magazine estimates.
also indicated that 14 of the 15 programs with the highest ratings in color homes are color programs. The exception was ABC-TV’s Bewitched, which was 15th in the color-home rankings. Its 32 rating in color homes compared with a 56 for Bonanza, which was number one, and a 32.9 for Jack Paar Show, which was 14th.

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

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

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

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

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

ARB, which said it delivered its reports without a final check because the networks did not want to wait, described the inaccuracies as minor.

Some authorities contended the study indicated that owners do more color-program viewing in the first months after getting a color set, then do less and less.

NBC authorities acknowledged that the averages indicate color viewing is highest among new color-set owners, but said that in many cases the reverse is true and that in any event today’s new-set owners tend to be younger and growing families and thus represent some of the advertisers’ best prospects, while the older set owners are older and longer-established families. Moreover, they contended, with color-set sales now beginning to move, the level of increased viewing even among just the new buyers will represent a significant plus for a long time to come.

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

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

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

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

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

Commercial Preview: Rival Pet Foods

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

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

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

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

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

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

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

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

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

Hollywood international competition had entries from

16 countries with five foreign spots among the winners

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

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

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

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

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

The complete list of winners by categories follows, listing the commercial by title, with the product, company, agency and producer.

### Television

- **Live action**, over 60 seconds: "Rolling Tire": Gulf Cruisemaster tire; Gulf Oil Corp.; Erwin Wasey, Houston; MFO, New York.
- **Live action**, 50-60 seconds: "Woman Stranded/No Man": tires; Goodyear Tire & Rubber Co., Akron, Ohio; Young & Rubicam, San Francisco; Filmfare, Studio City, Calif.
- **Live action**, under 60 seconds: "Carnival": Cedar's drinking chocolate; Quaker Oats Co.; Joseph Kony, New York; Joop Geesink's "Dilemma", Amsterdam, Holland.
- **Animation**, under 60 seconds: "Ruckward": Stu-Bier; Schwabenbrau, Dusseldorf, Germany; H. McCann Comp. m.b.h.; Kollum/Flieh; Insel-Film GmbH; Munich, Germany.
- **Combination**, any length: "Budweiser": E. Nysson stretch; Slack, British Nyon Spinners; Notley Advertising, London; Rank Organisation ADVERTISING Films Division, London.
- **ID**, 10 seconds or less: "Moppets Western bread": Claussen's; Bristol, Wilson & Acree, Charlotte, N. C.; Rodel Productions, Washington.
- **Radio**
  - **Open**, any length: "How Come Chevrolet": Chevrolet's five kinds of cars; Chevrolet Motor Division; Campbell-Kendall, Detroit.
  - **Musical**, 60 seconds and over: "Twist": Old Style beer; G. Heileman Brewing; McCann-Erickson, Chicago; Universal Studio, Chicago.
  - **Public service**, any length, any technique: "Where Does the Elephant Get Its Spots?": Cleveland Zoo; Cleveland Zoological Society; Griswold-Heileman Co., Cleveland.
  - **Series**, any length, any technique: "F & P Series—Gen'l Line & Old World Cuisine": canned peaches, pears and vegetables; Piffle & Perrelli Cannings; Boutsford, Constantine & Mc Carty, San Francisco; Alan Alch, Los Angeles.

### Carling adds million

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

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

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

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

Across the board, it’s been quite a season for NBC. What do we do for an encore? Go all out for next season, of course. Described in the following pages are three of the reasons NBC expects ’65-'66 to be a great, new—

**WINNING SEASON...**
Legend tells us that the border town of Laredo, Texas, used to be so tough even the gunfighters hired gunfighters.

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

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

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

In a showdown, bet on "Laredo".
"MR. ROBERTS"

HILARITY AHoy

Rumor has it that a certain U.S. Navy cargo ship participated in more fighting missions than any other vessel in World War II.

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

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

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

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

Full steam ahead!
"HANK"

THE UPROARIOUS DROP-IN

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

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

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

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

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

This Fall, have the time of your life with
Majors get $25 million for ’65 rights

ADVERTISERS EXPECTED TO PAY $85 MILLION FOR SPONSORSHIPS

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

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

For the right to sell beer, gasoline, cigarettes, cigars and 500 other items to baseball addicts, sponsors will pay about $85 million in 1965.

This is the year that baseball reaches the package plateau and ABC-TV will pay 18 teams $300,000 each for their participations on Saturday, whether they appear once or 10 times during the 27-game schedule. The Yankees and Philadelphia Phillies are not in the package.

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

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

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

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

That ABC-TV Package • After fall-

What baseball gets from broadcasting

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

National League

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<td>KDKA-TV(5)</td>
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<td>KSD-TV(5)</td>
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<tr>
<td>SAN FRANCISCO</td>
<td>1,000,000</td>
<td>900,000*</td>
<td>KTVU-TV</td>
<td>KSFO (16)</td>
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</tbody>
</table>

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

Sponsors & Agencies

Hamm Brew (C-M) 1/4 TV; R. J. Reynolds (Esty) 1/4 TV; Phillips Petroleum 1/4 TV; Allstate Insurance (Burnett), Dodge Dealers (BBDO), each 1/4 TV; G. Heilman Brew (M-E), Serta Mattress (Doner), Oak Park Financial (Cooper Assoc.), Texaco (B & B), Rambler Dealers (Powell, Schoenbrod & Hall), all 1/6 radio; 1/6 radio open.

Burger Brew (Midland) 1/4 radio; Tressler Oil (Joel Friedman) 1/4 radio; 1/4 radio open. Hudepohl Brew (Stockton-West-Burkhardt) 1/2 TV; Sun Oil (Esty), 1/4 TV; 1/5 TV open.

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

Union Oil of Calif. (Smock, Debnam & Waddell), 1/2 radio-TV; Security First Natl Bank (Y&R), Chevrolet Dealers (Elsam, Johns & Laws), each 1/6 radio-TV.

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

Rheingold Beer (DDB) 1/2%, Brown & Williamson (Bates) 30%, Shell Oil (OB&M) 1/2%, all radio-TV.

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

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

Busch Bavarian Beer (Gardner) 1/2 TV, 1/4 radio; General Finance (PKG), Texaco (B & B) each 1/6 radio; 1/6 radio open; Shell Oil (OB&M), R. J. Reynolds (Esty), each 1/4 TV.

Ham brew (C-M), J. A. Folger (C-E), Std. Oil of Calif. (BBDO), each 1/6 radio-TV.

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

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

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

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

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

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

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

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

At NBC-TV there is no concern

### American League

<table>
<thead>
<tr>
<th>Team</th>
<th>1965 Rights</th>
<th>1964 Rights</th>
<th>Television</th>
<th>Radio</th>
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<tr>
<td>BALTIMORE</td>
<td>$700,000</td>
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<td>WJZ-TV</td>
<td>WBAL  (30)</td>
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<td>BOSTON</td>
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<td>WHDH-TV (7)</td>
<td>WHDH (45)</td>
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<td>WGN-TV</td>
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<td>WJW-TV</td>
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<td>WJR (20)</td>
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<td>KMPC (19)</td>
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<td>WTCN-TV (11)</td>
<td>WCCO (44)</td>
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<td>WCBS (40)</td>
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<td>300,000*</td>
<td>WTOP-TV</td>
<td>WTOP (7)</td>
</tr>
</tbody>
</table>

**Sponsors & Agencies**

| National Brew (Doner) | 1½ radio-TV | Easkay Meats (Van Sant, Duggadie) 1½ radio; Ctrl. Savings Bank (Doner), Pepsi-Cola Bottlers (Doner), Bayuk Cigar (Modern Merchandising), Harley Restaurants (direct), each 1/2 radio; Coca-Cola (M-E), R. J. Reynolds (Esty), General Cigar (Y&R), each 1/9 radio; Texaco Inc., Chicago and Falstaff Brewing Co., San Antonio, Texas, through Glenn Advertising, Dallas, and Carling Brewing Co., Cleveland, through various agencies. |

**A. L. TOTALS** $7,540,000 $6,775,000* |

**MAJOR LEAGUE TOTALS** $15,810,000 $14,325,000*
about selling out the $3.75 million All-Star Game and World Series package, which the network will be running this year in the fourth year of a five-year contract. Chrysler Corp., Detroit, through Young & Rubicam, that city, and Gillette Inc., through Maxon Inc., both New York, will be back to take half of each game.

Hops in Houston • The Schlitz Brewing Co., Milwaukee moved into the Southwest this year in a big way. In order to sell more beer in a comparatively virgin territory for the brewery, it bought the rights to the renamed Houston Astros for three years. To get this prize package, which includes coverage on four 50,000w radio stations, Schlitz is paying the club $5.3 million. At the moment it has 100% of the sponsorship and it is seeking to relinquish two-thirds to other advertisers. But takers for a package this expensive are not easy to find.

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

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

## 68 national and regional sponsors buy major league baseball

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

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

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

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

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

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

46 (BROADCAST ADVERTISING) BROADCASTING, March 1, 1965
Wherever you find great sport, you'll find Chrysler Corporation

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

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

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

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

And, our '65's are your kind of cars.
selling approach, Mr. Fetscher feels, could bring the Tigers from $1.3-$1.4 million in rights this year, about 100% increase from 1964.

The situation in Milwaukee couldn't be any worse for selling the games. The Braves are a lame duck team. Schlitz had them last year but doesn't want them this year. The rights, which were for $525,000 in 1963, dropped to $400,000 last year and the way things look now, the figure could go for a bargain-basement price of $200,000-$250,000.

For Future Fans — However, the Braves will have radio-TV outlets in Atlanta this year, although the broadcasts will be highly limited. Two-thirds of the Atlanta games are sold off but the stations aren't picked nor are the announcers. The Braves want someone on the air to "talk" Atlanta and a good bet at this time is Mel Allen, the former voice of the Yankees.

In 1965, Sports Network Inc., New York, will do about 300 TV game feeds, working for 18 teams. SNI does not pick up the Dodgers or Giants. These 300 games are a considerable cutback from the 450 they reportedly covered in 1964 and part of this reduction is attributable to the ABC-TV package.

SNI will also do 1,215 radio broadcasts for 19 teams, the White Sox being the exception. For the Yankees, Cardinals, Astros and Tigers, SNI will do both home and road games.

**AMERICAN LEAGUE**

**Baltimore Orioles** — There will be 47 stations on the Orioles radio network and WBAL Baltimore will originate the 162-game schedule. WJZ-TV Baltimore will televise 52 games but home and away breakdown is not set. Pregame and postgame programs are scheduled for WBAL and WJZ-TV. Chuck Thompson and Frank Messer will handle the radio-TV broadcasts.

**Boston Red Sox** — WQOm Boston will feed a 45-station radio network all regular and some preseason games. WRED Boston will feed about 55 games to a seven-station network in Maine, Rhode Island, Connecticut and New Hampshire. Three of these stations will carry pregame and postgame shows on weekends. Curt Gowdy, Mel Parnell and Ned Martin will do radio-TV coverage.

**Chicago White Sox** — WCFL Chicago will originate the White Sox games for a 75-station radio network in a dozen states. Bob Elson and Milo Hamilton will announce, beginning with the exhibition schedule on March 13. WON-TV Chicago will televise 65 games, of which 52 will be home games aired in color. Announcers are Jack Brickhouse and Vince Lloyd.

**Cleveland Indians** — WERE Cleveland will originate Indians' games to an 18-station network beginning March 13 for preseason contests, and April 12 for the regular season. The network feed also includes pregame and postgame shows which are sold as a package on were and co-op on the network. Jimmy Dudley and Bob Neal will broadcast the games. WJW-TV Cleveland will carry 46 games this season, 20 at home, and has no network plans. Harry Jones and Herb Score will announce.

**Detroit Tigers** — WJR Detroit has exclusive radio rights to the Tigers in the first year of a three-year contract. In the past WJR carried only night games with the day games on WWJ. The WJR network will have at least 20 stations. Ernie Harwell and Gene Osborn will handle the announcing. WJBK-TV Detroit will originate and be the local outlet for the 40 televised games. The Tigers will have A and B networks. The A network is being sold as a group and includes six Michigan TV stations: WJBK-TV, WJRT Flint, WKZO-TV Kalamazoo, WJIM-TV Lansing, WWTV Cadillac and WWPV-TV Sault Ste. Marie. The B network now includes WSPD-TV Toledo, Ohio, and WKJG-TV Fort Wayne, Ind. The B network stations are selling the games on their own. Ray Lane and George Kell announce for TV.

**Kansas City Athletics** — KCMO-AM-TV Kansas City, Mo., is in the final year of a two-year contract. KCMO will originate 187 games, including 25 preseason exhibitions, for a 12-14 station network. KCMO-TV will cover 40 games, 35 on the road. Monte Moore and Red Rush will do the play-by-play and color for radio and TV.

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

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

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

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

**NATIONAL LEAGUE**

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

**Cincinnati Reds** — About 60 stations, 10 less than in 1964, will take the WCKY Cincinnati feed of the Reds' schedule including preseason games. Waite Hoyt and Claude Sullivan will broadcast the games. WLWT-TV Cincinnati will originate 42 games to the three other Croley TV stations: WLWD Dayton, WLWC Columbus, both Ohio, and WJWI Indianapolis. The 12 televised home games will be in color and road games,
where facilities are available, will be in color. Ed Kennedy and Frank McCormick will do play-by-play and color.

**Houston Astros** • KPRC and KTRK-TV, both Houston, will be local outlets for the radio and television networks, which are set up by the Astros Baseball Network. There will be 26 stations on the radio network carrying all the pre-season and regular league games. There will be 12 TV stations covering Texas, Louisiana, New Mexico, Arkansas and Oklahoma, that will show 14 weekend road games. Pregame and postgame shows on radio and TV are sponsored locally. KPRC-TV will feed 34 regular games to a five-station network. Bob Prine, Jim Woods and Don Hoak will handle radio and TV.

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

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

**Los Angeles Dodgers** • The 192-game schedule, including 30 exhibitions, will be fed by KFI Los Angeles to an 18-station radio network in California, Arizona and Nevada. KTTV-TV Los Angeles will carry nine games with the Giants In San Francisco and one exhibition game from Florida. Vin Scully and Jerry Doggett will do the radio and TV broadcasts. KWKW Pasadena-Los Angeles will broadcast the Dodger schedule in Spanish with Fats Garcia and Jaime Jarrin announcing.

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

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

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

**Pittsburgh Pirates** • KDKA Pittsburgh
Politicians’ bill: $35 million

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

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

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

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

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

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

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

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

The Scott Bill—Senator Scott’s bill would change Section 315 in several ways.

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

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

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

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

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

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

Sharp upturn in TV billings

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

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

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

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

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

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

These estimates will appear weekly in Broadcasting.

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

Week ended Feb. 5:

Atlanta (3) — $163,659 ($122,339); Flint-Bay City, Mich. (2) — $84,344 ($80,386); Fresno, Calif. (4) — $78,240 ($70,724); Grand Rapids-Kalamazoo, Mich. (3) — $186,518 ($169,068); Lansing-Jackson, Mich. (2) — $54,863 ($48,247); Memphis (3) — $109,472 (Broadcasting, March 1, 1965)
TV tie-in

The

I.

$481,250

$48,783

753

juices, vegetables and

holding

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Neill's Breakfast

cials

Sports special on

sponsor ABC -TV's

Walter Thompson, both

Wixom, Mich.,

Autolite

in 55

Poppins

1). Campaign, which promotes Mary

"Mary Poppins"

199,081);

($2,004,433);

($75,-

($199,081);

($158,-

($2,004,433);

(3)

($103,037);

(3)

Walter

-12:30

ampli-

(Green

Giant

Co.,

LeSueur, Minn., through Leo

Burnett Inc., Chicago, in The

Man

U.N.C.L.E., Andy Williams Show/

Jonathan Winters Specials, Alfred

Hitchcock, The Virginian, Daniel Boone

and The Jack Paar Program; Eastman

Kodak Co., Rochester, N. Y., through

Business briefs...

The National Biscuit Co., through

Kenyon & Eckhardt, both New York,

extends its current spot and network

TV tie-in campaign with Walt Disney's

"Mary Poppins" motion picture for

seven weeks, beginning today (March 1).

Campaign, which promotes Mary

Poppins toys currently found in Nabisco

breakfast cereal packages, is to use spots

in 55 major markets as well as CBS-

TV's Sky King (Saturdays, 12:12:30

p.m. EST).

Autolite Division of Ford Motor Co.,

Wixom, Mich., through BBDO, and

the Institute of Life Insurance, through

J. W. Thompson, both New York, will

sponsor ABC-TV's Grand Award of

Sports special on March 10 (9:30-11

p.m. EST).

Campana Corp. (division of Purex

Corp.), through Foote, Cone & Belding,

Los Angeles, has bought two commer-
cials a week for 39 weeks in Don

McNeil's Breakfast Club on the ABC

Radio, starting March 29. Campana's

line of Cuticura products will be adver-
tised. ABC put the time buy at $100,-

000.

Alberto-Culver Co., Melrose Park, Ill.,

plans major national campaign starting

in April and including both spot and

network TV to introduce New Dawn

holding hair spray. Product features a

special hair brightener and color ampli-
fi er. Agency is J. Walter Thompson

Co., Chicago.

Case-Swayne Co., packer of citrus

fruits, juices, vegetables and other

food products, is launching a TV campaign

in Southern California starting this

week and running through 1965. Bergen

& Lee, Los Angeles, is placing the 60-

second color spots on KFJ-TV and KNBC

(TV) Los Angeles, KOGO-TV San Diego,

and KERO-TV Bakersfield, Calif.

General Mills, Minneapolis, to intro-
duce a new children's product, "Wack-
les," a puffed oat cereal with banana

flavored marshmallow bits, plans heavy

use of children's TV programs on spot

basis plus newspaper schedule. Agency:

Dancer-Fitzgerald-Sample, New York.

Continental Casualty Co., Chicago,

plans local radio spot to support its

national campaign on network TV and

in newspapers for the insurance firm's

"Golden 65" health and accident plan

for the elderly. Agency: MacManus,

John & Adams, Chicago.

Newly-signed advertisers participating

in CBS Radio's Worldwide Sports with

Frank Gifford (Mon-Fri., 7:15-7:30

p.m. EST) are: B. F. Goodrich Co.,

Akron, Ohio, through BBDO, New

York, for 26 weeks beginning Feb. 22;

E. I. du Pont de Nemours & Co.,

Wilmington, Del., also through BBDO,

in a split-schedule beginning April 5;

The Hartford Insurance Group, Hart-

ford, Conn., through McCann-Mar-

schalk, New York, for 26 weeks be-

ginning May 3, and WTS Pharmacraft

Inc., Rochester, N. Y., for 15 weeks

beginning June 1. In addition, The

Milers Fallis Co., Greenfield, Mass.,

through Remington Advertising, Spring-

field, Mass., has renewed its split-sched-

ule participations in Worldwide Sports,

beginning May 3.

Advertisers buying new participations

in NBC-TV programs announced last

week included Revlon Inc., through

Grey Advertising, both New York, in

The Rogues, The Alfred Hitchcock

Hour, Hullabaloo, Wednesday Night at

the Movies and Dr. Kildare Green

Co., LeSueur, Minn., through Leo

Burnett Inc., Chicago, in The

Man

U.N.C.L.E., Andy Williams Show/

Jonathan Winters Specials, Alfred

Hitchcock, The Virginian, Daniel Boone

and The Jack Paar Program; Eastman

Kodak Co., Rochester, N. Y., through


The soft sell works in Austin

Insurance agent Donald B. Reyn-

olds sold the LBJ Co. (now Texas

Broadcasting Corp.) a $100,000 in-

surance policy on the life of then

Senator Lyndon B. Johnson in 1957

only after Mr. Reynolds agreed to

buy time on the firm's \( \text{KTXC-TV} \)

Austin, Tex.

The anthems of a transaction first

described by Mr. Reynolds in Senate

hearings on the Bobby Baker case

have been confirmed by Walter W.

Jenkins, aide to Mr. Johnson for

many years and a former officer of

the broadcasting company owned

by the Johnson family. Mr. Jenkins

denied, however, that he applied any

"pressure" to Mr. Reynolds.

Mr. Jenkins's version of the cir-

cumstances surrounding the contro-

versial insurance purchase (Mr. Rey-

nolds said he had been pressured)

was made public last Tuesday (Feb.

23) by the Senate Rules and Ad-

ministration Committee, which for

more than a year has been exam-

ining outside business interests of

present and former Senate employes.

Mr. Jenkins, a former White

House aide, was permitted to submit

written answers to written commit-

tee questions after his doctor said

his appearance at a formal hearing

would jeopardize his health.

While the insurance deal was be-

ing considered, Mr. Jenkins stated,

"I received word from the LBJ Co.

that it would not be necessary to

pursue the matter further with [Mr.

Reynolds] because a local agent in Austin

had become interested in selling the

policies and that he not only had

been an advertiser on the radio and

television stations for many years,

but also had always related the

amount of his advertising to the

amount of his business done with

the station."

Word of this was relayed to Mr.

Reynolds, probably through Robert

G. (Bobby) Baker, then secretary

of the Senate majority (when Mr.

Johnson was majority leader), Mr.

Jenkins recalled. Mr. Reynolds then

said he "wished very much to sell

the policies and would also like to

purchase advertising time in the

event he sold them," Mr. Jenkins

told the committee.

Because of various features of the

policy that Mr. Reynolds propos-

ed "as well as Reynolds's offer to

meet the competition by purchasing

advertising, it was decided to accept

the Reynolds offer," said Mr.

Jenkins.

Of Mr. Reynolds's timebuying Mr.

Jenkins said: "Certainly I did not

'pressure' him to do so." But Mr.

Jenkins added: "I did know Mr.

Reynolds planned to purchase

advertising time, and I have never

assessed to the contrary."

Mr. Reynolds, whose business is

in the Washington area, had told

the committee that Mr. Jenkins

"persuaded" him to buy the TV adver-

tising in Austin. Mr. Reynolds

bought $1,208 in time on \( \text{KTXC-TV} \)

He arranged for a neighbor in the

housesears field to use the time in

his stead, Mr. Reynolds testified.

During this period, Mr. Jenkins

said, he was a stockholder in the

LBJ Co. (slightly more than \( \frac{3}{4} \)\%)

member of the board of directors

and treasurer of the company.

The Johnson family's broadcast

stock has been placed in trust.

BROADCASTING, March 1, 1965 51
Successful test

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

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

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

Prime-time spots called versatile, effective

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

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

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

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

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

Specific examples of how an advertiser can build an unduplicated audience with the use of scatter plans (prime 20-second spots) over a period from one to four weeks are compared with one-minute announcements used in the same market but in fringe time. Noted a CTSNS spokesman: the cost per thousand has been on the way down from prime 20’s $86 to “fringe 60’s” (one-minute announcements).

Mattell plans bigger use of TV advertising

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

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

Many of these commercials will be made and shown in color. Color ads in magazines and newspaper comic sections will augment the TV campaign.

Four nationwide promotions linking in-store product promotions to the TV and print advertising are also part of the overall advertising program planned by Carson/Roberts, Los Angeles, Mattel’s agency.

SG sells Cellomatic

Sam Sugarman, formerly TV producer at Screen Gems; Doug Abrams, New York businessman, and Joseph Naas, formerly general sales manager at Screen Gems’ Cellomatic division, have purchased Cellomatic from Screen Gems and will continue operating at 1546 Broadway, New York as Cellomatic Productions Corp. Mr. Sugarman is president, Mr. Abrams, secretary-treasurer, and Mr. Naas, vice president of the audiovisual and TV service organization which produces TV film commercials. Phone: PLaza 7-7895.

Regimen case continues after mistrial actions

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

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

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

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

Mail Pouch Tobacco Co., Wheeling, W. Va., (for its Kentucky Club Tobacco), through Warwick & Legler, New York, has renewed for 39 weeks its sponsorship of ABC Radio’s Howard Cosell weekday and weekend sports commentary.

Oldsmobile Division of General Motors Corp. has signed with NBC-TV for sponsorship of an hour color special, Round of Champions, to be aired live on National Golf Day, May 31, at 5 p.m., from Laurel Valley Golf Club, Ligonier, Pa. The contest will feature top golf stars. The show is packaged by Walter Schwimmer Inc., Chicago. Agency: D. P. Brother & Co., Detroit.

Illinois State Medical Society is spending $250,000 through E. H. Russell, McCloskey & Co., Chicago, for a campaign on selected TV stations, 27 radio stations and in some 100 newspapers in the state to fight Medicare and win support for an alternative plan called “Eldercare.” Eldercare is a proposal of the American Medical Association.
YOU MAY NEVER FIND A 460-LB. GOLD NUGGET*

WKZO-TV MARKET
COVERAGE AREA • NCS '61

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

A schedule on WKZO-TV is no fool's gold; we're the most-watched Michigan station outside Detroit.
Assay this "dust" from NSI (Nov., '64):

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

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

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

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

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

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

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

The restraining use of color highlights a predominantly black-and-white commercial produced for Aluminum Ltd. (Alcan), Montreal. The commercial uses animated graphics to describe the international activities of Alcan (see above). Color is incorporated to point up key elements of each country's representative symbol. NBC-TV's Profiles in Courage—a black-and-white production— is being used to introduce the spot which is transmitted in both black-and-white and color "to give it added impact on color sets," according to Alcan's New York agency, J. Walter Thomson. Arnold Stone of Drew Lawrence Productions, New York, produced the commercial with JWT.

NAB tightens rules on beer-wine ads

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

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

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

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

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

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

Also in advertising . . .

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

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

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

Agency appointments . . .

* Alberto-Culver Co., Melrose Park, Ill., names its Rinse-Away products from J. Walter Thompson Co. to Campbell-Ewald Co., both Chicago. JWT keeps
Motion pictures, toys and politics are at the top of the agenda for the Tuesday-Wednesday (March 3-4) meeting of the National Association of Broadcasters television code board in Scottsdale, Ariz.

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

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

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

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

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

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

Candy maker plans spot drive

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

Senate smoking hearing

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

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

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

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

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

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

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

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

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

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

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

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

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

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

In their testimony Messrs. Goodman and Moore said they felt assured that CBS Inc. wouldn't use its position of being on both sides of the bargaining table to gain an advantage over other broadcasters seeking Yankee rights. Both also surprised the subcommittee with their testimony that baseball isn't the attractive network programing product it is widely believed to be.

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

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

Source of Interest • If either ABC or
baseball survey, the average team's local broadcast revenues (as distinct from revenues from the ABC-TV package) will exceed $800,000 this year; Kansas City is getting $300,000 (see page 44).

‘Blackened character’ suits for $3 million

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

Mr. Mason contended that after he appeared on Mr. Sullivan's show last Oct. 28, Sullivan, within hearing of others, accused him of "having made obscene gestures" and of having engaged in "offensive conduct." The suit was filed in New York state supreme court.

According the complaint, Mr. Sullivan said the comedian should be "run out of the entertainment business" and threatened to "destroy" him in show business.

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

ACLU wants hearings on Jackson TV stations

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

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

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

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

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

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

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

Satellite news unit is set up by NBC

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

The Earlybird, due to be launched next month, is designed to remain in a fixed position over the Atlantic and thus be the first available for trans-Atlantic relays on a continuous basis.

Mr. McAndrew and Fred Friendly, president of CBS News, and Donald G. Coe, director of operations of ABC News, were in London last Thursday to discuss with British and European officials how Earlybird should be used during its opening six-week "experimental" period, before it is turned over to the Communications Satellite Corp. (Comsat) for commercial use.

A lasting problem left by Frankfurter

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

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

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

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

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

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

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

Friendly warns against too many interruptions

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

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

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

Author sues UA-TV, ABC

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

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

It’s still neck and neck

The virtual dead heat of the three TV networks in average ratings for their nighttime schedules continued last week with the reporting of the Nielsen Television Index (NTI) for the two weeks ended Feb. 7. NBC-TV and ABC-TV were tied with an average rating of 20.4 for the 7:30-11 p.m. periods. CBS-TV had 20.3, one-tenth of a rating point off the pace.

Westinghouse plans new late-night show

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

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

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

Radio series sales...

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


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

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

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

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


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

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


Film sales...

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

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

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

Volume 7 (Seven Arts): KBKR-TV Bakersfield, Calif., and WENI-TV Cleveland.

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

Churchill, The Man (Seven Arts): KROD-TV El Paso; WLAC-TV Nashville; WBAC-TV Baton Rouge, and WKKM-TV Monahans, Texas.

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

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

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

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


Parachuting Championship specials (Triangle): WKRD-TV Detroit.
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ABC-TV drops Les Crane for rotating hosts

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

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

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

Program notes ...

Lip in baseball series • Leo Durocher is featured in a new series of five-minute radio programs being offered stations and sponsors during the coming baseball season by Sight & Sound Li-

brary, Chicago. Daily tape program will feature anecdotes and commentary by Mr. Durocher who for the past 40 years has been a player and later manager of the Yankees, Cardinals, Dodgers and Giants baseball teams.

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

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

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

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

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

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

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

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

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

Hearing planned on free press v. fair trial

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

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

DPA plans screening

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

Microwave challenges constitutionality of FCC conditions on grant

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

Idaho Microwave Inc. and Cable View of Burley (Idaho) Inc., the CATV, assert their pleas before the commission, but the constitutional question may not be reached in the case. They note that courts try to avoid such issues if a case can be decided on other grounds.

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

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

Idaho Falls had filed in connection with the grant of the CP.

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

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

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

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

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

Changing hands
ANOUNCED • The following sales of stations were reported last week subject to FCC approval:

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

WKLE Washington, Ga.: Sold by J. S. Carter to Bradley L. Williamson, Ott G. Stephens and associates for $50,000. Mr. Williamson is president and general manager of WPER Louis
party to the case. Idaho and Cable View make a distinction between simultaneous and 15-day nonduplication. They concede the former might be constitutional, since the public is not deprived of programs, as it most definitely is under the 15-day before-and-after restraint...

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

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

NAB code deletions, additions announced

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

Stations added: KOPC Grafton N. D.; KKNY Kearney, Neb.; WJPW Rockford, WOOD-FM Grand Rapids, WERX Wyoming and WJMP Flint, all Michigan; WJZL Selma, WPVO Fuquay and WWOX Charlotte, all North Carolina; WATV Birmingham, Ala.; WTRW Two Rivers, Wis.; WCAX Carthage, WSUI (FM) Olney and WNUN Highland, all Illinois; KARH Redding and KNEZ Lompoc, both California; KGWW Alamosa, Colo., and KLEA Lovington, N. M.

Stations deleted: WMFP Chicago Heights, III.; WFCB-AM-FM White Plains, N. Y.; KJCB Alliance, Neb.; KSIR Wichita, Kan.; WJER-AM-FM Newark, N. J.; KARY Pikesville, Wash.; KSBN Shelby, Mont.; WKNM-AM Charleston, W. Va., and WNEN-AM-FM Central City, Ky. The NAB did not break down the list as to those withdrawing of their own volition.

Reeves adding Pa. to CATV holdings

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

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

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

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

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

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

New TV stations

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

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Broadcasting, March 1, 1965
FCC given hot foot on CATV
Pastore told decisions will be made in a month,
but differences of opinion on method and extent
of regulation seem to be growing, not shrinking

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Chairman E. William Henry (l) was principal FCC spokesman. With him here are Commissioners Bartley and Cox.

64 (The Media)
Commissioner Lee said that UHF's operating in Chicago [WCHU], Boston [WBSH-TV] and Los Angeles [KMEX-TV] "are in the black" and the new Detroit UHF, WKBH, has gotten off to an encouraging start.

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

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

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

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

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

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

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

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

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

**FCC policy criticized**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Senator Hartke said broadcasters should be trusted to treat candidates fairly — and that if they didn't, he noted,
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BROADCASTING, March 1, 1965
Council furor brings demand NAB board member resign

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

Mr. Woodland, general manager of WEJL Scranton, has just been re-elected to his second board term (Broadcasting, Feb. 22).

At its regular Wednesday meeting on Feb. 17, the Scranton city council put a ban on all sound-on-film or audio recording of the council sessions unless the stations would play them back in full. This action kicked off protests by area stations, saying the council’s action was an attack on broadcasters’ freedom of access.

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

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

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

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

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

they would be putting their license on the line. But Chairman Henry said it would be “undesirable” for the commission “to be faced with very many situations in which a station’s license worth millions of dollars was to be revoked because the station was not being fair.”

Senator Pastore didn’t give his colleagues much help. He said that complete repeal would put candidates “at the mercy of broadcasters.” He also said that the “temperament of Congress” is to retain the equal-time law.

He recalled that he introduced legislation in the past to exempt top offices from the equal-time law, but it never “got off dead center.” The incumbents, he said, like the law as it is. He said they are not interested in legislation that would make it easier for their opponents to obtain free time. Chairman Henry’s report showed that political broadcasting revenues totaled $35 million in 1964 (see story page 50).

Court upholds sale of KPAS Banning

The U. S. Court of Appeals for the District of Columbia has upheld an FCC decision issued last July which granted assignment of license of KPAS Banning, Calif., from Stevens Broadcasting Inc., controlled by C. A. Jaspon, to Banning Broadcasting Co., owned by Fred P. D’Angelo.

The decision was appealed by James and Darwin Parr. They questioned the commission’s authority to grant the transfer after the station’s license had expired and before the renewal application had been granted.

The Parrs, who filed an application for the facility on July 17, 1964, two days after the FCC approved the transfer, also argued that the commission’s grant “illegally deprived” them of the right to a comparative hearing with Stevens’ renewal application, which was received by the commission on Nov. 30, 1962, one day before the license was to expire.

KPAS, however, had been off the air since February 1962 because of financial difficulties and the ill health of Mr. Jasspon, president and principal stockholder of Stevens.

In its decision issued Thursday (Feb. 18), the court affirmed the commission’s findings that the Parrs had no standing in the proceeding because of their late filed application. The court noted that the “essence” of the applicants’ complaint was that they wanted to engage in a comparative hearing with Mr. Jasspon, because of his financial situation, rather than with the financially capable Banning Broadcasting.

The court also pointed out that if the Parrs were “aggrieved,” it was not by anything the commission had done, but rather by their own delay in filing their application.

Consolidation sought on CATV

The National Community Television Association has joined Westinghouse Broadcasting Co. in urging the FCC to consolidate proceedings dealing with community antenna television matters.

But the NCTA, in a filing at the FCC, also called on the commission to conclude that it does not possess the authority to regulate CATV directly.

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

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

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

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entire council proceeding was in error. "As general manager of WEJL," he said, "we don't oppose the requirement that the entire proceedings be broadcast. However, as director of the NAB and past president of the Pennsylvania Association of Broadcasters and Pennsylvania AP Broadcasters Association, we strongly protest the requirement."

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

In the background of the uproar, but unmentioned in this case, are competing applications for community antenna television systems in Scranton. Among the four applicants are: Total Television Cable Inc. and Semit Cable TV Co. Total Television is a joint venture of WDAU-TV, WBRB-TV and WNMN-TV. Semit is owned by WEJL and Mr. Woodland is acting manager.

nals may be carried by a CATV.

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

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

Nine chosen for House subcommittee

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

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

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

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

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

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

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

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

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

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

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

NAB sets more of convention lineup

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

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

The panels and participants are:


"Is Separate FM Programming Good or Bad for the Public?‖—N. L. (Larry) Benton, WLOL-FM Minneapolis, moderator; FCC Commissioner Kenneth A. Cox; Oliver J. Keller, WTAX-FM Spring- field, Ill., and Ben Strouse, of WWDC-FM Washington and chairman of NAB's FM Radio Committee.

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

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

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

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

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

The Wednesday program for the NAB's Broadcast Engineering Conference includes a luncheon address by General B. A. Schriever, commander of the Air Force Systems Command, which is responsible for all research, development, procurement and production to make an aerospace system operational.
Grand Rapids agreement not fully itemized

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

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

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

In the event the parties agree to the $120,000 payment, half to be paid up on FCC approval and half within five years, the agreement itemizes $55,000 as the sum each applicant spent for legal expenses, and the balance, $75,000, as each applicant's equity in the station (Broadcasting, Jan. 18).

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

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

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

Court upholds TBC on pension appeal

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

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

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

Losers seek re-opening because of law suit

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

Syracuse TV Inc., Onandaga Broadcasting Inc., WAXA Inc., Syracuse Civic Television Association, KQTV-WTVN TV Corp. and George P. Hollinery also asked the commission to remand the proceeding to a hearing examiner for further evidentiary hearings.

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

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

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

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

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

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

Two more stations notified of fines

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

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

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

More colleges offer radio-TV courses

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

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

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

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

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

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

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

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

'Victim of conspiracy' to get new hearing

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

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

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

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

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

Sanders named chairman of NAB selection group

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

The committee's job is to find someone to replace Willard Schroeder, NAB board chairman, when his term expires in June. Other members of the committee are: James D. Russell, KKTV-TV Colorado Springs; Robert F. Wright, WFOR-TV Meridian, Miss.; Ray Johnson, KMED Medford, Ore.; Ben Strouse, WWDC-FM Washington, and Carleton D. Brown, WTVI Waterville, Me.

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

KBZY seeks denial of revocation petition

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

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

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

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

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

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

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

KBZY notes that by the time elements involved in executing and obtaining

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**Image**

AKRANSA'S GREATEST COVERAGE

**KBHS**

THE MIGHTY 590

TIM TIMOTHY, INC.

Hot Springs, Ark.

Represented by THE MEEKER CO.

** Broadcasting, March 1, 1965 **
Financial firms help KCBC get own ratings

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

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

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

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

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

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

1.

FOR THE MONEY...

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

land, the first agreement, dated Nov. 13, 1956, could not logically have been in existence when the application was executed. The commission had stated earlier that it received the application by Nov. 15.

The station said that since the commission has already resolved the charges in favor of the Salem Broadcasting principals, the agency must either deny or dismiss with prejudice the revocation action.

Media reports...

Expansion = Mullins Broadcasting Co. (KTAT-TV and KATR Denver) has purchased the Alden Outdoor Advertising Co., Denver, as the first step in a diversification program. John C. Mullins, MBC president, will also become president of the outdoor advertising firm, which will be a wholly owned subsidiary of MBC.

Co-operative program = A broadcasting internship program arranged between the Department of Radio, Television and Motion Pictures of the University of North Carolina, Chapel Hill, and WWOX Charlotte, has been started. Under the program, each intern selected by the university, four a year, will spend a semester at the station receiving on-the-job training while being paid a salary by WWOX.

Agency appointed = WONE Dayton, Ohio, has appointed Willis/Case/Harwood, that city, to handle the station's advertising, publicity, promotion and related efforts. The agency will work mainly around the theme of WONE's new programming and will assist in the creation, interpretation and exploitation of this concept.

Big boost = Wate Marietta, Ga., became a 10 kw daytimer on 1080 kc on Feb. 13, after nine years as a 500 w daytimer on 1050 kc. The increased power comes from a new RCA transmitter and a three-tower directional pattern. WBIE is licensed to Marietta Broadcasting Co. James M. Wilder is president and general manager.

Station names agency = WJBK-TV Detroit has named Zimmer, Keller & Calvert, that city as its advertising agency. WJBK-TV is owned by Storer Broadcasting Co.

New affiliate = KEVO Moorhead, Minn., Fargo, N. D. will become a CBS affiliate, effective March 7. The station is owned by Central Minnesota Television Co.

FCC, FTC budgets = The FCC and the Federal Trade Commission are tentatively scheduled to present justifications of fiscal 1966 budget requests before the House Independent Offices Appropriations Subcommittee. The FCC, seeking $17.5 million, up about $1 million over the current fiscal year appropriation, is to testify at a closed hearing March 8. The FTC, asking $13.8 million, about $1.1 million above fiscal 1965's budget, is to appear March 22, also at a closed session.
year, shown virtually identical results, he said.

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

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

Cox drops plans for Ohio microwave system

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

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

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

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

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

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

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

ABC Radio to have revue at Nab convention

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

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

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

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

Revisions of bylaws up for approval

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

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

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

NBC-TV affiliates plan annual meeting

TV stations affiliated with NBC will hold their annual convention on March 17-18 in New York, highlighted by a network presentation and a luncheon address by NBC Board Chairman Robert W. Sarnoff. Both events will be held Thursday morning with other NBC-TV stars providing entertainment. Key network executives, led by Mr. Sarnoff and Robert E. Kintner, NBC's president, will represent NBC-TV.

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

FOR THE SHOW . . .

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

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

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

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

**Ampex Corp. up 8% in third quarter**

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

Nine months ended Jan. 30:

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<td>Net earnings</td>
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<td>Shares outstanding</td>
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**Four Star shows profit in first-half report**

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

26 weeks ended:

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<td>Other</td>
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<td>5,762,459</td>
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<tr>
<td>Total</td>
<td>8,566,393</td>
<td>5,305,853</td>
</tr>
<tr>
<td>Costs and expenses</td>
<td>2,328,257</td>
<td>2,162,213</td>
</tr>
<tr>
<td>Net income</td>
<td>166,396</td>
<td>333,754</td>
</tr>
</tbody>
</table>

*Based on 860,590 shares outstanding

**Rollins revenues jump up 325%**

Rollins Inc., Wilmington, Del., last week reported record revenues, earnings and cash flow for the nine months ended Jan. 31, 1965.

Revenues were up 325% to 26,890,038 compared with $6,328,508 for the comparable period last year. Net earnings increased 82% to $1,205,109, or 40 cents per share.

Rollins Inc. operates eleven radio and TV stations and has diversified chemical, service, advertising and agricultural interests.

Nine months ended Jan. 31:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.46</td>
<td>$0.22</td>
</tr>
<tr>
<td>Revenues</td>
<td>8,650,038</td>
<td>6,338,508</td>
</tr>
<tr>
<td>Net earnings</td>
<td>1,205,109</td>
<td>644,361</td>
</tr>
</tbody>
</table>

**IRS lifts tax exemption after group uses TV**

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

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

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

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

The IRS document said that in 1962 total disbursements were $7,369,191, of which $2,029,916 was for television. "It may be an oversimplification to say," APA commented, "that IRS has
decided that exposure of a message on
television carries much greater weight
than exposure of the same message in
national print media, but it does appear
that this is the case. If this approach
prevails many other business factors
could obviously be judged unilaterally
by the government, and an enterprise
could conceivably be taxed on how
well an enterprise could have conducted
its affairs, in the opinion of IRS, and
not on how well it did, in fact, conduct
its affairs."

Time Inc. net income
up 87% for 1964

Time Inc. last week reported a gain
of 87% in net income for 1964, a year
in which revenues climbed 16% to
$413 million. The margin of net in-
come after taxes rose to 6.4% from
4% in 1963.

The company's year end statement
noted "an upsizing in revenues, audi-
ence and programing activities . . ." for
Time-Life Broadcast. It also
described continuing exploration for new
opportunities in broadcasting including
community antenna television.

Year ended Dec. 31:

<table>
<thead>
<tr>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$3.90</td>
</tr>
<tr>
<td>Revenues</td>
<td>415,507,000</td>
</tr>
<tr>
<td>Operating income</td>
<td>43,700,000</td>
</tr>
</tbody>
</table>

National General up 50%

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

First quarter:

<table>
<thead>
<tr>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$.18</td>
</tr>
<tr>
<td>Gross income</td>
<td>$17,781,086</td>
</tr>
<tr>
<td>Net operating income</td>
<td>844,833</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,593,973</td>
</tr>
</tbody>
</table>

Storer sells Standard Tube

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

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

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

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

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

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

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

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

JTAC has some suggestions for radio, too

In the new study by the Joint Technical Advisory Committee, Radio Spectrum Utilization, with its pointed recommendations on television and the land mobile services (see page 76), a second recommendation involving broadcasting is made. This relates to radio and suggests that all local radio broadcasting be moved out of the AM band to FM, and that the remaining regional and clear channel stations in the standard band be permitted to go to higher power to cover larger areas.

Recommended also is the expansion of the AM band below 500 kc, so that standard broadcasting may get greater ground service.

The maritime services, the JTAC report states, should be moved out of the 500 kc area to higher frequencies (they now occupy 415 kc to 510 kc), to permit AM broadcasting to expand downward to provide "better service and greater coverage." The move of maritime radio to higher frequencies would benefit that service, too, the book says.

"The present broadcasting band," the report states, "would then be used for long-distance broadcast-reception via clear channels at sufficiently high power to provide regional or national coverage to reach sparsely populated areas. The FM band could provide top quality, interference-free local service. Both the urban and the rural populations would benefit from this change."

The JTAC report continues: "The FM broadcasting service...is ideally located in the vicinity of 100 mc. As the public becomes more intolerant of the jammed conditions in the AM broadcast band, the trend to reception of FM in the home, car or by portable receivers has now attained an accelerating pace. In the future, FM could supplant AM for local service "because it offers superior technical characteristics, more consistent coverage, and better interference protection. Its further improvement and acceptance should be explored, perhaps by making it more attractive to the listeners in automobiles through the use of vertical antenna polarization."

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

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

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

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

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

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

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

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

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

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

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

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

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

The analysis of present allocations in various portions of the radio spectrum, and the recommendations for longer-term changes, were the product of a special group headed by Mr. Siling, frequency allocation expert and retired RCA Frequency Bureau chief.

Others on the committee: Wilfred Dean, U.S. Navy; Grant Erierson, AT&T; Herman Garlan, FCC; Richard P. Gifford, General Electric; George Jacobs, U.S. Information Agency; Paul D. Miles, Office of Emergency Planning; James E. Ogle, FCC; Francis M. Ryan, AT&T (retired); Andrew Vadasz, GE; James P. Veatch, RCA, and William H. Watkins, FCC.

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

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

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

FCC told to revisit 770 kc

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

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

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

A class II station is required to directionalize at night to protect the dominant clear channel station on its frequency. Class I-B stations on the same frequency must both directionalize at night.

Circuit Judge George T. Washington, writing for himself and Judges David L. Bazelon and Wilbur K. Miller, virtually told the FCC that perhaps Albuquerque did not need a class I-B station; that KOB could very well be a class II station. If not, he said, the commission ought to review its decisions for 880 kc (WCBS) and 660 kc (WNBC) in order to put all three network "flagships" on an equitable basis.

"The history of this dispute does not reflect credit on the commission," the decision reads. "Its response to this court's orders [the case has been up to the appeals court three times] has not in final result been to alleviate in any substantial sense the very real grievances which we consider ABC to have suffered over the years... We recognize also that it is not our function to decide what is in the public interest. But we can state that compelling public interest reasons must be given for not giving equitable channel treatment to WABC. We do not find those reasons here. We think that, as the matter now stands, ABC has not received equitable channel treatment on a comparative basis, taking into account the situation in its current aspect."

The same court upheld the FCC's decision to hold in abeyance the application of Hubbard Broadcasting Co., licensee of KOB, for 770 kc in New York. Hubbard had appealed from what it called the FCC's delay in acting on its application.

How It Happened - The case goes back to 1941 when the then WJZ New York (now WABC) was shifted from 760 kc to 770 kc as a class I-A clear channel station, and KOB Albuquerque was shifted from 1180 kc to 1030 kc (with 10 kw) but given special authority to use 770 kc with 50 kw. The moves were necessary because 760 kc and 1180 kc were removed from U. S. use under the terms of the new North American Regional Broadcasting Agreement. Ever since, ABC has sought to remove KOB from operating on 770 kc.

The clear channel case, which began in 1945, was concluded in 1961. The FCC decided to break down 13 class I-A frequencies (out of 25 existing) by placing class II stations on the same frequencies in other parts of the country. The other 12 class I-A frequencies were reserved for subsequent action, including possibly higher power.

Court upholds edict against Jerrold Corp.

A federal appeals court has affirmed a $325,000 treble damage antitrust verdict won by KFQ Wenatchee, Wash., against Jerrold Electronics Corp, Philadelphia. A Seattle federal district court jury last year awarded this sum to KFQ in a civil antitrust suit against Jerrold. Jerrold appealed, and on Feb. 9, the U. S. Court of Appeals in San Francisco affirmed the verdict.

KFO claimed that it was forced to sell its CATV system to a Jerrold-Whitney combination in 1954 after Jerrold refused to sell it equipment. Suit charged

ABC owned stations plan big promotion

TV and radio will figure prominently in a promotion drive to be conducted early this month by ABC-owned television stations in behalf of current programming. TV will be used heavily on the five owned TV outlets and radio advertising will support the promotion on the radio affiliated stations as well as on other stations in the markets. Emphasis will be divided equally on local and network programming.

Plans formulated at a meeting held early last month in New York call for all five TV stations to participate in the campaign that's regarded as probably secondary only in scope to the promotional drive put behind the new season in the fall. All other promotion "facilities," such as newspapers, magazines, outdoor advertising and supplementary, will be used in the markets.

During the meeting, station advertising-promotion directors also attended an ABC-TV presentation on programming for the fall season and met with Leonard Goldenson, president of American Broadcasting-Paramount Theaters.

Drumbeats...

Membership jump - Charles Dross of WROM Rome, Ga., and president of the Georgia Association of Broadcasters will receive the National Association of Broadcasters Code Authority annual Award of Merit for the GAB's "Crusade for the Code." The award, to be given March 23 at the NAB's Washington convention, is being presented for its drive which increased the number of Georgia radio code members from 40 (23% of stations) to 93 (52%). The campaign began last September (Broadcasting, Sept. 21).

Profiles - WBGO Greensboro, N. C., to introduce its personnel to the public, has compiled a booklet with pictures and biographical sketches of the administrative, programming, sales and engineering staffs.

In retrospect - In its recently distributed booklet, "Year of Achievement," WPRO-TV Providence, R. I., recounts and illustrates the many various types of special programs it produced in 1964.

Promotion for Westinghouse - Westinghouse Broadcasting Co. has retained Klein/Bartzman, Los Angeles, as its promotion agency. The agency will develop promotions for all of Westinghouse's radio and TV stations and its syndicated properties. The group, formed in 1960, is headed by Bob Klein and Alan Barz-
The NAB filing, based on two-and-a-half years of tests of both systems at four stations, states that “only one valid conclusion” may be drawn, that if remote control operation is extended to VHF stations, there is “assurance that there will be no degradation of the commission’s technical standards.”

The off-air multiplex system was tested at KXTV (TV) Colorado Springs-Pueblo, Colo., and KFMB-TV San Diego. The wire-line system was tested at WASH-TV Bangor, Me., and WGEM-TV Quincy, Ill.

NAB said the commission had already found remote control operation of AM, FM and UHF stations to be in the public interest and had not permitted such operation by VHF stations because of a “lack of technical proof” that standards would not be degraded. The test results, NAB noted, produce the evidence that had been lacking.

If at first you don’t succeed

Jack W. Lee, vice president and general manager of WSZ-AM-FM-TV Huntington, W. Va., is making another try for that $10,000 offered by Bill Daniels, Denver CATV broker. Mr. Daniels offered the cash to anyone who could prove that a community antenna TV purposely degraded or deleted a TV station’s signals.

Mr. Lee has charged that Durfee’s TV Cable Co., Parkersburg, W. Va., had deleted WSZ’s TV’s commercials. Mr. Daniels rejected the charge saying that WTAP-TV Parkersburg was responsible, not the CATV (BROADCASTING, Feb. 15).

Now, Mr. Lee wants a panel of three engineers—one named by the National Association of Broadcasters, one by the National Community Television Association and one by Mr. Lee himself—to judge the issue.

Duplication granted on WMAQ’s clear

The FCC last week gave permission to KBOI Boise, Idaho, to change from 950 kc, with 5 kw fulltime to 670 kc, with 50 kw day, 25 kw night. The new frequency is a clear channel which is occupied by WMAQ Chicgo with 50 kw fulltime.

The commission decided in 1961 to duplicate 13 of the 25 clear channels, to provide first local nighttime service to underserved areas while keeping to a minimum the loss of service by the duplicated clear.

The only similar grant made was last July when the commission authorized John A. Barnett, who owns KINS-TV Roswell, N. M., to construct a 50 kw station on 1020 kc, with 10 kw nighttime power. KDKA Pittsburgh operates on 1020 kw, with 50 kw fulltime (BROADCASTING, July 20, 1964).

The KBOI grant is conditioned to prevent presumptive operation with daytime facilities, and to protect WMAQ’s signal.

The commission also dismissed a petition to deny filed by NBC, licensee of WMAQ, and denied petitions by Gem State Broadcasting Corp. and Mesabi Western Corp., which had objected for economic and competitive reasons.

Up in the air • Arthur Godfrey is promoting a Fly-Along-with Godfrey contest for the Thomas Organ Co. on his CBS Radio show through February and March. He will pilot the winner and 12 friends on a five-day historical tour of Philadelphia, Gettysburg, Baltimore, Williamsburg and Washington in a Ford tri-motor furnished by American Airlines.

Boston business • A 14-page quarterly report on Boston business, produced by the WGBH Boston research department, has been published. Included among other features: economic indicators in the greater Boston area; a summary and index of business activity in the market and a report on the area’s “outer rim” covering Connecticut.

At long last—Bolshoi • WABC-TV New York reports it has acquired the rights
to a video-taped production of the Bolshoi Ballet. The station presented a 90-minute program, The Best of The Bolshoi on Feb. 21 and plans another this month on a date still to be selected. The production originally was made by the late Matthew H. Fox of Skiratron of America Inc. in 1959 for a closed-circuit showing, but the tapes, according to WABC-TV, have been presented only on Hartford pay television.

No stamps? A gift of $5,000 from the Sperry & Hutchinson Co. will enable the Oregon State System of Higher Education to equip the state capitol's radio-TV studio in Salem for emergency service. The gift provides for a power line from the governor's emergency command center, a "news actuality code-a-phone," three TV monitors and other broadcast equipment.

Mark Century offers new promotion-game

Mark Century Corp., New York, this week is announcing a new radio contest promotion called "Squzzle" or "square puzzle." The radio production-programming company is testing the promotion with KFWB Los Angeles.

Key to the promotion, as explained by Milton Herson, Mark Century Corp. president, is the reading on the air of numbers which correspond to puzzle boxes. When enough boxes are filled in, a pattern is established that represents an identifiable person or picture. The first listener to identify the picture is the winner.

The broadcaster, who contracts for the game, works with an advertiser on locating points where the contest blanks can be picked up—a store or other retail outlet, gas station, dealership etc. The station and/or the advertiser decides on prizes. The game permits the advertiser to promote his product in the on-the-air announcements.

Mark Century, which has worldwide syndicated rights to Squzzle, will provide a promotional package of teasers, audio announcements and other promos. About 25-35 games will be sent to the subscribing station, the size of the package depending on the market.

Mr. Herson said last week that Mark Century, which last year formed the Mark Century Sales Corp., now provides its programing services to about 500 stations.

Mark Century intends to introduce the package at the National Association of Broadcasters Washington Convention this month.

FATES & FORTUNES

BROADCAST ADVERTISING

James Pat Sweeney, VP and account supervisor, Campbell-Mithun, Chicago, promoted to assistant to Robert Burton, executive VP and manager of Chicago office. Mr. Sweeney

Paul Ingvaldson, TV producer with Campbell-Mithun, New York, transfers to Chicago as manager of broadcast department there. In New York he is succeeded by Ed Abbott, formerly with Leo Burnett Co.

Donald M. Colman, formerly VP and account supervisor at Rosenbloom, Elias & Associates, Chicago, joins E. H. Russell, McCloskey & Co., there, as VP and head of new department for introduction and testing of new products.

Richard E. Forbes, who joined Chrysler Corp., Detroit, in 1956 as director of corporate advertising, named director of advertising for Chrysler Corp. This new corporate advertising post was formed by consolidation of former corporate advertising department with advertising, sales promotion and merchandising services of firm's automotive sales group into one organization.

Jeremy D. Sprague, group media director for Cunningham & Walsh, New York, joins Foote, Cone & Belding, that city, as associate media director on Menley & James Laboratories, manufacturers of "Contac" for colds and hay fever, account and Kool-Aid products of General Foods.

Will O. Trucksis, director of sales promotion for Nationwide Insurance Companies, Columbus, Ohio, named director of advertising and promotion and will coordinate Nationwide's multi-million-dollar advertising program both nationally and locally.

Bernard D. Kahn, VP and creative director for Grey Advertising, New York, elected executive VP, sharing responsibilities in this department with Ben Alcock, who also is executive VP. He has been with Grey since 1958 and earlier had been with Biow Co. and Lennen & Newell, both New York.

Mr. Kahn

Mr. Alcock

William T. White, manager of Atlanta branch of Advertising Time Sales, appointed manager of Atlanta office of Blair Radio. He succeeds Charles Dilcher, who retires after 28 years with Blair.

R. H. Stewart Mitchell Jr., account supervisor for Tracy-Locke Co., Dallas, named VP.

Raymond J. Lahvic, account executive in Chicago office of Young & Rubicam, named senior account executive, there.

William F. Dohrmann and Lawrence C. Russell join Needham, Harper & Steers, Chicago, as account executives. Mr. Dohrmann was with Tatham-Laird and Mr. Russell had been with Dow
moves

joins

supervisor

New

all New

account executive

Buffalo

named to

Baltimore

agement

NBC

H.

Chicago.

America, joins

ly with Market

account

director

Ludgin

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count executive

named account executive
to

MacManus, 

Edward H.

Frawley

- TV

Stations National Sales, Chicago,
named account executive in New York
office.

John Nelson Carpender, senior
account executive at Grey Advertising,
New York, named account executive at
Fuller & Smith & Ross, same city.

Ken Firmstahl, with KEVE Golden
Valley, Minn., named sales manager of
KTCX Minneapolis-St. Paul.

John Urice, account supervisor at
D'Arcy Advertising, Chicago, promoted
to VP.

Marvin Gold, with J. Walter Thomp-
son Co., Chicago, as TV writer, pro-
moted to TV writer-producer.

George R. Frerichs, who joined Earle
Ludgin & Co., Chicago, in 1963 as
director of research and who became
VP last year, has been promoted into
account work. Carl R. Hansen, former-
ly with Market Research Corp. of
America, joins Ludgin as VP and re-
search director.

James T. Brown joins account man-
agement staff of Doyle Dane Bernbach,
Chicago. He had been with Edward
H. Weiss & Co., there.

Eugene H. Bohi, account executive,
NBC-TV Spot Sales, Chicago, moves
to New York office in similar capacity.

Terrence S. Ford, with promotion de-
partment of WFAA-AM-FM Dallas, trans-
ers to local sales staff.

Orville Rennie, president of Ball &
Davidson, Denver, has pur-
chased agency from
Robert Acomb who heads his own agency
in Cincinnati. Mr. Rennie continues as
president of B&D. Mr.
Acomb becomes man-
agement consultant to firm.

John Mackey, sports director at WWEB
Baltimore and member of National
Football League's Baltimore Colts,
named to sales staff of station.

Tony Bell, previously with WKBW
Buffalo and WGRF Niagara Falls, named
account executive at WGHQ Kingston,
all New York.

Jack Waite, VP at Grey Advertising,
New York, named VP and account
supervisor with Street & Finney, that
city, on Colgate-Palmolive Co. accounts,
replacing Charles F. Bennett, who be-
comes VP at agency.

Jack Arnold, director of advertising
at Transogram, New York, named ad-
vertising manager at Remco Industries,
also toy manufacturing firm in New
York.

Samuel Feinberg, account executive
at WPIL Philadelphia, named regional
sales manager for WPIL-TV, that city,
scheduled to start broadcasting in late
summer.

West Donaldson, account executive
for KELP-TV El Paso, Tex., named
commercial manager of station.

John B. White Jr., staff marketing
coordinator in International Division,
named brand manager for Q-Tips
brand products, New York.

Frank J. Kennen, senior marketing
supervisor at Doyle Dane Bernbach,
New York, named general sales manager
of Chemway Corp., Wayne, N. J.,
manufacturer and distributor of
metals, toothbrushes, ethical and pro-
prietary pharmaceuticals.

Pierre R. Megroz, account executive
for past 10 years with Henry I. Christal Co.,
radio representative firm, named New
York sales manager for that organization.

Don Belding, who retired eight years ago
as chairman of executive committee of
Foote, Cone & Belding to devote him-
self to public service, elected chairman of
executive committee of Eversharp
Inc. Patrick J. Frawley Jr., president
and board chairman, had held execu-
tive committee chairmanship himself.

Jack Davenport, with Ralston Purina
and N. W. Ayer & Son, both St. Louis,
named account executive at KTVI-TV,
that city.

Robert Hayes, formerly with BBDO,
Minneapolis, joins Knox Reeves Advertis-
ing there as account executive
for major food accounts.

Don Barton, public relations and
promotion director for ws-TV Colum-
bia, S. C., forms Don Barton & As-
nociates, advertising and public rela-
tions firm, at 1224 Pickens Street,
Columbia.

Robert S. Herzog, with Edward H.
Weiss Advertising, Chicago, named ac-
count executive at John W. Shaw, that
city.

Bill Victor, salesman and air personal-
ality at WIL Lansing, Mich., named
regional sales manager for WTAC Flint
in Saginaw office, both Michigan.

John Corre, with Dr. Pepper Co.,
Dallas, Fountain Sales Division, named
coooperative advertising manager in that
office. Replacing him is Benny Horn,
accountant with company's Dallas
headquarters.

Richard Fitzgibbons, local sales man-
ger at WSPD-TV Toledo, Ohio, named to
sales staff of Storer Television Sales Inc.,
New York.

Al I an Eisenberg, account executive at
WFXF South Miami, and WLCY St. Petersburg, Fla., named
sales manager for WDAE-AM-FM Tampa,
Fla.

Doug Crutchfield, account executive for
10 years at WBUN St. Petersburg,
named account executive at WDAE-AM-
FM Tampa.

Richard B. Smith, formerly with Lea
Associates, Ambler, Pa., pharmaceutical
firm, and Glen H. Miller, group product
manager in Colgate-Palmolive Co.'s
International Division in South Africa
and New York, join N. W. Ayer, Phil-

LOOKING FOR
STUDIO OPERATING
PERSONNEL?

DIRECTORS

FILM EDITORS

ANNOUNCERS AND DJs

PRODUCTION
ASSISTANTS

Fully Trained
Broadcasting Personnel
Come From RCA
TV & Radio
Studio Schools

RCA INSTITUTEs, INC.
A Service of Radio Corporation of America
adelphia, in plans and marketing department. C. Stewart Johnson, marketing research specialist in Housewares Division of General Electric, joins Ayer copy department.

Herbert T. Green, closed-circuit television sales and production executive with General Television, Sterling Movies and TV, named sales manager of WJMU-TV Linden-Newark, N. J., scheduled to go on air this spring.

Arthur Kugelman, art supervisor, appointed creative supervisor at Young & Rubicam, New York.

Marshall Dickman, with Data Division of Standard Rate and Data Service, New York, named research group manager of Erwin Wasey, that city.

Hannibal (Andy) Coscia, director of sales development for Television Industries Inc., New York, named director of research and promotion at Advertising Time Sales, same city.


Robert B. Masson, radio-TV public relations representative of Goodyear Tire & Rubber Co., New York, named manager of public relations for western region, Los Angeles. George M. Rogers

Jr., TV producer at Erwin Wasey, New York, succeeds Mr. Masson.

Art Sakelson, for past three years president of FM Group Sales, New York, resigns.

Gerry Schoenfeld, VP and associate creative director at Cunningham & Walsh, New York, joins Marschalk Co., there, in similar post.

Frederick H. Harrison, account executive at Young & Rubicam, Chicago, named senior account executive at Y&R.

Dallas Corser and John Johnson, both account supervisors, elected VP's at Benton & Bowles, New York.

Gerald Weinman, associate creative director, elected VP of Pritchard, Wood, New York. Ron Brello, art director, promoted to senior art director.


THE MEDIA

Cecil Trigg, president of Trigg-Vaughn stations (KHOU Denver; KANO San Bernardino, Calif.; KOSA-AM-TV Odessa, KROM-AM-TV El Paso, KITE Terrell Hills [San Antonio], all Texas), becomes general manager, of KOSA-AM-TV replacing Larry Daniels, who resigns.

Sheldon K. Turner Jr., named assistant general manager of KOSA-AM-TV in addition to present duties of sales manager.

W. Robert McKinzie, former executive VP of Atlanta Telemeter Inc., pay-TV firm in Atlanta, not yet in operation, named president replacing W. H. Murray, who resigns because of press of other responsibilities to become member of board of directors.


Robert Buckmaster, secretary of Blackhawk Broadcasting Co., Waterloo, Iowa, elected president succeeding late Ralph J. McElroy, who died Feb. 16 (Broadcasting, Feb. 22). Mr. Buckmaster has been secretary for past 10 years and has been with company since its formation in 1947. Blackhawk operates KWWL-AM-TV Waterloo; KAU and KMMT(TV) Austin, Minn., and KLW in Cedar Rapids, Iowa.

B. Russell Hirsch, general manager of WNYY Pensacola, Fla., named VP of Pensacola Broadcasting Corp., licensee of WNYY.

Robert H. Pick, assistant general counsel, labor relations, at Metromedia, New York, joins RKO General Broadcasting, same city, as director of labor relations. Adolph Opfinger, labor relations coordinator at RKO and with firm since 1931, retires Nov. 1.

Robert J. Rock, with KEVE Golden Valley, Minn., named general manager of KTCR Minneapolis-St. Paul.

Lee Gilbert, formerly staff announcer at WMVA Martinsville, Va., named general manager of WMVA-AM-FM and VP of licensee Martinsville Broadcasting Co.

Bert Briller, promotion director at Richard K. Manoff, New York, named executive editor of Television Information Office, there.

Ted Low, representative for national music concert in Jacksonville, Fla., and former station manager of WIVY, that city, named VP and general manager of WIVY.

Rod M. Smith, chief financial officer for Central California Communications Corp. in Salinas, named controller of KJH-AM-FM-TV Los Angeles, replacing Hugh F. Del Regno, promoted to executive assistant of RKO General's radio
division in New York.

A. G. deSherbinin, certified public accountant for RCA for past 10 years, New York, named director of accounting for NBC, that city.

Bill Weaver, former VP and general manager of k joys Sacramento, Calif., named general manager for kwz Santa Ana, Calif.

Dale Peterson, former general sales manager of k obs Los Angeles, named general manager, succeeding Wendell B. Campbell, whose reassignment to western radio sales manager was announced in January. Mr. Peterson was general sales manager of k obs from 1959 until 1962 when he joined Lee-Jeffreys, Los Angeles, as partner in broadcast consultant firm.

Bill Swanson, general manager of k tul-TV Tulsa, Okla., and VP of Griff-

fin-Leake TV Inc. (kw tv) Oklahoma City; k atv (TV) Little Rock, Ark., and k tul-TV), elected president of Oklahoma Television Association.

James Loper, director of educational services of k cer (TV) Los Angeles non-commercial station, elected president of Western Radio-Television Association, organization to foster better relations between educational and commercial broadcasters. He succeeds James Day, general manager of k er (TV) San Francisco non-commercial station. Other new w rta officers: Dr. Kenneth A. Harwood, University of Southern California, VP; Ralph Steeble, Oregon System of Education, VP, and Mrs. Rose Blyth, California Institute of Technology, secretary-treasurer.

EQUIPMENT & ENGINEERING

Robert E. Button, former director, Voice of America, and before that account executive with NBC, New York, named executive assistant to Leo D. Welch, chairman and chief executive officer of Communications Satellite Corp., Washington. During past six years, Mr. Button has been counselor of U. S. Regional Mission to North Atlantic Treaty Organization and to Organization for Economic Cooperation & Development.

Robert A. Matthews, on sales staff of Reeves Soundcraft, Copy Products Division, Danbury, Conn., named sales specialist for Sound Recording, professional and video tape products, New York.

Charles S. Blair, assistant chief engineer at w jz-TV Baltimore, named chief engineer. He succeeds Glenn H. Lahan, who becomes chief engineer at w ab-TV Boston. Both are Westinghouse Broadcasting Co. stations.

John M. Kinn, manager of technical information and liaison services on corporate staff of International Business Machines, New York, named to newly created post responsible for staff activities in education and information, Institute of Electrical and Electronics Engineers, New York.


Glenn A. Brown, transmitter engineer at wbbm-TV Chicago, promoted to operations engineer succeeding Arne Lassila, who moves to New York as staff engineer with CBS-TV.

C. Gordon Murphy, VP, program management, Data Systems Division of Litton Industries, Beverly Hills, Calif., named president of division. He succeeds John J. Connolly, who was advanced to VP of Litton Industries in charge of components group. Harry J. Gray, senior VP, who has headed up components group, moves to senior VP, finance and administration of Litton Industries.

PROGRAMING

Perry Lafferty, producer of CBS-TV's Danny Kaye Show, will resign post after taping of season's final show April 24. Mr. Lafferty plans to open independent production company.


Aram Boyajan signed by Wolper Productions, Hollywood, to produce and direct To a New Land, first of series of hour-long TV specials Wolper will produce in conjunction with American Heritage. Eugene S. Jones, for past 14 years producer-director of major NBC-TV documentaries, joins Wolper as producer with first assignment being This Is Man, hour-long documentary for ABC-TV in December. George Fenneman, formerly on You Bet Your
**Bartley gets award**

FCC Commissioner Robert T. Bartley has been awarded Marconi Memorial Gold Medal of Achievement by Veteran Wireless Operators Association. Award, given in New York Feb. 20, was in recognition of his “valuable contribution in the field of radio regulation.” Also honored by association were TV pioneer Allen B. DuMont, who received DeForest Audion award, and RCA Communications Manager Leslie H. Strong, who was presented Marconi Gold Medal of Achievement.

Life, named by Wolper to host-emcee The Imposters, company's live-TV comedy series. Richard Basehart named to narrate Wolper's Let My People Go. Ralph Riskin joins Wolper and becomes associate producer on two live-TV series, The Imposters and Miss Television U.S.A.

Alan Harris, TV director for Thomas Organ Co., appointed director of advertising, promotion and publicity for National Telefilm Associates, with headquarters in NTA's office in Beverly Hills, Calif.

Charles Dubin, director of ABC-TV's Dinah Shore-Harry Belafonte salute to Peace Corps and CBS-TV's The Hollow Crown and Cinderella, named producer-director of ABC-TV's The Grand Award of Sports. (March 10, 9:30-11 EST.)

Eileen Garrish has joined Goledco Production Co., New York, as head of sales and promotion.

Willis Crenshaw, National Football League player for St. Louis Cardinals, named sports announcer for KATZ St. Louis.

Jerry Cunning, with KEVE Golden Valley, Minn., named program manager at KTCR Minneapolis-St. Paul.

Inez Gottlieb, producer at WCAU-TV Philadelphia, named acting director of station's department of community programs, new name of department of public affairs, replacing George Dessart, named executive producer of WCBS-TV New York.

Reb Foster, program director at KRLA Pasadena, Calif., joins KFWB Los Angeles as disk jockey. He replaces Rog Christian who takes leave of absence for other business interests.

Bill Baker, with WTTX New Orleans and WDIQ and WMMB, both Jacksonville, Fla., named program director at WUVV Jacksonville.

Bernard Donnenfeld, assistant to president on production activities for Paramount Pictures Corp., named to newly-created post of associate head of company's studio activities, Hollywood.

H. Gale Henley, program director for WEXT Richmond, Va., joins WROV Roanoke, Va., as daytime personality.

Roy West, formerly with WVLW Cincinnati, joins WIND Chicago as disk jockey using air name of “Kassidy.” He succeeds Dick Williamson who resigns.

**NEWS**

Art Kent, news director of KUTV(TV) Salt Lake City, elected president of Utah-Idaho Associated Press Broadcasters, succeeding Dick Eardley, news director of KBOI-AM-TV Boise, Idaho.

M. Richard Applegate, formerly Hong Kong correspondent for NBC News, named news director for Yankee Network and WNAC, both operated by RKO General Broadcasting, Boston.

Gil Heard, sports director and salesman at WMIQ Iron Mountain, Mich., named sports information director at Northern Michigan University, Marquette.

Bob Mayfield, with KBCT-FM Los Angeles, joins KPPC-FM Pasadena, Calif., as news director.

Alan B. Smith, producer, writer and host of WAGA-TV Atlanta nightly newscast, joins WJZ-TV Baltimore, as anchorman of evening news program and co-host of night newscast.


Richard M. Chamberlain, news bureau manager for Martin Co. at Cape Kennedy, Fla., and Raymond Patterson, with WILK Franklin, Ind., join news staff of WIP Indianapolis.

Morley Safer, CBS News' correspondent in London, has been reassigned to Saigon, South Viet Nam, in order to free Peter Kalischer and Bernard Kalb (now in South Viet Nam) to cover other news in Southeast Asia. Charles Kuralt, CBS News correspondent in London, named to anchor Gemini-Titan shot coverage on CBS Radio from Cape Kennedy, Fla.

Gary Park, with KCRA-AM-TV Sacramento, Calif., and James Ruddle, formerly with WTVK(TV) Tampa-St. Petersburg, Fla., join WGN-TV Chicago, as on-air news team.

**ALLIED FIELDS**

Robert Owens, VP of North Dakota KX Television Network, Fargo, named Midwest station sales manager for American Research Bureau, Chicago. Clay Braun, ARB account executive in Los Angeles, named assistant manager, western sales, that city, and Graham Wallace, research director at KGO-TV San Francisco, becomes ARB's radio sales coordinator at firm's national headquarters in Beltsville, Md.

Jay H. Smolin, in advertising-sales at

John R. Vrba, president of The Fourth Network, sports program syndication firm, and formerly vice president in charge of sales at KTTV(TV) Los Angeles, joins Media, Agencies, Clients, West Coast advertising trade paper, as advertising manager.

**FANFARE**

Robert E. McCumber, corporate information manager for 3M, St. Paul, moves to New York as public relations representative for 3M, and Videotape Productions. He will have headquarters in 3M's corporate office in Manhattan.

Paul R. Wachsmith, with WMAL-AM-FM-TV Washington, since 1962, joins staff of WMAL-TV's promotion department.

Jane Phillips, former lobbyist in Washington, named to promotion department of KLZ-AM-FM Denver.

**INTERNATIONAL**

Charles C. Hoffman, president of Radio Sales Bureau, Toronto, resigns, effective at annual RSB meeting to be held in Vancouver, B. C., in conjunction with annual meeting of Canadian Association of Broadcasters March 29-31.


Robert A. Leslie, formerly station representative at CKSL London, Ont.

Wes Armstrong, sales director, and Allan Slaitag, director of programing and operations, of CHUM-AM-FM Toronto, elected VP's and to board of directors of company.

Bob Slater, former newspaper correspondent-columnist, sales representative, named lieutenant of sales at Trans-Atlantic Entertainment Corp., New York sales-programming representative of Radio Caroline, British offshore commercial radio station, Rita Daley, formerly with Los Angeles record company, joins TAEC as publicity director.

Eugenie Kaufman, American representative in New York of Rank Film Sales, elected sales manager and secretary, with office continuing in that city.

**DEATHS**

Wilson Flohr, 46, controller, Dancer-Fitzgerald-Sample Inc., New York, died Feb. 19, in Hackensack hospital, Hackensack, N. J., of heart attack. He is survived by his wife, Dorothy, two sons, and daughter.

Francis Clem Morgan, 58, owner and manager of KWSK Pratt, Kan., until retirement in September 1964, died Feb. 18 in St. Francis hospital, Wichita, Kan., following surgery. Mr. Morgan began his broadcasting in 1923 at KFH Wichita. He later managed stations in Hays, Garden City and Great Bend before purchasing KWSK.

George Callos, 55, president of Klaud-Van-Petersom-Dunlap, Milwaukee, died Feb. 18 following cerebral hemorrhage Feb. 17. He joined KVPD in 1945, was elected president in 1957. When KVPD came to Polaris in 1962, Mr. Callos became member of board when he sold stock to Polaris and at time of his death, he was administrative assistant to Polaris' president, F. Shepard Cornell.

George E. Diskant, 58, director of photography for The Rogues, produced at Four Star for NBC-TV, died Feb. 22 at his home in North Hollywood following heart attack. Survivors are his wife, Nedra, and son and daughter.

Joseph L. Allabough, 62, radio announcer-director at KNX Los Angeles, until retirement in 1960, died Feb. 19 at Culver City (Calif.) Memorial hospital. He leaves his wife, Jessie, and daughter.

Lewis E. Ryan, 87, died following heart attack at his home in Panama City, Fla. Mr. Ryan founded Lewis E. Ryan advertising agency, Washington, in 1925, continued with it until 1958 when he retired. He had earlier been partner of Ryan & Tuberman in Wilkes-Barre, Pa. He is survived by his wife, Martha.

**FOR THE RECORD**

**STATION AUTHORIZATIONS, APPLICATIONS**

As compiled by Broadcasting, Feb. 18 through Feb. 24 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CON—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, KE—kilocycles, kW—kilowatts, LS—local sun-set, mc—megacycles, mod.—modification, N—night, SCA—subsidary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, un.—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, wk.—weekly.

New TV stations

**ACTION BY FCC**

Oklahoma City—KLPR-TV Inc. Granted

Broadcasting, March 1, 1965

CP for new TV on UHF ch. 19 (500-500 mc): 321.1 kw vis., 16.1 kw aur. Ant. height above average terrain 435 ft. Estimated construction cost $198,202; first year operating cost $345,600; revenue $385,565. P.O. address c/o Leavelle Morris Beasley, Box 4948, Oklahoma City. Studio location & trans. location both Oklahoma City. Geographic coordinates 35° 27' 55" N, Lat. 104° 31' 03" W. Long. Type trans. ITA TVU-1A; type ant. Alford 104AS.
APPLICATIONS

Phoenix—Spaniel Language Television of Arizona Inc. (5120 E. Thunderbird Rd., Suite 100, Phoenix, Ariz. 85042) has applied for license to operate a television station on channel 65 to serve the Phoenix, Ariz., area. At last report, the company was negotiating with a local investor to acquire the station. By G. E. Viren, P.O. Box 6202, Phoenix, Ariz. 85008. Action Feb. 17.

New AM stations

ACTION BY FCC

Kaukauna, Wis.—Fox River Communications Inc. (P.O. Box 1162, Kaukauna, Wis.) has applied for license to operate a broadcast station in Kaukauna. The station would operate on 747 kilocycles. By L. J. Smith, vice president. Application Feb. 17.

New FM stations

ACTION BY FCC

Moline, Ill.—Moline Broadcasting Co. (P.O. Box 6, Moline, Ill.) has applied for license to operate a station on 90.5 megacycles to serve the Quad Cities area. By R. C. Langdon, president. Application Feb. 17.

APPLICATION

Lompoc, Calif.—Lompoc Broadcasting Inc. (P.O. Box 133, Lompoc, Calif.) has applied for license to operate a station on 91.5 megacycles to serve the Lompoc, Calif., area. By R. E. Hay, president. Application Feb. 24.

Terrance, Calif.—Terrance Unified School District (Terrace, Calif.) has applied for license to operate a station on 94.3 megacycles to serve the school district. By R. H. Thompson, superintendent. Application Feb. 17.

Existing AM stations

ACTION BY FCC

By memorandum opinion and order, commission granted application of Texas Tidewater Broadcasting Inc. for license to operate a station on channel 90 to serve the Galveston, Texas, area. By E. T. Long, president. Application Dec. 17. Action Feb. 18.

Existing FM stations

ACTION BY FCC

By memorandum opinion and order, commission denied request for intervening in the proceeding on application for license to operate a station on channel 91.5 to serve the Okotoks, Alberta, area. By E. W. Vanatta, secretary-treasurer. Application Feb. 17.
Robert E. Kistner, president, to Westinghouse Broadcasting Inc., owned by Westinghouse Electric Co., which is public broadcasting corporation. Donald H. McDannell, president, confirmed by Commission to own NBC for excess of net additions made by Westinghouse Broadcasting Inc., which owns CP from NBC for excess of net additions made by Westinghouse Broadcasting Co. Each party owns half of net rights. KRNO also owns KITE, KOSA-TV, KROD-AM-TV. Des Moines is wholly owned subsidiary of Eastern States. Action Feb. 17.


APPLICANTS

KIVA (TV) Yuma, Ariz. —Seeks assignment of license from Red Valley Telecasting Co., owned by Bruce Merrill, to Bruce Merrill. Mr. Merrill is president of Amacordco, Newnix, major community antenna television firm. No financial consideration: transaction of assignment Feb. 17.


KOLH Sterling, Colo. —Seeks assignment of license from KHOL Inc., owned by Kermit B. Kath (46%), Robert D. Kath (28%), Kermit B. Kath (16%), and John R. Calton (10%), to United Broadcasting Co. Consideration $40,000. Mr. Calton’s attorney is employed by KIOA Des Moines. Ann. Feb. 17.


KFMG (FM) Des Moines—Seeks transfer of license to Des Moines Broadcasting Co., from Fine Music Broadcasting Corp., from Herbert Burton (70%), before (none after) through sale of stock to William N. Plymat (30%), before after), and Ruth C. Plymat (50%) before after). Consideration $10,000. Mr. Plymat has interest in West Des Moines State Bank, West Des Moines. Ann. Feb. 15.

KFAZ (FM) Albuquerque —Seeks assignment of license from John C. O’Brien, receiver, to Television Properties, owned by John C. O’Brien (48.7%), Gladys H. Vaughn Jr. (47.8%) and Cecil L. Trieg (4.5%), for $100,000. Mr. Trieg has 8% interest in KOSA Otaessa, and 32% interest in KOSA-Otessa TV Otaessa. KHQ-AM-TV El Paso, and KIHO San Bernardino, California, are present directors and director of KHQ Denver, and KIHO San Antonio, Tex. Mr. J. C. Vaughn has 30% interest in KHQ TV in Arizona and holds the other also is vice president and director of KHQ and KIHO. The Vaughn Jr. has 1% interest in KOSA-TV, KROD-AM-TV and KIRO AM. Feb. 18.


WOHP Bellefontaine, Ohio. —Seeks assignment of license from Bellefontaine Broadcasting Co., owned by D. L. Rike and Co. which owns Bellefontaine Broadcasting Co., owned by D. L. Rike and Virginia C. Coe (each 83.3%), David L. and Catharine C. Rike Jr. (each 26.2%), and others, to Hop City Broadcasting Co., owned by Cote Reality Co., which owns by interest of Joseph L. Cote (26.1%), Mrs. Carolyn C. Averett (10%), John H. Cote (25.2%), Joseph L. Cote (12.3%), Joseph L. Cote III (9.2%) and others. Consideration $200,000. Mr. J. H. Cote has interpleadings in FCC and is trustee in estate of John H. Cote. Feb. 17.

WHYN Bayamon, P.R. —Seeks assignment of license from Sergio Martinez Caraballo, Sr., Mrs. Maria and Manuel Pirallo Lopez (each 50%), to Robert J. Carroll, Richard E. Dold, and Manuel Pirallo Lopez has 37.5% interest in WRAI Rio Piedras and WMAA(FM) radio, has 10% interest in WAEI Maryaguez, and 14.5% interest in WDIK PR-1. Mr. Carroll will make $50,000. Mr. Pirallo Lopez has 37.5% interest in WRAI and WMAA. Ann. Feb. 9.


KXKN-FM Laramie, Wyo. —Seeks assignment of license from John J. (64%) and Phillip J. (36%) of Copeland Enterprises, to Copeland Enterprises Inc., same individuals with same percentage. No financial consideration, transaction of assignment Feb. 10.

KLOG Kelso, Wash. —Seeks transfer of control of license to Kelso Broadcasting Co., from C. V. McIntyre, Ralph J. Forsberg, William J. Cowan and others, and to Robert J. Carroll and others. Consideration $50,000. Mr. Carroll is manager of KLOG. Ann. Feb. 15.

Hearing cases

DETERMINED FOR HEARING


OTHER ACTIONS


By order, commission (1) dismissed for noncompliance with Sec. 73.5(a) of multiple ownership rules, staffers of Oak Ridge Broadcasting Co. for new daytime AM on 1560 kHz, in Oak Ridge. Tenn., and (2) dismissed as moot opposition by Radio Action Broadcasting Inc., for new AM on 1200 kHz, in Oak Ridge, Commissioner Hyde dissented. Action Feb. 19.

Commission denied request by Yadkin Broadcasting Inc. for waiver of Sec. 1590 (clear channel) of rules and returned as unacceptable for filing new application for new AM on 1150 kHz, in Yadkinville, N. C. without prejudice to any subsequent request for waiver of rule, provided it is accompanied by sufficient supporting data to demonstrate that proposal would not materially affect future consideration of class I-A channel 1150 kHz. Commissioner Lee not participating. Action Feb. 19.


KCBS Midland, Texas. — Waived Sec. 73.37(a) of Commission's rules and granted application to change trans. site and make minor changes in trans. operations. Action Feb. 24.

Commission proposed to amend TV translator rules to permit licensing, to regular TV’s, and others upon special showing, that the operation of translator on unoccupied VHF and UHF channels now existing would not cause interference to any regular TV service. Application to change trans. site and make minor changes in trans. operations. Action Feb. 24.

In proceeding to amend TV translator rules to permit licensing, to regular TV’s, and others upon special showing, that the operation of translator on unoccupied VHF and UHF channels now existing would not cause interference to any regular TV service. Application to change trans. site and make minor changes in trans. operations. Action Feb. 24.


Commission invited comments to notice of proposal to amend FM table of assignments, based on petitioned by American Community Service Broadcasters, to reassign channel 232A from Goshen to Plymouth, Mass. Action Feb. 17.
SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 24

ON AIR NOT ON AIR TOTAL APPLICATIONS

<table>
<thead>
<tr>
<th>Lic</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>CPs'</th>
<th>CPs'</th>
<th>CPs'</th>
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<tr>
<td></td>
<td>4,004</td>
<td>1,232</td>
<td>550</td>
<td>53</td>
<td>71</td>
<td>207</td>
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<tr>
<td></td>
<td>3,958</td>
<td>1,176</td>
<td>555</td>
<td>41</td>
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<td>207</td>
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AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 24

CPS

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<th>AM</th>
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<td>509</td>
<td>163</td>
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<tr>
<td>Noncommercial</td>
<td>59</td>
<td>56</td>
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COMMERCIAL STATION BOXSCORE

Compiled by FCC, Dec. 31, 1964

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<th>AM</th>
<th>FM</th>
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</thead>
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<td>Licensed (all on air)</td>
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<td>1,232</td>
<td>550</td>
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<td>CPs on air (new stations)</td>
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<td>71</td>
<td>207</td>
</tr>
<tr>
<td>CPs' not on air (new stations)</td>
<td>68</td>
<td>198</td>
<td>63</td>
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<tr>
<td>Total authorized stations</td>
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<td>1,468</td>
<td>669</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>183</td>
<td>192</td>
<td>72</td>
</tr>
<tr>
<td>Applications for new stations in hearing</td>
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<td>Total applications for new stations</td>
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<td>Applications for major changes (not in hearing)</td>
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<td>Applications for major changes (in hearing)</td>
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<tr>
<td>CP's deleted</td>
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</tr>
</tbody>
</table>

- Does not include seven licensed stations off air.
- Includes three noncommercial stations operating on commercial channels.

Ind. Action Feb. 17.

- By order on petitions by Electronic Industries Association and Philco Corp., commission granted extension of time to Oct. 22 to file comments and to Nov. 8 for replies in inquiry to determine whether stereophonic sound should be used in TV broadcasting; EIA requested nine-month extension to collect and correlate technical information. Action Feb. 17.

- By memorandum opinion and order, commission denied petitions by WULI Inc. (WIL), Lenior City, Tenn., for stay and reconsideration of Order Oct. 21, 1964 action which granted application of Alvin B. Corum Jr. for license to operate station at 105.5 kw. in Lenior City, Commissioner Bartley not participating. Action Feb. 17.

- By memorandum opinion and order, commission designated for oral argument before Board in Washington at time to be specified by subsequent order, application of Raymond Coon for license to operate station in Utica, N.Y. for commercial broadcasting. Action Feb. 17.

- By order on petition, commission granted license to WITX Broadcasting Corp., for additional time to construct WITX in New Britain, Conn., to determine whether reasons advanced in support of application warrant further extension of outstanding CP. Hartford County was granted CP on Dec. 8, 1961 for operation on channel 26 (106.3 mc); ERP 29 kw; height 130 feet; and time to construct was last extended to June 15, 1966. This is fifth request for extension. Action Feb. 17.

- By memorandum opinion and order, commission denied petition by Peoples Broadcasting Corp. (KTVY, ch. 9), Sioux City, Iowa, for reconsideration of Order Nov. 18, 1964 action which granted application of Meredith WCG Inc. for new UHF translator on channel 70 to serve Norfolk, Neb., by rebroadcasting programs of WOW-TV (ch. 6). Opinion does not indicate any oppositions by Peoples. Action Feb. 17.

- By memorandum opinion and order, commission granted applications for (1) assignment of licenses of WRVC and WRVC-TV (ch. 18) Philadelphia, from National Broadcasting Inc., to Westinghouse Broadcasting Inc., and (2) license of WRVC and CP of KYW, KYW-FM and KYW-TV (ch. 3) Cleveland, from Westinghouse to NBC. NBC will pay Westinghouse $150,000, which represents value of improvements on air facilities made by Westinghouse at KYW over and above value of any improvements made by NBC in Philadelphia since company exchanged properties in 1956. Assignment grants are expressly subject to approval of RKO General Inc. in U. S. Court of Appeals for District of Columbia Circuit. (2) On Feb. 13, a formalized petition by RKO General Inc. to deny assignment application, and denied petition by Cleveland Local Union No. 27, International Association of Theatrical Stage Employees, seeking protection of pension rights at KYW-TV. July 29, 1964, decision of commission granted applications of NBC for renewal of licenses of WRVC and WRVC-TV in Philadelphia on condition that subject exchange-of-property applications be filed and granted. Commission's determination to make conditional grant to NBC was based upon finding that NBC acquired licenses of WRVC and WRVC-TV upon receipt of authority to construct or withhold network affiliations. In so finding, commission referred to 1966 transaction by which NBC acquired licenses of Philadelphia stations from Westinghouse in exchange for NBC stations in Cleveland. It held that NBC obtained Westinghouse's agreement to exchange, in substantial part, through agreement of power to grant or withhold network affiliations of "TVS" in Cleveland and Pittsburgh and other communities. Action Feb. 17.

Routine roundup

ACTIONS BY REVIEW BOARD

- By memorandum opinion and order in 1110 kc, Pasadena, Calif., area proceeding in Doc. 17581 et al., (1) granted in part petition by Pasadena Broadcasting Co. to enlarge its area of service to application of Charles W. Jobbins and (2) amended Dec. 31, 1964, memorandum opinion and order to add issues of Channel 5. Jobbins has made with respect to programming needs to be served and manner in which he proposes to meet such needs, and whether staff members employed by Jobbins would be adequate to operate proposed station. Commissioner Nelson not participating. Member Kessler concurring in final results. Action Feb. 23.

- Member Nelson, Pincock and Sions adopted decision which (1) dismissed application by the Eastern Alaska Broadcasters Inc. for additional time to construct KECH Kotzebue, Alaska; (2) cancelled CP granted Jan. 23, 1963 on 620 kc, 1 kw X-w; and (3) terminated proceeding in Doc. 17577. Application at Feb. 7 document was complaint before board requested withdrawal of extension of hearing and cancellation of CP. Action Feb. 17.

ACTIONS ON MOTIONS

By commission

- Commission granted petition by Insurance Securities Inc. for extension of time from Feb. 23 to April 26 to file replies and comment, and from March 28 for replies in matter of amendment of SEC. 73.35 and 73.63 of multiple ownership of AM's, FM's and TV's; it invited parties to submit any data and statistics concerning ownership of broadcast facilities by mutual funds and other trusts. Type entity as soon as such data is available. Action Feb. 19.

By Chief Hearing Examiner

James D. Cunningham

- Designated Examiner Herbert Sharftman to serve as presiding examiner in proceeding on applications of Chapman Radio and Television Co. and Anniston Broadcasting Co. for new TV on channel 79 in Anniston, Ala., in Doc. 15804-5; scheduled prehearing conference for March 19 and hearing for April 28. Action Feb. 23.

- By Chief Hearing Examiner Basil P. Cooper to serve as presiding examiner in proceeding on application for new AM for Marietta, Ohio, in Doc. 15804-5; scheduled prehearing conference for March 19, and hearing for April 30. Action Feb. 23.

- On own motion, reconsidered and affirmed Feb. 15 action which authorized change in place of hearing from Washington to Barbourville, Kentucky in proceeding on applications of Brown Radio & Television Co. for renewal of Barbourville-Community Broadcasting Co. for operating license filed in that city by commission on Radio Station RDIC's opposition to Barbourville-Community proceeding for field hearings. Action Feb. 23.


By Hearing Examiner Basil P. Cooper

- In proceeding on application by Westville Broadcasting Co. and Billy Walker for new AM in Prattville, Ala., in Doc. 14876-9, granted Walker's petition for leave to amend application to reflect up-to-date financial status. Action Feb. 19.

By Hearing Examiner Thomas H. Donahue


By Hearing Examiner Charles J. Frederick

- On own motion, reopened record in proceeding on applications of Broadway Broadcasting Co. and Ubiquitous Frequency Modulator Inc. for new FM operating license in Los Angeles (KPGM, 102.1 mc) to Feb. 23, 1965. Action Feb. 17.

- By Hearing Examiner Walter W. Guntzler

- Granted petition and supplement by Hubbard Broadcasting Inc. for leave to add issue of Channel 5 to its application for Channel 33 (94.5 mc) in Defiance 15450, Ohio. Action Feb. 18.

- At result of Feb. 18 prehearing conference in proceeding on AM application of Miami, Fla., (WMMGJ, WMMGG, Richmond, Va., scheduled certain procedural dates and rescheduled March 29 hearing for April 27. Action Feb. 18.

By Hearing Examiner Iasde A. Honig

- Formulated by order certain rulings made at Feb. 17 hearing conference in proceeding on application for new FM on channel 230 (104.5 mc) to, among other things, specify St. Paul in lieu of Minneapolis as location. Action Feb. 19.

By Hearing Examiner Inasde A. Honig

- By memorandum opinion and order in 1110 kc, Pasadena, Calif., area proceeding in Doc. 17581 et al., (1) granted in part petition by Pasadena Broadcasting Co. to enlarge its area of service to application of Charles W. Jobbins and (2) amended Dec. 31, 1964, memorandum opinion and order to add issues of Channel 5. Jobbins has made with respect to programming needs to be served and manner in which he proposes to meet such needs, and whether staff members employed by Jobbins would be adequate to operate proposed station. Commissioner Nelson not participating. Member Kessler concurring in final results. Action Feb. 23.

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BROADCASTING, March 1, 1965
from March N. filed change daytime power and installation CP conference for Co. depositions prehearing for March 23, in proceeding on application of Chron- ic, Co., to install new auxiliary trans. at time trans. local. Actions of Feb. 19.

WTH-FM Terre Haute, Ind.—Remote control permitted.

K8AR, K76AQ, K76AA Orangeville, Fer- ron, Castle Dale and Huntington, Utah.—Granted extensions of Sec. 73.210(a) of rules to extend time trans. local. Actions of Feb. 18.

K76AR, K76AA Orangeville, Fer- ron, Castle Dale and Huntington, Utah.—Granted extensions of Sec. 73.210(a) of rules to extend time trans. local. Actions of Feb. 18.

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**CLASSIFIED ADVERTISEMENTS**

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- **TOP CLASSIFIED BOXES**—WANTED—$2.00 per word—$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS AND EMPLOYMENT AGENCIES advertising require display space. (26 X rate—$25.00, 52 X rate—$20.00 Display only.)
- **All other classifications**, 35¢ per word—$4.00 minimum.
- **No change for blind box number. Send replies: c/o Box and number.**

**APPLICANTS**: If tapes, films or packages larger than No. 10 envelope submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

**RADIO**

**Help Wanted—Management**

Southern New York—Experienced manager with sales experience—too salary & benefits—send photo & full particulars. Box B-185, BROADCASTING.

Aggressive manager for South Carolina station. Send background. Box B-283, BROADCASTING.

Expansion into CATV and FM has created opening for aggressive station manager strong on sales and management ability. Experience in any medium desired. Send resume, references preferred. Box B-286, BROADCASTING.

Small market Ohio station offers great opportunity for ambitious young man who is ready for a promotion. Must have previous sales experience. Box C-51, BROADCASTING.

Join and grow with successful small market group. Immediate opening for selling, flying DJ experienced. Send resume, references. Box B-293, BROADCASTING.

Want a permanent position? Metropolitan two station market, South Plains, has opening for salesman. Desire a good strong personality who can keep accounts serviced and sold. No up hill sales job; station is recognized and respected. Manager needs more time. Salary, commission, expenses. Box B-301, BROADCASTING.

Radio salesman. One of the largest stations in growing Southeastern New England area. Priority given to experienced, plus commission. Incentive plans. Send resume Box C-10, BROADCASTING.

Salesman for central Florida 1 kw daytimer. Young man preferred. No hot shots, please. Salary, commission, or low pressure. If you think you fit it. Write background. Box C-41, BROADCASTING.

We swamp the competition in this market, a beautiful medium sized community where our top professional people enjoy selling and enjoying life. A good salesman can live well here, recognized, appreciated, and making money. Box C-60, BROADCASTING.

Major Midwest 7 station chain operation has immediate opening for trained, aggressive salesman. Protected account list awaited. Profits, plus commission. Send resume. Box C-69, BROADCASTING.

Major Midwest 7 station chain operation has immediate opening for trained, aggressive salesman. Protected account list awaited. Profits, plus commission. Send resume. Box C-69, BROADCASTING.

Saleswoman for station featuring women’s programs, WOMN, Salary open and commission. Suite 444, Decatur Federal Building, Decatur, Georgia.

Announcers

First phone combination man, mid-Atlantic metropolitan market. Good starting salary. Excellent working conditions. Box A-51, BROADCASTING.

Desire sales experience? If you want an opportunity to develop in sales and are willing to learn, Southeast metropolitan station has an opening for you. Must have previous radio experience. Write Box B-106, BROADCASTING.

Good mature voice for good music format. Must have first phone, excellence. Send tape and particulars immediately. Box B-310, BROADCASTING.

Immediate opening for experienced announcer to work at long established Penna. station. Must have radio, television and board experience. Send salary requirements, resume, audition tape and references. Box C-209, BROADCASTING.

DJ with third class ticket, good sound, and a taste for all types of Security and for daylight station. Experienced in remote work and work with tape. Resume to Box C-19, BROADCASTING.

Sun, fun and the Gulf of Mexico. Florida calls. One of Florida’s most beautiful resort cities needs a top notch personality, format radio announcer. No screamers, but fast paced men who like popular music, and are strong on production. The best in working conditions, jingles, and equipment. Send check, resume, picture and salary requirements to Box C-29, BROADCASTING.

Urgent that I locate James Slusser (Jim JY). Please reply to Box C-46, BROADCASTING.

Country music announcer with sales ambition. Excellent opportunity in metropolitan 5 kw Southeast. Send tape, background, references to Box C-22, BROADCASTING.

Young, ambitious announcer-salasanee for small single station market. Up state New York. Must be willing to work. No stars or prima donnas. Box C-58, BROADCASTING.

Talent—talent—talent: If you’ve got it, we want you. Top personality station, great future. Box C-81, BROADCASTING.

Help one of America’s most imaginative stations fill its net-to-good shift with one pretty good talented personality. We’ll make up for the shift by offering a talented staff of personable pros to work with, fairly good salary, comfortable housing, opportunity to work in nationally-known top rated station in beautiful mid-west city. Any takers? Box C-82, BROADCASTING.

Experienced announcer, Housing for single or married. No children. Must be now in New Mexico or adjoining state. Salary open. Box C-251, BROADCASTING.

Immediate opening for young single announcer with above average experience, or with training, XWVM AM & FM. Showow, Arizona.

Top announcer for top station in market... We want a professional on his way up looking for a stepping stone to better things. We have the experience and training... in return for a better than average vocation. Box D-10, BROADCASTING.

Opening for mature, experienced announcer on 9 kw regional station. Middle road format. 3rd class ticket with endorsement required. Stable job in Northern Michigan vacation country. Send tape, photo, resume to H. Brege, WHAK, Rogers City, Michigan.

Announcer, live singing personality, top 45 operation, WISL Wilmington, N.C.

Country music station wants good, friendly personality, not cornball, to announce ads. Contact James Dick, WIVK, Box 1650, Knoxville, Tennessee.

Wanted: Double threat happy personality to handle local news, sell popular music, and do outstanding production for top 40 format station. Send complete resume, references, photo, min. expected starting salary, and copy samples and 1/4 tape audition tape with first letter. Jack Garrison, WRAP, Box 988, Norfolk, Va.

Top 40 dj with first phone for swinging all night show Contact Jim Smith, WSAI, Cin惭, Ohio.

Experienced man for sign-on shift. The more tricks you have in your bag the more we can use you. Write all to WTRA, Thomson, Georgia.

First phone combination man. Good music, religious emphasis format. Immediate opening. Box C-700, Box 17, Birmingham, Bah.

Announcer—some experience immediately. WVOS, Liberty, New York.

Looking for Negro jock with dual-market voice and appeal. Someone young. Prefer top forty to straight R&B experience. 3rd class ticket. $1500. Send tape, resume to 111 Market Street, San Francisco.

Announcers, newscasters! Prepare now for more profitable broadcasting! Develop technique quickly! Personalized, taped instructions to two beginners. Send proof of assistance to Broadcasting Consultant, 787 Medford, Patchogue, Long Island, New York. $150 opportunity to double in sales. Solid station in two station 100,000 market, Al Bishop, WJJL, Niagara Falls, New York.

Quality, big coverage station requires top notch all around announcer who knows and likes good pop or dance music; the non rock type. $120 for 40 hour week. Send tape and resume to WSHU, 22 E. Seminary Rd., Maine. Studio fire destroyed all tapes and correspondence of previous applicants. We do not know who applied. If you mailed previous application just send letter. Position still open.

Wanted: Announcer—first ticket necessary. Immediate opening in growing market of 30,000. Excellent opportunity in small station. immediate opening. Box B-209, BROADCASTING.

Wanted: Negro deejays, and operations manager capable writing good selling copy and doing outstanding production for top 40 format station. Send complete resume, references, photo, min. expected starting salary, and copy samples and 1/4 tape audition tape with first letter to first phone for swinging all night show Contact Jim Smith, WSAI, Cincinnati, Ohio.

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Looking for a job? You’ll get better, faster results if FACTOR transfers your 15 minute demonstration tape to tape records. Five records of your tape only $2.95. Send air mail for overnight service. Factor, Pawleys Island, S.C.

**Technical**

Chief engineer experienced for Southeastern New York station—excellent pay. Send information immediately. Box B-186, BROADCASTING.

Chief engineer for top New England station. Permanent position—Excellent pay. Send credentials and rate available. Box C-43, BROADCASTING.
Chief engineer-announcer fulltime station in central Florida. Ability and character reference required. Resume, tape and photo to Box C-35, BROADCASTING.

1st phone man for transmitter watch. Opportunity for announcing later on, depending on ability. Station, WAMD, Aberdeen, Md.

New York City suburban station needs a com- bo man with heavy accent on news. Must have background in recording quickly to Box C-76, BROADCASTING.

Young, ambitious newsmen with deduction to truth and willingness to dig for dig and research work and as on-air substitute for crusading commentator based in Wisconsin's capital. Send biog, photo, references, salary required to P.O. Box 3009, Madison, Wisconsin. Phone (608)-244-1394.

Program-directing, others

Program director to take over all programming for dominant community station in three-station Minnesota market. Need imaginative, creative, detail man who can implement station programming policies, supervise announcing staff, copy and traffic, organize promotions, and work with management in development of all phases of station or sound station. Selected air worker. Applicants will be seen. Will talk salary when you show what you will do for me. Box B-298, BROADCASTING.

Agricultural program producer to program farm shows, direct disc programs. Young, imaginative fulltime AM and FM. Box C-3, BROAD-
CASTING.

New York area news oriented, non-top forty station wants active program director. Must know logging, promotions, sales. Must part time air shift. Great opportunity with growing chain. Immediate opening. Rush re- sume. Box C-71, BROADCASTING.

Wanted: Professional news administrator. To operate five man news department in market作文. Must know monitoring, promotions and capable of turning out above average copy. Must have average salary. Don't telephone, but send resume and return to Roger Clark, Program Director. West Coast, Box C-49, BROADCASTING.

Newman to gather, edit and voice news only for news minded station. Send tape sample script and tape to WOMN, Suite 128, Decatur Federal Bldg., Decatur, Georgia.

Women's director and traffic. Send sample script and tape to WOMN, Suite 128, Decatur Federal Bldg., Decatur, Georgia.

Two Wisconsin stations seeking several employees; two news directors, experienced salesman, continuity writer, and two combination announcer-engineers. No floppers, please. Send resume and tape to WMIR, Lake Geneva, or WSSW, Flat- ville.

Situations Wanted-Management

Opportunity desired to become manager or assistant to owner(s) of a good operation with good growth potential. Background of radio- TV announcing-public relations—monitoring sales & station promotions—market research plus several years experience in personnel. Resumes will receive careful consideration—Salaries to $25,000 depending on experience—age 31. Box C-5, BROAD-
CASTING.

Young, aggressive, broadcast veteran with 13 years successful program and sales experience. Leading station's chief engineer seeks challenge in management. Prefer me- dieum market. Northeast. Box C-30, BROAD-
CASTING.

Management—(Cont'd)

Mr. Manager or owner. Rid yourself of time- consuming details. Professional has live, experi- enced No. 2 man in your station who can take orders and drive on responsibility and details. Will sell extra billing in 80 days. Box C-43, BROAD-
CASTING.

Twenty years experience in small, medium and large radio markets, the last ten in management. Strong background in local and national sales background. Have thorough knowledge of good music and music operation. Would like permanent management position with growth potential. Can provide excellent results. Box C-39, BROAD-
CASTING.

Major market GM 13 years experience. Na- tional and local sales expert. Best references for your station. Box C-19, BROAD-
CASTING.

Top 40 GM major market 8 years. Broadcast pioneer at age 39. Proven record sales and programming. Ten years national sales. Best references. Box C-39, BROAD-
CASTING.

"Dedicated. "Professional." Capable." These are adjectives used to describe me. Age 31. College graduate with 5 years program experience in all phases through General Management. If you need a General Manager or assistant General Manager write Box C-59, BROAD-
CASTING.

Young Florida manager with excellent record desired. Consider new ownership. Box C-68, BROAD-
CASTING.

Attention Midwest station owners - mature, aggressive market manager desired greater challenge. Proven sales and profit record. Proven programmer. Reference is best reference. Box C-75, BROAD-
CASTING.

Let's take a hard look at your cost versus revenue problem. Seasoned manager and/or sales manager available soon. Prefer West, Southwest, or Florida. Box C-77, BROAD-
CASTING.

Able, competent broadcast veteran desires opportunity to manage small to medium market outlet. Presently active administra- tor. Desire moderate size station with eventual option to buy in. Young, Married. Aggressive. Box C-78, BROAD-
CASTING.

Nine years of solid experience. All phases. Seeking administrative position. Let's talk! Box C-79, BROAD-
CASTING.


Sales

Salesman with many years experience open on notice. Prefer morning or drive. Can give and take orders. Box B-81, BROAD-
CASTING.

Experienced sales manager, southeast only. Strictly local references. Problems, financially responsible, presently employed of course. Station with reasonable current advantages, congenial atmosphere. Box C-22, BROAD-
CASTING.

Announcers

Newman who can gather and write—dj—first phone—production—currently employed will move first right offer—family man—re- sume, sample copy and tape. Box B-269, BROAD-
CASTING.

Top man, top chain in top Southwest mar- ket wants someone who can think. Versa- tile and stable. Can handle all formats—radio or television. Box C-260, BROAD-
CASTING.

Announcer/newsman — authoritative— dj — bright sound—experienced—tape—married— relocate. Box C-7, BROAD-
CASTING.

Major cities. Potential wasted. Adult music. Excellent ratings. Authoritative. Write and rewrite for small market television. Box B-281, BROAD-
CASTING.

D.J.- wants to swing. Two years middle of road experience. Single. Box B-267, BROAD-
CASTING.

Announcers—(Cont'd)

Top announcer for Canadian network de- signs. Experience in all types of per- sonalities—able in all periods of serious music; also possesses strong knowledge of ABC of deejay programs. Experienced newscaster. Will fly down for personal interview. Box B-317, BROAD-
CASTING.

Announcer, broadcasting school graduate, including 4 years experience. Some experience as a hard worker. Box B-322, BROAD-
CASTING.

Sincere warm announcer, not a flopper or flake. Family man. Box B-358, BROAD-
CASTING.

Employed 300,000 market! Vet. 7 years ex- perience. All phases. Dependable. Box B-346, BROAD-
CASTING.

Dj, 3rd FCC, good voice quality. Broadcasting school, eager, 20. Immediate start. Box C-2, BROAD-
CASTING.

Thoroughly experienced in announcing, news, programming, writing. Married. Seeking permanent position with future. Will not plan to move but guessed wrong. Present station is folding. College graduate. 40. Box C-9, BROAD-
CASTING.

Creative beginner seeks job. School gradu- ate. Some college. Box C-12, BROAD-
CASTING.

Announcer-newscaster married, dependable, run tight board, will relocate. Personable. Sales experience. Box C-13, BROAD-
CASTING.

Dj, announcer-newscaster. Married, depend- able, operate tight board, willing to relo- cate. Broadcast to South Dakota or Minne- sota or floaters. Box C-14, BROAD-
CASTING.

Young announcer, 1 year experience in small market seeking medium market, will relo- cate. Box C-15, BROAD-
CASTING.

Middle of the road morning man, experienced, tight board, married, not a flopper, relocate, experienced in local news and sports coverage. Box C-17, BROAD-
CASTING.

Experience: Negro dj announcer, distinctive sound. Newscaster married man willing to travel, 3rd class license. Box C-20, BROAD-
CASTING.

Available Immediately: Experienced first phone personality announcer, extremely versatile; minimum $100. Box C-21, BROAD-
CASTING.

Dj-newscaster, bright, mature sound, experi- enced, willing to travel, 3rd class. Box C-22, BROAD-
CASTING.

Middle Atlantic states: young, versatile con- scientious, dedicated announcer with program director experience. Known market, excellent production ability and smooth sales. Every vacancy seeks immediate position. Excellent references. Will Gordon, Philadelphia 215-455-4625 or Box C-40, BROAD-
CASTING.

Announcer, good voice, tight board, five years experience, college graduate. Pennsylvania, Jersey. Dennis, 215-403-6583 or Box C-44, BROAD-
CASTING.

County disc jockey, first phone. Available. Experienced. Box C-49, BROAD-
CASTING.

Attention Jersey Penn., Del., Md. New York. Swinging jockey-news, first phone experienced, employed. Box C-48, BROAD-
CASTING.

Announcer, good voice and delivery, mar- ried, no problems. Want permanent position with reasonable time. Box C-54, BROAD-
CASTING.

Dj/announcer, tight board, good news, com- mercials, sound. Box C-60, BROAD-
CASTING.

Announcer seeks start. Endorsement, college, speech background. Ambitious, hard working good voice. Box C-84, BROAD-
CASTING.

Experienced top 40, No. 1 in prime-time 100-110, third phone, tight board, pro- duction, news, play-by-play. Want to rock in nice market, good time spot. Will travel. Tape, resume. Box C-46, BROAD-
CASTING.

92 BROADCASTING, March 1, 1965
Radio-TV announcer: four years experience, deep, full voice, nature, flexible, professional, selling delivery, good appearance, good intonation, highly recommended, married, father of two. Presently desiring a position in increase and more opportunities. Box C-74, BROADCASTING.

DJ/announcer. Professional. Building audiences and keeping listeners loyal in key copy in 500K plus market. Box C-84, BROADCASTING.

Gal DJ/announcer, sales, newsgathering, clearance, can originate ideas. Please call 677-4465, or Write Appt. 308, 501 East St., Oil City, Penna.

Experienced, dependable, ambitious. Primarily top 40 or good music. I like SW Ohio—but for right price, you can tell me where to go. Reply Earl Burkett, 4 Lyburn Rd., Middletown, Ohio 513-432-1660.

Experienced dj-newswoman with 1st phone. Good top 40 production and dependable. Can take on PD or assistant duties. Prefer Midwest. Phone 513-643-6221. 10 a.m.-5 p.m.


 Experienced dj/newswoman with first phone. Good top 40 production and dependable. Can take on PD or assistants duties. Prefer Midwest. Phone 513-643-6221. 10 a.m. to 5 p.m.


Radio/TV announcer, news, dj, production. APJ, 90% school graduate, 2 years experience. Family man, 29, want to settle, ready to move. Box B-114, May. Reply (airmail) C. Balthasser, Box 605, APO N.Y. 09058.


Announcers — Continued

News — Continued

Director, 18 years radio. Strong, authoritative delivery. College degree. Seeks major operation. Box C-79, BROADCASTING.

Current cutback leaves tophit in depth newswoman with sports background available. Rocker and good music stations. Presently employed. "You can call my boss. Family, steady, and wants to work. Box C-37, BROADCASTING.

Showmanship news. Mature professional. Major markets. Reliable, first rate, authoritative delivery. Box C-46, BROADCASTING.

News in a nutshell! Broke, hungry, five bills in debit! Tried to quit radio news, didn’t work. 33 year old newswoman with first phone available. Married. Interested? Can’t afford telephone so wire or write Dean Rhodes, 123 Washington St., Marblehead, Mass. All replies answered.

Production—Programming, Others

Mature Virginia broadcaster desiring program—station operations directorship. Married, 29, 12 years experience. Programmer, morning man, morning compatibility writer, continous, limted sales, and television. Very detail oriented. Excellent Box B-155, BROADCASTING.

Program Director, 50,000 watt clear-channel station. 15 years experience all phases program. Consider opportunity above location. Box B-18, BROADCASTING.

Farm directors position wanted. Member NATRFD. Experienced radio & TV. Box B-180, BROADCASTING.

Need creativity? Double your measure, double your money. Hire two heads for the same price. TALENT—personality wants location with major responsibility or organization. 15 years experience. Send for tape, resume, and photo if potential stated. Box B-274, BROADCASTING.

Veteran newsmen — sportscaster! Gather, write, air, Strong play-by-play! Box B-309, BROADCASTING.

Program director, 12 years experience. FTV & commercial. Degree. Box C-1, BROADCASTING.

Program director, jock. Top ratings. Ohio or neighboring states. I know and love this business. Prefer live audition. Box C-22, BROADCASTING.

Producer—director, 10 years same station, need change for family. Family, good credit, best reference. Write Box C-34, BROADCASTING.

Producer/director, 10 years same station, need change for family. Family, good credit, best reference. Write Box C-34, BROADCASTING.

Production man/dj, good middle-of-the-road man with experience director at medium market station. Presently straight on music and want to get back into combo or production and dj work. Box C-38, BROADCASTING.

Top personality in large Penna. market desires program directorship with a company or station that wants to be number one. Married. Will relocate. Box C-55, BROADCASTING.

Young, experienced reliable Florida announcer with 5 years in radio & TV desires opportunity to join your staff as a newsmen or program director. Want chance to direct program and news coverage. Tapes available to all Southeast Florida stations. All replies answered. Box C-57, BROADCASTING.

Five minute woman’s program (female voices). Fashion, food, homemaking. Excellent available Box C-80, BROADCASTING.

Spring special! Economical — enthusiastic personality. Florida college and know how now available for programming. Production...jock...new! Box C-69, BROADCASTING.

Experienced radio/TV personality desires position with progressive organization as program director. Excellent character and professional references. Will relocate. Box C-68, BROADCASTING.

Continued

Young man, European experience, desires position in programming and production. Box C-67, BROADCASTING.

Married men needs position in production, Grandville, 281 W. 7th Ave., Denver, Colorado.


TELEVISION

Help Wanted — Sales

Account executive. Experienced television salesman major market. Top opportunity and remuneration. Complete resume to Box B-283, BROADCASTING.

Announcers

TV announcer-personality. Experienced man with 10 years experience in TV as national sales representative in newsmarket. You will handle TV staff announcing plus some FM radio work first, but you must be prepared to move and personality assignment within a short time. Fax your letter and photo to Box C-127, BROADCASTING.

Staff announcer wanted: Experienced television announcer. Bellingham, Wash. Positions to open in San Antonio, Texas. Send tape, resume to Al Duling, KENS-TV.

WSIV-TV respected leader in the area has attractive staff opening for young man with some experience wanting to establish his career with a good music, prestige station. Prefer man in Indiana or neighboring states with no military obligation. Consider working with professional staff, excellent in- states. Send resume, tape and photo to Personnel Director, South Bend Tribune, South Bend, Indiana 46619.

Technical

Engineering supervisor, major Midwest TV station. Requires exceptional individual to operate modern, unionized shop. Technical knowledge and supervisory experience essential. Starting salary $10,000. Box B-289, BROADCASTING.

Transmitter supervisor/assistant chief-strong on GE transmitter, high band VHF, Texas Gulf coast major opportunity for advancement and benefits. Airmail complete resume to Box B-336, BROADCASTING.

First class engineer (3 needed) for exceptional opportunity to work and grow in all phases of重任broadcasting at top-ranking, network affiliated station in the Midwest. Your family will thrive in this medium market community with the "metropolitan" air. They will enjoy the finest of schools, churches, shopping and fine homes plus wonderful recreational facilities at nearby lake regions. You will be given an opportunity to broaden your own experience and advance with a solid broadcast group operation which believes in promoting from within. This is a career opportunity for an ambitious, experienced, engineering "pro" who is not a fleeter. Please rush your resume to Box C-35, BROADCASTING.

Television transmitter maintenance and program switching. Colorado station needs capable, reliable first phone. Box C-31, BROADCASTING.

Have opening for first class engineer—TV transmitter work—no announcing. Michigan station. Box C-39. BROADCASTING.

NEWS

Newspaper—strong newscaster to deliver mid-morning, evening newscast in sunny South- west city. Must be able to supervise news- room operation, PM, FM and AM stereo. Send resume and tape. Box C-368, BROADCASTING.

BROADCASTING, March 1, 1985
Production—Programming, Others

Film editor also opportunity to work into television position. Include full details with wage required in original application. Box B-397, BROADCASTING.

Large Eastern VHF has immediate opening for creative TV writer. Thorough background in television production, knowledge of various television equipment and interest in the field desirable. Send resume, picture, copy sample, Box B-394, BROADCASTING.

Production manager-director for top-ranking network affiliate in midwestern market. Must be "bilingual" type with solid background in all phases of TV production. We are working with the latest type of solid state switcher, special effects generator and all-new studio cameras. The man we need must be strongly creative with the ability to produce and direct programs that are commercial in spots, but work at the same time, assuming the complete supervision and development of others on his staff. This is a challenging opportunity with a group TV station operation with room for advancement and solid fringe benefits. Tell us all about you, detailing experience, in first letter. Box B-397, BROADCASTING.

Wanted: Experienced TV sports-anouncer must both understand and be able to produce. Send resume & tape to Al Rowe, P. D., WRBL TV, Columbus, Ga.


Situation Wanted—Management

Major market TV account executive with network affiliate and independent experience seeks General Manager or Sales Manager position. Excellent knowledge of business. 16 years in communications. Box C-59, BROADCASTING.

Announcer

Experienced radio-TV weatherman & newsman available for the metropolitan areas of Chicago, New York, and Baltimore. Interviews arranged. Married—age 31. Box C-3, BROADCASTING.

Technical

Chief engineer in construction of VHF-UHF stations desires to relocate. College graduate, management capabilities. Box B-329, BROADCASTING.

Transmitter engineer, experience VHF, UHF West, East, Box C-62, BROADCASTING.

Engineering supervisor, first phone, 14 years TV experience. Desires supervisory, construction, maintenance, optimization, administration. Desires responsible position. Box C-66, BROADCASTING.

WANTED TO BUY—Equipment

Continued

WANTED TO BUY

Will swap RCA studio camera chains for RCA field chains, send details and availability to Box C-11, BROADCASTING.

Equipment wanted: A general radio Type T-131 B or equivalent calibrator. Box C-76, BROADCASTING.

College station needs boards—accessories—mikes—(sealed bid), PO Box 434, Franciscus, Youngstown 4, Ohio.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, test equipment, camera, studio, Electrofind, 440 Columbus Ave. N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, diode, etc. $125.00 each. S-W Electric Cable Company, Wilmette and Twenty-Fourth Streets, Oakland California 882-3527.

Bargain for sale: Operating 5 kw Western Electric model 450-B-2 AM transmitter with "H" type generators. Will sell complete. Box 1901, Atlanta, Georgia.


FJ 14-channel multiplex equipment. Nordberg diesel stand-by 120 volt AC power. Full particulars on one line. Contact—Mr. Patrick—Purchasing Department, Plantation Pipe Company, P. O. Box 18161, Atlanta, Georgia.


New and reconditioned remote pick-up (aural) equipment, Fire & Police receivers, FM 2-way radios. World Wide Co., Phone 817-394-1372, Dallas, Texas.

Good used 250 watt Raytheon AM transmitter Excellent main or standby use. Contact R. H. Morgan, WITR, Westminster, Md.

For Sale: Schaefer model 1200 automation. Includes 2 Schaefer model LU-3 Seeburg units and 3 racks. Rack A includes 2 tape playback units (Ampex) including all electronics. Rack B includes all automation electronic and control, Rack C includes program preparation for unit. It can also be used as plug-in equipment. Bought originally for night operation. All solid state, programing no need for it now. The unit has been used less than 10 hours. In perfect condition. Contact Radio WSM, Nashville, Tennessee.

Complete FM and background music package. RCA BTP-35 3 kw transmitter, MT-7916 exciter, FM-300 Harris built exciter, 322-B Hewlett-Packard frequency modulation monitor. 2 Harmonic filters. 100 feet 1/4" coax, space parts and tubes. Now on 103.7 mc. Excellent condition. Package $4850. Can be seen operating smoothly before we install maximum power equipment. Ken Freeman, WBBQ-FM, Augusta, Ga. 803-824-5441.

150 feet, 16 gauge, 3 inch wide copper ground strap. $115.00 FOB, KFAM, Saint Cloud, Minnesota.

Gates FM 10A, 10 kw transmitter with stereo generator operating 98.7 mc. utility type 450 guyed 300 ft. tower complete with 8 Bay Mano antenna system and coaxial line, yard console with monitor amplifier, (3) monitor speakers, phonograph. Fairchild turntable, Ampex 601, tape recorder. Equipment 3 yrs. old—proof of performance guaranteed. Send $300 non-refundable deposit and subject to prior sale. Reply WBFG-FM, Box 665, Detroit, Michigan.

New and used towers for sale. Also tower erection service. Call States Tank & Tower Co., Phone 1321, Central City, Kentucky.

FOR SALE—Equipment—(Con'd)

For Sale—Complete One kilowatt two tower AM radio station. All Collins equipment, presently new, for install. For further information reply Box C-5, BROADCASTING.

Buy, sell or trade towers—Second-hand 400 kw, 900 kw, new 125 kw, P.O. B. 55, Greenville, North Carolina, Telephone PL 2-5351.

Commercial Crystal and new or replacement crystals for RCA, Gates, W. E. Bliley and others; regrinding, repair etc. BC-604 crystals, also service on remote monitors and H-P 3035B FM Monitors. Nationwide unsolicited comments praise our products and fast service. Eldson Electric Company, Box 96, Temple, Texas.

New and reconditioned rural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-584-5172.

The complete source of used broadcasting equipment, Radio Equipment and Supply Co., Box 2411, Bristol, Tennessee.

MISCELLANEOUS

39,000 Professional Comedy Lines! Topical laugh service, feature for news, comedy department. Includes free introduction, catalog. Orben Comedy Books, Atlantic Beach, N. Y.


Add 36% to your billing with weekly ideas from the Brainstorm. Each issue contains 14 valuable ideas—up-to-date, exclusive. Tie up your market now. Write Brainstorm Box 879, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of DJ comedy lines, bits, brainteasers, jokes, etc., $4.50. Write for free "Broadcast Comedy"样本 script. First phone license, 735 E. 25th St., Brooklyn, N. Y. 11229

Free star interviews! Record from telephone! For phone number, write: FO. Box 807, Beverly Hills, California.

Giant Easter Bunnies! Beautiful pastel colors—"Flush"—5" tall—Do Christmas business now! FOB $15.00 each—SHIP $270 Northwest—Chattanooga, Tennessee—$98-3546.


"The Weekly Prompter" Radio Division, 4151 West Lake Avenue, Glenview, Illinois. Seven sections sample script.

INSTRUCTIONS


Be prepared, First class FCC license in six weeks Top quality theory and laboratory instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods of FCC. Class G.I. approved. Request free brochure, Elkins Radio License School, 2903 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods of FCC. First Class License. 14 East Jackson St., Chicago 4, Illinois.
Announcing programing, console operation Twelve weeks intensive practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins’ famous six week course in First Class FCC License preparation through proven theory and lab methods Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946, Original course for FCC first phone operator license in six weeks. Over 400 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting March 10, June 16, August 16 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1350 West Olive Ave, Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition $285.00, Rooms $15.00 per week. Classes begin March 14-April 20-May 22-June 26 & Aug. 3. Call or write Radio Engineering Institute, 1326 Main Street in beautiful warm Sarasota, Florida.


America’s pioneer. 1st in announcing since 1934. National Academy of Broadcasting 814 H St., NW, Washington 1, D. C.

Door Opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.


America’s Pioneer. 1st in Announcing Since 1934. National Academy of Broadcasting 814 H St., NW, Washington 1, D. C.

Door Opened to Careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

Radio—Help Wanted

Management

OFFICE MANAGER

Broadcasting to $8500

Paid Relocation to Boston Area

Need bright, capable, industrious person. Opportunity to progress to key management position. Must have experience in General Finance Management. Personnel & Purchasing. Include experience, education & past earnings to:

Box C-18, BROADCASTING

Sales

WANTED:

Sales manager for Negro programed station serving over 600,000 from Raleigh, North Carolina, salary and commission open.

Reply to WLLE

Box 190, Raleigh, N. C.

Attn: General Manager

Paul VonHagel

Announcers—Programing, Others

SAN FRANCISCO

good music station needs a strong male voice with a First Class License. Close to $12,000.00 per year, five day week. Send tape and background notes to:

Box B-37, BROADCASTING

Announcers—Programing, Others

SAN FRANCISCO

good music station needs a strong male voice with a First Class License. Close to $12,000.00 per year, five day week. Send tape and background notes to:

Box B-37, BROADCASTING
TELEVISION—Help Wanted

Technical

CHIEF ENGINEER WANTED
Outstanding opportunity for chief engineer to head one of the nation's great TV stations. Midwest location in one of the nation's top 15 markets. Must be experienced administrator as well as having knowledge of latest broadcasting developments, such as color, video tape, etc. Applicant must be management oriented.

Box B-98, BROADCASTING

Production—Programming, Continued

MARKET RESEARCH ANALYST
wanted by major West Coast television station. Knowledge of broadcasting helpful, but not essential. Write giving full details:
General Manager, KPIX
2655 Van Ness Ave.
San Francisco, Calif.

EMPLOYMENT SERVICE

NATIONWIDE BROADCAST SERVICES
Immediate openings nationwide for qualified, dependable announcers; disc jockeys; newsroom/engineers; salesmen; copywriters; and traffic girls. Also, Program Directors, Sales Manager, and General Manager positions in key markets. Here is your opportunity to move up to a better, higher paying job in radio or TV. Write for application.

NATIONWIDE BROADCAST SERVICES
825 Federal
Denver 4, Colorado

Note: Station Inquiries for Personnel Invited.

ANNOUNCERS ENGINEERS
Immediate openings for Announcers 1st and experienced Engineers. Also Sales and Management needed. Write now—right now!

Call or Write:
C.B.I. Placements
641 Equitable Bldg., Denver, Colorado 80202
Phone 303-531-0688

STATION OWNERS MANAGERS
IN THE WEST
Your personnel problems are over
THE AMPS AGENCY has hundreds of excellent applicants in all job categories. Let us fill that next opening on your staff. All applicants thoroughly qualified and references checked. Call or write now:

The AMPS Agency
"All Media Placement Service"
130 S. Robertson Blvd.
Beverly Hills, California 90211

BY BROADCASTERS FOR BROADCASTERS

INSTRUCTIONS

EMERSON COLLEGE

RADIO
TV
SPEECH
THEATRE

Accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy, B.A., B.S., M.A., M.S. degree. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in setting, directing, and script writing for radio and TV. Good 85% year. For catalog write: Director of Admissions.

EMERSON COLLEGE
303 Berkeley St., Boston 16

FOR SALE

FOR SALE

RCA TF6BM 6-section Superturnstile TV Antenna Channel 4, 5, 6

on the ground, may be inspected BARGAIN

Contact:
Rupert Bogan, Director of Engineering
WBAP-TV
P.O. Box 1780, Fort Worth, Texas 76101
Phone: Area code 817
JE 6-1981

FOR SALE

1,028' Truscon TV Tower 40 lb. wind load for sale as is

for further information contact:
Rupert Bogan, Director of Engineering
WBAP-TV
P.O. Box 1780, Fort Worth, Texas 76101
Phone: Area code 817
JE 6-1981

FOR SALE—Stations

TELEVISION TOWER FOR SALE

WHAS tower located in Louisville, Kentucky.
600 feet overall height, Blaw-Knox H-40 tower. G.E. TV - 14, teleprompter 15 years old, good condition. Available to dismantle May 1, 1965 or earlier.

URBAN RENEWAL AND COMMUNITY DEVELOPMENT AGENCY OF LOUISVILLE
310 South Sixth Street
Louisville, Kentucky 40202
Phone: Area code 502-567-8854

FOR SALE

TAMPA, FLORIDA
10,000 Watts—Non-Directional Day—1350 KC. All new equipment—furnishings—studios, includes transmitters, property with new building. Ideal opportunity to enter Florida’s largest industrial market. Low down payment—very attractive terms to good operator securing paper. Call or write John McLendon—401-568-1617 Jackson, Miss., P. O. Box 197.

FOR SALE

Low cost operation ideal for owner-operator. Asking price of $85,000 is about one and one-half times 1964 gross. $19,000 down and 10 years on balance.

Box B-319, BROADCASTING

CALIFORNIA DAYTIMER
$70,000
$15,000.00 down
10 years
ASSUME LIABILITIES
NO BROKERS
Box B-318, BROADCASTING

Sacrifice for ACTION!

SACRAMENTO, CALIF. AM
7 station Billion $ market
$200,000 CASH takes it all free and clear
QUALIFIED PRINCIPALS ONLY
916-442-5831

A. M. Kennedy, Atty.

GUENZENDORFER
ARIZONA FULLTIMER $20,000 down. Asking $70,000. Exclusive.

CALIFORNIA LA AREA FULLTIMER $22,000 down. Asking $15,000.

HAWAII FULLTIMER $97,500. CAL Daytimer $325,000.

WILT GUENZENDORFER
AND ASSOCIATES
L Licensed Brokers P.O. Box 3-8800
866 S. Robertson, Los Angeles 55, Calif.

MIDWEST FULLTIME

$400,000 yearly gross. Top Facility
$80,000 cash flow. Excellent radio market. $750,000 on terms.

Lx Rite & Associates Inc.
Media Brokers
564 MADISON AVENUE
NEW YORK CITY
HA 1-08801 TE 2-9582

At the NAB SHERATON

To buy or sell Radio and/or TV properties contact:

PATT MCDONALD CO.
P. O. BOX 9266 - CL 3-8080
AUSTIN, TEXAS 78756

BROADCASTING, March 1, 1965
Continued from page 90

be modified to one of alternative plans: (all cities in Alabama) Selma: delete channel 8, Birmingham: add channel 8; Selma delete channel 8. Received Feb. 9.

Processing line

- Application listed is mutually exclusive with application, file No. BR-4000, of licensee of station WRFX, for renewal of license. Proposal is for identical facilities of class III except that different antenna site is involved.
- Compliance with note to Sec. 1.351 of rules as proposed. Statement indicates we have accepted application for filing. Similarly, we will consider applications for consolidation which meet requirements of our rules, as well as applications of other requirements. WAWX, Superior, Wis., Quality Radio Inc., has filed an application for a Class III station at 970 ke. $500, W. D. Accordingly, notice is hereby given that above application is accepted for filing and discretion will be considered as ready and available for broadcast. Processing under Sec. 1.591(b)(1) and Sec. 1.591(b) of commission's rules, application for consolidation with other applications, or with any other application on file by close of business on April 1 which includes conflict necessitating hearing with application, application will be complete and tendered for filing at offices of commission. Notice is further given that earlier: (a) close of business on April 1, or (b) hearing, whichever is earlier, on any application or any other conflicting application involving a hearing with applications appearing on previous lists. Attention of any party in interest seeking to present evidence at the hearing directed to Sec. 1.591(1) of commission's rules. Further, parties shall file and other requirements relating to such pleadings, Oct. 17.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through Feb. 24. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states.

Corte Madera, Calif.—Tele-Vue Systems of America Inc., has applied for a franchise. The applicant has filed a motion for a $50,000 performance bond and won a 10-year franchise. Clear View Cable Co. was the rival firm. The franchise requires free service to public places. Tele-Vue is also competing with Cablevision of Marin for a franchise in Larkspur, Calif.

Glendale, Calif.—National Trans Video Inc., of Los Angeles, has applied for a franchise. The firm is composed of Capistrano, Calif., and United Community Television of Burbank, both California firms.

Marysville, Calif.—Midvalley Cable TV of Marysville and Oroville Communications of Oroville have applied for a $35,000 franchise. Each firm proposes to charge $25 installation and $5 a month. San Juan Capistrano, Calif.—Tel-Clear, Laguna Beach, Calif., has applied for a franchise.

Grand Junction, Colo.—Home-Owned Cable TV Inc., which had proposed to serve the community for $4 per month, has abandoned plans due to a committee vote. The community has turned down Cablevision of Colorado and Wentworth Inc., Casper, Wyo.

Pella, Iowa—Cold-Wentronics Inc., Casper, Wyo., multiple owner of CATV systems in the Rocky Mountain states, has applied for a franchise in Pella.

FOR SALE—Stations

N.E. small $200 per month
S. small $244 per month
E. small $277 per month
W. small $300 per month
N.E. $277 per month
S. $300 per month
E. $300 per month
W. $300 per month

buying and selling, check with

V CHAPMAN COMPANY INC

2045 PEACHTREE RD., ATLANTA, GA. 30306

STATIONS FOR SALE

1. SOUTHWEST, Exclusive. Full time. $175, 000. 25% down.
2. NORTHWEST. Full time. Low down payment.

JACK L. STOLL & ASSOCIATES

6381 Hollywood Blvd., Los Angeles 28, California

BROADCASTING, March 1, 1965

97
Ely, Minn.: Range Television Cable Co. and All Range Television Inc. have been granted a franchise for nonexclusive franchises. Hibbing village council granted a nonexclusive franchise to Range for approximating over 10 years ago.

Five Points, Neb.—Colorado Teletrons, Denver, and Meredith-Aveco Inc. both multiple service franchise systems, have applied for a franchise.

Ogallala, Neb.—Meredith-Aveco Corp., Des Moines, Iowa, has been granted a franchise. Ogallala Community TV also has been granted a franchise. Ogallala, Neb., is located in the egg belt of the state.

Winegar, Pa.—The city council has revoked a franchise granted to Bismack Cable in 1965.

Lake City, Fla.—Discount Cablevision of Atlantic City has revoked a franchise granted to Bismack Cable in 1965.

Fulton, N. Y.—Newhouse Broadcasting Co. has applied for a franchise.

The city council has revoked the franchise granted earlier to Newhouse in the Buffalo, N. Y., area.

Greenwich, Conn.—The city council has granted WJSF-TV a franchise.

Fulton, N. Y.—Newhouse Broadcasting Co., Syracuse, N. Y., has applied for a franchise.

The council has rejected a franchise granted to WJSF-TV. The outlet has been granted a franchise.

Jamestown, N. Y.—Jamestown Television Inc. (WJTN-FM), Jamestown, has been granted an 18-year franchise by the city council.

Cleere, N. Y.—Four companies have applied for a franchise: Onondaga Video Inc., Newhouse Broadcasting Corp., and General Electric Cablevision Inc., all Syracuse, N. Y., for the city of Cortland, N. Y. And for the city of New York Television System Inc., for the city of Syracuse, N. Y.

Fiskill, N. Y.—Better TV of Dutchess County Inc. has applied for a franchise.

Fulton, N. Y.—Newhouse Broadcasting Co., Syracuse, N. Y., has applied for a franchise.

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No stopping a dynamo set in motion

his way around the Bay City and in short order he had left his newswriting job for a better-paying post as assistant manager of the San Francisco Convention and Visitors' Bureau. One job was still not enough to keep him occupied, so he created a weekly program, Today's Football, which he wrote and produced with co-star John Nelson, San Francisco announcer, each Saturday at KFC. From 1938 to 1941, he also was publicity director of the Shrine East-West football game.

A Hollywood Producer • In 1941 John Masterson moved to Hollywood as co-owner and manager of a program he helped to create, a nine-a-day daytime show, Breakfast in Hollywood, with Tom Breneman as MC. "It ran for eight years with the same sponsors all the way—Procter & Gamble and Kellogg—and it might be running yet if Tom hadn't had his fatal heart attack in 1948," Mr. Masterson observes.

Midway through that period, he and John Reddy had joined forces with John Nelson to form a program packaging firm. Masterson, Reddy & Nelson (shortly dubbed "The Three Johns" and seldom afterwards called anything else in the broadcasting-advertising world). In addition to Breakfast in Hollywood, MRN introduced another weekday network daytime show, Bride and Groom, which ran until the late 1950's, first in radio, then in television.

Jack Paar made his TV debut in an MRN program, Lucky Stars. And there were many others before, in 1956, the three Johns split up to go their separate ways.

An Agency Executive • Mr. Masterson entered the advertising agency field as head of the New York office of Tatham-Laird, Chicago-based agency. After four years, he became a New York office vice president of another agency with midwestern headquarters, MacManus, John & Adams, which has its home office in the Detroit suburb of Bloomfield Hills. Four more years and on Jan. 1, 1964, he moved back to the West Coast as head of the MJ&A Los Angeles office.

With a background in radio such as his, Mr. Masterson is naturally enthusiastic about this medium and he puts it to good use for the Pontiac dealers of Southern California, an association of 33 automobile agencies which put most of their advertising budget (of about $350,000 a year) into saturation radio. It's real saturation, too, with 18 stations plastering the market with 580 Pontiac commercials a week.

Speaking both as one who has personally created and produced successful network radio and television series and as an agency executive, Mr. Masterson voices two major objections to the way TV networks are operating today.

"First, almost without exception the top echelon of all three networks, the men who decide which programs go on and which go off, never created or produced anything. Second, I think the manner in which the networks have virtually excluded any real agency or sponsor participation in program development or selection is incredibly shortsighted and unwise."
EDITORIALS

Short count

All kinds of mischief may be expected to flow from the continuing poll of readers' attitudes toward television that a number of newspapers around the country are now carrying. Results of the first poll, as reported in Broadcasting last week, were, to no surprise, unfavorable to television and were, again to no surprise, given prominent display in subscribing papers.

The principal mischief that has already been caused by this newspaper feature is the wholly incorrect assumption that responses can be projected to the entire viewing audience. It is not so much that the questions and their presentation are loaded to induce anti-television results—although both conditions are inherent in the feature. The big defect is that readers who are unfavorably disposed toward television are far more likely to fill out ballots and mail them in than readers who like television. By no juggling of statistics can the responses justifiably be taken to represent the attitudes of the general population.

Yet erroneous projections are already being made. In last Monday's Washington Evening Star, the results of the first poll were presented under a two-column headline at the top of a page. Accompanying the main story and a new ballot seeking reactions to TV commercials was another story reporting that the results of this poll were in "direct contradiction" to the 1962 study of viewer attitudes done for CBS by the Bureau of Applied Social Research of Columbia University. The Columbia study, as reported in a book, The People Look at Television, "concluded that on the whole the average American viewer considers the programs good—'somewhat better than satisfactory,'" the Star said.

The Star should know better (and maybe it does) than to match the newspaper poll with the Columbia study which was carried out under the highest standards of contemporary research (Broadcasting, Feb. 18, 1963). The Columbia information was obtained from personal interviews conducted by trained researchers among respondents who were carefully selected to constitute a sample of the adult population. What the Columbia study discovered could with confidence be projected as a reflection of the attitudes of all American adults. What the newspaper poll is discovering is applicable to nobody but the voters in the poll.

The Bell-McClure syndicate which is distributing the newspaper feature has placed it in some 20 papers and hopes eventually to sell it to 150. Television broadcasters had better start taking measures to distribute true facts about the audience as fast as the newspapers spread the slanted word they are being given by their syndicate.

Liberal vs. conservative fantasy

AMESMANSHP between liberals and conservatives might have slowed down since the elections last November, but it didn't go into limbo. The most disturbing aspect is that free broadcasting is being made the new battleground.

Democrats, whatever their coloration, are generally defined as the liberals who are after the "radical right" users of paid broadcasts. They have complained to the FCC on "fairness" grounds and are mounting a full-scale investigation to be directed by Senator John O. Pastore (D-R.I.), peppery chairman of the Senate Commerce Subcommittee.

The Republicans—particularly that segment that calls itself Goldwater conservative—make no bones about their determination to infiltrate the major news media, particularly network television. The target of at least one small section is to seize control, if possible, or at least sufficient stock interest in CBS to influence its editorial policies. It described CBS as "the most influential single media in the United States" while saying unkind things about its news orientation.

It is recalled that at the Republican convention in San Francisco last summer, Donald E. (Buz) Lukens, national chairman of the Young Republicans, advocated a 10-year project to work Republicans into positions of responsibility in broadcast news operations and thus establish beachheads that could influence or control the electorate.

This philosophy, as well as the harassment of the media by the liberals, is so much claptrap. It displays an appalling ignorance of the journalistic function.

Let's dissect the scheme to grab control of a network. If a network attempted to control, suppress or slant the news (which is something that happens and is not contrived or invented), it would soon find that many of its affiliates would refuse to carry such schedules. It then would cease to be a network.

Broadcasters may be flattered by the special attention of the politicians, who recognize their public acceptance as the foremost mass media. But they soon would lose that cherished acceptance if they knuckled under to any of the special interests.

A case of access

As reported in some detail elsewhere in this issue, the FCC last week conducted an off-the-record conference with representatives of the National Community Television Association and the National Association of Broadcasters to exchange suggestions on how CATV ought to be regulated. The legality of such a meeting may not be questionable, but the propriety of it is.

What the government eventually does about CATV is a matter of great significance to the American public. Although public hearings will undoubtedly at some time be held before government policy is established, the secrecy surrounding meetings of the FCC and elements representing strong self-interests at this stage of the proceedings can only raise doubts about the influences that are being brought to bear.

This is no way to conduct the preliminaries in the formation of government policy. The public is entitled to know what is being fed to the government agency that is supposed to be its representative.

"The opinions expressed by this machine are entirely its own and do not necessarily reflect those of this station!"

Broadcasting, March 1, 1965
The State House was built in 1795 by famous architect Charles Bulfinch, on land bought from John Hancock. Samuel Adams laid the cornerstone. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH
Should Bob and Dick Sherman gently soar over the Disney studios on an umbrella, no one would be terribly surprised. For the brothers Sherman aren't expected to do anything expected—and they haven't since the 50's when their history of hits began.

As the only songwriters in the world under contract to a motion picture producer, Bob and Dick have composed for more than 19 films, exhibiting a versatile magic that skips from ragtime to romance, from British puffery to French fluffery, from sad songs that make audiences laugh, to happy songs that, incredibly, make them cry.

BMI takes special pride in Robert and Richard as well as in all the other esteemed composers for motion pictures whose music we license for public performance.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

Among the Sherman brothers' happiest successes are: Pineapple Princess, You're Sixteen, Tall Paul (singles); songs for The Parent Trap, The Absent Minded Professor, The Castaways, Bon Voyage, Summer Magic, "Walt Disney's Wonderful World of Color" and Mary Poppins. Current project: Winnie the Pooh, for Walt Disney Productions.