Will ABC ride ITT express to top bankroll spot? p27
Third-quarter spot TV soars to record $248 million. p30
New York City gives 3 CATV grants; limits profits to 7%. p47
Henry pushes for commercial limits with NAB codes as guides. p40

Kim Novak, Jack Lemmon starring in the wild comedy-mystery "The Notorious Landlady." One of the sixty great post-60's. Just sold to KPIX San Francisco, KETV Omaha and WRGB Schenectady. There is more of what you're looking for with the new Screen Gems post-60's.
when Jerrold hands you the key you’re in CATV

Jerrold "turnkey" service can pave your way to CATV profits!

This, we admit, is a bold statement. We urge you to verify it. How? Simply examine Jerrold’s fifteen-year CATV record. We believe that the facts will convince you that Jerrold can put you in business faster and more profitably than any other CATV contractor.

Learn for yourself why Jerrold equipment does the job better, lasts longer, requires less maintenance. By all means, compare Jerrold equipment and specifications with any others on the market.

Find out why Jerrold has built more systems on a “turnkey” basis than any other manufacturer-contractor in CATV. Discover why we say: "Satisfied subscribers make operators contented Jerrold customers."

Finally, consider the comprehensive Jerrold “turnkey” package. We provide every necessary service from market and feasibility surveys, through construction, financing, community relations—to handing you a completely operational CATV system.

For complete details phone 215-226-3456, or write:

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CATV Systems Division
JEROULD ELECTRONICS CORPORATION
15th and Lehigh Ave., Philadelphia, Pa. 19132

FIRST IN CATV • The nation’s largest, most experienced manufacturer-supplier of CATV equipment and services.
Loevinger to leave?

FCC Commissioner Lee Loevinger has confided to friends that he is thinking seriously of resigning from FCC to return to private law practice. Now 52, Judge Loevinger feels that in deference to his family he can afford to remain until expiration of his term in 1968. Former assistant U.S. attorney general in charge of antitrust division, he has been mentioned for federal judgeship-possibly on U.S. Court of Appeals for District of Columbia—and it's believed he would accept lifetime appointment to bench.

Since his FCC appointment June 11, 1963, Mr. Loevinger has been FCC's most valuable and often abrasive member. Former judge (Minnesota State Supreme Court) he affines lectures younger colleagues and staff on administrative law. He consistently has advocated minimum of government interference with programing and business practices.

Congress stepping in?

Though legislators shy away from defending monopolies—even beneficent ones—there are signs tradition will give way on Capitol Hill to what some regard as practicalities of FCC's planned investigation into AT&T rate structure. Since FCC popped its project last October, AT&T stock has been adversely affected in spite of increased dividends. Because of AT&T's huge size, concern is felt over inquiry's effect on overall economy.

Second-guessers now venture that FCC common-carrier staff, in cahoots with at least one commissioner (they mention Ken Cox) quietly concocted its inquiry plan and timed it in manner designed to thwart any negative votes (6-0, with commission dean, Rosel Hyde, out of country). They now feel FCC staff actually trumped its own first trick since it could have used statistics produced by its study to negotiate rate reductions down the line, obviating expensive (to taxpayers as well as to AT&T) hearings which might run for years.

Living baseball

Negotiations for color coverage of baseball games next season are being conducted by Lew-Ron Ltd., Baltimore TV production company, with Baltimore Orioles, Washington Senators, New York Yankees and California Angels. Lew-Ron president, Ronald L. Spangler, hopes to provide local home coverage of Orioles and Senators games and would transmit Yankees contests in these cities back to New York. Preliminary discussions with Angels call for Lew-Ron to provide color coverage of some games in Eastern part of country. Company says it has promise of April delivery from RCA of mobile unit and four color camera chains. Orioles are carried on WJZ-TV Baltimore, Senators on WTOP-TV Washington, Yankees on WPIX(TV) New York, and Angels on KTLA(TV) Los Angeles.

Tubes from Germany

Telefunken, German electronics company plans production of color tubes to compete in United States market. Company's Ulm facilities have set up lab models as step toward mass production. Action stems from color-tube shortage in this country, together with favorable tariff rates on color. Recent government rates on color-tube imports were lowered to 12% for two-year period, while black-and-white tariffs rose from 12 to 30%.

Close to the line

FCC last week decided to ducker what it thought could become sticky question of censorship involved in license renewal of KTTV(TV) Los Angeles. FCC had received complaints about language and types of guests on station's Joe Pyne show. KTTV reportedly promised commission to keep close eye on Mr. Pyne and pre-tape his program. After assurance had been received, commission tentatively decided last week to renew license.

FCC staff reportedly urged further investigation of KTTV, but some commissioners were said to have objected that they were being asked to rule on question of taste in Pyne program. That, they said, would take them too close to censor's role. FCC was troubled by one complaint that Mr. Pyne allegedly waved pistol on his program during Watts riots last August.

Test case

National Association of Broadcasters is giving serious consideration to joining the Rev. John M. Norris in challenging FCC's fairness doctrine. Mr. Norris, 80% owner of WGCB-AM-FM Red Lion, Pa., is claiming 15-year-old fairness doctrine is unconstitutional. NAB contends same thing and may seek to enter case as intervenor before federal court.

Newspapers in Pennsylvania may face fairness problem of their own. Proposal will be made for Pennsylvania state law imposing some sort of fairness doctrine on print media that federal government imposes on broadcasters. It's all being started by Mayor of Chester, Pa., who claims local paper has used him unfairly and who has asked Ernest Tannen, new owner of WEEZ Chester, to brief him on broadcast fairness law. Mayor's plan is to get Pennsylvania legislature to pass same sort of thing for papers.

Seat open

Now that Ed Allen has announced his retirement from FCC after 14 years as chief engineer (see page 75), there's special interest in his successor since commission will be in thick of major changes in communications arts— principally satellite communications, both transoceanic and domestic.

In line of succession to Mr. Allen's post are five members of his staff: Ralph J. Renton (deputy chief), William H. Watkins (frequency allocation and treaties), Edward W. Chapin (hands on), Julian T. Dixon (technical) and Arnold G. Skriveth (research). And there's one other possibility—Curtis B. Plummer, since 1962 executive director of FCC, who once held chief engineer's job (1950-51), and also has been chief of Broadcast Bureau (1951-55) and chief of Safety and Special Services Bureau (1955-62).

Transmitters from Britain

Side tour that delegates to next spring's National Association of Broadcasters' convention in Chicago will be invited to take will lead to display of British Marconi solid-state equipment operating in Chicago's new UHF station, WFLD(TV), which is to go on air Jan. 4. In action will be array of sophisticated hardware—including mobile transmitters—that Marconi hopes will open U. S. eyes. Though Marconi cameras and studio gear have been shown at earlier NAB conventions, its transmitters have made no penetration—until WFLD came along. Installation there is nearing completion.
"Have you watched CHANNEL 2's news, weather & sports, lately?"

"Absolutely!" "Absolutely!"

"Did you watch JOHNNY CARSON last night?"

"Absolutely!"

Pictured above, one of Tulsa's many new office buildings.

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.
WEEK IN BRIEF

Proposed merger of ABC and ITT could produce combine with annual sales of $2 billion. Nothing is definite but insiders don't see any major hitches. Merger could be more serious for CBS than NBC. See . . .

BIGGEST BANKROLL? . . . 27

Gotham finally goes CATV route. New York gives two-year franchises to Teleprompter, Sterling Information and CATV Enterprises. Firms' profits limited to 7%. New York Telephone left in cold. See . . .

NYC MAKES CATV GRANTS . . . 47

Dogged effort by FCC Chairman Henry to lay down some kind of law on commercial time standards appears to be making definite headway. He looks to NAB code standards as guidelines. See . . .

CAMPAIGN TO CUT BACK . . . 40

Political prestige continues to be on line as nations look into color system standards. Great Britain favoring German PAL system. U.S.'s NTSC makes strong showing in Argentina. See . . .

BRITAIN LEANS . . . 70

Three-man committee proposes creation of North American Broadcasting Union; communications committee recommends Voice of Peace agency to work under U.N. Both suggestions come at White House meeting. See . . .

MAKES PROPOSAL . . . 71

AMST and NCTA hurl more charges in reply comments on CATV regulation. AMST asks more hardline restrictions to protect poorer stations and Sixth Report. NCTA says broadcasters get lush profits. See . . .

HARD LINE . . . 50

Spot TV took in $248.3 million in third quarter, according to TVB figures. Increase is 3.7% from $233.5 million in 1964 period. Firestone Tire and International Minerals make first showing in top 100. See . . .

SPOT TV UP . . . 30

ABC-TV's Moore indicates that network's 'new season' next month may be forerunner of new concept. Says ABC will continue major fall changes, but looks for 'constantly changing season.' See . . .

NEW SEASON . . . 60

RAB board creates FM arm to accelerate growth of medium. David offers association's aid to NAFMB members. Board urges government officials to push for transistor radios in every home. See . . .

SIGHTS ON FM . . . 39

CBS and NBC say FCC's proposal that they make 'good faith showing' to put network shows on independent stations when affiliates turn them down isn't necessary. Say they already follow such policy. See . . .

OPPOSITION TO RULE . . . 61

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Have You Noticed the New Explorers in the West Today

Here
The Southern California family, going through desert to find the sea or a private mountain. "Togetherness or Bust!"

and Hear
KRLA, the sort of sound that makes you want to hitch your wagon to a star and make the only dust cloud on the horizon.

KRLA/Los Angeles' most-listened-to radio station. Sold Nationally by H-R Representatives, Inc.
Heavy radio spot use begins Jan. 3 by P&G

Procter & Gamble through Leo Burnett Co., Chicago, plans major radio spot campaign aimed at teenage audience in about 60 top markets to begin Jan. 3 and to feature rotating minute commercials for half-dozen products. Only one station per market will be used. Most buys will be for eight weeks but several four-week purchases are to be made.

P&G's plan to return to radio has been known for some time and follows similar moves back to some use of radio by other soap giants (Broadcasting, Nov. 15).

Although P&G buy concerns only teenage market at this time, industry sources are hopeful that if drive pays off it could mean more radio money from P&G for adult audiences too. Insiders disclosed P&G still is not 'sold' on idea radio can do complete job desired for most products but realizes TV is not reaching teens who are substantial buyers of many brands involved.

New P&G buy calls for across-board schedules of nine-quarter-hours weekly to expose total of 27 minute spots Monday through Sunday. Rock-and-roll music and popular disk jockey personalities are inherent ingredients, with buys being determined on basis of pulse figures showing top rated teenage audience stations. Products involved are understood to include Prell, Secret, Lilt, Hidden Magic, Gleam and Head & Shoulders. Several agencies handle these products but since buy is corporate it is being placed by Burnett.

RCA dividends are upped on record sales and net

RCA board of directors Friday increased company's regular quarterly cash dividend on common stock from 15 cents to 20 cents per share. Brigadier General David Sarnoff, board chairman, said action reflected RCA's record sales and earnings performance in 1965 and "our confidence that the company's current earnings momentum will carry it to even higher records in the years ahead."

Third quarter this year was 18th consecutive quarter with profits higher than in corresponding period of previ-ous year. Since 1961, cash dividends on RCA common shares have more than doubled.

Increased dividend is payable Jan. 24, 1966, to common stockholders of record Dec. 17. Board also voted 87.5 cents per share dividend on RCA cumulative first preferred stock for period Jan. 1 to March 31, 1966, payable April 1 to holders of record March 14, 1966.

Three AM's lone link in Southwest power loss

KHEY and KROD both El Paso, and KALG Alamogordo, N. Mex., appeared to be only stations on air with emergency power during Southwest power blackout last Thursday (Dec. 2).

Darkened area of 75,000 square miles in Texas, New Mexico and Mexico is relatively sparsely populated, except for El Paso-Ciudad Juarez, Mexico, area which has population of about 700,000. Some one million people were affected in whole area.

KHEY went on air within minutes after power went off at 7:58 p.m. KROD went on emergency power about 20 minutes later and both stayed on until regular power was restored about 9:15 p.m.

KALG went on air about 9 p.m., using borrowed emergency generator. Power in that area was not restored until 10:10 p.m.

WLBT wins FCC okay; court hears argument

WLBT (TV) Jackson, Miss., was subject of attention at two ends of Pennsylvania Avenue in Washington Friday (Dec. 3): at FCC, which approved transfer of control by slim one-vote majority; and at U. S. Court of Appeals where argument was heard on United Church of Christ protest against FCC one-year renewal of station earlier this year.

In both instances actions were continuation of discrimination battle in which WLBT has been involved since protests were filed against its alleged failure to be fair on racial matters.

FCC's decision, on four to three vote (Closed Circuit, Oct. 11), granted permission for Lamar Life Insurance Co. to take over control of WLBT from three stockholders. Involved was 80% of stock. Payment was $8,000. Insurance company has long held option to acquire 100% ownership.

Dissenting to transfer approval were FCC Chairman E. William Henry and Commissioners Kenneth A. Cox and James J. Wadsworth.

Chairman Henry, referring to his previous dissent to one-year renewal of WLBT (Broadcasting, May 24), said hearing should be held on transfer to determine whether Lamar Life Insurance had controlled station since 1953, and whether it had made full representations to commission on these matters. Commissioner Wadsworth joined Mr. Henry.

Commissioner Cox took same position, but amplified his suspicions that Lamar Life Insurance was fully responsible for station right along and had failed to call commission's attention to its authority in running station.

Concurring opinion was issued by Commissioners Rosel H. Hyde and Lee Loewinger, two of majority, rebutting Mr. Cox.

Right of Appeal * In argument Friday, U. S. Court of Appeals was asked to rule that members of public who feel aggrieved by broadcast stations have right to be heard in license-renewal proceedings.

Request was made by counsel for United Church of Christ Friday (Dec. 3), in connection with church's appeal for review of FCC decision in May granting one-year renewal to WLBT (Broadcasting, May 24).

Church wants court to send case
back to commission for hearing on renewal application.

Major issue in case, however, is whether church has standing to intervene. Commission has held that law limits right to intervene to persons suffering electrical interference or economic injury from stations.

Orlin Judd, speaking for church, said issue is important one in industry. "Persons affected by broadcast stations have right to be heard," he said.

John Conlin, FCC associate general counsel, told court that commission, while denying church standing, carefully considered its allegations. He said commission encourages and considers complaints and comments from public concerning station operations, and acts on them.

He and Paul A. Porter, counsel for station, said church had, in effect, already won case against station. Mr. Conlin noted that commission attached conditions to one-year grant requiring station to observe fairness doctrine and to serve needs of all members of public, specifically including Negroes. This procedure assures "immediate compliance" with rules, which could not have been achieved if hearing had been ordered, he said.

**UPI takes over RPI audio service Jan. 1**

United Press International will take over Radio Press International by end of year. On Friday (Dec. 3), UPI announced two firms had reached agreement whereby "RPI will have partnership arrangement in future growth of UPI's audio service." RPI will discontinue its station feeds on Dec. 31, and UPI Audio feed will be made available to RPI's 125 clients on Jan. 1.

According to UPI, no money was involved in deal which was hammered out at 4 a.m. Thursday morning after days of negotiating. Earlier in year RPI had negotiated with Associated Press for similar deal, but Wes Gallagher, AP general manager, is said to have squalched it. AP, however, did begin carrying station advisories of RPI feeds on its radio TV wire.

RPI, which has been owned by Straus Broadcasting Group since 1959, has bureaus in New York, Washington and London. Within past few months it closed down bureaus in Paris, Tel Aviv and Bonn.

UPI said some RPI engineering and news personnel had been offered posts with UPI Audio. RPI people will be working with UPI people during transition period.

Although there are several audio news services, UPI, with 170 station clients in U.S., has taken its major competitor out of picture. RPI had 95 clients in U.S. and 30 in Canada.

Agreement indicates beef-up in UPI Audio. It's reported regional bureaus in Chicago and Los Angeles are planned for early 1966. There is also speculation that by increasing staff and facilities (it will be using RPI's New York operations for period), UPI is taking aim at enlarging client list by getting some stations that are now network-affiliated.

AP, which has adopted position against national audio news service to stations, apparently is softening its attitude. It is now working with AP state broadcaster groups and hopes to get them to establish regional exchanges of voiced hard news and features.

There was no word on what RPI's top management team would do. Michael J. Minahan is general manager of RPI; Bill Scott is director of news, and Michael P. Mallardi is business manager.
Like the black plate in four-color printing, this radically new camera uses a "black tube" to produce perfect color pictures.

Ask any printer and he'll tell you that four-color printing needs a black plate to supply "snap" to the color picture. For the same reason, the TK-42 color camera has a separate luminance (black) tube added to the red, green and blue (color) tubes. Result: Finest detail and superior color pictures.

Everything about this great new camera contributes to the finest, most reliable color reproduction ever provided. Stabilized circuitry permits it to operate for long periods without adjustment. Completely transistorized, plug-in modules provide highest performance and reliability. Big 4½-inch image orthicon tube in luminance channel provides high quality monochrome pictures, as well as highest quality color pictures.

The separate luminance principle has been proved by more than 5 years of intensive engineering, product research and field testing. Several models have been demonstrated at three NAB Conventions. In 1962, broadcasters registered their choices regarding the separate luminance principle, as well as other features. The result is the TK-42...a new standard of color picture quality!

Call your RCA Representative for the complete story, or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.
A calendar of important meetings and events in the field of communications. Indicates first or revised listing.

**DECEMBER**

Dec. 6—Hearing before the Federal Trade Commission on questions relating to the failure to disclose the foreign origin of radio, television, phonograph, tape recorders and their components. Room 552, FTC Bldg., Washington.

Dec. 8—Deadline for comments on proposed amendment of FCC rules relating to timely and truthful responses to commission inquiries and the making of misrepresentations to the commission by applicants, permittees and licensees. Former deadline was Oct. 24.

Dec. 8—10—American Management Association convention seminar, "Marketing through Distributors," Chairman is Ralph Bautz, regional manager Stant/Fin Corp. AMA headquaters, New York.

Dec. 9—Radio Salesmen of Los Angeles annual holiday luncheon at Gaslight Club, 11:45 a.m.


Dec. 14—Special stockholders meeting Storer Broadcasting Co., to authorize conversion rights for 16 million convertible subordinated debentures to be issued, and to increase authorized common stock from 3.8 million to 6 million. Miami Beach, Fla.


Dec. 15—Deadline for nominations for Western States Advertising Agencies Association's "Man of the Year" award. Nominations should be sent to Carl Falkenhainre, 435 S. La Cienega Blvd., Los Angeles.

Dec. 15—Deadline for comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 300-foot antenna limitation. Former deadline was Nov. 1.

Dec. 15—Deadline for comments on FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was Oct. 20.


Dec. 16-17—Meeting of National Association of Broadcasters TV code board, Waldorf-Astoria, New York.

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

Dec. 31—Deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Dec. 31—Deadline for reply comments on FCC inquiry into question of who, besides the international common carriers, is an authorized user of the satellite systems under the Communications Satellite Act of 1962. Former deadline was Dec. 1.

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

**JANUARY**

Jan. 5—Deadline for reply comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 300-foot antenna limitation. Former deadline was Nov. 15.

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

Jan. 10—Deadline for entries for Paul Sullivan Awards for best broadcast or printed news stories reflecting the spirit of the Sermon on the Mount broadcast or published in 1965, offered by the Catholic Press Council of Southern California. Address CPCSC, 1530 West 9th Street, Los Angeles 26, Calif.


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

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

Jan. 23—9—Winter meeting of National Association of Broadcasters joint boards. Colonnades Beach hotel, Palm Beach Shores, Fla.

Jan. 23—57—Annual winter meeting of Georgia Association of Broadcasters, University of Georgia, Athens.

Jan. 25—27—21st annual Georgia Radio and Television Institute, co-sponsored by Georgia Association of Broadcasters and Henry W. Grady School of Journalism, University of Georgia, Athens.


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


Jan. 31—Deadline for comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and...
WLKY-TV, the ABC affiliate in Louisville since 1961, has moved to:

**A NEW TOWER**
1260' AAT

**NEW POWER**
1,000,000 WATTS

**NEW COVERAGE**
GRADE A AND
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MORE THAN TRIPLED!

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ST. LOUIS • DALLAS-FT. WORTH • LOS ANGELES • SAN FRANCISCO
DOWN WITH THE DODGERS!

If it weren't for O'Malley's Speedsters, we'd be the undisputed leader in the Los Angeles radio league. As it is, the pennant race stirred up so much understandable excitement in Los Angeles that KPOL got bumped out of first place by the Dodger station during a couple of time slots. But if you're looking for the station that provides Los Angeles' largest adult audience, KPOL is still hard to beat.

Here's how the July/August Pulse scoreboard looks:

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All of the KPOL team (pictured above) will break out in wide grins if you ask them how to score big with Los Angeles radio. Call HO 6-4123 (By the way, the baseball season is over).

Above (left to right): Wayne Netter, Fred Easter, Bob Scott, Ed O'Donnell, Martha Scott

United Press International news produces!

FEBRUARY

Jan. 31—Deadline for nominations for annual Russell L. Cecil Awards ($500 national award and $100 regional awards) for outstanding scripts on arthritis by the Arthritis Foundation. Submit entries to: 1112 Avenue of the Americas, New York 10036.

FEBRUARY

Feb. 1—Entry deadline for annual Sigma Delta Chi awards for distinguished service in journalism. Submit entries to: 55 East Wacker Drive, Suite 856, Chicago 60601.

Feb. 1—Deadline for reply comments on FCC's proposed rulemaking to allow remote control operation of VHF stations.

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

Feb. 4—Western States Advertising Agencies Association "Man of the Year" award luncheon. Ambassador hotel, Los Angeles.


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


MARCH


March 31—New deadline for reply comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Dec. 1.

APRIL

April 1—New deadline for comments on FCC's proposed rulemaking limiting to three independent network stations or networks first or revised listings.

BROADCASTING, December 6, 1965
With this "Buck Rogers" Board, WAPI News Director Clancy Lake is in instant contact with local law enforcement and fire departments... with the Alabama State Troopers and with NBC for national and international "Hot Lines." With this equipment he can direct any member of the seven-man news staff to fast-breaking stories by two-way car radios or by mobile transmitters. Conversely, stories from any source may be put directly on the air and/or taped for any of WAPI's many daily newscasts. The "Buck Rogers" Board is another reason why "Alabama's best informed people listen to WAPI News."
number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets. Former deadline was Oct. 1.

April 15-16—Spring meeting of West Virginia Broadcasters Association. Wilson Lodge, Wheeling.

April 21-32—Annual spring meeting of Oregon Association of Broadcasters. Salishan Lodge, Gleneden Beach.


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

MAY

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

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

JUNE


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


Indicates first or revised listing.

OPEN MIKE®

It's 'The Businessweekly'

EDITOR: I have the highest respect for your publication as "The Businessweekly of Television and Radio." In fact, I think it performs an excellent service for all the stations, suppliers, networks and talent in the industry.—Donald D. Dilworth, director of advertising, Deere & Co., Moline, Ill.

Thanks for objectivity

EDITOR: Thanking you for a scrupulously accurate recounting of a position, most of which I am sure you would be unalterably opposed to, in your recap of my piece, "A Modest Proposal: Abolish the FCC," in the current [Fall '65] Columbia Journalism Review. [Broadcasting, Nov. 29].

But then, on the whole, I've found over the years that almost all your news copy is characterized by such objectivity. (It leads me to wonder if the people who write your editorials ever read the magazine—if they do, it's a bit difficult to understand how they


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BROADCASTING, December 8, 1965
Bell System teamwork gets service back fast after Hurricane Betsy—most expensive disaster in our history

In 48 hours of wind-lashed violence, Hurricane Betsy caused untold human suffering and property damage across Florida, Mississippi and Louisiana. The toll included millions of dollars of destruction to telephone service. More than 528,000 phones were cut off. It was the most expensive natural disaster in telephone history.

The Bell System response was immediate. Supplies and equipment from Western Electric, stockpiled locally in advance of the hurricane season, were broken out for instant use.

Before the storm hit New Orleans, a man was assigned full-time to the Civil Defense Center to help keep its vital communications working. Other Bell System men worked to insure telephone service for the city and the press.

In neighboring Bell Telephone companies, men and trucks were mobilized for emergency duty. Convoys sped south. An airlift was improvised to bring men and material from six states.

Because they were working with familiar, standardized equipment, the out-of-state telephone men were able to go to work as soon as they reached the disaster area.

Within two weeks nearly all the damage from Hurricane Betsy was repaired—poles and cables restored, phones back in service.

And the benefits of a nationwide telephone system with standardized manufacture and operations were proved once again.
Many factors in CATV buys

EDITOR: You know that when BROADCASTING is right and does a good job, I am the first to compliment you. So now the other side of the coin!

In Closed Circuit of the Nov. 8th issue, you are talking of broadcasting properties being “out of reach.” You also state:

“Same condition, brokers say, applies to CATV [community antenna television], where going rate now is about $350 per connection, as against about $150 per connection three years ago. Quality and condition of CATV systems, however, are said to be significant factors in higher price.”

This broker was not contacted, and I don’t know what brokers you are referring to. But whoever they are, they are ill advised. The buyers that I deal with are intelligent men, and we have yet to make a deal after seven years in business that was based on so many dollars per connection. CATV properties are purchased on the basis of multiplier times projected annual cash flow, and a total of 15 other factors enter into either the increase or decrease of the multiplier.—Bill Daniels, Daniels & Associates Inc., Denver.

Broadcasters visits

EDITOR: Re the suggestion by Leonard Marks, of the U. S. Information Agency, that broadcasters invite radio and TV journalists from other countries to be placed on their staffs for two months (BROADCASTING, Nov. 15), this is to advise that we have been doing this for some time. I noticed your story reported that some of the bigger broadcasters said they would undertake such a project and I wanted one of the smaller broadcasters to also be on record—Mrs. Cecil Sansbury, WHP-TV Harrisburg, Pa.

(Enclosed were house organs of WHP-TV reporting on visits of several foreign broadcasters including Carlos Luís Jara, TI-TVR San Jose, Costa Rica.)

‘Revolutionary’ solution

EDITOR: Noting the commercial broadcasters’ concern about a falling-off in numbers of television viewers, (BROADCASTING, Nov. 8), a suggestion for revolutionary action to reverse that trend is offered here:

“Revolutionary,” because it is a suggestion, made in all sincerity, that broadcasters give up their ratings race, and begin to operate at all times in the public interest.

The public interest means the public welfare. It means good quality. It means upholding the traditional morals, ethics and ideals of Americans, by selecting for broadcast on the public airwaves the kind of programs that stress these—as opposed to murder, mayhem and other criminal and immoral action for entertainment...

The broadcasters who will compete for excellence will find their monetary interests compatible with operation in the public interest; they will become a powerful influence for good, and will gain prestige and audience too, because Americans do know the best, and do want the best!—Elizabeth Livingston, corresponding secretary, National Association for Better Radio and Television, Los Angeles.

Helped the United Way

EDITOR: The United Appeal of Greater Cleveland recently achieved its third campaign success in as many years. Credit for this victory belongs to thousands of persons who helped in many different ways. Thank you for...
Have you talked to a hillbilly lately?

We mean really talked to him?
Chances are he won’t live up to your expectations.
No bib overalls... No high-top work-shoes...

WSAZ-TV

And the corn liquor jug? More probably Bonded... or a Dry Martini.
Take Homer here. Looks good, thinks straight... smart guy... good businessman...
Like lots of us hillbillies.

Maybe you should talk to a hillbilly... learn the facts he’s turned up in a new study of this $2 1/2 BILLION DOLLAR MARKET he lives in.
It’s covered in depth by WSAZ-TV.

WSAZ-TV

Huntington-Charleston, West Virginia
A Service of Capital Cities Broadcasting Corporation
If you think the RCA BK-6B is a great lavalier mike...

TRY THE NEW BK-12A FOR SIZE!

1/3 smaller
Only 1/3 the weight
Extra rugged
Improved performance
Only $900* more

- Extremely rugged and light weight. Only 1 1/2" long, 3/4 ounce.
- Rugged: designed to withstand rough handling.
- Non-directional pickup.
- Wide frequency response. 60 to 18,000 cps. Excellent speech balance when talking "off mike."
- Readily serviceable. Easily installed replacement cartridge makes factory repair unnecessary.
- Comes complete with clip-type lanyard, tie-clip holder and cable clip.

FOR COMPLETE SPECIFICATIONS, see your authorized RCA Microphone Distributor. Or write to RCA Commercial Engineering, Department L13MC-1 Harrison, N. J. *$95.00 optional distributor resale price.

RCA ELECTRONIC COMPONENTS AND DEVICES

The Most Trusted Name in Electronics

being one of them.

Through your cooperation in running United Way advertisements in Broadcasting, you helped us to convince our local contributors that "One Gift Works Many Wonders."—John H. Fogarty, chairman, public relations committee, United Appeal of Greater Cleveland.

Editor: Other campaign leaders in Lubbock [Tex.] join me in expressing appreciation to you for your help during the 1965 United Fund campaign.

Thanks for helping "Lubbock's No. 1 Job," the United Fund, go over the top, and thanks for helping United Funds and Community Chests all over the nation by giving us a boost in Broadcasting.—Harmon Jenkins, campaign chairman, United Fund of Lubbock, Inc., Lubbock, Tex.

Popular prop

Editor: Could we have permission to reprint the cartoon of your Nov. 15th issue. It would be of special interest to our readers, as you can be sure.—Linn H. Westcott, editor, "Model Railroad-er," Milwaukee.

(Permission granted.)

BOOK NOTE


Although few TV stations find it necessary to manufacture costumes for locally produced programs, there are occasions when they may need to design costumes. And it is for that one rare time, if no other, that this book will be a candle in the darkness.

It is a handbook of costuming and props. The right costume, the color, interpreting character, facts on fabrics and the influence of history and architecture on costumes are well covered.
In Politics,
The Associated Press has been telling it all for more than a century.

The rising cost of political news coverage was one of the important reasons why AP was founded in 1848. More than a century later, the increasing complexity of the political scene is an important reason why so many leading broadcasters are members. Only AP is large enough, experienced enough and enterprising enough to cover every angle of the political story from court house to state house to White House. AP gives you all the important news breaks, all the pertinent background, all the revealing pictures as fast as they happen. Every year we get better, and more than 2700 member stations get the complete political picture from AP, the world's foremost news gathering organization.

The Associated Press
THE PRESTIGE SERVICE
Plymouth gives a big hand to its ‘Dealin’ Man’

When a waitress in a restaurant you’ve never seen before passes by singing the exact words to your client’s musical theme line—it’s great evidence that you’ve made some market penetration.

The musical theme? “Your Plymouth Dealer is a Dealin’ Man,” an idea we helped our client, the Plymouth Dealer Association of California, Nevada and Arizona, spend more than $1 million to establish during the 1965 car model year.

Competing for the attention of car-buying prospects in the Los Angeles-Southern California complex is a noisy business. Here in this sprawling, spending megalopolis shares-of-market by car make bear practically no resemblance to national shares.

It was to help meet this unique competitive situation that the Los Angeles office of N. W. Ayer & Son assigned a special creative team for the Plymouth Dealer Association in this region. Our team includes myself as creative director, commercial producer Edward C. Manier and television art director Al J. Kessler. Account supervisor for the association is Robert N. Wold, vice president and Ayer Los Angeles manager. Account executives are Dan L. White and Terry Saidel.

Our now famous theme line made its first “appearance,” so to speak, as an audio tag line in a series of TV commercials produced in the fall of 1964.

Buyers Like Deals • Research confirmed that customers, when asked their primary reason for going to a particular dealer to buy whatever make of car they selected, always placed “the deal I could get” at the top.

Since our assignment in the expenditure of dealer association advertising funds was (and is) to generate retail urgency and showroom traffic, the direction our creative efforts should take was clear enough: establish the Plymouth dealers as the car dealers who had the best deal to offer.

However, while we were still in the peak new-car-interest/holiday-car-buying season promotionally, we didn’t want to hit too strongly at the “deal” aspect of purchases. Still we wanted to firmly establish ownership of the line in the market as quickly as possible; thus the TV audio tag.

Dealin’ Man Gets Around • We rapidly expanded our “Dealin’ Man” attack with a flight of musical radio commercials in December 1964. The pay-off copy line, by now orchestrated and arranged with special new music, was, of course, “Your Plymouth Dealer is a Dealin’ Man.”

After the Christmas and New Year holidays, when the car business gets considerably tougher, we moved our big guns for “Dealin’ Man” into position. Our creative solution was simple and direct: If the deal is most important, there can be no stronger way in which to communicate this than in the actual words of satisfied car customers who believed they had, indeed, gotten a good deal from their Plymouth dealer.

Developing the testimonials for air use began with a tape recorded sound interview, then a succinct edited version, often no longer than 14 or 15 seconds, was lifted from the 20-minute interview. Wherever possible, we kept the dialogue natural sounding, leaving in phrases such as repeated words and pauses. We felt it was vital that our commercials sound believable, as the real people were.

For those testimonials selected for TV, we sent a still color photographer on location with each subject. Because we weren’t dealing with actors, and we wanted them to be as natural and unstilted as possible, we shot photographs of them with their car in some activity which related to their job, or their hobbies, or their recreational interests. Only one person was depicted in a showroom.

A High Hooper • In May, to help us determine how effectively we had communicated our statement, and conveyed its selling message, we asked Hooper to conduct a consumer research on awareness and association.

The results were even better than we had hoped. Correct word-for-word recall of the theme was very high. So was correct identification of the car make and dealer name advertising. And our awareness score after a six-month exposure was second only to an advertising theme by a competitive dealer association which had been extensively promoted for two full model years.

Hooper also asked his sample to respond with their interpretation of the meaning of our copy platform. Positive responses ranked in the 70th percentile.

We rounded into the summer of our model year with a humorous radio campaign for the Plymouth Barracuda (pronounced “Back-a-ru-da”). These spots opened and closed with a rock group singing, “Your Plymouth Dealer is a Dealin’ Man. . . Yeah! Yeah!”

Up, Up, Up • For the traditional summer clean-up period our client continued with a radio schedule, and a series of humorous spy spoof spots which tagged off with a ghostly whistle whistling, “Your Plymouth Dealer is a Dealin’ Man!”

The results? Sales are up. Share of market is up. Percentage of increase is up. All in a tough car market where these things aren’t easy to accomplish ... unless you’re a “Dealin’ Man.”

What happens to “Dealin’ Man” in 1966? Well, we’ve got a brand new theme about how your Plymouth dealer can put together the car and the deal to make “Something Wonderful Happen.” It’s set to some sizzling music for both TV and radio and I certainly hope that waitress will soon be singing it, too.

But to make certain she, or no one else, forgets our basic selling posture for the Plymouth dealer, each TV spot ends with a familiar visual, accompanied by a trombone chorus of the theme, and each radio spot ends with the announcer saying, loud and clear: “Your Plymouth Dealer is a Dealin’ Man!”
Will ABC have biggest bankroll?

If merger with ITT goes through, network will have behind it resources of complex that grosses $2 billion a year—more than either CBS or NBC

ABC and the giant International Telephone & Telegraph Corp., were conducting merger negotiations last week that could create a major new force in broadcasting and realign the historic balance of power among the networks.

If successful, the negotiations could:

* Make ABC, now the third-ranking TV network operator in volume of sales, part of a $2 billion a year complex—the biggest in broadcasting—with all the additional financial support inherent in

Leonard Goldenson, president of ABC Inc., in his "continuing negotiations" a "prerequisite of any proposed merger... will be continuous autonomous management and operation..." says he will not be left as the "smallest" of the three.

Through the new financial resources available from ITT, enable ABC to make a vastly reinvigorated bid to capture network leadership from NBC and CBS.

ABC and ITT officials acknowledged last Wednesday that negotiations were in progress but said no agreement had been reached. Although they would give no details, the consensus of observers—in both broadcasting and Wall Street—was that no agreement would be reached immediately and that several weeks might be needed to work out all details even under the most favorable circumstances.

The possibility of a breakdown in the negotiations was not overlooked. It was known that the discussions had been conducted intermittently over a period of about a year, during which time—presumably when the talks had seemed at a dead end—ITT also held tentative merger discussions with CBS, without success.

Despite the uncertainty, however, both Wall Street and broadcasting sources seemed to regard the current talks as having at least an even chance of going through.

Goldenson's View — This feeling was bolstered when Leonard H. Goldenson, president of ABC, said in a message to affiliates as well as ABC employees that negotiations with ITT were "continuing" and that "a prerequisite of any proposed merger as far as I am concerned will be the continued autonomous management and operation of the ABC Inc. and its divisions and subsidiaries."

Mr. Goldenson's message was interpreted as an indication of the seriousness of the discussions and perhaps also as reassurance that Harold S. Geneen, president and chairman of ITT, who is known as a take-charge operator, would not grasp the ABC operating reins away from present management.

Mr. Geneen was in Brussels last week but reportedly was notified—in line with instructions he had left—when talks were resumed during the week.

Several barriers remained to be surmounted before a merger could become effective.

One was terms. ABC stock, which had sagged earlier in the 1965-66 television season, was back up to about $62 early last week, while ITT's was at about $67. One report in Wall Street through news reports. The talks "raise some interesting questions," they said without identifying the questions.

At the FCC one high official said he saw no reason why an ABC-ITT merger would run into any government obstacles. He said he thought it would put ABC-ITT in about the same position as that of NBC-RCA and would improve ABC's ability to compete. He said it was his educated guess that neither the Justice Department nor the FCC would...
The many corporate faces of ABC

If, 21 years ago, one idea had been followed to conclusion, ITT today might be considering a merger with UBS—United Broadcasting System—instead of ABC.

In December of 1941, when NBC under government order prepared to split its two radio networks, the Red and the Blue, it had reserved the name, UBS, for the Blue. However, the switch was never made, and when Edward J. Noble's wholly owned American Broadcasting System Inc. purchased the network from the Radio Corp. of America in 1943 for $8 million, it was still the Blue. It would eventually become ABC.

On Oct. 12, 1943, the FCC approved the transfer of the Blue's three owned stations, W23 New York, KGO San Francisco and WENR Chicago to Mr. Noble, and from RCA he acquired the 1,000 shares of Blue stock. In a spinoff he sold WMAA New York, which he had bought for $850,000 in 1941, to Nathan Strauss for $1,225,000.

Mr. Noble was a wealthy financier (a principal stockholder in Life Savers) who had been undersecretary of commerce. He died in 1958 at the age of 76.

The top management of the ABS-owned Blue Network Co. was Mr. Noble, as board chairman, Mark Woods, president, and Edgar Kobak, executive vice president—the last two in the positions they had held under RCA ownership.

At that time the Blue had about 170 affiliates.

In December 1943, Time Inc. and Chester J. LaRoche, agency executive, each purchased 12 1/2% of ABS Inc. for $500,000 each.

By September 1944 an executive shakeup was underway. Mr. LaRoche, chairman of the Blue's executive committee, became vice chairman of the board and operating head of the network. In November Mr. Kobak resigned from the Blue to become president of Mutual. In 1944 the Blue also acquired its fourth owned station, KECA Los Angeles, which was purchased from Earl C. Anthony for a total of $800,000.

Blue Goes = In December 1944 the Blue network officially became the American Broadcasting Co., a name that Mr. Noble bought for $10,000 from the owners of wot Washington.

In September 1945, Mr. LaRoche dropped his executive activities with ABC and Mr. Woods resumed active direction of the network.

By mid-1946 ABC was ready for some king-sized expansion. It had applied for TV stations in New York, Chicago, Los Angeles and San Francisco. In July it purchased King-Trendle Broadcasting Corp.'s wxyz Detroit (along with CP's for FM and TV stations there) and wood Grand Rapids, Mich. for $3,650,000. In a spinoff (approved in 1948), it sold wood to Harry M. Binner for $850,000.

In November 1946 Robert Kintner, ABC vice president for news, special events and publicity, was named executive vice president.

Mr. Kintner, now president of NBC, knew Mr. Noble while the latter was in government service and Mr. Kintner a Washington newspaperman.

In April 1948, before any of its owned television stations went on the air, ABC signed its first TV affiliate, wphil-TV Philadelphia. The network's first program on April 19 was On the Corner starring Henry Morgan and sponsored by Admiral Radio Corp. In June it issued its first TV rate card for 10 stations—eight of them not yet on the air. The only two on the air were wfil-TV and wmal-TV Washington.

On the Market = To finance its TV operations ABC made a public stock issue in May, 1948, of 500,000 shares which were bought up at $9 a share. Warner Bros. talked about buying ABC that year and 20th Century-Fox reportedly bid more than $20 million for it. But Mr. Noble turned them down.

As 1950 opened, Mr. Woods was elected vice chairman of the network and Mr. Kintner became president. In 1951 Mr. Kintner signed a seven-year contract at $75,000 annually.

On May 23, 1951, ABC and United Paramount Theaters entered a $25-million merger agreement. Leonard Goldenson, UPT president since 1950, would become president oppose the merger.

Another FCC official said, however, that the FCC would have to face several issues if a merger deal is made. FCC approval would be required, he said, because both ABC and ITT are FCC licensees.

Among the questions he cited were the effect on public interest generally, the effect on larger and more effective use of radio, the possibility of conflict of interest between ITT's common-carrier operations and ABC's broadcasting concerns, and the effect on competition in both of these fields.

The FCC authority also noted that business itself does not violate antitrust laws.

The fact that both FCC and Justice Department sources said they first learned of the talks through news accounts suggested that the discussions had not yet reached a critical point.

In transactions of this magnitude the principals often make it a point to advise the commission and the Justice Department and keep them informed. Not infrequently the government agencies are kept in close touch with negotiations as they move into the final stages.

Spur to CBS = A merger would pose a challenge, if not a problem, to CBS. It would provide incentive for CBS to intensify its own efforts to expand—through merger with a large corporation or by still further diversification through the absorption of other interests.

Authoritative sources report that CBS in the past has held merger talks with Time Inc. But officials said last week there was little chance for such a deal. The feeling was that merger of the nation's biggest publishing corporation with a major TV-radio corporation would create severe, possibly insurmountable, policy problems in Wash-

Edward J. Noble
totaled about $1.8 billion last year. CBS's were about $638 million. A merged ABC-ITT company could expect close to $2 billion in sales, based on 1964 volume of $1.5 billion for ITT and an estimated $421 million for ABC.

Growth Under Geneen • Under Mr. Geneen, frankly expansion minded, ITT has diversified widely, adding among others such companies as the Avis Rent-a-Car System, the Aetna Finance Co., and the Hamilton Management Corp. of Denver, an investment adviser and distributor of Hamilton Funds Inc. and owner of the Alexander Hamilton Life Insurance Co. In 1964 alone, according to a recent brochure, ITT acquired 27 companies and reached agreement in principle for acquisition of two other U.S. companies.

Mr. Geneen, who took over the leadership of ITT in 1959, has been quoted as saying that his company needs to become better known in the U.S.: "The sophisticated investors know us. But not the public. You can stop 15 people in the street and not one will know what ITT is. That bothers me. We have to get identification through products or companies.

ITT's objective in an ABC merger thus seemed clear. But ABC's remained a matter of speculation.

One recurring report was that ABC wanted to block Norton Simon, millionaire financier who has repeatedly indicated he wants a voice in, if not control of, ABC affairs.

Mr. Simon's earlier bid for representation on the ABC board of directors was decisively denied through a stockholder-approved change in voting methods. But as recently as 10 days ago he was reported by Wall Street sources to have negotiated—though unsuccessfully—for institutional stock interests in ABC that could have pushed his effective ownership up to 15% (CLOSED CIRCUIT, Nov. 29).

Simon Owns Big Block • Through Hunt Foods & Industries and McCall Corp., Mr. Simon controls about 9% of ABC stock, said to be the largest single block. Like Mr. Geneen, he has a reputation as an aggressive acquirer of working control.

Some months ago General Electric and ABC reportedly held at least tentative merger talks, but nothing materialized.

ITT is best known as an international—al it claims to be the world’s largest manufacturer and supplier of electronic and telecommunications equipment and as an international common carrier. It describes itself as the 31st largest industrial corporation in the United States and the 41st largest in the world. It is also said to be the world’s 10th largest industrial employer, with 180,000 employees in 51 countries.

Founded in 1920, it now manufactures in 14 European countries and also in Latin America, operates telephone and telegraph systems in eight countries and territories, operates what is said to be the largest U.S. overseas telegraph network and has a marine radio sales and service network with depots or agencies in 181 seaports around the world.

Increased Domestic Share • One of Mr. Geneen's objectives has been to increase the North American share of ITT's volume and earnings while expanding both domestically and abroad. In 1964 its total foreign sales and revenues were $912.8 million, while U.S. sales and revenues were $629.3 million.

The total, domestic and foreign, was up 8% from 1963, while net income was up 13.7% to a record of $63.2 million. Earnings also reached an all-time high of $3.11 per common share, compared to $2.73 in 1963.

The 55-year-old Mr. Geneen, who was born in England, began his business career as an accountant and analyst at Mayflower Associates, became controller of Bell & Howell Co., Chicago, in 1946 and moved to the Jones & Laughlin Steel Corp. in Pittsburgh four years later as vice president and

Norton Simon, millionaire financier, controls 9% of ABC stock, the largest single block. He recently negotiated, unsuccessfully, for holdings that would have raised this to 15%.
strengthening its position as—one of the country's largest theater operators, with approximately 400. It owns minority interests in a substantial number of foreign television stations, in addition to its full ownership of five TV, six AM and six FM stations in leading U.S. markets.

Stations Abroad • Besides the ABC television and radio networks, ABC is associated with foreign TV stations, known as the Worldvision group, through ABC International. ABC Films syndicates TV programing in the U.S. and approximately 65 other countries.


Last year it joined Madison Square Garden Corp. in forming MSG-ABC Productions, which has since acquired 80% of the Holiday on Ice review.

Record revenues and operating earnings were reported by ABC last year. Revenues, about three-fourths of them from broadcasting, reached $420.9 million as against $386.7 million in 1963; operating earnings increased 49% to more than $11 million, and earnings per share totaled $2.40 as compared to $1.62 in 1963.


Both the ABC and ITT stocks climbed after confirmation of the merger talks, which was issued after the New York Stock Exchange said Wednesday afternoon that trading in both stocks had been halted pending announcements by the companies.

ABC stock, which had been closed at 50 1/4 on Nov. 22 and reached 59 3/4 on Nov. 30, closed the following day—when the merger-talk was confirmed—at 62 and added 2 1/2 points Thursday. ITT closed Wednesday at 66 3/4, up three-eighths, after trading at 66 1/4 when the talks were confirmed.

BROADCAST ADVERTISING

Spot TV up 3.7% in third quarter

TVB says advertisers in July-September period spent more than $248 million; top 100 list shows

Firestone, International Minerals for first time

National and regional advertisers invested $248,320,000 in spot television during the third quarter of 1965 as compared to $223,588,000 in the same July-September period last year, according to estimates being released today (Dec. 6) by the Television Bureau of Advertising.

Counting only those estimates submitted by stations that supplied figures for both the 1964 and the 1965 third quarters, the increase this year was 3.7%, TVB said. Figures represent gross billings, before discounts, for time alone.

Two advertisers, Firestone Tire & Rubber, with $725,600, and International Minerals & Chemical Corp. with $484,300, appeared on the list of top 100 spot users for the first time in any quarter.

Product categories showing the biggest gains were confections and soft drinks, up 17% over the total for the same period of 1964; dental products (up 49%), drug products (22%), gasoline and lubricants (31%), sporting goods, bicycles and toys (41%) and transportation and travel (30%).

Stepped-up Budgets • Among the top 100 advertisers with major increases in the 1965 third quarter were American Can, up from $1,025,700 to $1,793,300; Bristol-Myers, from $5,727,100 to $7,134,700; Canada Dry Corp. and its bottlers, $329,100 to $1,489,100; Continental Baking, $1,231,200 to $2,417,400; DeLuxe Reading Corp., $627,300 to $1,189,300; Ford Motor Co., $206,500 to $777,500.

Also General Foods, from $7,814,400 to $8,868,700; Gillette, $1,225,700 to $2,687,400; Johnson & Johnson, $814,500 to $1,962,700; Miles Labs, $2,114,200 to $3,038,000; Philip Morris, $173,950 to $2,274,400; Procter & Gamble, $17,974,400 to $21,295,800; Quaker Oats, $845,300 to $2,157,000 and Ralston Purina, $1,913,700 to $2,827,200.

Following are the top 100 advertisers in the quarter and are estimates of third quarter investments by time of day and by length of commercial. Figures were compiled for TVB by N.C. Rorabaugh Co.

Top 100 Spot TV Advertisers

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Time Period</th>
<th>Ratings Points</th>
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<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble</td>
<td>Third Quarter 1965</td>
<td>$21,295,800</td>
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<tr>
<td>2</td>
<td>General Foods</td>
<td>Third Quarter 1965</td>
<td>$8,686,700</td>
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<tr>
<td>3</td>
<td>Colgate-Palmolive</td>
<td>Third Quarter 1965</td>
<td>$8,047,200</td>
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<tr>
<td>4</td>
<td>Coca-Cola Co./bottlers</td>
<td>Third Quarter 1965</td>
<td>$7,693,300</td>
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<td>5</td>
<td>Lever Brothers</td>
<td>Third Quarter 1965</td>
<td>$7,234,700</td>
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<td>6</td>
<td>Bristol-Myers</td>
<td>Third Quarter 1965</td>
<td>$7,134,700</td>
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<td>7</td>
<td>William Wrigley, Jr., Co.</td>
<td>Third Quarter 1965</td>
<td>$5,726,800</td>
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<td>8</td>
<td>General Mills</td>
<td>Third Quarter 1965</td>
<td>$4,278,800</td>
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<td>9</td>
<td>Kellogg</td>
<td>Third Quarter 1965</td>
<td>$3,843,200</td>
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<td>10</td>
<td>Warner-Lambert Pharma.</td>
<td>Third Quarter 1965</td>
<td>$3,818,600</td>
</tr>
<tr>
<td>11</td>
<td>Pepsi-Cola Inc.</td>
<td>Third Quarter 1965</td>
<td>$3,192,000</td>
</tr>
<tr>
<td>12</td>
<td>Miles Laboratories</td>
<td>Third Quarter 1965</td>
<td>$3,038,000</td>
</tr>
<tr>
<td>13</td>
<td>Alberto-Culver</td>
<td>Third Quarter 1965</td>
<td>$2,998,000</td>
</tr>
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<td>14</td>
<td>American Home Products</td>
<td>Third Quarter 1965</td>
<td>$2,982,000</td>
</tr>
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15. Ralston Purina $2,827,700
16. R. J. Reynolds Tobacco 2,781,000
17. Gillette Co. 2,687,800
18. Continental Baking 2,417,400
19. Philip Morris 2,274,400
20. Jos. Schlitz Brewing 2,188,900
21. Ford Motor Co., dealers 2,188,900
22. Pet Milk 2,167,800
23. Quaker Oats 2,157,000
24. Mars Inc. 2,029,800
25. Johnson & Johnson 1,962,700
26. American Tobacco 1,831,400
27. American Can 1,793,300
28. General Motors, dealers 1,785,600
29. Coral Products 1,643,800
30. Pabst Brewing 1,640,400
31. H. K. Heinz 1,614,800
32. Anheuser-Busch 1,611,200
33. Brown & Williamson Tobacco 1,606,900
34. Standard Brands 1,606,900
35. Shell Oil Co. 1,601,300
36. Chrysler Corp., dealers 1,568,900
37. Canada Dry Corp./bottlers 1,495,100
38. Royal Crown Cola Co./bottlers 1,455,900
39. Avon Products 1,360,900
40. National Biscuit 1,314,000
41. DeLuxe Reading Corp. 1,189,300
42. P. Lorillard 1,188,100
43. National Dairy Products 1,173,800
44. Sterling Drug 1,163,700
45. Carter Products 1,154,800
46. Seven-Up Co./bottlers 1,154,300
47. Gulf Oil 1,102,000
48. Mead Johnson & Co. 1,054,100
49. Falstaff Brewing 1,024,900
50. American Oil 965,900
51. Liggett & Myers Tobacco 939,200
52. Murine Co. 936,100
53. Rheingold Breweries 875,500
54. Abbott Laboratories 876,200
55. Richardson-Merrell 855,200
56. Anderson, Clayton & Co. 859,000

BROADCASTING, December 6, 1965
Welcome to the Color Capital of Eastern America: Dayton, Ohio

The Dayton area is the No. 1 color TV market in the eastern half of America. And No. 3 in the entire nation! 15.5% of the TV sets in Metro-Dayton are color sets. That puts us right up there with Los Angeles (16.4%) and Sacramento-Stockton (16.1%).

And in Dayton you get more prime time color on WHIO-TV than any other Dayton area station!

(Doesn't this color your thinking just a bit?)
57. Beech-Nut Life Savers $857,900
58. WTS-Pharmacia $857,200
32. Revlon $854,000
60. Pillsbury 781,800
61. Ford Motor 777,500
62. P. Ballantine & Sons 773,800
63. Firestone Tire & Rubber 725,600
64. Mattel 719,900
65. Eversharp 717,100
66. Frillo-Lay 717,700
67. Pearl Brewing 705,100
68. Phillips Petroleum 688,700
69. Sinclair Refining 685,300
70. Campbell Soup 661,000
71. Canadian Brewers, Ltd. 647,100
72. Beatrice Foods 643,700
73. Welch Grape Juice Co. 638,600
74. Borden Co. 634,500
75. American Airlines 622,300
76. Hills Bros. Coffee 621,600
77. S. B. Torax & Chemical 621,400
78. Standard Oil (Ohio) 619,100
79. United Vintners 608,500
80. Scott Paper 595,000
81. Theo. Hamm Brewing 591,900
82. C. Schmidt & Sons 582,000
83. Kimberly-Clark 567,200
84. Stroh Brewery 565,000
85. Trans World Airlines 550,100
86. Standard Oil Co. of Calif. 541,000
87. S. Johnson & Son 539,400
88. Foremost Dairies 538,900
89. Nestle Co. 528,600
90. Socony Mobil Oil 518,600
91. Pacific Tel. & Tel. 517,500
92. Stokely-Van Camp 516,800
93. Hazel Bishop 516,400
94. Ex-Lax 506,900
95. Drewry's Ltd., U. S. A. 603,700
96. Star Kist Foods 483,400
97. Olin Matheson Chemical 492,200
98. Kroger Co. 487,500
99. International Minerals & Chemical 484,300
100. Texize Chemicals 482,300
“A little like Vesuvius erupting”

The newly formed
RKO General Productions
announces its first hit
Fashion: Italian Style

Concurrent with the establishment of RKO General Productions as a major new producer and distributor of television films and videotape programming, the company's first color production opened in Boston. Dorothy Diaz, fashion editor of the Boston Herald said, “It was a little like Vesuvius erupting... color runs riot”; “... A breathtaking spectacular” — Boston Traveler; “a TV gem... deserves a gold medal” — Boston Globe. What's more, according to first A.R.B.*, FASHION: ITALIAN STYLE pulled a full color 31% share and a 15 rating against CBS' Lost in Space, and NBC's Virginian!
FASHION: ITALIAN STYLE was a sponsor hit, too, completely sold out, first time around.

What a way to introduce a new company. Watch for RKO General Productions' future great hits to be announced soon. For more details wire or call Al Sussman, Vice President:

RKO GENERAL PRODUCTIONS
1290 Avenue of the Americas, New York, N.Y. 10019
212-564-8000

*A.R.B. Telephone Coincidental: Boston 7:30-8:00 PM Nov. 24, 1965
New TV commercials mushrooming in '65

The TV commercial business is undergoing a "production explosion" in 1965 with at least a doubling in the number of new commercials as compared with three or four years ago.

This status report on commercial production was offered in an interview last week by Richmond Ritenour, president of Modern Teleservice Inc., New York, a company that specializes in print procurement, distribution and servicing of TV commercials for almost 100 advertising agencies. Mr. Ritenour estimated that in 1965 Modern Teleservice alone will have handled more than 12,000 different commercials, as compared with 8,000 in 1961. He indicated that other servicing organizations have had similar growth.

He credited the color boom as a key factor in accelerating the number of commercials this year, pointing out that advertisers have had to invest in new production to fill the demand for tint. In addition, Mr. Ritenour cited these other considerations: The emphasis on appeal to various age-ethnic-income groups has stepped up production on different types of commercials; the relatively high talent residual costs often have resulted in a decision for new production rather than for rerun of older ones; the growth of regional advertisers in TV over the past few years.

Modern Teleservice was formed in 1949 during the early days of television to handle such functions as selecting a laboratory to strike off prints of a commercial; checking prints for quality and content; distributing prints to stations as directed by agencies.

John Lipsky, executive vice president and general manager, has been associated with the company from its start with five or six people to the present when the staff consists of 74 located in offices in New York, Los Angeles and Chicago. It maintains storage facilities in Fort Lee, N. J., and has a backlog of more than 50,000 commercials on hand in its three main centers and in Fort Lee.

N.Y. agencies high in spot radio dollars

An analysis completed by McGavren-Guild, station representative, indicates that 42% of the dollars spent by the top 100 spot radio advertisers are placed by New York advertising agencies.

Based on figures of the top 100 spot radio advertiser list prepared by the Radio Advertising Bureau for the first quarter of 1965, the McGavren-Guild study also shows that Detroit agencies account for 20% and Chicago agencies 14.6% of the total expenditures.

Another highlight of the analysis, conducted under the direction of Josh Mayberry, the representative firm's research director, is that the top 10 agencies spent 51% of the total; the second 10, 21%, and the third 10, 12%. The top 30 agencies accordingly placed 84% of the national spot radio budget of the top 100 advertisers, McGavren-Guild noted.

Geneseo goes to Esty

William Esty Co., New York, has picked up the $3 million Geneseo Brewing account which leaves Marschalk Co., same city, as a result of a "disagreement over creative direction."

Geneseo, based in Rochester, N. Y., puts 65% of its ad budget into broadcast; $1.2 million in spot TV and $750,000 in spot radio. Marschalk says the brewing company's sales doubled while it held the account and will reach an estimated 1.4 million barrels this fiscal year.

Two hot weeks at NBC Radio

Stephen B. Labunski, executive vice president of NBC Radio, reported last week that Nov. 8-19 was the network's busiest two-week sales period since 1960, with sales and renewals totaling $3,954,000.

During that time, 16 advertisers went shopping for radio buys in News on the Hour, Monitor, Emphasis, David Brinkley Reports, Chez Huntley Reports, The Joe Garagiola Sports Show and World of Sports.

On the new-business agenda, orders were placed by Standard Brands (through J. Walter Thompson Co.), Chrysler Corp. (Young & Rubicam Inc.), Chrysler's Dodge Division (BBDO) and its Plymouth Division (N. W. Ayer & Son Inc.), Schick Safety Razor Co. (Compton Advertising Inc.), Wynn Oil (Erwin Wasey Inc.), National Brewing Co. (W. B. Doner and Co.), General Electric Co. (Clayne Maxon Inc.), Mobil Oil Co. (Ted Bates & Co.), Oldsmobile...
Buying habits inconsistent

TVAR study shows they vary year-to-year, market-to-market

In Boston 36.1% of coffee-drinking families buy Maxwell House Instant but in San Francisco only 13.6% purchase that brand. That's one of many instances of variable brand preference indicated by Television Advertising Representative's annual brand comparison report, being released by the rep firm today (Dec. 6).

Covering 425 brands in 12 product categories, the TVAR study, conducted by the Pulse Inc. under the direction of Bob Hoffman, the rep organization's marketing and research vice president, shows continuing flux in product usage and brand preference. These fluctuations are apparent from market to market and from year to year.

The research was undertaken in seven markets where TVAR-represented stations are located: Boston; Baltimore; Washington; Charlotte, N. C.; Jacksonville, Fla.; Pittsburgh, and San Francisco. Field work was conducted in March and May with a sample of 4,500 families, an average of 650 families per market surveyed.

The research method (in-home interviews with the member of the family primarily responsible for purchase of the product in question) was designed to determine, first, whether the product was used by the family and second, if used, what brand had been purchased most recently.

Product categories covered were beer and ale, cigarettes, coffee, cold cereal, cold remedies, dog food, gasoline, hair spray, headache remedies, margarine, men's hair dressing and carbonated soft drinks.

TVAR listed the following as significant among its findings:

* Big gains for Esso gasoline believed to relate to the strength of its "Tiger in the Tank" campaign.
* Increasing purchases of hair sprays and movements in brand preference in this category. TVAR reported Aqua Net pushed its share-of-market up in six of the seven markets covered.
* Variable gains in low-calorie soft drinks from market to market. Purchases in this category were up in all seven markets over 1964, the biggest gain coming in San Francisco where sales were up to 29% of families from 23.4% last year. In Washington, the leading low-calorie soft-drink town among the seven, 32.6% of families made buys in this category.
* Increasing dog ownership and a consequently brighter outlook for dog food sales.
* Headache remedies Bufferin and Excedrin made sales gains in all seven markets, moving closer to Bayer aspirin, which is the leader in all seven.
* Only a few brands took first place in their product categories in all seven markets. In addition to Bayer aspirin they were Kellogg's corn flakes, Maxwell House Instant, Vicks Vaporub and cough drops (in their respective lines) and Pall Mall (among female smokers of nonfilter cigarettes).
* Margarine buying was off last year's marks in four markets — Baltimore, Charlotte, Pittsburgh and Jacksonville — while apparently stable at last year's levels in the other three markets.

Several comparatively new brand names showed strength in the TVAR study, among them Quaker Oats' Cap'n Crunch and Score, a men's hair preparation.

Robert M. McGredy, TVAR president, said the new study, like those of past years, demonstrates the need for market-by-market attention to variable sales situations in developing advertising plans.

Copies of the TVAR report are available on request to the rep firm at 90 Park Avenue, New York 10016.

RAB to set sights on FM

Board of directors vote new service; David reports

The Radio Advertising Bureau board of directors last week approved a proposal to add an FM service to its present AM service.

The action was taken at the board's semi-annual meeting, held in Scottsdale, Ariz., and was proposed by RAB President Miles David as a means of helping to accelerate the growth of FM.

Mr. David revealed that he already has suggested a cooperative arrangement to the National Association of FM Broadcasters, which would make RAB FM service available to NAFMB members.

The service will include documentation of successful sales use of FM by advertisers and samples of commercial copy. Mr. David said RAB planned to provide sales tools to FM stations of current RAB members as well as FM-only stations.

The RAB board also endorsed a campaign to place transistor radios in every home. The board urged the FCC and other interested government agencies to mount such a campaign and also called on broadcasters to use their own facilities to sell this "vital idea."

Mr. David said RAB has been pressing for "a transistor in every home" since the power blackout in the Northeast on Nov. 9, when "radio proved itself, as it has done in so many crisis situations through the years."

Mr. David gave a report on RAB's national and regional sales activities to attract added advertising to radio. He noted that RAB salesmen are paid on a base-plus-incentive basis, with the incentive calculated on the level of calls made and results achieved.

"We look forward," he said, "to the day when individual salesmen working for RAB to sell radio might ultimately make as much as $40,000 a year through the effectiveness of their sales efforts."

He said RAB salesmen will concen-
The campaign to cut back commercials

IT'S NOW IN FULL SWING AT FCC--AND THE NAB CODES ARE GUIDES

In January 1964 the FCC's efforts to adopt a commercial time-standards rule shattered on the shield of congressional disapproval. Ever since, the commission, under the patient prodding of Chairman E. William Henry, has been picking up the pieces and attempting to patch together a policy that would serve as a substitute device for limiting the time that broadcasters could devote to commercials. The policy taking shape lacks the symmetry and clear definition of the lost rule, which would have been cast in the language of the National Association of Broadcasters' code on TV and radio commercial practices. But it is taking shape.

It is being fashioned from a case-by-case study of renewal applications of stations found to be the most heavily commercial in their license-renewal group, with the commission querying those broadcasters found to have broadcast more commercials than they had promised, or to have proposed to carry commercials in an amount considered "excessive."

Purpose of Policy = The aim of this approach, Chairman Henry has said, is to build a body of rulings that would add up to a policy, so that broadcasters and commission alike will know how much commercialization is tolerable—and how much is not.

Elements of the old proposed rule are present in the current policy too. The commission isn't attempting to make all broadcasters conform to the NAB radio and TV codes. But many code members caught up in an FCC staff investigation and queried on their commercial practices promise to obey the code forevermore. Some non-code members do too.

This pleases Chairman Henry. For, while he says he has given up the effort to have the NAB code adopted as a rule, he frankly acknowledges that he is trying to get broadcasters to adopt commercial practices "as close to the code as possible. I'm not convinced they can't live with it," he said last week.

But an exchange of letters made public last week between Chairman Henry and Howard Bell, director of the NAB Code Authority, indicates the code has its flaws, too, as far as the commission is concerned.

Chairman Henry noted that the TV code permits subscribers to designate any three continuous "evening" hours as prime time, when maximum audiences, presumably, are available and when the TV code's stricter standards apply: that is, 10 minutes and 20 seconds of commercial material an hour (as compared with 16 minutes and 20 seconds in nonprime time).

Late Prime = But Mr. Henry observed that the code permits stations to designate hours as late as 10 p.m. to 1 a.m. as prime time while charging maximum rates to advertisers earlier in the evening. The chairman's letter, it's known, is based on the actual practices of two television code members that are under common ownership.

The stations, both independents, are thus permitted under the code to devote considerably more time to commercial matter in the first two-and-a-half hours of the period normally considered prime time (7:30 to 11 p.m.) than the network affiliates in their markets.

This fact causes considerable anguish to commissioners who count on the code to curtail the broadcast of commercial material—particularly since the stations involved charge "maximum rates" during the earlier hours, a sign that those are the hours they consider their peak viewing time.

Mr. Bell, in his answer to the chairman's letter, said the purpose of the provision is to provide flexibility for code members, particularly nonnetwork-affiliated stations. He said the peak viewing hours of many independent stations may overlap or be adjacent to the peak viewing hours of network affiliated stations.

According to Mr. Bell, "a very small number of code members designate hours between 9 p.m. and 1 a.m. as prime time." (Some code officials say "six or seven" subscribers have prime-time periods that vary considerably from what is con-

Business briefly . . .


Libby, McNeil & Libby, Chicago, through J. Walter Thompson Co., that city, and Block Drug Co., Jersey City, on ABC-TV Sunday, Jan. 23, 1966 (4-5 p.m. EST). Bankers Life and Casualty Co., through Marshall, John & Associates, both Chicago, has signed for the 12th consecutive year to sponsor Paul Harvey News on ABC Radio.

Libby, McNeil & Libby, Chicago, through J. Walter Thompson Co., that city, and Block Drug Co., Jersey City,
sidered the norm.)

But Mr. Bell also said that the Television Code Review Board is scheduled to consider "a more precise definition of 'evening hours' within which prime time may be designated. The board will meet in New York Dec. 16 and 17.

The question of the NAB's definition of prime time, though potentially troublesome, is no more than a minor hindrance to the commission in its developing policy to police commercialization on a case-by-case basis.

Routine • As explained by Chairman Henry, the work has become fairly routinized. The staff sifts through license-renewal applications, putting aside those appearing to carry the most commercials. Eventually, an analysis is made of those in the top 10% so far as commercial content is concerned.

The staff checks to determine whether the stations kept the promises on commercial policy that they had made three years earlier, whether their policies for the future are too vague to be meaningful and whether their policies would permit "excessive" commercialization. Asked to define "excessive," Chairman Henry said, "too much."

If a question develops about a station on any of these points, the commission asks it for an explanation. Actually, only a small percentage of stations are involved at this point. The chairman estimates 10 to 15 are queried out of the 300-400 stations whose licenses expire every two months.

But when stations do hear from the commission, they often attempt to wrap themselves in the NAB code. Three commonly owned western radio stations, none members of the code, had stated in their renewal application a rather vague policy on commercials. When queried by the commission, they said, "specifically...it's our policy not to exceed the maximum limits of the NAB code" which permits an average of 14 minutes of commercial matter an hour on a weekly basis, no more than 18 minutes in any one hour.

The renewal applications of the three were granted. But some other stations that promised to obey the code are still awaiting word on their fate. This is true of a Texas station, a code member, that exceeded NAB commercial limits by a wide margin. It amended its renewal application to state it would carry out "a basic policy of compliance with the NAB code." That amendment was filed in response to a commission letter asking about a policy statement that appeared to sanction up to six minutes of commercials per quarter hour. The commission had asked how that much commercial time—40% of the designated period—served the public interest.

Penalties Not Set • One vital element in the developing commission policy is missing—the extent of sanctions to be imposed on stations that fail, through their responses, to satisfy the commission as to their fitness to be renewed for a full term. Five stations are currently in the dock—one of them facing a possible hearing on its renewal application, the remainder short-term renewals (Broadcasting, Nov. 22).

The commission is scheduled to act on these cases Dec. 15.

The commission had said it would undertake a case-by-case approach when the House Commerce Committee, by approving a bill to bar the commission from adopting commercial time standards by rule, convinced it to scuttle the rulemaking proposal (Broadcasting, Jan. 20, 1964). (The committee's action was later overwhelmingly endorsed by the full House.)

But the effort to move in this fashion has not been easy. In the summer of 1964, Chairman Henry}

N. J., through Gray Advertising and Daniel & Charles, both New York, have signed to participate in NBC-TV prime-time programs. Libby is in Run for Your Life, Tuesday Movies, Daniel Boone, Saturday Movies, Mona McCluskey, I Dream of Jeannie and Get Smart! Block Drug is in Hullabaloo, Run for Your Life, The Virginian, I Spy, Daniel Boone, Laredo, Mona McCluskey, The Dean Martin Show, and The Sammy Davis Show.

Piel Brothers, New York, through Papert, Koenig, Lois, also New York, is introducing its new Piel draft beer in cans with saturation radio and TV campaign in New York. Radio spots will be on seven stations; TV spots (most of them in prime time) will be on five stations. Campaign began last week and will continue indefinitely.

California Oil Co. (for Chevron gasoline), Perth Amboy, N. J., through BBDO, New York, is sponsoring a half-hour color program of highlights from the Bridgehampton Double 500 sports car race, held Sept. 12, on 21 TV stations, mostly along the Eastern Seaboard. Triangle Program Sales distributes the program.

Grave Laboratories, through Gardner
Commercials in production...

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

Frank Brandt & Associates, 201 Occidental Boulevard, Los Angeles 90026.


Anheuser Busch Inc., St. Louis (budweiser beer); one 60, one 60 for TV, live and animated on film, color. Arnold Gillespie, production manager. Agency: D’Arby Advertising, St. Louis. Bob Johnson, agency producer.


Theo Hamm Brewing Co., St. Paul (Hamms’ beer); six 60’s for TV, live and animated on film. Mike Lah, production manager. Agency: Campbell-Mitchum, Minneapolis.


Pepper Sound Studios Inc., 51 South Florence, Memphis 38104.


Sunbeam Motors of Canada, Toronto (Sunbeam cars); one 60 for radio, jingle. Ernie Bernhardt, production manager. Agency: George Spracklin Associates Ltd., Toronto. George Spracklin, account executive.


Dayco Corp., Cincinnati (auto batteries); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Northlich-Stolley Inc., Cincinnati.

VI Productions, 8451 Melrose Avenue, Los Angeles.


Radio use is growing by small town retailers

Growing use of radio by home furnishing retail stores, especially in medium size to rural market areas is cited in a survey reported by Home Furnishings Daily, the trade’s daily newspaper. While radio is still a “distant fourth” behind newspapers, magazines and direct mail generally, the story said, the air medium “is making some inroads in specific areas.”

The study said “radio’s effectiveness depends primarily on the nature and
FROM 6:00 A.M. to 6:00 P.M., WDAY Radio has 105% more adult listeners than the next station—almost twice the total audience! That's 45.4% of all radios in use!

Yes sir!—and from 6:00 A.M. to 12 noon, our share is 50%! (All figures from Pulse, January, 1965.)

Tain't as if this will be any surprise to any of our regular advertisers — it's been going on like this for generations!

But what about you boys and girls who haven't really discovered Fargo and the fabulous Red River Valley yet? You think us Hayseeds ain't got no money? The truth is that we have more dough to spend than many "larger" markets. Ask PGW for the facts. Please!

WDAY
5000 WATTS • 970 KILOCYCLES • NBC
FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
size of the population in a particular area" and noted radio's use in newspaper-saturated market like New York is relegated chiefly to promotion of one or two-day special events.

"Conversely," the story continues, "advertising research reports have indicated that in a cross-sampling of 12 markets composed of medium-sized cities to rural population groups, radio outranked newspaper in 11 of the markets according to Advertising Research Bureau figures."

Arnold Bakers names NC&K
Norman, Craig & Kummel, New York, has been appointed by Arnold Bakers Inc., Greenwich, Conn., to succeed West, Weir & Bartel, New York, as its agency, effective Jan. 1. The account is estimated to bill $1.5 million annually, with about $900,000 in spot TV.

With the recent appointment of NC&K to handle a new line of Arnold products, it is expected that the company's advertising budget will be increased substantially next year. WW&B has serviced the account for the past five years.

Rep. appointments . . .
* WJXK-TV Jacksonville, Fla. (scheduled to go on the air in January 1966):


IRTS to hear head of Britain's ITA

Lord Hill of Luton, chairman of Britain's Independent Television Authority, will speak at a special International Radio and Television Society luncheon on Dec. 22 and is expected to clarify ITA's recent decision limiting the amount of U. S. produced programs in prime time on British commercial stations.

ITA ruled last summer that in the 8-8:55 p.m. period preceding the 9 p.m. news broadcast on commercial outlets in Britain, no more than two of the five commercial periods may be devoted to U.S.-made programs and no more than three of the five should be filled with crime shows or westerns (BROADCASTING, Aug. 30). The directive took effect in September.

Thomas McDermott, president of the IRTS, noted that the ITA decision has been regarded as anti-American by U. S. program officials. He added that Lord Hill has indicated that this is "a misrepresentation" and "he eagerly accepted the invitation to speak to IRTS in order to present his views to the American broadcasting industry and its program suppliers."

The case against spoken words on TV spots

Spoken words in television commercials ought to be used in moderation and written words, superimposed on commercials, ought to be used with restraint—if used at all.

That's the advice of Schwerin Research Corp. published in the company's November newsletter, SRC Bulletin, in two articles that say TV's primary strength is in "images that talk," not in the written or spoken word.

Schwerin found a correlation between word-count and commercial effectiveness in 350 one-minute spots tested. The least effective group had audio tracks of 170 words or more and optimum effectiveness was attained by those with spoken messages of 101 to 110 words.

It was found that, overall, commercials without copy superimposed over visuals are more effective than those with "supered" copy.

Guidelines suggested by the Schwerin research: When supers are used it's best to accompany them with audio delivery. Supers should not be positioned so that they detract from essential elements of the commercial. Too many supered words can make the commercial resemble a print ad rather than the "demonstration" it ought to be.

Organ company picks agency

Magnus Organ Corp., Linden, N. J., has appointed Pladell, Winston, Penette, New York, to replace Market plan, Inc., Newark, N. J., as its advertising agency, effective immediately.

The account is expected to bill $300,000 or more in 1966, depending on product development. An agency spokesman said spot TV (particularly on children's programs) would probably be used next year, and that spot radio advertising is also being considered.

Also in advertising . . .

DDB study * Doyle Dane Bernbach, New York, has issued the first installment of its number 31 quarterly study series, "Marketing through Tomorrow's 100 Top Department Stores." The second part is to be issued in February 1966.

Shift in D. C. * Ketchum, MacLeod & Grove is moving its Washington offices from 1000 Connecticut Avenue to the Chain building, 815 Connecticut Avenue. Phone will remain (202) 296-5520.

RAB selects cream of local commercials

The Radio Advertising Bureau flew a banner last week for local radio users as it honored 39 of their commercials for "outstanding quality."

RAB gives the citations annually to "dramatize the excellence of so many of the radio commercials being aired on a local level in markets all across the U. S."

Miles David, RAB president, said these commercials, many of them created with small budgets, should be an example to well-heeled national and regional advertisers of "the tremendous creative potential" available to them in radio advertising.

The winning commercials were picked from over 500 entries sent to RAB by stations. The bureau will present the citations to the stations, which will present them to the responsible advertisers and agencies.

The winning commercials (alphabetically, by stations which submitted them):

KBDX Dallas, Dodge Dealers; KEZY Anaheim, Calif., Shakey's Pizza; KTIZ Ft. Worth, Leo Jarnagin Auto; KING Seattle, Inglewood East real estate; KIIZ Amarillo, Tex., Stevenson Pontiac; KUWV Cedar Hill, N. C.; Pock & Key; KSOS Denver, Commercial Industrial Bank; KSEL Lubbock, Tex., Jim's Bug (WV) Shop; KSEQ Duran, Okla., O'Reilly's Restaurant; KSEQ San Francisco, Central Valley Bank; KJTK Tucson, Ariz., Sandy's Thrift Hamburgers; WAKY Louisville, Ky., Dante Cologne.

WASK Lafayette, Ind., Burger Chef; WCHL Chapel Hill, N. C., Fireside Women's Shop; WCOP Boston, West Newton Chrysler-Plymouth; WCUE Akron, Ohio, Summer's Buttern; WSNB Orlando, Fla.; Silver Sands Development; WDEA Ellsworth, Me., Jim Adams WV; WDDY Minneapolis, Dayton's Department Store, WEAQ Eau Claire, Wis., Sweet Tooth peanut butter; WEMP Milwaukee, Bryant's cocktail lounge; WGI Chicago, Ginger Bros. men's wear; WHC Canton, Ohio, Stewart General Tire; WIBC Indianapolis, Bob Phillips Ford; WIBX Utica, N. Y., Ray Benson Chevrolet; WINR Binghamton, N. Y., Courtesy Loan Co.; WISN Milwaukee; Clement sausages; WKSB Buffalo, Shelly brand hot dogs.

WINF Binghamton, Gault Chevrolet; WIPEN Philadelphia, Plaza Apartments; WPDP Hartford, Conn., Bonnie's Specialty Pits; WGMI Atlanta, Tropical Chevrolet; WIPW Roanoke, Va., Ken's restaurant; WIOU Eclectic; Skyline Drive tourism; WSIX Nashville, Crown Ford; WWDC Washington, First Federal Savings & Loan; WXYZ Detroit, Knorr soup; CFRA Ottawa, Ont., Delawri Motor Sales; DXCL Kingston, Ont., Bad Boy appliance store.

44 (BROADCAST ADVERTISING)
They don’t make a smaller 30-KW VHF-TV transmitter

They don’t even make it this small… or as economical.

Only General Electric does… in three, accessible, self-contained modular cubicles… air-cooled. 5 KW more with less over-all floor space than competitive transmitters. Easy to install, more economical to operate and maintain. Designed to FCC and EIA specifications for color and monochrome operation… with remote control capability via external landline and/or microwave terminal equipment. The uncompromising quality of the Model TT-530 VHF transmitter assures optimum performance and makes it possible to attain maximum E.R.P. at 5 to 1 power ratio. General Electric also has VHF transmitter cubicle combinations for 1, 5, 10 and 60-KW with visual to aural power ratios from 5 to 1 to 10 to 1. For further information, contact your G-E Broadcast Equipment Representative or: General Electric Company, Visual Communications Products, #7-315, Electronics Park, Syracuse, N.Y. 13201.

GE-25

Visual Communications Products

GENERAL ELECTRIC

Electronics Park, Syracuse, N.Y.
ARMS rating report
due in early '66

Field work is concluded but more analytical work remains to be done

Initial report on the findings of the All-Radio Methodology Study is scheduled for release early in 1966.

A status report issued last week by ARMS's technical subcommittee, which directs the project, said that all field work and the bulk of computer runs have been completed, but additional analytic cross-tabulations are still in progress. The exact date of the completion of the full report cannot be determined, it was said.

Following analysis by Audits & Surveys Inc., which conducted the field work, and by the ARMS technical subcommittee, there will be a review by the Advertising Research Foundation.

ARMS is sponsored jointly by the Radio Advertising Bureau and the National Association of Broadcasters and is expected to cost in excess of $250,000. Its purpose is to investigate methods of measuring total radio audience and to improve audience measuring techniques.

The study includes the testing of eight measuring techniques, consisting of five forms of diary measurement and three forms of recall measurement. The field work also included numerous pilot studies and an investigation of the ability of individuals to identify call letters of radio stations.

The results of the study will be evaluated by determining how closely those obtained from each method agree with one another and with special benchmark measures for the in-home audience and the automobile audience.

The benchmark measure being used for the in-home audience is a telephone coincidental survey, which samples individuals rather than homes and uses a two-stage interviewing technique. A first call is made to secure name, age and sex information about each family with no reference to radio; a second call is made at least 10 days later to one individual in the household to secure coincidental listening information.

The benchmark measures being used for the auto audience consist of special meters in a sample of cars to obtain car radio use, and interviews at street and highway intersections, using a random sampling, for station tuning information.

The status report also stressed that the study will not show which of the existing commercial measuring services is best. ARMS noted that it is not possible to duplicate exactly any existing service because of the many refinements in operating detail which each service has evolved through experience.

Broad policy for the ARMS project is determined by a steering committee under the chairmanship of George B. Storer Jr., vice chairman of the board of Storer Broadcasting. A technical subcommittee directs the research.

The ARMS project will be reviewed by a five-man subcommittee of ARF's Committee on Improvement of Methods of Audience Measurement (CIMAM). It consists of Robert J. Coen, vice president, research, McCann-Erickson (who is chairman); Dr. Theodore Dunn, vice president and associate research director, Kenyon & Eckhardt; Dr. David B. Learner, vice president and director of research, BBDO; Dr. Seymour Marshak, marketing research manager, Ford Division, Ford Motor Co., and J. W. Paisley, head of advertising and consumer research, Humble Oil Co.

Bell answers FCC on CATV authorization

The common-carrier service that American Telephone & Telegraph companies provide community antenna television systems does not carry with it any authorization to engage in CATV activities. That authorization still must come from local authorities.

Richard W. Miller, vice president of AT&T, made this point in a letter responding to an FCC query as to whether Bell System Associated Companies were providing CATV's with service under agreements entered into without the knowledge or consent of local franchising authorities (Broadcasting, Oct. 4).

The commission was concerned about the possibility of a regulatory gap existing between state or local authorities and the federal government. Trade press reports indicated that Bell companies might be bypassing local authorities in providing service to CATV's on the basis of tariffs filed with the state.

Mr. Miller, however, wrote the commission that the authorizations given Bell companies to build facilities for
common carrier communications services “does not . . . authorize [Bell] customers to engage in the operation of a CATV system.”

He said that “the tariffs of the Associated Companies provide that a CATV operator must secure for himself any authorization required by law.” The same is true, he added, of prospective CATV operators seeking pole attachments from a telephone company to build his own distribution system.

Defends Intrastate Tariffs • Mr. Miller also defended the Bell companies’ practice of filing tariffs with individual states rather than filing an interstate tariff with the commission. The FCC noted that Bell companies have filed tariffs with 22 states, and said that common-carrier service used for distributing broadcast signals has been held to constitute interstate communication.

Mr. Miller, however, said the service to CATV operators is purely local. He said the broadcast material provided to the CATV’s customers is introduced locally, through the CATV operator’s own equipment and, at his control, into the Bell-supplied channels. He said this is “entirely dissimilar” to cases where common carriers transmit signals to or between broadcast stations which then rebroadcast those signals into the ether.

He also noted that “substantial practical considerations” were involved. He pointed out that the commission has said it intends to leave the regulation of CATV rates to state and local authorities. Accordingly, he continued, state commissions “can best coordinate the tariffs of common carriers with the rates and services offered by CATV operators.”

In response to another question, Mr. Miller said that Bell companies are complying with FCC rules prohibiting common carriers from providing CATV’s with microwave service unless they refrain from duplicating the programming of local television stations and carrying the programs on their cables.

**New York City gives three CATV grants**

Sterling Information, Teleprompter, CATV Enterprises succeed despite phone company

New York City opened its arms to community antenna television last week, turning a cold shoulder to the local telephone company which fought the move and embracing three companies with two-year operating contracts and renewal options.

Franchise winners were Sterling Information Services, Teleprompter Corp. and CATV Enterprises (CLOSED CIRCUIT, Nov. 22). The community antenna operators have already started on system development and promotional plans. Sterling, which has wire under the city streets for its closed-circuit TV operation, expects to start CATV service by April 1, 1966.

Resolutions passed by the city’s Board of Estimate Thursday evening (Dec. 2) provide for quasi-utility control of the systems, with return on the operators’ investments limited to 7% after taxes.

They’ll be paying 5% of their gross to the city—and more than that, should their return exceed the 7% limit. Installation charges were set at $19.95 and monthly fees for the wire service at $5.

**No Leapfrogging** • They will be limited to carrying only the signals available over the air in New York and all forms of pay television are prohibited in no uncertain language.

The three companies are required to secure liability insurance in the minimum amount of $2 million to protect themselves, and possibly New York City, against copyright infringement suits arising out of the CATV’s carrying of programming.

They are committed to file operating plans with the city within 60 days and another 60 days must begin plant construction.

All are given two-year renewal options subject to the city’s review of their performance during the first operating period. The primary grant expires Dec. 31, 1967.

**Bullish Picture** • Obviously delighted with the outcome of the board of estimate meeting, the successful applicants, who had been among seven original

Cleveland-area CATV set to start

That Shaker Heights, Ohio, community antenna television system to which ABC refers in its reply to the FCC’s notice of inquiry on CATV (see page 50), is scheduled to begin operating in another week. Using Bell Telephone of Ohio lines, the Telerama Inc. system will have about 45 miles of trunk line in operation to serve about 7,500 families in the initial areas of Shaker Heights and Warrensville Heights, both suburbs of Cleveland.

Telerama Inc., which has six CATV franchises, including a majority interest in the company holding a permit for Akron, Ohio, is 51% owned by Cleveland businessmen and 49% by Scripps-Howard Broadcasting Co. Creighton Miller, a Cleveland attorney, is president. It hopes to establish CATV systems in more than 50 communities in that area.

At the present time Telerama holds franchises for Beachwood and Strongsville, as well as Shaker Heights and Warrensville Heights in the Cleveland area. The Akron company, Akron Telerama Inc. (headed by Robert Blakemore) also holds a franchise for Ravenna, Ohio.

In the initial Shaker Heights and Warrensville Heights segment charges will be $15 for installation ($10 for those signing before the system begins operating) and $4.95 a month for service. The company proposes to furnish TV signals from Cleveland, Akron, Youngstown, all Ohio; Detroit, Erie, Pa., and Windsor and London, both Ontario.
petitioners for CATV grants, were bullish about New York's potential as a community antenna market.

Unlike conventional CATV systems, which have brought in outside signals, the New York operators will be selling themselves on their ability to deliver clear television pictures in a market that is known for its marked variation in quality of reception from area to area, and even from one block to the next.

Some observers considered the defeat of the telephone company in the New York proceeding as having far-reaching significance in other cities around the country although the New York situation differs from most others. The duct space to be used by the CATV's is owned by a New York Telephone Co. subsidiary—Empire City Subway Co.

Empire operates under a 19th-century authorization from the city which requires it to lease its space to any duly franchised concern.

Phone Company Protests The New York Telephone Co. has protested the granting of franchises which would allow CATV companies to install their own cable in phone-company duct space, arguing that only its own personal are qualified for this work. It contends that letting others into its conduits could result in disruption of its own communications services.

On these grounds it has proposed itself as the logical installer of community antenna systems and suggested that operators lease lines that would be owned by the phone company. AT&T's Bell Systems throughout the country have favored similar operating procedures.

A last-minute brief filed by the phone company with the board of estimate on Thursday pointed to hazards which might result from the CATV grants.

The phone company brief, after charging that the antenna companies "do not have the manpower, the equipment, the experience or the incentive to do a satisfactory job," went on to allege that Sterling Information Services has "installed metering control circuits, which are appropriate to pay TV but not to Teleguide (the Sterling closed circuit service) or CATV." It said Sterling's recent installations have a 25-channel capacity.

In answering this charge, Sterling President Charles Dolan said the phone company was merely guessing as to the future use of the lines, that there was absolutely no metering equipment installed, and he denied any pay-TV plans were indicated by the company's installations.

The Pie Manhattan was carved into two pieces for Sterling and Teleprompter along lines giving each approximately equivalent subscriber potential. Sterling was awarded all of the borough south of 86th Street on the East Side and 79th Street on the West Side. Teleprompter got the north end of the borough with the exception of a small piece that extends north of the Harlem River. This bit went to CATV Enterprises along with the Riverdale section of the Bronx.

The city estimates that the division gives Sterling an area of 338,000 residences and Teleprompter 421,500 residences, but explains that the imbalance is corrected since Sterling has a preferred area of operation in terms of density of subscription potential.

Sterling expects to invest between $2 million and $3 million in the first year of its CATV effort. Its present plant investment for its Teleguide service, much of which will be compatible with its CATV operation, is valued at $1 million.

Sterling's Teleguide is essentially a hotel information service, but it is connected to 10 apartment buildings, which have a potential of between 2,500 and 3,000 subscribers to the new community antenna service. The company estimates that 800,000 people live in the area granted it by the city.

It has 25 miles of coaxial cable already installed and this wire passes roughly 125,000 possible subscribers.

Major stockholders in Sterling are Time-Life Broadcast (which, at 20%, has the largest single piece of the company), William Lear of Lear Jet Corp., station owner J. Elroy McCaw, former Secretary of the Treasury Robert Anderson and Sterling Movies U. S. A.

Ready to Promote Teleprompter Corp. was reportedly ready to begin promotion of its service immediately with newspaper advertising announcing the future availability of its service.

Company President and Board Chairman Irving Kahn would not disclose how much Teleprompter intends to invest in the New York operation initially or when it might begin service except to say as soon as possible. The publicly owned company, traded on the American Stock Exchange, gained a point last Thursday, before the franchise news was defined, but after it had been anticipated—close at 12 3/4.

The company lists 90,000 subscribers to its CATV systems across the country, 30,000 of these paying monthly fees for master antenna service in the New York area.

Teleprompter's Mr. Kahn has been

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Court hears CATV-common carrier arguments

A move to force the FCC to declare that community antenna television systems are common carriers was argued in court last week. Pushing for the common-carrier declaration is the Television Accessories Manufacturers Institute (TAME); JFD Electronics Inc., an antenna manufacturer, and WPHT-TV Philadelphia. The object of their attack is the 12-channel CATV system being built by Rollins Broadcasting Co. in Wilmington, Del.

The trio had petitioned the FCC to treat the Rollins CATV system as a common carrier. The commission turned this down on the ground that it had already ruled that CATV's do not fall under the common-carrier portion of the Communications Act. This decision was appealed.

Arguing for the appellants in the U. S. Court of Appeals in Washington was Joseph A. Fanelli, who contended that CATV's meet all the criteria for common carriers (they hold out service to the public without discrimination).

This position originally was taken by the FCC staff, Mr. Fanelli said, but was overruled by the commission itself.

"If the CATV had contracts with the TV stations to carry their programs, this would, even under the FCC's present definition, make them common carriers," he declared.

And, he added, the commission has said that it doesn't intend to regulate rates or service; it would leave that to the states. This implies that the FCC considers CATV's common carriers under state law, but not under federal law, he said, which should not be permitted.

Daniel P. Ohlbaum, deputy general counsel of the FCC, emphasized that CATV's do not, as regular common carriers do, carry the "goods" of others. Common carriers, he said, not only hold themselves out to serve the public, but actually carry material given to them by customers. CATV's, however, he said, do the choosing themselves of what TV stations and what programs will be fed to subscribers. This takes them out of the common carrier classification, and puts them into the broadcasting category as the logical installer of community antenna systems.

Stanley S. Neustadt, representing Rollins Broadcasting, noted that Rollins will make the decision as to what programs will be sent to subscribers.

The argument was heard by Circuit Judges John A. Danaher, Wilber K. Miller and Harold Leventhal.
The WWJ Stations have earned the approval of their community. For many reasons: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC dating back 39 years. And home ownership by The Detroit News.

Because of this approval, the WWJ Stations provide advertisers with a more receptive atmosphere for their sales messages. Consistent results through the years have proved that the way to squeeze the most out of a Detroit Minute is to spend it on the WWJ Stations. Whether you sell hardware or soft drinks.
one of the most optimistic forecasters of CATV's future, suggesting that 80% of television homes might be connected to systems if the service is allowed to grow in major cities.

He viewed the New York franchise victory as having precedential importance in the country, especially in so far as it was a defeat for the phone company. With these grants, he said, other large cities would move ahead with franchise grants, regardless of phone company interest in lease-back arrangements and "delaying tactics."

No Precedent — Eric Nelson, associate general counsel of the New York Telephone Co., who presented the phone company's argument to the board of estimate, denied there was anything precedent-setting about the New York grants. He argued that New York City has an unusual franchise case on the basis of the Empire Subway situation.

CATV Enterprises, principally owned by television producer Theodore Granik, expects to begin installing its Riverdale system within 90 days and will have its promotional plans and marketing effort outlined in a month.

Ira Kamen, executive vice president of CATV Enterprises, said the high population density of apartment dwellers in the area assigned to his company would enable it to make original installations at a cost of only $80 per subscriber. In its most attractive area, he said, it will pass 1,000 potential customers per quarter-mile of ground cable.

The applications of other petitioners for New York franchises were referred by the board of estimate back to the city's franchise bureau. These were RKO General Inc. (denied on the grounds of its ownership of a New York TV station, WOR-TV), Teleglobe Cosmotronics Corp., Cosmos Industries and Skiatron Electronics & Television Corp. Reasons given for denial of further applications were either lack of adequate financing or lack of qualified personnel.

However, the office of Deputy Mayor City Administrator John Connorton, which had been asked by lame-duck Mayor Robert Wagner to expedite the franchise matter with new recommendations, suggested that other boroughs of the city be zoned for CATV operation and that other franchise applications be considered in the future. These would have to come into operation on the same terms as the initial antenna operators.

A hard line or hands off?

Argument over CATV regulation continues with AMST and NCTA as chief sparring partners

Proponents and opponents of proposals for strict new government regulation of the burgeoning community antenna television industry returned to the fray last week, swapping allegations, facts and opinions in the fourth round of comments in a proceeding that began last April.

The length of the ground appears to be taking its toll. Only 11 comments were filed (there was a blizzard of filings in previous rounds), and some of those merely restated arguments made before.

Last week's comments were filed with the Federal Communications Commission in reply to those filed in September in an inquiry seeking advice on future regulatory policy (Broadcasting, Oct. 4). Previous rounds dealt with the commission's proposal to extend non-microwave-served CATV's the same nonduplication and carriage requirements that were adopted in April for microwave-served systems.

Currently at issue, in addition to those requirements, are such questions as whether the commission should set limits to the distance a CATV can import a signal, prohibit program origination and pay-television operations by CATV's and establish technical standards for cable operations.

AMST vs. NCTA — As in the past, the Association of Maximum Service Telecasters took the lead in advocating a hard-line approach to CATV regulation, while the National Community Television Association argued for a hands-off approach.

AMST, which represents some 160 stations, most of them in large markets, restated its position that the commission should ban the importation of distant signals by CATV's if it wants to prevent the "destruction" of the table of allocations and the impairment of free local television service.

AMST would permit CATV's to carry the signals of only those stations putting a grade B or better signal over the community. This goes further than some others, like ABC and Westinghouse Broadcasting Co., which would bar distant signals only from large, multistation markets. Steinman Stations, in a separate filing, generally followed AMST's position.

The association, in warning against the conversion of CATV to pay-television operation, disputed the frequently voiced argument of CATV spokesmen that CATV systems are technically incompatible with pay-TV operations.

The association provided an engineering report by A.D. Ring & Associates which said that all three existing pay-television systems are compatible with CATV, and that the cost for conversion would not be "excessive." All that is needed, said AMST, is an encoder at one end of the system and a decoder at the other.

(NCTA officials, however, said last week this argument misses the point. They said CATV operators who have considered pay television are not interested in any "existing" system, but rather in a two-way system, which would permit subscribers to order programs from the system's headquarters directly through their receivers. And present CATV's, they say, cannot be adapted to that kind of system without considerable expense.)

AMST and CATV forces continued their debate over the financial health of the television industry. CATV spokesmen have asserted that the proposals for strict regulation of CATV are made by television broadcasters who are seeking to protect "lush" profits.

What's 'Lush'? — AMST said profits aren't "lush," since 17% of the commercial television stations lost money in 1964. It also said that 30% either lost money or reported profits of $50,000 or less, and that 40% either lost money or reported pre-tax profits of $100,000 or less. AMST described the financial picture of stations in one-station of two-station markets are particularly bleak.

NCTA, however, read the FCC-supplied figures another way. It said that broadcasters had a 1964 net income before federal taxes of $415.6 million, on gross revenues of $1.8 billion. It said more than 100 stations showed profits of more than $1 million.

The question of CATV's impact on television stations is one of many issues NCTA says is unresolved and should be aired in an evidentiary hearing. NCTA said the commission should institute such a hearing to "test under oath" the various conflicting statements of broadcasters and CATV operators.

Triangle Publications Inc. also urged an evidentiary hearing. Triangle, with
The revolutionary Plumbicon television camera tube was designed after years of development work supported by original research on "spectroscopically pure" lead compounds at Philips Research Laboratories division of North American Philips Company in Briarcliff, New York.

Color cameras utilizing these amazing tubes are now in production and are manufactured at the Studio Equipment operation in Mount Vernon, New York. Many of these cameras now have more on-air time than any other modern color camera in network operational use. The results of this breakthrough have been quoted as the most spectacular improvement in home color television reception—a significant stimulus to viewer, set maker and advertiser alike.

Out of this research and development depth, constant improvements are being made. Color fidelity has now been greatly improved over the amazing results thousands have already witnessed.

With the magic of these new cameras, you too can Color it Faithful!

Norelco Plumbicon Cameras are manufactured in Mt. Vernon, N.Y.

Represented nationally by Visual Electronics Corporation, 356 West 40th Street, New York, N.Y. 10018
interests in both television and CATV, is keeping a record of categories of facts on which spokesmen for the two industries, FCC officials and members of Congress disagree. In its reply last week, Triangle said it had added 12 categories to the 25 it had listed in its comments.

ABC, WBC and WRL-TV Peoria, III., however, said the commission shouldn’t wait before acting to stop the proliferation of unregulated CATV’s. They urged the adoption of interim rules to prevent what they said would be the impairment of local service. ABC and WBC have urged the commission to assume jurisdiction over all CATV’s.

WRL-TV asserted that local franchising authorities are not heeding the commission’s suggestion to delay grants to CATV applicants until it decides its present regulations. They urged the adoption of interim rules to prevent what they said would be the impairment of local service. ABC and WBC have urged the commission to assume jurisdiction over all CATV’s.

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for $150,000. The FCC action includes waiver of three-year holding rule. The Dumms bought KJAY in July 1964. The station went on the air in May 1963, and operates daytime on 1430 kc with 500 w.

TV-radio penetration praised by Humphrey

Vice President Hubert H. Humphrey last week predicted that the day would come when "we can leapfrog barriers of isolation and illiteracy through television, to a degree unimagined today!"

Speaking at the U.S. Information Agency's annual honor awards ceremony in Washington, the Vice President cited "the great possibilities of closed-circuit and other television." He also noted the use already being made of radio receivers.

"Given its present rate of development, the possibility for man's communication with man promises to be almost unlimited in the years ahead," he said, adding: "Then your USIA responsibilities will be even greater than they are today."

TV asks to intervene in AT&T rate inquiry

The three major television networks, ABC, CBS and NBC, last week filed petitions with the FCC for authority to intervene in the commission's investigation of the rates charged by AT&T and the associated Bell System companies for interstate and foreign communications service (Broadcasting, Nov. 1).

The networks were expected to intervene in the rate inquiry because of the possibility it could bring higher line charges for the relaying of video and audio signals (Closed Circuit, Nov. 22).

The three networks said that because of the extensive use they make of the interstate services provided by AT&T they are in a position to be of assistance to the commission in this proceeding. ABC said it was charged more than $12 million by AT&T for services in 1964. NBC said it pays AT&T more than $15 million a year.

Others who requested to intervene were Sports Network Inc., NBC Television Affiliates and RCA Communications Inc. SNI said it should be allowed to intervene because of its position as an independent network with problems unrelated to those of the major networks and users of AT&T services. As an example Sports Network said it is forced to purchase eight-hour-per-day blocks when it uses only a fraction of that time for its programming.

Broadcasters are concerned about the inquiry because it could mean an increase in some rate categories. An AT&T cost study, on which the commission staff based its recommendation for an inquiry, indicated a wide disparity in rate of profits among seven categories of service. Telephone, for instance, brought a profit return of 10%, while a miscellaneous category which includes broadcasting services produced a return of less than 1%.

The commission indicated that if AT&T is underpricing some services by charging higher rates for services in which it has a monopoly, a realignment of charges might be in order.

Late applications to draw FCC fines

The FCC has served notice that it intends to levy fines on license-renewal applicants who miss their filing deadlines (Closed Circuit, Nov. 22). The policy goes into effect with applicants due to file by March 1, 1966.

The commission, in a statement last week, said the step is being taken to facilitate the processing of the 300-400 renewal applications which are filed every two months.

"The late filing of renewal applications has added needless burdens on the prompt and orderly processing of these applications," the commission said.

Applications are due in the commission offices 90 days before licenses expire. The commission urged broadcasters to file on time to allow the full 90-day interval for processing of the application.

Media reports...

Anonymous gift — Wauc, the student-operated campus radio station at Colgate University, Hamilton, N. Y., has received an anonymous donation of equipment valued at over $6,000. The gift includes a tube tester, receiver, power supply, frequency meter and oscilloscope.

Study grant — The Connecticut Broadcasters Association in September 1966 will begin a $1,000 scholarship grant for students interested in broadcasting or allied fields at the University of Connecticut. Upon entering undergraduate studies, the recipient will receive $250 yearly.

EXCLUSIVE BROADCAST PROPERTIES!

SOUTHWEST—Single station market daytimer with early sign on. Sale includes $35,000 in real estate plus non-activated CATV franchise for the market. Operating at a small "paper" loss. Definitely an owner-operator situation. Total price of $125,000 with $62,000 down. Contact—DeWitt "Judge" Landis in our Dallas office.

SOUTH—Fulltimer serving single station market with area population of 28,000. Excellent record of billing growth. $20,000-plus in real estate with practically all new broadcast equipment. Annual cash flow of approximately $30,000. Priced at $183,750 with 29% down. Contact—John F. Meagher in our Washington office.
An FCC hearing examiner has recommended clearing Angel Lerma, a Spanish-language television producer, of charges that he attempted to deceive the commission in connection with the production and circulation of documents reflecting adversely on KMEX-TV (ch. 34) Los Angeles.

Examiner Walther Guenther made the recommendation in an initial decision looking to the granting of a construction permit for a new television station on channel 40 in Fontana, Calif., near San Bernardino, to International Panorama TV Inc., of which Mr. Lerma is a 75% owner.

Mr. Guenther based his decision on the absence of hard proof against Mr. Lerma as well as on Mr. Lerma’s “unblemished” record. Mr. Lerma is president and a major stockholder of Panorama Latino Inc., producer of Panorama Latino, which is seen on KCP(TV) Los Angeles.

International’s application for channel 40 was designated for hearing after KMEX-TV petitioned the commission to deny it. The commission’s Broadcast Bureau, in its proposed findings, recommended a denial of the application. (Broadcasting, Aug. 30)

Letters • At issue are letters disparaging KMEX-TV which were signed with fictitious names and sent to the commission and the station’s advertisers, as well as an “altered” summary report regarding UHF-set conversions in the Los Angeles area. The original report was prepared by the Associated Research Co., and indicated a low rate of set conversions.

Alexander G. Golomb, an employe of Panorama Latino, has admitted writing and mailing the letters, producing the “altered” summary report and then circulating it among Los Angeles advertising agencies. But the question was the extent of Mr. Lerma’s involvement in those activities.

Examiner Guenther said that the evidence that Mr. Lerma bore any responsibility was “wholly circumstantial” and that it was outweighed by Mr. Lerma’s sworn statements that Mr. Golomb acted on his own, without the knowledge or consent of his employer. Mr. Golomb gave the same testimony.

In according the weight he did to Mr. Lerma’s statements, the examiner noted the “unchallenged character attestations of record as to his unblemished reputation for truth and veracity.” These factors, together with Mr. Lerma’s “demeanor” and other evidence on the record, “when viewed in their totality and intricate relationship,” the examiner said, “absolve Mr. Lerma of the responsibility for the actions of Mr. Golomb.”

No Motive • The examiner pointed to what he considered an apparent lack of motive for Mr. Lerma to have instigated a “clandestine” attack against the KMEX-TV UHF-conversion report, for instance, would have hurt Mr. Lerma’s proposed UHF station as much as KMEX-TV, the examiner noted. However, he also said that the record as to motive renders International’s case neither more nor less credible. He said it played no part in his ultimate conclusion.

The examiner also suggested that the language difficulties of Mr. Lerma, who arrived in the U.S. from Argentina in 1946, and of other foreign-born witnesses in the hearing may have been responsible in part for some of the allegations of misrepresentations.

“To hold a person unfit to be a broadcast licensee,” the examiner said, “the decision must rest upon affirmative conclusions of such person’s deliberate intention to mislead the commission or of such person’s carelessness (in the nature of willfulness and wantonness) in misleading the commission . . .”

He said that no such conclusion could be drawn in this instance.

NAB reports sharp rise in code stations

Between Aug. 15 and Oct. 15, 52 stations were added to the National Association of Broadcasters radio code roster and 24 stations were withdrawn. In the same period three stations joined the TV code and none withdrew.

Radio additions: KAFF Flagstaff, Ariz.; KBBA Benton, KSEE-AM-FM Oceola, KPCA Marked Tree, KVOM Morrilton, and KWY Wynne, all Arkansas; KUDE Oceanside, KUDU-AM-FM Ventura and KWO Stockton, all California; WMT Murphysboro and WMCI Harvard, both Illinois; WBT-FM South Bend, Ind.; WFO Indianapolis; WLOD Pompano Beach and WWOOG FM Boca Raton, both Florida; KANS Laredo, KFLA-AM-FM Scott City and KUKP-AM-FM Garden City, all Kansas; KLV Haynesville, La.; WLM Laurel, Md.; WOEX Bay City, Mich.; KLMS Lincoln, KLOL Lincoln, KOIL-AM-FM Omaha and KNLY Ord, all Nebraska; KQEO Albuquerque, KBBR Ruidoso and KGK Gallup, all New Mexico; WCMC-AM-FM Wildwood, N.J.; WELY Ellenville, WLNQ Sag Harbor and WOSM-AM-FM Fulton, all New York; KEYD Oakes, N.D.; WBNY Bryan, Ohio; KVIN Vinita, Okla.; KQRL Bend, Ore.; WRAK-AM-FM Williamsport, Pa.; WBRU-FM Providence, R.I.; WNCG and WTM (FM), both North Charleston, S.C.; WKRK Columbus, Tenn.; KECK Odessa, Texas; KISN Vancouver, Wash., and WBVE Beaver Dam, Wis.


Desilu upheld in tax case

Some of the financial intricacies of the CBS-Desilu Productions Inc. arrangement on the Lucy-Desi programs of five and more years ago were disclosed in a ruling by a U. S. Tax Court judge last week that Desilu was right in counting as capital gains the $750,000 it received from CBS when the network bought the 13 shows in 1962.

Judge Howard A. Dawson, Jr. ruled that the history of Desilu showed that it was principally in the business of renting film shows to TV and that the sale of the 13 “jumbos” was not a regular business practice of Desilu Productions.

The case was appealed to the Tax Court when the Internal Revenue Service disallowed Desilu’s income tax listing of the $750,000 as capital gains. It claimed that Desilu owed $122,630.31 more in income tax for the fiscal year ended April 28, 1962.

In a corollary ruling, Judge Dawson held that Desilu properly depreciated the 13 films in the year of their sale because the amount realized exceeded the adjusted basis of the shows at the beginning of the year.

The decision related that in 1957 CBS granted to Desilu the right to use the I Love Lucy format, which it had acquired in 1956 when the network sold back its 24% interest in Desilu for the $1 million it had paid. In return Desilu agreed to pay CBS 35% of the profits realized from these films, and granted CBS the exclusive right to distribute the films after Desilu itself had rented them on a first-run basis. For its distribution service, CBS was to receive fees ranging from 5% of the gross income to 35%.

Thirteen Lucy-Desi shows were shown on CBS during the fiscal years 1958, 1959 and 1960, sponsored by Ford Motor Co. and Westinghouse Electric Co. Desilu received a total of $3,175,390 in these three years for the 13 shows, and accrued $65,000 of rental income from their exhibition in six Australian cities.

It cost Desilu $4,657,386.48 to produce and telescast the 13 shows, giving it a total net income of $1,224,933.02.

The Tax Court decision recounts the sometimes acrimonious meetings between Desi Arnaz and Spencer Harrison, then CBS vice president in charge of business affairs. Lucy-Desi contracted to pay CBS $750,000 in 1957 to have the right to use the format. Arnaz, after the last network run in June 1960, proposed several “packages” for syndication, some in conjunction with the 20 Desilu Playhouse programs. Mr. Harrison did not seem interested, it appears, and at one point offered to buy out Desilu’s interest in the shows for $1 million. Mr. Arnaz maintained they were worth $2 1/2 million.

A meeting with CBS Chairman William S. Paley failed to lead to a solution.

In 1961, Mr. Harrison informed Mr. Arnaz that CBS would be willing to sell its 35% interest for $750,000. The Desilu board declined, however, to accept this offer. In late 1961, Don Sharpe, personal TV agency for Lucille Ball, president of Desilu Productions, and for Mr. Arnaz, began discussions with Benton & Bowles to have General Foods sponsor the syndication of the 13 shows. This resulted in an offer to sponsor the program in the summer of 1962 at a licensing fee of $47,500 per show, which Mr. Arnaz thought was too low. He relayed this information to Mr. Harrison, however, and Mr. Harrison thought it was a good offer. An argument again ensued, resulting in Mr. Harrison again offering to buy the 13 shows, but this time for $750,000.

Although still not satisfied with the offer, Mr. Arnaz relayed the offer to the Desilu board which recommended acceptance.

At the final agreement, CBS agreed at Mr. Arnaz’s insistence to pay Desilu an additional $500,000, payable only out of 50% of CBS’s profits in excess of $1 million from future distribution of the shows.

CATV registers stock with SEC

CATV of Rockford Inc., Rockford, Ill., has filed a statement with the Securities & Exchange Commission seeking registration of 18,500 class A common shares to be offered to the public at $18 a share. Initially the stock will be offered to residents of Illinois in maximum amounts of 400 shares each. The stock offering is not underwritten.

The company was organized last year to operate a community antenna television system in the Rockford-Loves Park, Ill. areas. The firm would own and operate its own headend and microwave relay facilities and has requested cable circuits from the Illinois Bell Telephone Co.

CATV of Rockford (Harley E. Swanson, president) is one of several applicants for a franchise in the Rockford-Loves Park area. Others are Rockford Community Television Inc. (owned by wrex-TV Rockford [Gannett newspapers] and Central Illinois Electric & Gas
Reeves earnings up
25% in nine months

Reeves Broadcasting Corp. has reported increasing operating profits and revenue in the first nine months of 1965. Reeves owns two TV stations (WSVN-TV Charleston, S. C., and WHTN-TV Huntington, W. Va.), a studio division, a land development division, community antenna TV systems, and during the year bought WGBH-AM-FM Baltimore for $1 million and WKEE-AM-FM Huntington, W. Va. for $475,000.

The firm has invested almost $1 million in new color equipment for its TV tape recording department and is conducting negotiations whereby it will own 70% of a CATV system in Uniontown, Pa. area, according to J. Drayton Hastie, president.

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.50</td>
<td>$0.60</td>
</tr>
<tr>
<td>Gross revenue</td>
<td>4,250,000</td>
<td>3,809,500</td>
</tr>
<tr>
<td>Pretax income</td>
<td>529,000</td>
<td>404,000</td>
</tr>
<tr>
<td>Net operating profit</td>
<td>266,900</td>
<td>206,900</td>
</tr>
<tr>
<td>Cash earnings (net profit)</td>
<td>726,700</td>
<td>566,200</td>
</tr>
</tbody>
</table>

Warner Bros. recovers from '64's loss

Warner Bros. Pictures Inc., New York, at the close of its fiscal year ended Aug. 31, reported a recovery from 1964's net loss, with earnings of 95 cents a share.

Warner's film rental income was $56,-326,000 from theatrical exhibition, $20,474,000 from TV exhibition, and $20,295,000 from record, music and other sources, along with dividends from foreign subsidiaries not consolidated of $772,000, as compared to 1964's fiscal figures: $36,373,000, $21,105,000, $15,783,000 and $706,000 respectively.

Year ended Aug. 31:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.95</td>
<td>$0.95</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>4,863,000 (3,861,000)</td>
<td></td>
</tr>
<tr>
<td>Federal income tax</td>
<td>3,900,000</td>
<td>4,500,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>4,877,592</td>
<td>4,850,932</td>
</tr>
</tbody>
</table>

20th Century-Fox up
58% in nine months

20th Century-Fox Film Corp., with an eight-fold boost in revenues from TV series rentals, issued a nine-month financial statement last week showing earnings up 58% over the first three quarters of 1964.

Third-quarter earnings for the company were $1.05 a share compared to 61 cents a share in 1964's third period.

The current prime-time network television season began with seven-and-one-half of programing per week produced by 20th Century. Two new shows, The Batman and Blue Light, will increase the company's network total to nine hours in January.

Nine months ended Sept. 25:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$3.12</td>
<td>$1.98</td>
</tr>
<tr>
<td>Gross income</td>
<td>110,361,000</td>
<td>71,214,000</td>
</tr>
<tr>
<td>Feature film and short subject rentals (TV included)</td>
<td>$23,990,000</td>
<td>65,597,000</td>
</tr>
<tr>
<td>Film series rental to TV</td>
<td>31,672,000</td>
<td>2,322,000</td>
</tr>
<tr>
<td>Other income</td>
<td>5,789,000</td>
<td>3,125,000</td>
</tr>
<tr>
<td>Prestax earnings</td>
<td>19,779,000</td>
<td>7,008,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>8,773,000</td>
<td>5,559,000</td>
</tr>
</tbody>
</table>

Four Star has loss in 1st quarter

Gross income dropped for the first quarter of the current fiscal year at Four Star Television, Hollywood. The income loss is largely due to a shift in sales of projected shares to first-run syndication for individual stations (the syndication sales are not included in income until a show has been produced) and is due to the cancellation of Amos Burke—Secret Agent after 17 episodes which caused a higher amortization of costs in the reporting period.

As a result of the emphasis on syndication sales, approximately $700,000 in sales during the current fiscal year was not included in income for the first quarter, according to Thomas J. McDermott, president, and George A. Elber, executive vice president.

Thirteen weeks ended Sept. 25:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share*</td>
<td>$0.15</td>
<td>$0.15</td>
</tr>
<tr>
<td>Income</td>
<td>3,972,000</td>
<td>4,341,389</td>
</tr>
<tr>
<td>Costs and expenses</td>
<td>4,073,285</td>
<td>4,242,952</td>
</tr>
</tbody>
</table>
| Net income (loss)         | (101,255) | 98,437 *
*Based on 655,956 shares outstanding

You ain't seen nothin' yet

If 1965 is proving to be a record year for color TV set sales, just wait until 1966 when nearly four million color sets will be sold by the industry, Leonard C. Truesdell, president of Zenith Sales Corp., told the company's distributor meeting in Chicago last week. Zenith's color sales in November ran at a rate double last year, he reported, and 60% of all sales were for the big 25-inch tube size sets.

Predicting that color set demand will continue to outstrip production next year, Mr. Truesdell said the sales of black-and-white sets also will continue very high. He predicted that the industry will again sell eight million monochrome sets, equal to this year's record pace.

Record year predicted for Screen Gems

Record sales and earnings for Screen Gems' fiscal year which ends in late September 1966 were predicted by Jerome S. Hyams, executive vice president and general manager of SG, at the company's annual meeting of stockholders in New York last week.

He cited two areas of concentration that will contribute to Screen Gems' success during the year: an increased emphasis on West Coast production, which already has resulted in a 50% rise in the number of prime time network shows, and an expansion in the diversified activities of SG, including broadcast station commercials, and audience and consumer research divisions.

Paramount per share earnings down $1.94

Per share earnings for Paramount Pictures Corp. for the third quarter of 1965 dropped $1.94 from the comparable period last year. The company's net income was down $3 million from 1964.

Paramount is currently pressing an antitrust suit against Herbert J. Siegel, president, Baldwin-Montrose Chemical Corp., and an associate, Broadway producer Ernest H. Martin (see page 60).

Three months ended Oct. 2:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.77</td>
<td>$2.11</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,951,000</td>
<td>1,569,556</td>
</tr>
</tbody>
</table>

Decca becomes MCA division

Decca Records will become a division of MCA Inc. on Jan. 1 following the action of MCA's board of directors which adopted a plan of merger Nov. 26. MCA owns 95% of Decca Records and has offered to buy the remaining 5% for $48.50 a share. Decca Records owns 93% of Universal Pictures Inc. Decca's 1964 total revenue, including sales of its Universal Pictures subsidiary, was $107 million. MCA's 1964 revenue, including Decca's gross, was $196 million.

BROADCASTING, December 6, 1965
Those who can, do. Those who can, teach. A contradiction? Not in the case of Lehman Engel. For Mr. Engel, be he conducting an overture or conducting a class, is the guiding force behind a whole new musical generation. At the BMI Musical Theater Workshop, Mr. Engel unselfishly devotes his time to developing new talent for Broadway. Here beginners can learn from the experience of this extraordinary conductor-composer-arranger. BMI is proud of Lehman Engel for sharing his insight to help shape the music of tomorrow. It is with deep pleasure that we license his compositions for public performance.

Among Mr. Engel’s works are the operas “The Soldier” and “Malady of Love”; Symphonies No. 1 and No. 2; music for the original productions of many plays including “Middle of the Night”, “A Streetcar Named Desire”, “The Time of Your Life”, “The Wisteria Trees”. He has conducted more than one hundred Broadway musical productions.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY’S AUDIENCE.
Laser takes TV pictures in total darkness

ITS APPLICATION FOR COMMERCIAL TV UNEVALUATED

A laser television system that can pick up pictures in total darkness was announced last week by Perkin-Elmer, manufacturer of scientific instruments, Norwalk, Conn.

"Subjects even in complete darkness appear on the TV screen as if in daylight brightness," the announcement said. "Picture quality is exceptionally sharp and clear."

The announcement stressed that the system is still in the laboratory stage. "While the device may have specialized use in commercial TV studios," it continued, "this application remains to be evaluated by industry experts."

One possible broadcast use foreseen by the company was in spot news reporting. Other potential applications were seen in aircraft-all-weather landing systems, covert surveillance by law-enforcement agencies, spacecraft landings and scientific study of nocturnal habits of animals.

Broadcast engineers queried about the announcement took a cautious view of its prospects in commercial TV, suggesting that if it has applications in broadcasting they are more likely to be long-range rather than near-term.

Color TV - Some also noted that in view of the current rush to color TV, its limitations in broadcasting may be much greater than they would have been some years ago, although they did not discount the possibility of "ultimately" developing a three-laser system to handle color.

Perkin-Elmer authorities said later that they had already done some experimental work, with "reasonably good" color reproduction, using two rather than three lasers—one combining blue and green and one using the red light laser employed in the current laboratory model. Color experimentation, they said, has been limited to film thus far.

One broadcast engineering expert described it as being "in effect, a return to the old flying spot scanner." He said it "has possibilities of tremendous picture resolution," and suggested that it holds long-range potential as a kinescope recording device.

The system, unlike conventional TV cameras, has no image orthicon tube. It uses a laser light transmitter and a reflected-energy receiver. The red light beam of a Perkin-Elmer helium-neon gas laser scans the subject through a pair of rotating, diamond-faceted mirrors, and light energy is reflected from the subject back to the receiver, which is contained in the same unit as the laser transmitter.

The fast line sweep of the transmitter laser beam is synchronized with the electron beam of a standard TV receiver, and the reflected energy controls the intensity of the electron beam, forming the image in the picture tube. The laser beam itself is virtually invisible.

ABC-TV buys 10 VTR's

ABC-TV has awarded a $900,000 contract to Ampex Corp., Redwood City, Calif., for 10 high-band color Videotape recorders.

The current order for VR-2000's brings the number of such recorders in use by network to 17. The new units will be used in studio work and in mobile vans in both New York and Hollywood.

Ampex, Precision settle suits

Ampex Corp., Redwood City, Calif., electronic company which pioneered development of television tape recorders, has reached a final agreement with Precision Instruments Inc. of Palo Alto, Calif., settling part of nearly $7 million in suits and counter-suits now in court or pending appeal.

The Nov. 29 agreement will pay Precision $150,000 cash and give it royalty rights to certain contested patents. Approved by U. S. District Court Judge Lloyd H. Burke, the settlement annuls a $600,000 award to Precision in a September antitrust judgment decided against Ampex (BROADCASTING, Oct. 18, Sept. 27). At that time two complainants, MVR Corp. (then named Mach-Tronics) and Precision Instruments, were awarded treble damages of $600,000 each on grounds that Ampex had conspired to control the world market for TV tape recorders. The decision is being appealed by Ampex.

In a counter-suit decided two weeks ago, Ampex was awarded $20,000 from MVR on charges that MVR had pirated secrets and infringed Ampex's patent rights. Ampex originally had filed suit for $3 million damages. MVR was formed four years ago by Ampex project engineer Kurt Machein, who was soon joined by seven Ampex engineers and executives.

Ampex has announced it will continue its suit against MVR for the remaining $2,980,000 in a trial scheduled for March 7, 1966. MVR attorneys have stated that MVR will have nothing to do with the agreement reached between Ampex and Precision.

Air industry support for antenna-farm rule

The FCC antenna-farm proposal, which has been widely criticized by broadcasters, received support last week from the Aircraft Owners and Pilots Association in reply comments filed with the FCC.

The FCC proposal, which would require the grouping of tall broadcast
The association pointed out areas for tower locations that would have a minimum effect on aviation, the association said.

The association concluded that the antenna-farm proposal would be a joint undertaking by aviation and broadcast interests to achieve mutually desirable objectives.

The FCC last week was requested to extend the deadline for reply comments on the proposal to Dec. 14. The request came from WCCO-TV KTCA-TV and KTCE-TV, all Minneapolis-St. Paul.

EIA supports tests on channel-sharing

The land mobile communications section of the Electronics Industries Association told the FCC last week that it would welcome field tests to determine the feasibility of TV channels being shared with land mobile radio users. The FCC initiated an inquiry concerning this question in March 1964.

The commission should implement a planned testing program in order to evaluate the results of laboratory findings, the association said. The association pointed out that there is an answer to earlier filings of the Association of Maximum Service Telecasters which has stated that the sharing of TV channels with land mobile services is not even theoretically possible (Broadcasting, Aug. 9).

EIA said the apparent discord revolves around the question: "What is the ability of a TV receiver to discriminate against unwanted signals?" However, to answer this question definitions and methods of measurement must be agreed upon and the commission should take the lead in establishing measurement criteria, the association said.

In August Douglas Aircraft Co. filed an application with the FCC seeking a construction permit for an experimental low-power one-way paging system to operate on frequencies allocated to channel 6 in Los Angeles for television use. Douglas has asked that the question of frequency sharing be deferred until completion of its tests.

Also pending before the FCC is a petition from the National Association of Manufacturers proposing the shared use of TV channels 14 and 15 with the land mobile services on a geographical basis.

MPATI plea turned down

The FCC last week refused a request for reconsideration of its June 30 decision to deny the petition of the Midwest Program for Airborne Television Instruction Inc., for regular airborne operation on six UHF channels. The vote was 6 to 1 with Commissioner Kenneth A. Cox dissenting.

The commission, in its June 30 order, said it would permit MPATI to continue its experimental airborne operation on channels 72 and 76 for five years. It also said it would entertain applications for regular operation on six channels in the 2,500-2,690 mc band used for instructional television fixed service.

Unlighted radio tower brings $500 fine

In the first assessment of its kind the FCC last week issued a notice of apparent liability of $500 to KADY St. Louis for failure to maintain proper lighting for its broadcast tower.

The commission said it regards the failure to maintain required illumination as a serious matter and would have imposed a much greater forfeiture were it not for the licensee's financial condition. The illumination of towers is required where they constitute a menace to air navigation, the commission said.

KADY, which has been off the air since February, has 30 days to contest or pay the forfeiture.
New season can start any time at ABC-TV

Network to break away from traditional pattern of starting all new shows in fall

A new concept of introducing new programs throughout the year, and thus perhaps eliminating the traditional one-fell-swoop introduction of an entire new season's schedule every fall, was reported last week by ABC-TV.

"Television has victimized itself by bringing about the unified premiere schedule among all three networks," President Thomas W. Moore asserted. "We are going to change that."

He said ABC-TV is going to launch "a new ABC-TV season" in January 1966, and other officials said it would be backed by advertising and promotion equal to that given any fall premiere season. They spoke in New York last Monday (Nov. 29) at the first of three regional meetings of ABC-TV affiliates.

In response to questions, ABC-TV authorities said the network's plan to change the three-network introduction patterns of the past did not necessarily mean that ABC-TV would not again introduce new programs at the same time as the CBS-TV and NBC-TV fall premieres.

Rather, they said, ABC-TV is thinking of "a constantly changing season." After the new "new season" starts in January, for example, other new programs would be introduced from time to time in a continuing process.

No Predictions * Authorities acknowledged that the concept raises questions that cannot yet be answered, however, and said the extent to which "a constantly changing season" can be evolved is therefore difficult to predict.

That ABC-TV has not abandoned the idea of programming another new season next fall was made clear by Edgar J. Scherick, ABC vice president in charge of TV network programming, who said ABC-TV is spending some $7 million in program development for the 1966-67 season.

Approximately 30 new series are in development or in pilot production for ABC-TV in 1966-67 (Broadcasting, Nov. 29).

Mr. Moore noted that four new shows would be introduced by ABC-TV in January: the twice-weekly Batman, Code: Blue Light starring Robert Goulet, The Double Life of Henry Phyle with Red Buttons and The Baron with Steve Forrest (Broadcasting, Nov. 15).

"This is a most exciting quartet of programs and we are sure they will bring new vitality and interest to television and to ABC-TV," Mr. Moore said. He said program shuffling had already strengthened ABC-TV's Monday and Friday night audiences.

ABC-TV has been lagging in the ratings this year but showed gains in the latest national Nielsen report (Broadcasting, Nov. 29).

Promotion Planned = Don Foley, ABC vice president in charge of advertising, said the new season in January would be given an advertising and promotional push "to equal any premiere season," including a co-op advertising program that would be both lively and compelling.

James E. Duffy, ABC vice president in charge of TV network sales, said the current quarter, virtually sold out, is the best sales period in ABC-TV history and that the first quarter of 1966 is close to 90% sold out, well ahead of ABC-TV's position at this time a year ago.

Mr. Duffy said advertiser interest in the "new ABC-TV season" schedule is high, with the programs at or close to sold-out levels. ABC-TV's sports and news programs also are virtually sold out, he reported.

Edward Bleier, vice president in charge of daytime sales until his promotion late last month to ABC vice president in charge of public relations and planning for the broadcast division, reported strong gains in daytime audience and predicted these would be enhanced by the Dec. 20 introduction of Supermarket Sweep and The Dating Game.

"Both ABC-TV's Monday through Friday and weekend daytime schedules are virtually sold out," he said, "and with a basic economy that is extremely strong we look for healthy daytime busi- to continue on both the national and local levels."

Gains in news and sports programming were reported by Elmer W. Lower, president of ABC News, and Roone Arledge, vice president and executive producer of sports programs.

Some 80 ABC-TV affiliates attended the New York meeting, which was followed by one in San Francisco on Wednesday (Dec. 1) and in Chicago on Friday (Dec. 3).

GAC management group acquires company control

A management group at General Artists Corp., in association with an investor group, has acquired control of the company, it was announced last Thursday (Dec. 2) by Lawrence R. Barnett, GAC president-chairman.

The group purchased the entire GAC holdings of Baldwin-Montrose Chemical Co., consisting of 400,000 shares of common stock, amounting to approximately 70% of shares outstanding. The sales price was approximately $2 million.

The management group at GAC in-
Opposition to program rule

CBS, NBC say proposal requiring programs for independent TV's unneeded

An FCC proposal aimed at strengthening independent television stations by requiring networks to make "a good-faith effort" to provide them with programming was roundly denounced by NBC and CBS last week.

The networks, in comments prepared for filing Friday (Dec. 3) in the rulemaking proceeding, said the proposed rule is unnecessary, would involve the commission in business negotiations better left to the stations and networks, and would constitute an unlawful extension of the agency's authority.

They also denounced a proposal, suggested in a notice of inquiry accompanying the rulemaking, to compel the networks to affiliate with, or offer programs "on a reasonably extensive basis to," stations in small markets within the service area of large-market affiliates.

The proposed rule, issued for comments last June (Broadcasting, June 7), would require networks to make an affirmative effort to place on independent stations the programs their affiliates in the same market refuse to clear.

Good Faith Networks would have to alert independent stations to any un-cleared programs in a market and then offer the programs "in good faith" and on reasonable terms.

The proposal is also designed to aid stations in markets overshadowed by large-market network stations. Networks would be required to make a good-faith effort to comply with an advertiser's request to place a program on those independent stations as well as the affiliates.

The rulemaking and notice of inquiry, which reflect the commission's long-standing concern with the need for providing independent stations, particularly UHF's, with network programming, was triggered by a petition filed by WUHF (TV) (ch. 18) Milwaukee (Broadcasting, Feb. 24, 1964).

WUHF, in turn, acted largely because of an inability to reach satisfactory arrangements with NBC on obtaining programming that the network's Milwaukee affiliate, WTMJ-TV, refused to clear.

NBC and CBS, however, said the rule is unnecessary since they follow practices essentially similar to the commission's proposals. NBC said its disagreement with WUHF "was due entirely to the station's insistence on an unrealistic network rate."

All Markets NBC said that in every case where an affiliate failed to clear for a current series, the network offered it to other stations in the market. NBC also said it regularly attempts to place programs in every market ordered by a sponsor, even if there is no NBC affiliate in the market.

CBS said that in the current season it offered 36 different program series to one or more of 33 different nonaffiliated stations in markets of affiliates that refused to clear for the programs.

But if the FCC attempts to impose such practices as a legal requirement on networks, NBC said, it would be "thrusting itself into the process of negotiation of private agreements best left to the parties themselves."

NBC said the commission would become involved "in all phases of program clearance, including being required to promulgate rules covering all the many details of the affiliation process; to interpret those rules; and to waive those rules in individual cases."

CBS said the commission, under the rule, would be regulating networks directly—as program suppliers—and thus exercising an authority the network said the commission has consistently stated it does not have.

Burdensome CBS also said that, by "compelling" networks to make programs available, the rule would be more burdensome than common carrier type regulation. Furthermore, the network said, the commission, in passing on the

TV networks plan for new summer shows

The three TV networks are making plans to brighten their 1966 summer schedules.

ABC-TV will run two new British-made one-hour programs, The Avengers and The Court Martial, and has plans for a new variety show and another half-hour program. The Avengers stars Patrick Mcnee as a secret agent, while The Court Martial, with Bradford Dillman and Peter Graves, is a dramatic series about the army's judge advocate general's office in World War II.

NBC-TV said it would replace the Dean Martin Show next summer in the 10-11 p.m., EST, time slot with a new variety program—star not yet named. A nonvariety program, to be announced early next year, will be a summer fill-in for The Sammy Davis Show, which stars Jan. 7 (Fri., 8:30-9 p.m., EST).

At CBS-TV, Broadway and night club singer John Gary has been signed as host of a summer replacement program for the network's Danny Kaye Show (Wednesday, 10:11 p.m., EST). Mr. Gary, who increasingly will be seen on the Kaye show this season, will appear on 11 programs next summer.

ARB preview

NBC came out first, CBS second and ABC third in the American Research Bureau's national prime-time television ratings report for Oct. 13-26. ARB said the report would be ready for release shortly, but network sources, who had been given advance copies, said average ratings and homes reached were as follows (7:30-11 p.m., EDT): NBC-TV 20.6 rating, 11,130,000 homes reached; CBS 20.2 rating, 10,940,000 homes; ABC 18.1 rating, 9,810,000 homes. The report also measured color-TV audiences, and was said to put NBC's average color rating at 30.2 as against 20.4 for CBS and 19.0 for ABC.

Broadcasting, December 6, 1965
"reasonableness" of network offers to an independent station, would become deeply involved in rate regulation.

The network said the proposal to require networks to seek to place programs on small- as well as large-market stations if requested by an advertiser would "delegate to the advertiser complete control of determination as to program duplication."

CBS also said the commission lacks authority to issue regulations providing for "compulsory" affiliations. It added that the commission should permit the part that economics play in network-station contractual relations to continue to function.

AP distributing radio LP

Associated Press has advised radio station members that it will be producing a special 12-inch LP recording for station sale that would review the year's top news events. AP said initial response was "very good" and that the records will be ready for shipment Dec. 20. AP proposes to sell the recording to stations at $1.50 each, suggesting that stations resell the record for $2. AP said it would be "broadcast equivalent" to "The World in 1965," which is prepared by AP in book form and resold by member newspapers to interested readers.

Judge says his ban vulnerable

Admits injunction barring release of news could be reversed

A judge in Tucson, Ariz., who last month slapped a temporary injunction on local law enforcement agencies forbidding them to discuss a murder case with newsmen, said last week he felt the injunction could be successfully appealed.

Judge Richard N. Roylston of the Arizona Superior Court said Thursday (Dec. 2) that news media should investigate the possibility of obtaining a writ of prohibition in the state appellate court.

The judge's Nov. 22 injunction came at the request of the defense attorney for Charles Howard Schmid Jr., 23, who is charged with the murder of three Tucson girls. Judge Roylston said if the "quantity and quality" of news reports to that time continued, it could prejudice the defendant's case.

At the same time he turned down the defense attorney's request to prohibit news media from broadcasting or printing reports of the case. However, the judge put the media on notice, saying he would be open to a defense request at a later date to put curbs on news coverage.

Judge Roylston said he based his decision primarily on what he thinks higher courts will be "compelled" to do; that is set down guidelines for how much pretrial information newsmen should get.

In the temporary injunction request (a permanent injunction must be decided by a trial jury in Arizona and a date for such a trial has not been set), the defense attorney, William Tinney, had cited a September decision by the Arizona Court of Appeals which reversed a criminal conviction and cited pretrial publicity among its reasons. At that time the appellate court said it would "support any courageous bench who will step in and bar" pretrial publicity that may be prejudicial to pending cases.

Which Way? • Although admitting he was on the horns of a dilemma, Judge Roylston said if he granted an injunction silencing both the media and law authorities "I'd be infringing on the rights of the press. If I don't, I'll be infringing on the rights of this defendant to an impartial trial jury. If news coverage is continued as it has been, the defendant's right to a free trial will be impaired. 

Radio and TV barred from California courts

A California group composed primarily of judges and lawyers has slammed the door on TV and radio, and photographers, in the courtrooms of that state—and even in the corridors of courthouses during recesses.

The action was taken Nov. 26 by the California Judicial Council by a vote of 17 to 1 and in effect adopts the provisions of Canon 35 of the American Bar Association with some embellishments of its own. The council, established under a provision of the state constitution, consists of 12 members of the judiciary, four members of the state bar and two members of the legislature.

The single dissenting vote was cast by Assemblyman George A. Willson (D-Huntington Park) who is chairman of a legislative committee considering the problems of court access to news media. The legislative committee is scheduled to begin hearings this week.

Judge Gordon L. Files of the state district court of appeals (Los Angeles) was chairman of the council's committee on court management which recommended the action. He noted that photographs and broadcasting will be permitted from courtrooms after courts adjourn for the day, and during ceremonial occasions. He warned, however, that judges must keep "photographers and broadcasters from rushing down the aisles and elbowing their way to get at witnesses and defendants."

The ban, which becomes binding on all state courts Jan. 1, bars photography, recording for broadcasts and broadcasting within a courtroom while the court is in session or during any mid-morning or mid-afternoon recess. Photography and broadcasting at other times come under court limitations.

The council was prepared to issue the prohibitions six months ago, but withheld action when news media asked for a hearing.

The council's action brought immediate reaction from news media—and from a woman traffic judge.

In Los Angeles CBS's KNXT(TV) called the council's action a blow against "the people's right to know."

It urged the legislative committee to make its own review and findings. It also recommended that a state constitutional revision commission consider limiting the powers of the judicial council.

Also in Los Angeles, Noel Cannon, traffic judge, declared she not only opposes the ban on television and newspaper photographers but believes they should be welcome at all trials, especially traffic court cases. Judge Cannon said that plans for a new traffic center, which she helped develop, provide for recessed TV positions separated from the courtroom proper by one-way glass to permit live coverage of courtroom proceedings.
that the high courts would interpret comment thus far in this case as a violation of rights."

A front-page editorial in the Tucson Daily Citizen charged the defense's complaint was based "solely on the quantity of news which has been printed and aired. . . [the defense attorney] did not even attempt to support, much less prove his assertion that because of the news coverage his client's rights would be 'irreparably damaged.' . . . The judge's orders represent a deliberate attempt to shut off primary sources of news. . ." George Rosenberg, managing editor of the Daily Citizen wrote to the National Association of Broadcasters, Radio Television News Directors Association and other organizations, seeking their comments "for publication."

Bob Gamble, WFBM-AM-FM-TV Indianapolis, RTNDA president, said that association "deplores" the injunction. Restraining public officials from "disclosing any information regarding a pending murder trial has the effect of isolating public agencies from public scrutiny and contributing to irresponsible rumor in this case," Mr. Gamble said.

"A community is entitled to information regarding its welfare. The news media are constitutionally guaranteed the right of free press. Justice is not fostered in a vacuum. RTNDA is committed to the belief that the rights of free press and free trial can and must jointly prevail."

"NAB Answering . . ." A spokesman for NAB said that organization would probably answer Mr. Rosenberg's request this week.

Gary Greenberg, news director of KVOA-TV Tucson, said that since the injunction was handed down there has been an "attitude of commiseration" among newsmen and that, if anything, the injunction has produced a feeling of unity among the media. He noted that media in Tucson have had "exceptionally good" relations with law enforcement agencies for some time.

He added that there was no feeling of politics entering into the judgment since judges are elected without party designation, although they run under party affiliation in the primary.

Newsmen have not suffered a complete blackout, however. Mr. Greenberg said the pretrial hearing has been covered in the courtroom. But Canon 35 of the American Bar Association is enforced in Arizona, so there have been no courtroom pictures or tapes.

Chicago Edict . . ." Meanwhile a similar ban, restricting comment by attorneys on pending cases, has developed in Chicago affecting news coverage. The U. S. district court there has issued a new rule limiting out-of-court comments by lawyers on the grounds such comment or explanation tends to cause rather than cure the confusion or suspicion in the public mind. The new rule came after the U. S. attorney in Chicago had criticized the light sentence given by the court in the case of a savings and loan officer found guilty of misappropriating $85,000. The court disclaimed any connection of the rule to the comment however.

Council complains about WXUR

WXUR Media, Pa., whose sale last March to a group headed by Dr. Carl McIntire was the center of considerable controversy, is continuing to spark protests.

The Media borough council has written the FCC relaying local residents' complaints about the station and asking the commission's position on telephone-interview programs, one of which was the cause of most of the protests about WXUR. The commission has not yet replied.

Residents complained that Tom Livezey, who conducts the program Freedom of Speech, between 3 and 4 p.m. daily used it to attack Negroes and then refused to "process to completion," as the borough council put it, calls in opposition to the station's position.

The borough council, in a letter signed by its solicitor, Howard F. Reed Jr., said that "within the context of free speech," it believes that any radio program inviting the public to participate by telephone should accord "equal treatment" to all callers.

The council also said it didn't know whether the complaints about the program fell within the commission's jurisdiction. If they do and the programs concerned "meet your test," the letter added, the council recognizes it should not ask for commission intervention.

The station is controlled by the Faith Theological Seminary, which is headed by Dr. McIntire. Civil rights groups, labor unions and church organizations which had been attacked by Dr. McIntire on his radio program had urged the commission to deny the application for transfer of control. The Media Chamber of Commerce had also opposed the sale.

John H. Norris, president and manager of the station, is the son of the Rev. John M. Norris, owner of WOCC Red Lion, Pa., who is seeking to have a federal court declare the FCC's fairness
doctrine unconstitutional (Broadcasting, Nov. 1, Sept. 27). John H. Norris is a minority owner of the Red Lion station.

John H. Norris has bowed to the public outcry in Media to the extent of transferring Mr. Livezy, at least temporarily, to WGEN. He also said Freedom of Speech program would be conducted by a moderator rather than a commentator, as Mr. Livezy was.

But in making the switch, Mr. Norris criticized the borough council's action in writing the commission as "apparent star chamber tactics." He denied allegations of local residents that the station is "bigoted."

He also criticized those in the area who were quoted in local newspapers as threatening to pressure the station's advertisers into removing their commercials. He said such tactics are identical to the ones used by the Ku Klux Klan in Bogalusa, La., to drive the wbox owner to sell the station after he began urging the residents to support racial integration.

Radio series sales...


Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): KNBC Kansas City, Mo.; WTRA Latrobe and WRGP Greenville, both Pennsylvania.

Tennessee Ernie Ford (Radiozark Enterprises Inc.): WESC Franklin, N. C.; KGNO Juneau, Alaska; WCWR Tarpon Springs, Fla.; WDGZ Douglasville, Ga., and WFIS Fountain Inn, S. C.

Red Foley (Radiozark Enterprises Inc.): WESC Franklin, N. C. and KPTL Carson City, Nev.

Strangest of All (Radiozark Enterprises Inc.): WMRM Beardsley, Ill.

Thirty Hours of Christmas (Triangle): KNIA Knoxville, Iowa; WVOX New Rochelle, N. Y., and WSWW Wooster, Ohio.


The Shadow (Charles Michelson): WJIR Detroit; KWGL Grand Junction, Colo.; WJPG Green Bay, Wis., and KMNO Little Rock, Ark.

The Green Hornet (Charles Michelson): KSNO Aspen, Colo.; WJBR Detroit; WJPG Green Bay, Wis., and WFGM Fitchburg, Mass.

The Clock and The Sealed Book (Charles Michelson): WJPG Green Bay, Wis.

Tips on Tots (Woroner Productions Inc.): WFFA Fredericksburg, Va.; WMUU Greenville, S. C.; KEPR Pasco, Wash., and WBBF Bayshore, N. Y.

Points on Pets (Woroner Productions Inc.): WBOC Bayshore, N. Y.

Close-Up (Woroner Productions Inc.): KSEO Durant and KXLM Pauls Valley, both Oklahoma; KTVX Sherman, Tex.; WLLX Baton Rouge; WBBF Bayshore, N. Y.; KXBT San Antonio, Tex., and WKMK Flint, Mich.


L.A. AFTRA board approves dues hike

The local board of directors of the American Federation of TV and Radio Artists has approved a proposal for a temporary dues hike to raise more than $50,000 annually to defray costs of the strike against KPOL, presently in its eighth month.

The dues increase, which will affect the local's 6,500 members, now goes to the membership for approval or rejection, according to Tyler McVey, local AFTRA president.

A graduated scale provides a maximum increase of $25 per six-month dues period for members earning in excess of $50,000 annually, to a minimum of $2 per pay period for those earning under $2,000.

Cost of the strike has been reported in excess of $205,000 thus far.

At the same time, the board voted to discontinue the special assessment previously levied upon themselves by staff announcers, if the general membership dues increase is approved. The increase would be effective with the current pay period.

DPA looks at another group of new TV shows

Executives representing about 60 TV stations met at WFIL-TV Philadelphia last week to look over the second series of programs and ideas for programs submitted to the Development Program Associates.

The group, composed of station operators in the top markets, is attempting to stimulate the production of nonnetwork programs. Last week it saw presentations of new material from some 15 producers and syndicators. None of it has been offered before and much of it was in the idea stage, according to Tom Jones, WFIL-TV, president of DPA. About 65% of the offerings, he said, were in color.

At the group's first screening in Los Angeles last March (Broadcasting, March 15), 21 programs were shown. Mr. Jones noted that as a result of that showing, Stingray was ordered by 20

Musicians TV income up

Earnings by musicians, arrangers and copyists employed on TV films and feature motion pictures rose to almost $1,425,000 in the first six months of this year from $1,216,000 in the comparable 1964 period, according to the American Federation of Musicians.

The bulk of these increased earnings came from major-studio TV films, in which musicians earned almost $440,000 as compared with $219,000 in the first six months of 1964.
Christmas Seals protect all homes. Help protect your home against tuberculosis and other respiratory diseases. Answer your Christmas Seal letter today!

BROADCASTING, December 6, 1965
TV puts damper on explosive situation

In the wake of the Nov. 22 bombings of homes of four Negro civil rights leaders in Charlotte, N. C., some fast thinking and some fast action by a local television station helped to quiet what might have been an explosive situation.

The news department of WSOCTV Charlotte did its best to keep on top of the situation by reporting the incidents and reactions to them to its networks ABC-TV and NBC-TV. But, stressed Carroll McGaughey, WSOCTV news director, "we actively sought means of illustrating and reporting, in a fashion as dramatic as the bombing itself, the community's real reaction" to this first major breach in the racial peace in the city since it began to desegregate in 1957.

To do this, Mr. McGaughey said, "on our own initiative, we called the mayor and said that we felt something dramatically would have to be done to prove the sincerity of such a statement. It was our department which suggested the cooperative physical rebuilding display the following morning at the damaged homes, and the multiple visits to the victims by community leaders."

The station, with the mayor's approval, organized the "barn-raising" by calling home builders and getting them to send their equipment and men to work on rebuilding the bombed homes. "The results of this overt show of community sympathy," Mr. McGaughey reported, "were at least partially the 'tool' which headed off a scheduled Negro neighborhood demonstration" in Charlotte that afternoon.

DPA members and subsequently put into syndication. He said members are committed to give their opinions on the material at the Philadelphia showing by Dec. 10. DPA members do not buy collectively. Purchases are made by individual stations.

Program notes . . .

New daytimer • Eye Game, a new weekday game show in color with Bill Cullen as host, will begin on NBC-TV on Jan. 3, 1966 (10:10-2:50 a.m. EST).

Replacement • The vacancy on CBS-TV's What's My Line panel created by the death of columnist Dorothy Kilgallen (Broadcasting, Nov. 15) will be filled by "new faces" for the rest of this season, according to producer Mark Goodson, of Goodson-Todman Productions.

Mythical baseball • Triangle Program Sales is syndicating Dream World Series, a two-hour and 15-minute radio program "recreating" the last game of a mythical world series between the all-time stars of the National and American baseball leagues. To recreate the game, records of the players involved were projected by computers at the Computer Center of Franklin Institute, Philadelphia. Les Keiter and Al Meltzer provide the commentary. The program was developed at Triangle's WFIL, Philadelphia.

Format change • NBC News' annual year-end world news appraisal, Projection '66, will be expanded to two hours and given a new format this year. The live colorcast on Dec. 26 (2-4 p.m., EST), ninth in the series, will show 11 NBC News correspondents from the Far East, Europe, Africa, South America and Washington, appearing before members of the Foreign Policy Association (a national nonpartisan, nonprofit organization). Each will evaluate 1965 events in his area, present his 1966 forecast and answer audience questions.

Step lively! • A new weekly dance program, Step This Way, will begin on more than 20 stations in major markets throughout the country in January 1966 as part of a co-production agreement between Colgate-Palmolive Co., New York, and Triangle Stations. Colgate will sponsor the series in these markets. In other cities, the taped, half-hour program will be syndicated by Triangle Program Sales.

Sammy's director • Clark Jones will direct the new Sammy Davis Jr. Show, musical-variety weekly series that begins Jan. 7 (8:30-9:30 p.m. EST) on NBC-TV.

Show swapping • The Young Set (11 a.m.-12 p.m. daily) will be dropped by ABC-TV Dec. 20 and replaced by two half-hour show, Supermarket Sweep (11-11:30 a.m.) and The Dating Game (11:30 a.m.-12 p.m.).

'Journey' pilot • Greenway Productions has started production of the pilot film for Journey into Fear, suspense-adventure series being produced in association with 20th Century-Fox Tele-
vision for NBC-TV. Jeff Hunter stars in the series created by Eric Ambler. Joan Harrison is the producer.

Christmas music • SESAC Recordings, New York, has introduced its "1965 Holiday Package" consisting of six LP's of holiday music. Stations will be able to purchase all six LP's, and get a bonus recording, or can purchase just three of the records.

Scholarship fund • The Society of Motion Picture and Television Engineers has inaugurated a scholarship fund for undergraduate studies in the TV and photographic sciences. The fund's first pledge of $25,000 was presented by Saul Jaffe, president, Movieland Inc., New York. Scholarships will first be administered at the Rochester (N. Y.) Institute of Technology.

Muse debut • National Educational Television will present a survey series, U.S.A., beginning Dec. 12. The series will consist of two half-hour programs each week with one topic from the literary arts and one from the visual and musical arts.

Tennis anyone? • Fremantle International has acquired TV-radio rights to the 1965 Davis Cup competition outside of Australia from the Lawn Tennis Association of Australia.

Architectural pilot • The Southern (Texas) Regional Education Board in conjunction with the University of Texas is producing a pilot educational television program to demonstrate ETV's ability to enhance architectural study. The first installment is a 40-minute color film photographed on the campus of the University of Virginia. The film will be primarily used by the SREB in seeking additional funds to undertake an entire series.

First Amendment • Taft Broadcasting Co., Cincinnati, has begun the free distribution of its simulcast series, Rights/Responsibilities, after a preview showing to network officials and newsmen in New York. The four five-minute programs, deeming the First Amendment to the Constitution, are available to TV-radio stations, either in color, black-and-white or audio tape versions. The programs can be run in a package as a 20-minute program or presented separately. Taft and its station, WBRC-TV Birmingham, Ala., first previewed Rights/Responsibilities on Oct. 7 in Washington and in Birmingham (Broadcasting, Oct. 11). Depending on initial reception, Taft said, future programs in the series will be developed.

New spots • A new twist has been added to the U. S. Air Force's current series of television recruitment spots. The 45 five-minute programs are en-
titled *The Big Play* and feature plays from some of the most exciting National Football League games of recent years. Information on the series, designed for use in a fixed, scheduled time slot, can be obtained from the New York Office of Information, Office, Secretary of the Air Force, 663 Fifth Avenue, New York.


**New distributor** • Harold J. Klein & Associates, New York, has been formed to distribute TV and theatrical properties in the U. S. and abroad. Mr. Klein had resigned as executive vice president and director of worldwide sales for ABC Films to form this company. Headquarters will be at 375 Park Avenue, New York.

**Dubbing, anyone?** • Titan Productions, New York, has been formed to handle dubbing foreign films into English; post-synchronization, recording and editing. Paul Sandars Jr. and Steven Rozenfeld, both former executives with Titra Dubbing Co., have been named president and vice president respectively of Titan. Titra will no longer be active in dubbing, but will continue in its film laboratory activities and maintain a close relationship with Titan. Headquarters are at 1600 Broadway. Phone Plaza 7-6681.

**‘Talk’ series** • Father Norman J. O’Connor, nationally known writer, commentator and jazz authority, will be host of a four-hour Sunday “talk” series on WEEI-AM Boston, beginning Dec. 5 (2-6 p.m.). A former chaplain at Boston University, Father O’Connor is currently director of Paulist Communications, New York.

**Railroader** • KEVT-TV Omaha, will present *The General Dodge Home*, a 30 minute historical documentary about General Grenville M. Dodge, the man who built the Union Pacific railroad. The show is scheduled for Sunday, Dec. 12 (7:30 p.m.).

**New Sterling unit** • Sterling Movies U.S.A. Inc., New York, distributor of industrial films, has formed a new division, Creative Programing Services, to package programs for free use on commercial and educational TV stations, radio stations and in theaters. Robert E. Gurvitz, formerly head of the radio, TV and film department of the New York Stock Exchange, has been named president of the new division.

**Far and wide** • Six reporter-camera-teams from Time-Life Broadcast will originate television and radio reports from 17 Far Eastern countries over a five months. Each twoman team will spend a month in its assigned area and will also work with Time-Life News Service correspondents in Tokyo, New Delhi, Saigon, Hong Kong, Bangkok and Sydney. All film reports will be in color. The reports will be carried on Time-Life stations: KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego; WFBM-AM-FM-TV Indianapolis, and KERO-TV Bakersfield, Calif.

**Hollywood producer** • Leo-Libra Productions has been formed in Hollywood by William L. Bates, real estate developer, to produce TV programs and has appointed Walter Lewewin to create and develop new projects. First is *Timeless Horizons*, a series of 26 half-hours being produced for network broadcast, of which 13 located in Latin America have already been completed, all in color. Address: 6347 Fountain Avenue, Hollywood. Phone: (213) 466-4422.

**Dramatized book** • The fifth production of KHOU-TV Houston's *Houston Television Theater* will be an adaptation of the James Hulbert book *"Noon on the Third Day."* Adapted by Ira Allen, the plot revolves around a senator and his political machine. The program was filmed in the Houston-area and has a cast of 75 local actors and actresses.

**Another art** • National Educational Television has entered a three-year creative project with Lincoln Center for the Performing Arts, aimed at developing TV shows as a *Stage 5 at New York's Lincoln Center. Under that title,* six one-hour-or-more productions will be created by composers, choreographers or playwrights commissioned by Lincoln Center and then will be produced by NET for its 102 affiliated stations. First work is scheduled for telecast on Lincoln Center Day in September 1966, with subsequent editions following: one in 1966-67, two in 1967-68 and two in 1968-69 seasons.

**Networks cover space flights**

Comprehensive television and radio coverage of the U. S.'s most ambitious manned space flight experiments was scheduled to begin last Saturday (Dec. 4) and continue over a two-week period. The planned orbit in Gemini-Titan 7 on Saturday was to be followed on about Dec. 13 by the launching of the Gemini-Titan 6. Rendezvous maneuvers of the two capsules are set for Dec. 13 or 14. Live TV coverage of the two recovery operations (for Gemini 6 on Dec. 14 or 15 and for GT-7 on Dec. 18) is planned by the three networks.

The entire undertaking is a multinetwork TV and radio pool with TV coverage of the launch in color. Live TV pickups of the two recovery operations have been arranged through the cooperation of the National Aeronautics & Space Administration and the Department of Defense. The multi-network pool will use special equipment aboard the carrier USS Wasp by ITT in connection with the Communications Satellite Corp.

Scenes aboard the Wasp will be picked up by live cameras and transmitted to the Early Bird communications satellite via a ground station installed on the carrier by ITT. Live coverage of the recoveries will be backed up by Videx, a system developed by ITT, to transmit still photos within minutes after an event occurs.

**‘Nightingale’ tops 400 mark**

Nightingale-Conant Corp.'s *Earl Nightingale Program* hit a new distribution high last week as additional

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**The Alfred I. duPont Awards Foundation**

in the field of Radio, Television and Allied Science

Revised Schedule for the 1965 Awards

Announcement and Description of Awards:
About December 15, 1965

Deadline for Nominations:
February 28, 1966

Address Inquiries to:
O. W. Riegel, Curator
Alfred I. duPont Awards Foundation
Washington and Lee University
Lexington, Virginia 24450

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BROADCASTING, December 6, 1965
sales of the syndicated radio series pushed the total markets to the 400 mark in the U. S., Canada and Australia. Last week's sales were to KDOT Scottsdale, Ariz.; WJCM Sebring, Fla.; WToc Savannah, Ga.; KLWN Lawrence, Kan.; KOFO Ottawa, Kan.; KOBE Las Cruces, N. M.; WBLA Elizabethtown, N. C.; WHCC Waynesville, N. C., and WEEI Fairfax, Va.

Thomas firm, BBC plan travel series

Odyssey Productions, New York, and the British Broadcasting Corp. are financing a series of half-hour travel programs in color under the title The World of Lowell Thomas. Mr. Thomas, head of Odyssey, will be host and narrator. Production budget for the 39-episode package was estimated at about $2.7 million.

The series is scheduled to begin next fall on the BBC and also will be shown in this country at that time. It has not yet been determined whether network placement will be attempted here or whether the program will be syndicated. The BBC will share worldwide distribution income from the series.

WRUL plans for 'university of air'

Radio New York Worldwide (WRUL) is working on plans for a "university of the air" beamed to the Caribbean area, Ralf Brent, WRUL president, reported last week at the sixth annual Caribbean conference in Florida.

Mr. Brent said such a university in that area could carry courses in such subjects as economics, physics and sociology. WRUL's plan, he said, would be a package combination of shortwave radio, local rebroadcasts and possibly shipment of tapes.

To support such an educational effort, he explained, a new type of station may be needed—one supported by public funds, but also one that uses the good advertising practices of attractive programs, offers believable and understandable propositions, and requires audience participation.

In the Caribbean area, he indicated, "droves of transistor radios are carried by the people, and within 10 years the same may also be true of TV sets." With so widespread a reach, he said, the broadcaster need only choose his programming—entertainment, news or educational.

With an educational broadcaster, he said, worry begins with dull courses, whether on TV or radio, and "when the first ratings come out on his station he gets all shook up." By imitating commercial stations, Mr. Brent argued, he attempts to reach all of the community, and, as a result, programs feature films, discussion formats, etc. Thus, in turn, takes him out of the scope of education.

Educational broadcasters, he stated, have "bypassed the most urgent need to use these media to educate, in favor of becoming a persuasive political and social force in the community." The solution, he suggested, is a new station, "a truly public facility supported by public funds—taxes to be blunt—open as a public auditorium."

Mr. Brent pointed to lower-income countries which effectively use radio and TV more often to face pressing educational problems. The broadcast media, he said, can be "universal teaching machines," and it is "incomprehensible that they have not been better used" for creating the "educated society."

The entire WRUL project, he suggested, could not be tested in the United States until it has been proven elsewhere. He said the Caribbean was the likely place since it "has no indigenous center of learning."

FANFARE

Warm welcome brings business

Salutes to new firms result in good will and more ads for WSJS

Sometimes more than good programming and traditional sales efforts can drum up new business for a radio station.

Good old-fashioned hospitality is one approach that WSJS Winston-Salem, N. C., has found effective. WSJS stages its own version of "welcome wagon" when new businesses move into the area—a day of festivities with all the fixings of a gala grand opening combined with the casual air of an informal open house. In the last six months WSJS has supported 12 such salutes to business, and officials say the effort has provided several new accounts.

One case in point was a recent opening of a showroom by the local Bob Neill Pontiac agency. After the WSJS salute Bob Neill pumped up his adver-

Looking over proposed plans for opening day ceremonies are (l to r): Bob Neill, of Bob Neill Pontiac Agency; Richard Barron, assistant general manager of WSJS Winston-Salem, N. C., and Bob Williams, radio account executive for WSJS.

Drumbeats...

One for one - To further stimulate consumer interest in color television as well as to help boost the circulation of all-channel sets in the Chicago area, Polk Brothers, a major chain there, last week began a new "color TV exchange" promotion. Purchasers of monochrome sets now can get full money back until next May 15 with the purchase of a color set. Sol Polk, president of the company, said Wednesday his stores are expected to sell 20,000 black-and-white sets in December alone under the exchange plan.

Program promotions - WKSX(TV) Burlington, N. J.—Philadelphia, has been using both the Philadelphia radio stations (WIBO, WIP, WCAU, WDAS, WIPN, WIPF-FM), and WQAL(FM) and newspapers in promoting its programs this season. Besides the scheduled regulars, WKSX will feature several sports spe-
intensive drive

service

reached

coming members, the total membership to Forsythe and Maurice Winter, engineering
dent, announced

Long

TV

the

anticipated

the more than

KSN's early season promotion of

of

Milestones. Its 10
ing the slogan "X marks the spot

of Kansas

in

the states industry and the arts during

F. Cavanagh. The award, considered

one of New York's highest, was presented

to Dr. Stanton in recognition of

his contributions to the communications

industry and the arts during his

Color success • The NBC-TV affiliated Kansas State Network (KARD-TV) Wichita and its three satellites: KCKT [TV] Great Bend and KGLD[TV] Garden City, both Kansas, and KOME[TV] McCook, Neb.) reported that color-TVs set
distributors have recorded increases in

sales ranging from 151% to 350% over

the previous year partially as a result of

KSN's early season promotion of the

NBC-TV color shows. Signs announc-
ing the slogan "X marks the spot for

KSN color" were placed in the stores of

the more than 800 dealers who par-
ticipated in the promotion by keeping

their stores open late every evening of

the first week of the season with color-

TV sets tuned to the KSN stations.

Long longevity • Fetzer Broadcasting

Co. now has more than 50 members in

its 10-year club, John E. Fetzer, presi-
dent, announced last week. With three

members of the WKZO-AM-TV Kalamazoo

engineering corps, Jacob Rickli, Pres-

ton Forysthe and Maurice Winter, be-

coming members, the total membership

reached 51. A total of 883 years of

service is represented by the group,

16 members have been with the com-

pany over 20 years.

Matching Ford grant • A $6-million,

three-year fund-raising campaign has

been started by noncommercial KCET

(TV) Los Angeles. The need for an

intensive drive was called crucial by

the KCET management, to meet the Ford

Foundation matching grant of 75 cents

to the dollar, which ends at the end of

1965. The foundation will meet KCET's

fund drive in 1966 with a matching

grant of 50 cents to the dollar, up to

$500,000.

Western pitch • Chuck Biore Creative

Services has produced a 10-minute sales

promotion presentation for ABC Radio

West to aid the network in selling adver-

tising agencies on the effectiveness of

western radio advertising. Jack H.

Mann, ABC Radio western division vice

president, coordinated the production

with Vince Rowe, ABC West promotion

manager, and Bill Hillinick, account ex-

ecutive.

Milestone Award • Brigadier General

David Sarnoff, chairman of RCA, by

unanimous vote of executive board of

Screen Producers Guild, has been voted

next year's recipient of SPG's Milestone

Award for his "historic contribution to

the world of communications." The

award will be presented March 6, 1966,

at the Guild's annual awards dinner at

the Beverly Hilton hotel, Beverly Hills,

Calif.

Cheese cupcake • In contrast to the

usual ground-breaking crews, the young

miss above is doing the honors for a

new building at WKAJ Saratoga Springs,

N. Y. The call letters are for the small

ground breaker Kimberly Alexandra

Jones. Two-year-old Miss Jones is the

daughter of Kent E. Jones ( ), vice

president of Community Radio of Sara-

toga, licensee of the station. John

Farnam, president of Saratoga Springs

chamber of commerce, assisted at the

ground-breaking.

Hollywood Reality

MONDAY — FRIDAY

HOLLYWOOD REALITY . . . a new and exciting program dealing with all phases of the en-

tertainment industry . . . is being released on a nationwide syndicated basis to local stations JANUARY 3, 1966.

Each day there will be . . .

★ Interviews

★ Music

★ Special Features

Show hosts Ace London & Virginia Dare, together with announcer Bob Noble, will bring listeners into the homes of Holly-

wood's most interesting personalities as they openly discuss the "realities" of show business . . . there will be visits to world-

renowned places of interest in Hollywood . . . on-the-spot coverage from the major motion picture and television studios . . .

and music from every field of the enter-

tainment business.

AVAILABLE ALSO IN 5 MINUTE FORMAT

For Brochure & Demonstration

Tape, Contact

HOLLYWOOD REALITY Productions, Inc.
P.O. Box 1470, Hollywood, California 90028

Area Code 213, 464-4606

America's Newest

 Syndicated

RADIO SHOW

Broadcasting, December 6, 1965
Britain leans to German color
TV advisory group recommends PAL system;
Argentina impressed with U.S. color exhibit

In the international struggle over the color system to be used when a country begins providing color television service, Great Britain last week cast a large vote in favor of the German PAL (phase alternating line) system. Its television advisory committee to the postmaster general recommended to the House of Commons that the German system be adopted.

The National Television System Committee standards of the U.S. still are in the running, according to a spokesman for the U.S. Department of Commerce, but chances for holding Great Britain for NTSC standards seemed slim last week.

British spokesmen cautioned that color TV by any system is still a long way off for the country, and related that the final decision on the system to adopt would be made at the Consultative International Committee on Radio Communications (CCIR) at its meeting in Oslo, Norway, next June, when all three systems will be compared.

The postmaster general said that the government would adopt a 625-line screen, now in use by BBC-2, and eventually replace the BBC's 405-line system as well as that of the independent commercial broadcasters with 625-line systems.

At the same time the U.S. system was ahead, for the moment at least, of French system, SECAM (sequential with memory), before the Centro Argentino de Television in Buenos Aires.

The Buenos Aires event was an exhibition for the SECAM system, complete with monitors, transmitters and cameras, which U.S. representatives asked to attend, along with their own equipment and monitors.

U.S. delivered, France didn't.

Department of Commerce spokesmen said that although the rush for color equipment in this country is "frantic," industry representatives were able to piece together a color film chain and 14 color receivers for a "tremendously successful presentation of our product."

He stressed that a push was not made to sell U.S. products, only to sell the system, telling its distinctive fine points and showing the type of color reproduction possible with its use. "The subjective impact of the demonstration left them agog," he said.

U.S. industry and the Electronics Industries Association presented a total of 14 papers on the NTSC system, as contrasted with only four papers on SECAM.

Color in Argentina, as in Great Britain, is several years away, the spokesman reported, but "it is important to show the ranking members of the government and the decision-makers in engineering the quality of our system so that they are aware that other systems exist before they make their choice."

The demonstration used closed-circuit over VHF channel 3 to show the color, since the government would not allow either transmission to be broadcast.

In addition to Argentines at the symposium, representatives of 14 U.S. companies, U.S. Department of Commerce, U.S. embassy and Argentine affiliates of U.S. industry attended—along with several representatives of France.

North American radio-TV union
similar plan to that now operating in other areas urged at White House meet.

Proposals to establish a North American Broadcasting Union and a Voice of Peace agency under the auspices of the United Nations were made last week. The recommendations were among suggestions promulgated at the White House Conference on International Cooperation held in Washington.

The suggestion that a North American union of broadcasters be established—similar to those now in existence in Europe, Latin America, Asia and Africa—was made by a committee on cultural and intellectual exchange. Heading this committee were three co-chairmen: Norman Cousins, Saturday Review; Luther H. Evans, Columbia University, and John F. White, National Educational Television. Mr. White, who was chairman and sole member of the radio and television subcommittee, has made this proposal previously to broadcast groups.

The only active broadcaster who worked with this committee was William B. Quarton, WMT-AM-FM-TV Cedar Rapids, Iowa, listed as a consultant.

The establishment of a Voice of Peace entity was the single recommendation made by a committee on communications. This committee headed by Harold Geneen, ITT president, included...
New nations show muscle in ITU

They're becoming important force in the organization that oversees the allocations of world frequencies

The United States went to Montreux, Switzerland, for the plenipotentiary conference of the International Telecommunication Union with three main objectives. It succeeded partially in two, failed in one.

This is the opinion of FCC Commissioner Rosel H. Hyde, who was vice chairman of the U. S. delegation.

Mr. Hyde, a veteran of dozens of international conferences during his almost 20 years as a commissioner, related his experiences last week.

"We had three main recommendations," he said, "all designed to improve the efficiency of the ITU. One was to increase the power of the secretary general. The second was to place the International Frequency Registration Bureau under the supervision of a single director, instead of the 11-nation committee it now operates under. And the third was to revise the ITU 'convention' to make it more of a charter with general provisions.

"We weren't able to win over the conference to our proposals for the secretary general," he explained, "but we did succeed in reducing the IFRB to five nations, and the conference did name a committee to look into a revision of the treaty."

Early Questions • The conference started off with two problems, Mr. Hyde explained. One was the resolution introduced by some of the African and Asian nations to expel the Union of South Africa from the meeting. The U. S. opposed this move on the ground that political questions should be taken up at the United Nations, not at a conference of a technical body. But the majority of the conference voted to expel South Africa.

A second problem, Mr. Hyde said, was the proposed move by Soviet bloc nations to question the credentials of Nationalist China. This was headed off in the credentials committee, Mr. Hyde said.

The U. S. viewpoint also prevailed, the FCC commissioner said, when the membership of the administrative council was increased from 25 to 29. The administrative council meets every year and is in actuality the body that runs ITU. The plenipotentiary conference meets only every seven years.

The one reaction Mr. Hyde came back with, he said, is that a small group of the major nations can no longer decide on what to do and then ramrod its proposals down the throats of all other nations.

There are now 129 countries that are members of ITU, Mr. Hyde explained, and 32 of them are newly emerging nations, jealous of their sovereignty, quick to bridle at implications of neo-colonialism, and acutely touchy on questions of racial discrimination.

"All nations, particularly the major nations, must be prepared to prove the wisdom and justice of their proposals," Mr. Hyde said. "And," he added, "they also must be flexible in their recommendations, taking into account the needs and rights of all other nations, particularly the smaller, developing countries."

The New Lineup • New secretary general of ITU is Dr. Manohar B. Sarwate of India, who was deputy secretary general under Gerald C. Gross, former FCC engineer. Mr. Gross had a five-year term as secretary-general. New deputy secretary-general is Mohamed E. Mill of Tunisia.

The IFRB governing board is now composed of the Soviet Union, Japan, Morocco, France and Argentina. This means that John H. Gayer, Nebraska consulting engineer, who has been the
American member of IFRB since 1953 and twice its chairman, leaves that post in two years which is when the reduction becomes effective.

Chairman of the U. S. delegation was Julius C. Holmes, State Department. Besides Mr. Hyde, the other vice chairman was C. W. Loeber, acting director, telecommunications division, State Department.

Abroad in brief...

Sold • NBC International has reported that all its offerings, including new 1965-66 programming, have been sold to stations in Peru. Sales were made to channels 4 and 9 in Lima and interior stations. Programs included in the sale were Dr. Kildare, Bonanza, Profiles in Courage, I Spy, Convoy, Californians, Astro Boy, Atom Ant and Get Smart.

Canadian set sales • Radio and television set sales continue to increase in Canada. The Dominion Bureau of Statistics, Ottawa, reports that 445,419 Canadian-made radio sets were sold in the first six months of this year, compared with 363,299 in the same period last year. Largest gain was in automobile receivers, up from 221,716 in 1964, to 288,976 this year. Canadian-made television set sales totaled 219,759 units in the period, as against 199,571 in the first half of last year.

FATES & FORTUNES

BROADCAST ADVERTISING

King Harris, executive VP of Campbell-Ewald Co., San Francisco, and head of agency's West Coast division, moves to Detroit headquarters to become director of divisional offices and member of operating committee, Jan. 1. Ray S. Deiman, senior TV-radio producer at Detroit, appointed broadcast manager of C-E's West Coast division, Los Angeles, succeeding Willard Hanes upon Mr. Hanes' retirement Jan. 1.


Porter W. Jared, supervisor for Western Air Lines account elected VP of BBDO, Los Angeles. Mary Afflick, formerly associate creative director at Wade Advertising, Chicago, joins BBDO, as group creative director. Jerry Rogers joins BBDO, Chicago, as TV-radio producer.

Tom Tilson, VP and sales director, WNEW-TV, New York, appointed sales manager, Metro TV Sales, New York. Martin Connelly, recently with WTG (TV) Washington, succeeds Mr. Tilson as general sales manager. Leonard Garraputo, account executive, WNEW-TV, appointed national sales manager. Budd Meenan, account executive for Metro TV Sales, and Bernard Zeidman, in sales service department, WNEW-TV, named account executives for WNEW-TV.

Warren Boorom, assistant daytime sales manager for ABC-TV since Sept. 30, 1963, appointed director of daytime sales. Mr. Boorom assumes post formerly held by Edward Bleier, recently promoted to VP in charge of public relations and planning for broadcast division. Prior to joining ABC-TV, Mr. Boorom was with Metromedia Inc., New York, as VP, sales development of Foster & Kleiser division.

Robert G. Huthwaite, formerly media buyer with Young & Rubicam, Detroit, joins agency's Chicago office as account executive.


Alexander S. Dusek, producer-director at KYW-TV Philadelphia, named assistant advertising-sales promotion manager.

James Svehla, with sales staff of WMAQ-TV Chicago, promoted to account executive with NBC-TV Spot Sales, Chicago.

Rankin S. Lashmet, head of his own PR agency, joins WFLD(TV) Chicago as account executive.


Victor Main, with WSBK-TV Chicago, promoted to supervisor of traffic and communications.

RAB elects officers and new board members

Harold Krelstein, Plough Stations, Memphis, re-elected chairman of board of Radio Advertising Bureau at meeting Wednesday in Scottsdale, Ariz. Lester M. Smith, KJR Seattle, was re-elected chairman of executive committee, and Roger W. Clipp, Triangle Stations, chairman of finance committee.

Miles David was re-elected president, Robert H. Alter sales vice president, William D. Shaw of KSFO San Francisco, secretary. Louis Read, WBAM New Orleans, was elected treasurer, and Howard E. Brahm of RAB staff was named assistant secretary-treasurer to succeed Philip Schroeder Jr., who is resigning to move to Pacific Northwest, effective Jan. 1.

New members elected to RAB board were Arthur W. Carlson, Susquehanna Stations, York, Pa.; Thomas C. Harrison, Blair Radio, and Philip Spencer, WCSS Amsterdam, New York. Retiring board members, Robert E. Eastman of station representation firm bearing his name and Charles C. Smith of WOEC Americus, Ga., and Mr. Schroeder as retiring assistant secretary-treasurer, were voted commendations for their services.

Alan H. Andrews Jr., radio-TV director at Creamer, Trowbridge & Case, Providence, R. I., elected VP.

John LaPick, creative supervisor, elected VP and associate creative director of Young & Rubicam, New York.

Robert Margulies, VP at Ted Bates & Co., New York, elected senior VP. Philip L. Smith, account supervisor at Bates, elected VP.

Alfred L. Meyers, for 15 years with
film production firms in New York, joins Post-Keyes-Gardner, Chicago, as television producer.

Gary Floyd, production manager for WTOL-TV Toledo, Ohio, named account executive.

James S. Harrison, program director of KWZ-AM Santa Ana, Calif., appointed account executive.

Charles Foll, account supervisor at McCann - Erickson, San Francisco, appointed VP.

Jerome A. Friedland, associate director of marketing and research, D. P. Brother & Co., Detroit, promoted to director of research and marketing, succeeding Robert Riordan who resigned to join Falstaff Brewing Co., St. Louis, as director of marketing information.

Ann Adam, media buyer at Eisaman, Johns & Laws, Los Angeles, joins Reach-McClinton & Co., that city, as media executive.

Dan C. Clements, with advertising department at Northrop Nortronics, Palos Verdes, Calif., joins Bowes Co., Los Angeles, as advertising copywriter.

Irwin Nemet, previously head of his own design firm, appointed assistant art director at Kane, Light, Gladney Inc., New York.

Henry Seiden, VP and creative director for Marshak Co., New York, joins Grey Advertising there as VP and associate creative director.

John L. Taylor, account supervisor at Benton & Bowles, New York, elected VP.

Robert Young, formerly account executive at Burston-Masteller Associates, Chicago, joins Waldie & Briggs there as PR director.

Waldemar H. Alexander, with Fuller & Smith & Ross, Chicago, joins Lilienfeld & Co. there as merchandising director.

M. Kathleen Ring named art director at Stemmer, Bartram, Fisher & Payne, St. Louis.

Philip M. Michel, in management training program at WMAL-AM-FM-TV Washington, named account executive for WMAL-FM.

Bryce Benedict, local sales manager of KAKE-TV Wichita, Kan., named general TV sales manager of KAKE-TV and KUPK(TV) Garden City, Kan.

Bob Walterscheid, sales representative of KAKE-TV, replaces Mr. Benedict as local sales manager.

NAFB elects Stephens

George Stephens, KCNO-AM-TV Kansas City, elected president of National Association of Farm Broadcasters succeeding Orion Samuelson, WGN-AM-TV Chicago. Other new officers: VP, Bob Nance, WMT Cedar Rapids, Iowa; secretary-treasurer, Ray Wilkinson, WRAL-TV Raleigh, N.C.; and historian, Frank Raymond, WVA Danville, Va. Elected regional VP's: Northeast, George Haeffner, WHAM Rochester, N.Y.; Southeast, Jay Kent, WSB Atlanta: East North Central, Ben Werk, WHOP Canton, Ohio; West North Central, Orlie Kerwood, KSDO Sioux Falls, S.D.; West South Central, Ed Wilkes, KYTO Lubbock, Tex.; Mid-South, Jack Crownover, WAVI Louisville; Pacific Southwest, Jim Todd, KFPL Los Angeles; Pacific Northwest, Greg Click, KOMO Seattle, and Canada, George Atkins, CBC Toronto. New chairman of associate members is Stan Torgerson, WMC Memphis. NAFB's top merit award for 1965 was presented to George Biggar, for dozen years owner-manager of WLBK DeKalb, Ill., who began farm broadcasting on WLS Chicago in 1924.
Bruce Robertson retiring; Gelman to head Hollywood bureau

Bruce Robertson, senior editor of Broadcasting in Hollywood, will retire Dec. 31 after 31 years with the magazine. He will be succeeded by Morris J. Gelman, now associate editor of Television Magazine in New York.

Mr. Robertson, a native of Chicago and graduate of Northwestern University, joined Broadcasting as a correspondent in Chicago in 1934, after the magazine had absorbed Broadcast Advertising, a publication he had edited. He became Broadcasting’s Chicago bureau chief in 1936 and head of the magazine’s New York editorial operations the next year.

In New York Mr. Robertson covered the business headquarters of radio in its years of big-show glamour and of television from its early developments through its post-World-War-II boom. He was promoted to senior editor in the publication’s Washington headquarters in 1954 and during that assignment won a Jesse H. Neal award, presented annually by the American Business Press for distinguished business journalism.

Mr. Robertson has been Broadcasting’s chief editorial executive in the West since January 1957. He is currently vice president of the Hollywood Advertising Club; secretary of the Radio, Television, Recording and Advertising Charities of Hollywood; publicity chairman for the Los Angeles chapter of the Broadcast Pioneers and a member of the Catholic Press Council and the National Academy of Television Arts and Sciences.

Mr. Robertson was honored last Friday night (Dec. 3) at a dinner dance of the Southern California Broadcasters Association at the Beverly Hills hotel.

After his retirement Mr. Robertson will begin work on a long-planned project, an encyclopedia of broadcasting, with occasional breaks for travel. He has scheduled a European tour next spring.

Back Again is Mr. Gelman, who replaces Mr. Robertson as Broadcasting’s senior editor in Hollywood, will be returning to familiar scenes. Although he was born and spent his childhood in New York, he went to school at Santa Monica, Calif., City College and graduated from the University of California at Los Angeles.

After college and military service Mr. Gelman returned to New York and worked as a reporter for the New York Post, the Brooklyn Eagle and The Theatre Magazine. He joined the New York editorial staff of Broadcasting in December 1960 and was transferred to Television Magazine in November 1961. Mr. Gelman has written many major articles for Television, including a comprehensive report on Hollywood film production in the magazine’s September 1963 issue.

Mr. Gelman is married and has two sons, ages 1 and 5.

NEWS

Richard A. Rosse, assistant bureau chief at MBS, New York, named bureau chief, succeeding Jack Allen, now at WOR New York.

Roger Sharp, CBS executive news editor, New York, joins WNAC-TV Boston, as newsman.

Paul Morsch, news director of WKBW and WKBTV, both in Buffalo, N.Y., and of WOR-TV, New York, now WOR-TV, New York, named program manager of WOR-TV.

Harry E. Kisker, sports director with WOR-TV, appointed program manager of WOR-TV, Boston, Mass.

Charles E. Crawford, farm director of WGBH, appointed program manager of WGBH.

Elmer Bieser, independent distributor of film features, named southwest sales representative for Poole Productions, Greenville, S. C.

Mr. Bieser

EQUIPMENT & ENGINEERING

James F. Shanley, sales engineer for CATV E & E Systems Division of Jerrold Electronics, West Lafayette, Ind., named manager of central region of CATV Systems Division.

Albert C. Knapp, manager-engineering of General Electric Broadcasting Co. (WGY, WGBF, WGBG, WGBH), all Schenectady, N.Y.), will retire Dec. 31 after 35 years in

BROADCASTING, December 8, 1965
Allen, Kratokvil retiring

Edward W. Allen Jr., chief engineer at FCC, and Frank M. Kratokvil, chief of FCC Field Engineering Bureau, with combined service record of 61 years at FCC, will retire Dec. 30.

Mr. Allen joined FCC in 1935 as assistant technical engineer. He became electrical engineer, radio engineer and in 1946, chief of technical information division (now technical research division). He was appointed chief engineer on June 27, 1951.

Mr. Kratokvil began his federal career in 1928 as radio inspector for Department of Commerce. He joined Federal Radio Commission in 1932 and in 1946 became chief of FCC Monitoring Branch. Four years later he became assistant chief of Field Engineering and Monitoring Division and on Aug. 1, 1964, was appointed to present position.

ALLIED FIELDS

Richard D. Lane, Midwest manager of American Research Bureau, Chicago, appointed assistant sales manager at Media Statistics Inc., that city. Robert L. Owens, manager, midwestern station services, succeeds Mr. Lane. Alain Tessler, account executive in ARB’s Chicago office, promoted to midwestern sales manager. Rudolph H. Nissley Jr., acting manager of Arbitron office, New York, promoted to manager.

James W. Bentley, station manager of KAAR(TV) San Diego, named director of overseas field operations with RTV International, New York, management consulting firm for mass communications.

Tully Piesser, VP for market planning and research at Erwin Wasey, New York, named president of Cambridge Marketing Group, there, newly formed marketing and research projects company.

Donald L. Sandberg, with National Educational Television, New York, appointed director of field services for National Center for School and College Television at Indiana University, Bloomington.

Woody Klein, investigative correspondent with WCBS-TV New York, ap-
Douglas Y. Smith, 60, corporate vice president of RCA Electronic Components and Devices, died Nov. 29 after collapsing in RCA Building, New York. His responsibilities were in both domestic and international areas for electronic components and devices. Mr. Smith joined RCA in 1930, and since 1963 was vice president of RCA Electronic Components and Devices. In July of this year he was appointed to corporate staff. Surviving are his wife, Beatrice, one daughter and grandson.

Martin A. Olson, 52, who retired last summer as promotion and merchandising manager for WDSM-TV Du- luth, Minn.-Superior, Wis., died in his home Nov. 23. He is survived by his wife, Helen.

Lillian (Pat) Roper, 63, program director of WOAR Evansville, Ind., died Nov. 18 of lung cancer at Deaconess hospital, that city. Mrs. Roper began her radio career in 1929 as studio or- ganizer for WOAR. At time of death she also was assistant secretary and treasurer of radio station WOAR Inc., company owning station.

Art Lochner, 37, sports director at WEXK-TV Richmond, Va., died in automobile accident in Fredericksburg, Va., Nov. 27.

William Edward Ellis, 39, president of Goodwin-Ellis Advertising Ltd., Vancouver, B.C., died Nov. 23 of heart attack while flying between Calgary and Toronto. Prior to buying major- ity interest in firm in 1958, he had been with McConnell Eastman & Co. Ltd., Vancouver.

Jones Hawley, 49, VP at Eisaman, Johns & Laws Advertising, Los Angeles, died Nov. 22 after prolonged ill- ness. Mr. Hawley had previously been account executive with BBDO and with Hal Sseibins Inc.

Donn Wood (Donald Tuckwood), 36, VP and production manager of KGMB- tv Honolulu, died Nov. 21 of an ap- parent heart attack. Mr. Wood was formerly with KTVK Phoenix.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Nov. 24 through Dec. 1 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 rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community anten- tenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. ft.—feet. kw—kilowatts. lat.—latitude. long.—longitude. mc—megacycles. mod.—modification. N—night. SCA—subsidary communications authorization. SH—specified hours. SAA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTION BY FCC

Kansas City, Mo.—Pershing Television Corp. Granted CP for new TV on UHF channel 54 (710-716 mc); ERP 54.1 kw vis., 13.5 kw aur. Ant. height above average terre- rain 493 ft.; antenna 586 ft. P.O. ad- dress 530 Fifth Avenue, New York. Estimated construction cost $288,000; first year operating cost $80,000; revenue $300,000. Geographic coordinates 39° 09' 12" north lat., 74° 34' 57" west long. Studio and trans. loca- tions both Kansas City. Type trans. RCA TFU-21A, type ant. RCA TFU-23J. Legal counsel Welch & Morgan, consulting engi- neers Raymond E. Kohler & Associate, both Washington. Principal: Richard E. Bailey (100%). Mr. Bailey has 95% interest in Sports Network Inc. Action Nov. 17.

NOTICE

# NOTICE IS HERBY GIVEN that, in order to be entitled to compara- tive consideration, any application for construction permit for new tele- vision broadcast station to operate on channel 21, Birmingham, Ala., must be substantially complete and tendered for filing no later than close of business Jan. 4, 1968. Adopted by commission on Nov. 24. Commissions Hyde and Bartley absent.

APPLICATIONS

Owensboro, Ky.—David Allen Channel Vision Inc. UHF channel 31 (772-787 mc); ERP 781 kw vis., 156 kw aur. Ant. height above average terrain 181 ft. above ground 548 ft. P.O. address: 414 Masonic Building, Owensboro 42301. Estimated con- struction cost $450,000; first year operating cost $100,000; revenue $200,000. Ant. and trans. locations both Owensboro. Geographic coordinates 37° 49' 46" north lat., 87° 12' 26" west long. Legal counsel Wilmer and Berg- son, consulting engineers John H. Mullaney and William T. Morgan, consulting engineer, type ant. RCA TFU-31J, type trans. RCA TFU-30J. Principals: T. J. Allen, W. L. Smith (each 50%). William L. Wilson (0.5%). Mr. Bartlett has ownership in farm, farm supply company, asphalt company, poster service, Gulf Oil Co. distribution agency. Mr. Smith is super- market and shopping center investor. Mr. Wilson is law partner. Ann. Nov. 24.


Toledo, Ohio—Rust Craft Broadcasting Co. UHF channel 54 (872-878 mc); ERP 706 kw vis., 70.6 kw aur. Ant. height above average terrain 1000 ft., above ground 1032 ft. P.O. address c/o Fred Weber, 320 Market St., Steubenville, Ohio 43953. Estimated con- struction cost $701,000; first year operating cost $300,000; revenue incorporated into Rust Craft general income. Studio and trans. loca- tions both Oregon, Ohio. Geographic coordinates 41° 47' 20" north lat., 83° 25' 36" west long. Type ant. GE TV-50A. Legal counsel Reed Miller, consulting engineer Willis C. Beecher, both Washington. Principals: Rust Craft Broad- casting is owned by Rust Craft Greeting Cards, Dedham, Mass., and is licensee of WTVV (AM-FM-TE) Lebanon, Ohio; WBOY (AM-TE) Clarksburg, W. Va.; WGRF- TV Chattanooga, Tenn.; and holds interest in WNEW (TV) New York. New Orleans, La.; and holds interest in NEWUI (TV) New England; in addition Rust Craft Greeting Cards holds interest in WTVV (AM-FM-TE) Pittsburgh, WSOH Tampa, Fla., and WWRD-TV Augusta, Ga. Ann. Nov. 28.

Knoxville, Tenn.—Olympic Broadcasting Co. UHF channel 14 (470-476 mc); ERP 324 kw vis., 6.67 kw aur. Ant. height above average terrain 564 ft., above ground 700 ft. P.O. address c/o Frank Barnett, Farragut Valley Fidelity Bank Building, Knoxville 37902. Estimated construction cost $300,000; revenue not listed. Studio and trans. locations both Knoxville. Geographic coordinates 36° 09' 21" north lat., 83° 56' 20" west long. Type ant.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1557 J ewel Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-5351

BROADCASTING, December 6, 1965
New stations

**RCA and graphic coordinates**

from and electric power company $29,000; Nov. Wirth for son, Co., New above BROADCASTING, Waco, %), $23,805; of WOAP.

Seeks for Ann. to WOAP Owosso, Mich. APPLICATIONS Co. Stearns Sisk 682.3

kw; change increase power from 50 kw, changeing cost Grant-Jones-Jr., 225, 26.79 Creston, Iowa Broadcasting Co. by FCC 125, 26.79 new terrain Creston, Iowa

Broadcasting Co. Grant-Grant-Jr., Jonesy and Williams owns KMYO Monterey, California. Rocky Ford, Colo.-Rocky Ford Investment Corp., granted CP for new FM on 95.3 channel, above average terrain 96 ft. P. O. address Box 30, Creston, Iowa. Estimated construction cost $1,920, first year operating cost $6,000; revenue $7,000. Applicant is licensee of KAVI Rocky Ford. Action Nov. 30.

Dundee, III.—James C. French, granted CP for new FM on 96.9 channel, above average terrain 300 ft. P. O. address Box 25, Dundee, III. Estimated construction cost $13,152; first year operating cost $8,560; revenue $10,500. Principals: James C. French, Mr. French is owner of two-way radio equipment sales and services store, also owner of KGNO. Action Nov. 29.

Creston, Iowa Broadcasting Co. granted CP for new FM on 101.3 channel, 259.5 kw. Ant. height above average terrain 565 ft. P. O. address Box 253, Creston, Iowa. Estimated construction cost $4,101; first year operating cost $3,460; revenue $4,560. Southwest Iowa is licensee of KISB Creston. Action Nov. 30.

Dodge City, Kan.—Dodge City Broadcasting Co. granted CP for new FM on 95.5 channel, above average terrain 153 ft. P. O. address Box 757, Dodge City, Kansas. Estimated construction cost $9,500; first year operating cost $5,250; revenue $6,500. Applicant is licensee of KKVX Dodge City, above stockholders are also owners of KGNO

Emporia, Kansas. Broadcasting Co. granted CP for new FM on 104.9 channel, 305.5 kw, Ant. height above average terrain 390 ft. P. O. address Box 369, Emporia, Kansas. Estimated construction cost $3,000; first year operating cost $2,500; revenue $3,500. Principals: Edward J. Me-Kernan Jr., and J. Mc-Kernan III (15%). Applicant is licensee of KVOE Emporia. Action Nov. 30.

Lake Charles, La.—Victor Radio Co. granted CP for new FM on 96.1 channel, 341.5 kw. Ant. height above average terrain 218 ft. P. O. address Box 336, Lake Charles, Louisiana. Estimated construction cost $425,800; first year operating cost $18,000; revenue $24,500. Principal: Robert M. Muir (100%). Applicant is applicant for new TV on UHF channel 29 in Lake Charles, and channel 16 in Little Rock, Ark. Victor Radio owns KMYO Little Rock and KIKS Sulphur, La. Action Nov. 29.

Rutson, La. — Rutson Broadcasting Co. granted CP for new FM on 101.3 channel, 259.3 kw. Ant. height above average terrain 213 ft. P. O. address Box 1039, Rutson, Montana. Estimated construction cost $18,947; first year operating cost $12,500; revenue $12,500. Principal: Lawrence E. Faulk, Jr. (100%). Mr. Faulk owns KRUS Rutson. Action Nov. 24.


Bridgeport, N. C.—V.W.B. Inc. granted CP for new FM on 97.7 channel, 240.3 kw. Ant. height above average terrain 366 ft. P. O. address Box 148, Farmville, N. C. Estimated construction cost $15,300; first year operating cost $1,000; revenue $1,000 both above operations of AM facility. Principals: Carl V. Venters Jr., Lawrence Behr and others. V.W.B. Inc. is applicant for new AM in Bridgeport.

Clinton, N. C.—A. G. Williams, George T. Williams, John B. Williams Jr., and J. L. Austin/Ogle/Black Co. granted CP for new FM on 101.7 channel, 266.9 kw. Ant. height above average terrain 300 ft. P. O. address Box 839, Clinton. Estimated construction cost $1,800; first year operating cost $8,000; revenue $2,500. Principals: A. G. Williams, George T. Williams, John B. Austin/Ogle/Black Co. are attorneys. Action Nov. 19.


**Ogden, Utah—Webster State College, granted CP for new FM on 88.1 channel, 201.9 w. P. O. address c/o Benjamin M. Niel, chairman, Dept. of Speech. 3750 Harri-son Blvd. Ogden. Estimated construction cost $4,598; first year operating cost $1,200; revenue derived from budget for department of speech. Principals: Board of Trustees of Webster State College. Action Nov. 24.

Platteville, Wis. — Southwest Wisconsin Inc. granted CP for new FM on 95.3, channel 207A, 3 kw. Ant. height above average terrain 290 ft. P. O. address c/o John F. Monroe Jr., 735 North Water St., Milwaukee 53202. Estimated construction cost $15,450; first year operating cost $3,000; revenue $4,200. Principals: John F. Monroe Jr. (35%), Mary E. Schmitz (25%), Margaret M. Zunick (15%), and Miriam B. Monroe (10%). Southwest Wis-consin is licensee of WSWW Platteville. Mr. Monroe, Mrs. Zunick and Miss Schmitz own 31.25% and Mrs. Monroe owns 62.5% of company.

Sturgeon Bay, Wis.—Door County Broadcasting Inc. granted CP for new FM on 59.9, channel 260. 3 kw. Ant. height above average terrain 366 ft. P. O. address 16th and Utah Streets. Sturgeon Bay. Estimated construction cost $9,000; first year operating cost $8,000; revenue $8,500. Principals: Edward Allen (32%), Dr. H. D. Grota (15%), Frank H. Keilner (12%), Vernon Pfeifer
Principals have Waters (each Granted and Gary L. and Dummfield, Ohio. Revenue Taylor above (19.5%)).

KJAY Elizabethton, Alken, Carolyn Ursrey Nov. 24. Carol. & Walter F. Davis, Edward J. Suggs individually (15.25%), Roy J. Baker and Thos. J. Baker as a family group (55%). (With holding 33.5%), through purchase of stock by Thos. J. Baker (15.25%) and Thos. J. Baker (33.5%) from O. B. Hall (33.5% before, none after.) Consideration $10,000. Action Nov. 24.


KAMO(TV) Twin Falls, Idaho—Seeks transfer of negative control of licensee corporation, KLIN Corp., to Paramer Corp. (80% before, none after) to A. L. Glassman et al. Transfer is result of dissolution of Paramer Corp. and distribution of its assets to its stockholders. Consent Nov. 30.

WLDS-FM Jacksonville, Ill.—Seeks acquisition of Commercial Jacksonville Journal Courier Co. (parent corporation of licensee corporation, Jacksonville Radio and Television Broadcasting Co.) db/as "WOSA"

by W. A. Faye (30.5% before, 38.8% after) through reorganization of Olson Family Broadcasting Group consisting of Helen W. Hackett, Ruth W. Curtis, Allie A. Hackett and each 16.3% (before, none after). Consideration $278,893 for stock. Members to be retired to corporation. Action Nov. 26.

KANE New Iberia, La.—Seeks acquisition of positive control of licensee corporation, New Iberia Broadcasting Co. db/as "KXIL", through purchase of stock from James D. Baker (70% before, 36% after). Consideration $61,310 (before, none after). Action Nov. 26.

BROADCASTING

Volume 51, No. 38, November 24, 1965

26.


Waswell, Vt.—KFZI Broadcasting 167.1 mc channel 256, 3 kw. Ant. height above average terrain: 71 ft. P.O address: c/o Wm. Martin, 18 W. First Street, Fort Du Lac 45936. Estimated construction cost $15,000; first year operating cost $5,000, revenue $15,000. Principals: Louie A. Lange individually (36.2%), H. H. Lange individually (25.8%), Louie A. Lange individually (24.1%), Wm. Martin individually (15.9%), Wm. Martin individually (10.1%). Consideration $10,000. Action Nov. 26.

KVRE Santa Rosa, Calif.—Granted assignment of license from Santa Rosa Broadcasting Inc. db/as "KXIV" (49%) and Wm. Harry Colclough (49%), Wm. Harry Colclough (1%), Mrs. Carolyn F. Colclough (1%). Consideration $100,000. Granted Nov. 26.

Rochester, N.Y.—North Central Video Inc. 96.7 mc channel 244, 3 kw. Ant. height above average terrain: 78 ft. P.O. address: c/o Joseph E. Plunkett (50%), Robert J. Wasve, Robert J. Lundin, Conversation, 10 W. First Street, Foster J. Porter, Harry F. Burich (each 5%), Catherine M. Poire (25%), Millard D. Gilbert, Robert J. Lundin individually (20%). Consideration $75,000. Action Nov. 24.

Kenosha, Wis.—Granted assignment of license from Ocean City Broadcast- ing Inc. db/as "KBXM" (10%) to Bay City Broadcasting. Consideration $1,500. Action Nov. 24.

was granted permission to apply for new license to operate a television station on channel 4 to rebroadcast programs of WLS in Chicago subject to outcome of proceedings in Dec. 1991. Action Dec. 1.


By memorandum order and order, commission denied application of Thomas J. Ripple, Rehoboth Beach, Del., set aside its Aug. 2 grant of application of Nemco Broadcasting Corp. to operate NBC Radio Network, Inc., KFLA(FM), Pittsburgh, Pa., to Gateway Broadcasting Enter- tainment, Inc., to operate WPCH, KFFR, WPCH, Pittsburgh, Pa., WPCH, KFFR, Pittsburgh, Pa., to Gateway Broadcasting Enter- tainment, Inc., to operate WPCH, KFFR, WPCH(TV), KFFR(TV), Pittsburgh, Pa., to Gateway Broadcasting Enterprises, Inc., to operate WPCH(TV), KFFR(TV). Action Dec. 1.

By memorandum order and order, commission denied petition by Midwest Communications Co., Inc. for reconsideration of June 30 report and order finding that Midwest Communications Co., Inc. is the best for regular airborne operation to provide experimental program for six channels in upper UHF television broadcast band. Board of Communications, which will appear on covering document. June 30 report permitted experimental airborne operations by MPATI to continue on channels 72 and 78 for five years, and stated conditions of application for regular operation on six other channels 80 through 85 in 1966, and to file its complaint with Federal Communications Commission for determination of positive control of licensee corporation. R. E. Suggs, Robert E. R. (20% before, 100% after) through purchase of stock from E. S. D. (50% before, none after). Action Dec. 1.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Telephone</th>
</tr>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>2411 - 2419 M St., N.W.</td>
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<td>Washington 20005</td>
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<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash. 4, D.C.</td>
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<td>Telephone District 7-1205</td>
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<td>Member APOOB</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers</td>
<td>527 Munsy Bldg.</td>
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<td>Radio &amp; Television</td>
<td>Sterling 5-0711</td>
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<td>Communications-Electronics</td>
<td>Edward J. Lorentz, Chief Eng.</td>
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<td>PRUDENTIAL BLDG.</td>
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<td>Washington, D. C.</td>
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<td>A. D. Ring &amp; Associates</td>
<td>Consulting Engineers</td>
<td>42 Years' Experience in Radio Engineering</td>
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<td>1710 H St., N. W. 298-6850</td>
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<td>BALTIMORE, 8-7757</td>
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<td>KEAR &amp; KENNEDY</td>
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<td>GEO. P. ADAIR ENG. CO.</td>
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<td>WALTER F. KEAN</td>
<td>Consulting Engineers</td>
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<td>Consultant Radio Engineers</td>
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<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>9th Floor, Securities Bldg.</td>
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<td>729 15th St., N.W., 393-616</td>
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<td>PETE JOHNSON</td>
<td>Consulting am-fm-tv Engineers</td>
<td>Applications-Field Engineering</td>
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<td>P.O. Box 4318</td>
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<td>Charleston, West Virginia</td>
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<td>E. HAROLD MUNIN, JR.</td>
<td>Broadband Engineering</td>
<td>Consultant</td>
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<td></td>
<td>Coldwater, Michigan 49036</td>
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<td>Phone 517-278-6733</td>
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<td>E. E. BENHAM &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>3141 Calhouna Blvd.</td>
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<td>Consulting Engineers</td>
<td>Los Angeles 28, California</td>
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<td>Phone T-3227</td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service</td>
<td>SPECIALISTS FOR AM-FM-TV</td>
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<td>Precision Frequency Measuring Service</td>
<td>445 Concord Ave., Cambridge 38, MA.</td>
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<td>Precision Frequency Measuring Service</td>
<td>Phone Trowbridge 6-2810</td>
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<td>T. W. KIRKSEY</td>
<td>17 Years Engineering</td>
<td>TV CATV and Microwave</td>
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<td>Phone 612-933-7131</td>
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<td>Phone 612-574-1171</td>
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<td>Minneapolis, Minnesota</td>
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<td>COMMERCIAL RADIO</td>
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<td>103 S. Market St.,</td>
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<td>Cambridge 38, Mass.</td>
<td>Phone Kansaco City</td>
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<td>BROADCASTING, December 6, 1965</td>
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 2

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<th>AM</th>
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<tr>
<td>Lic. CP's</td>
<td>4,018</td>
<td>1,379</td>
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<td>CP's for new stations</td>
<td>29</td>
<td>26</td>
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<td>CP's not on air (new stations)</td>
<td>7,191</td>
<td>94</td>
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<td>Total authorized stations</td>
<td>4,110</td>
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<td>Applications for new stations (not in hearing)</td>
<td>238</td>
<td>218</td>
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<td>Applications for new stations (in hearing)</td>
<td>342</td>
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<td>Total applications for new stations</td>
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<td>245</td>
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<td>Applications for major changes (in hearing)</td>
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<td>Total applications for major changes</td>
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<td>CP's deleted</td>
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LICENSED COMMERCIAL TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 2

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<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>Total</td>
<td>185</td>
<td>939</td>
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COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31, 1965

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<th>AM</th>
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<tr>
<td>Commercial</td>
<td>513</td>
<td>699</td>
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<tr>
<td>Noncommercial</td>
<td>505</td>
<td>128</td>
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Petition to enlase issues to 15 days after action by board on joint request for approval of agreement and dismissal of Bowie application. Member Neilon not participating. Action Dec. 1.

© By memorandum opinion and order review board denied petition by Reunion Broadcasting Corp. to enlase issues as to Eastern Long Island Broadcasters Inc. in proceeding on their applications for new FM station WZQ and Sag Harbor, N. Y., respectively. Action Dec. 1.

© By memorandum opinion and order reviewing board denied petition by Walthen Wm. C. Co. to change ownership from Walthen C. Co., and Woodland Broadcasting Co. for new AM's in Port Allegany, Pa., and Tarpon Springs, Fla., respectively. Action Nov. 30.

© By memorandum opinion and order enlasing proceeding on applications of WTCN-TV, Midwest Television Inc. (WCCO-TV), and United Television Inc. (KMSF-TV), Minneapolis, Minn., in Dec. 1965; review board denied petitions by WCCO-TV and Twin City Area Educational Television Corp. for review of examiner's Oct. 5 action concerning continuance of hearing. Member Neilon not participating. Action Nov. 29.

© Review board granted petition by James D. Children to extend time to Dec. 3 to file reply brief to exceptions and brief in support of exceptions to initial decision in proceeding on his application for new AM in Buena Park, N. C. Action Nov. 26.

© Commission gives notice that Oct. 6 initial decision which looked toward denying for failure to prosecute application of Abraham Rosenstock, tr/ass Jefferson Radio Co. for license to operate construction permit of new station (KABE) in Westvigo, Ia., on 1540 kc. 500 w., became effective Nov. 28 pursuant to Sec. 1.276 of rules. Action Nov. 26.

© New South Broadcasting Corp., Meridian, Miss.—Commission designated for hearing application for new FM station to operate on channel 248 (97.1 mc) EHP 40.3 kw; ant. height 198 ft. Issues are to determine extent to which duopoly considerations may preclude future expansion of commonly owned station WSNL-FM Laurel, Miss., and proposed facility, and whether latter represents efficient use of channel within meaning of Sec. 307(b) of Communications Act. Commissioner Lee dissented. Action Nov. 24.

© Dickinson Radio Association, Williston, N. D.—Commission granted CP for new VHF TV translator station on channel 11 with 100 w. power to rebroadcast programs of its station KDKX-TV (channel 2), Dickinson; conditioned that it translator station operate in area within一级服务 Grade A contour of any TV station in operation, or which, it is subsequently determined, is operating on channel that station's request translator station cannot duplicate simultaneously, or 15 days prior to subsequent thereto, program broadcast by such TV station, and also subject to limitations in Sec. 15971 of rules. Commissioner Loening dis- consented. Action Nov. 24.

© By memorandum opinion and order, commission granted petition by Birmingham Television Corp., permittee of TV station WMBG on channel 42, Birmingham, Ala., to extend of accepting for filing its application for modification of CP to specify operation on channel 21, which was as- signed Birmingham in fourth report and order in Dec. 14529.

© By separate commission action set aside Aug. 27 initial decision and returned to processing line application of Chapman Radio and Television Co. for new TV station on channel 21 in Homewood, Ala., respectively.

© By letter, commission granted waiver of Sec. 1369 of rules and accepted applications and/or Canal-er Associates Inc. to change frequency of WGiGA Atlanta from 1800 kc. to 1190 kc. extended operation to 180 kw, and D. Commission Cox not participating. Action Nov. 24.

© By letter, commission denied request by Breckinridge County Broadcasting Co. for waiver of 1,586 of rules and refused, and placed application in normal course. Action Nov. 24.

© By memorandum opinion, proceeding on applications of Broadcasting Co. and W. Broadcasting Co. for FM's in East Orange, N. Y., action by board pursuant to Sec. 133 of rules and application for new AM's in 1900 kc. to 1 kw. DA, Etc., and placed application in normal course. Action Nov. 24.

© By memorandum opinion, proceeding on applications of Broadcasting Co. and W. Broadcasting Co. for FM's in East Orange, N. Y., action by board pursuant to Sec. 133 of rules and application for new AM's in 1900 kc. to 1 kw. DA, Etc., and placed application in normal course. Action Nov. 24.

© By memorandum opinion, proceeding on applications of Broadcasting Co. and W. Broadcasting Co. for FM's in East Orange, N. Y., action by board pursuant to Sec. 133 of rules and application for new AM's in 1900 kc. to 1 kw. DA, Etc., and placed application in normal course. Action Nov. 24.

© By memorandum opinion, proceeding on applications of Broadcasting Co. and W. Broadcasting Co. for FM's in East Orange, N. Y., action by board pursuant to Sec. 133 of rules and application for new AM's in 1900 kc. to 1 kw. DA, Etc., and placed application in normal course. Action Nov. 24.
ETV fund grants

- Following grants for educational television stations were announced by the Department of Health, Education and Welfare.
- North Platte, Neb.—Nebraska Educational Television Commission; $9,839 to establish new channel on channel 3; total project cost $17,884.
- Alliance Neb.—Nebraska Educational Television Commission; $79,525 to help activate station on channel 13; Alliance project cost $50,264.
- KOWH, Wash.—Claver Park School District; $45,000 to improve facilities on channel 56; Tacoma project cost $114,262.
- Norfolk, Va.—Virginia Education Commission; $25,306 to improve facilities of WWHO-TV (channel 15). Norfolk total project cost $35,075.
- Following applications for funds have been filed for the operation of the Department of Health, Education and Welfare.
- Lexington, Tenn.—Tennessee State Board of Education; for establishment of station WIRE, $11,000. Total project cost $45,676.
- Newark, N. J.—Educational Broadcasting Commission; for new station on channel 3, $101,000. Total project cost $110,000.
- Boston—GBHE, Educational Foundation; to expand operation of facilities of channel 13, $8,750. Total project cost $103,301.
- Philadelphia—WHYY, Inc.; to expand operation of facilities of channel 13, $35,000. Philadelphia project cost $89,854.

BROADCASTING

Actions of Nov. 22

WRLM (FM) Taunton, Mass.—Waived sec. 73.210; granted new and auxiliary trans. to change studio location and operate trans. by removing and installing transmitters at Richmond; change type trans. and type ant.; and increase ERP to 14 kw.

KXNR (FM) Rochester, Minn.—Waived sec. 73.210; granted new and auxiliary trans. to change location and expand operation of facilities of channel 13, $14,000. Rochester project cost $20,000.

KQED (TV) San Francisco—Waived sec. 73.210; granted new channel and auxiliary trans. to improve facilities of channel 7, $15,000. San Francisco project cost $25,000.

KQED (TV) San Francisco—Waived sec. 73.210; granted new and auxiliary trans. to improve facilities of KQED (TV) San Francisco; $15,000. San Francisco project cost $25,000.

KQED (TV) San Francisco—Waived sec. 73.210; granted new and auxiliary trans. to improve facilities of KQED (TV) San Francisco; $15,000. San Francisco project cost $25,000.

KQED (TV) San Francisco—Waived sec. 73.210; granted new and auxiliary trans. to improve facilities of KQED (TV) San Francisco; $15,000. San Francisco project cost $25,000.

KQED (TV) San Francisco—Waived sec. 73.210; granted new and auxiliary trans. to improve facilities of KQED (TV) San Francisco; $15,000. San Francisco project cost $25,000.
Help Wanted—Management

Manager-sales manager, midwest non-metropolitan Soltan market. Opportunity unlimited with expanding group. Successful employment and credit record essential. Box L-69, BROADCASTING.

Man to program and sell AM & FM in one of the top 4 markets in U. S. Send full details to Box M-12, BROADCASTING.

Major market chain operation—best facility in excellent radio market. Opportunity for right man with minimum management experience. Should earn $30,000—$40,000 salary and bonus arrangement. Also stock option. Send complete resume and recent photograph to Box M-38, BROADCASTING.


Are you the right experienced working-manager to produce outstanding results including responsibility all sales for a 3000-6000 market daytimer? Reliable; mature; confidential; proven record required. Soltet sales experience preferred. Proposals to KRAF, Reedsport, Oregon. No telephone calls.

Aggressive manager needed for one of the larger New York State markets. Sales and administrative experience with popular music station. Excellent opportunity for growth in a broadcast group. Send re- sume and letter to Box B-1978, 125 W. 43st, N. Y. 36.

Sales


Needed immediately a well qualified sales manager. Excellent base, plus strong in- centive. Midwest network, full timer. Box L-285, BROADCASTING.

Aggressive, experienced salesman for New York suburban area station. You must have proven track record. Salary competitive. Excellent commis- sion, company benefits. Complete resume required. Write Box L-289, BROADCASTING.

Unlimited opportunity for aggressive ex- pertised sales man in two-station midwest market of 150,000. Call 815-737-5175 or send resume. Box L-307, BROADCASTING.

Salesman with management potential. Well- capitalized rich northeast market. Owner of high repute. Work with pros and excellent packages. Build billing rapidly and advance to at or station mgmt. Top draw. Write fully, inc. billing history to President, New York. Box M-44, BROADCASTING.

Leading good-music AM-FM station in major southwest market seeks top-notch sales management experience. Right man can earn up to $30,000. Box M-29, BROADCASTING.

Help Wanted—Announcers

Recent college graduate. Good voice—limited air work. No sales experience, but enthusi- astic interest in sales necessary. Excellent future with fast growing 16 kw station in metropolitian market. Box M-31, BROADCASTING.


Wanted immediately, account executive ex- perienced in small market sales, for permanent position AM-FM operation on the south Florida gold coast. Guarantees, first class facilities, will take all active billing. Must have proven record, and be family man, with ability to advance into sales manager. Write P.O. Drawer WSBP, Boca Ratón, Florida or phone area code 561-7901, R. R. Allen, Gen- eral Manager.

If you are interested in a fine midwest sales opportunity, contact: Box L-180, BROADCASTING.

Help Wanted—Announcers

Loading stations in Western Michigan is seeking experienced program-director—strong on music & news. Good pay, fringe benefits. Opportunity for growth. Send tape, photo & resume to Box L-109, BROADCASTING.

Wanted: Announcer-salesman to help over- burdened station manager in small market station. Send tape, resume and salary desired to Box L-28, BROADCASTING.

There will soon be opening for an after- noon drivetime personality in medium size midwest market. We are top rated in this market of over 100,000. Your requirements: Bright, clever, humorous, fast moving type air work and ability to work alone. Send complete resume and tape to WAVA, Box M-22, BROADCASTING.

Dj with first phone wanted for central New York evening show. Good working conditions. Write Box M-19, BROADCASTING.

Top 40 dj for fast moving, promotion minded station in New England. Resume, tape and photo. Box L-35, BROADCASTING.

Personality decay for mid-western mar- ket of 35,000. Some experience necessary. No floats. Good working conditions. Starting salary: $90. Send tape and resume to Box L-285, BROADCASTING. Tapes will be returned.

Announcing job lost its challenge with the years? Tired of working hard to keep on top? Here is an opportunity to get a change. Make the income you desire with solid hourly guaranteed block pro- gram net-news power radio station in south- west cosmopolitan city. Two such men mak- ing middle five figures several years. This can be your opportunity to be in business for yourself. Personal announce- ing experience with a creative show of your own and selling. Base for show and com- mission on sales. Salary open. You would do it in writing and on tape. All applica- tions considered, but first confidence. Box M-1, BROADCASTING.

Wanted: Experienced announcer-newman for New Jersey independent. Salary commensurate with ability. Send tape and resume to Box M-3, BROADCASTING.

Wanted: C&W disc jockeys with top 40 pace and production. First class ticket pre- sold. Fill in Houston. Box M-44, BROADCASTING.

Can you please listeners without low com-edy, sound effects, voice effects and trite statements? Are you reasonably well in- formed? Do you agree the average listener's yearling age is above twelve? Do you have a pleasant, sincere "sound"? If the answer is "yes" and you want to associate yourself with one of the finest good music stations in the nation (in Arizona) send tape of music introductions, informal talk and ad lib commercials to Box M-9, BROAD- CASTING.

Midwest single market middle road music, news, and sports station needs announcer. Personal interview required. Box M-17, BROADCASTING.

Entertainer with first phone wanted for one of New England's moving stations. Swing- ing football season. Phone or write, Box M-1, BROADCASTING.

Wanted—Negro dj's. Immediate opening for 2 Negro dj's of midwest single market radio stations. Should have 2 years experience and working knowledge of broadcasting. Good pay, fringe benefits. Write Box M-22, BROADCASTING.

Immediate opening for experienced staff an- nouncer. Family man with minimum 10 years experience. Salary commensurate with ability. Send resume and tape. Box M-52, BROADCASTING.

Mid-road entertainer—5 a.m. Great Lakes area. Some TV possible. Box M-42, BROAD- CASTING.

Pop music station needs versatile announcer. Pennsylvania—good working conditions—salary open. Send tape. Box M-49, BROAD- CASTING.

Like top 407 Midwest 24-hour station needs announcer . . . Now! Box M-48, BROAD- CASTING.

Wanted: Top flight dj. Must be professional and have had large market experience. Middle-of-road approach, good opportunity for right man in rapidly grow- ing Midwest market. Box M-57, BROAD- CASTING.

Wanted: Announcer who can write and pro- duce spots. Position with highly successful midwest FM stereo awaits the person who can qualify. You must be able to do more than talk on the radio. We need an an- nouncer/producer who would enjoy work- ing in a metropolitan FM stereo station that beats some of the city's AM stations in ratings. We have the best equip- ment. We're part of a successful group of radio & TV properties. We are professionals, if you are, apply. Box M-92, BROAD- CASTING.

Opening soon. Experienced announcer for college station with over 60% male audience. No screamers, CBS affiliate, located in southern California. Send resume, picture and audition tape. To Box M-4, P.O. Box 0, Eureka, California. No phone calls.

Personality morning man. Top station in one of W. N. Y. top markets wants great per- sonality for morning show. Must be good, Top pay and best benefits. Top and good music format. Write with full details and send tape immediately to station manager: KCOX, Thunderbird Hotel, Las Vegas, Nevada.
TELEVISION—Help Wanted

Announcers

MAJOR MARKET
TV Station expecting a staff shortage because of labor dispute is seeking temporary ANNOUNCERS, RADIO PERSONALITIES, NEWSMEN. Send tapes and resumes immediately to Box L-355, Broadcasting.

Help Wanted—Technical

Television/Field Broadcast Engineers
1st phone, transmitter operation, installation and maintenance experience required. Openings in East and South. Send resume to Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

News

NEWSMAN
Large Eastern market station needs TV Newswriter. Must have Broadcast Experience. Box M-20, Broadcasting

Production—Programming, Others

TV Station looking for personable Meteorologist to handle TV Weather Show. Must have TV experience. Box M-21, Broadcasting

TELEVISION

Situations Wanted

Management

CATV Executive
Seeking position with expanding multi-system company. Complete charge or Director of Operations/Development level. Qualifications: GPA: 3 years with master. CATV experience (system evaluation, articulation, franchising, construction), financing, centralized control. SDR, subscriber promotion. Age 25-35, will travel. Box M-47, Broadcasting

EMPLOYMENT SERVICE

THE AMPS AGENCY

BY BROADCASTERS FOR BROADCASTERS
We fill all job classifications for men and women in broadcasting and allied occupations — management, sales programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers, and others. Send us your resume or, if close by, come in or phone us.

★ THE AMPS AGENCY ★
All Media Placement Service
130 S. Robertson Blvd., Beverly Hills, Calif.
Telephone 3L 74881

INSTRUCTIONS

LEARN MORE
EARN MORE
Television Camera Operation Production & Directing
DON MARTIN SCHOOL OF RADIO & TV
1533 N. Cherokee
Hollywood, Calif. 90028

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

□ TF until forbid

RATES

□ Situations Wanted — 25¢ per word—$2.00 minimum [PAYMENTS IN ADVANCE]

□ Help Wanted — 30¢ per word—$2.00 minimum

□ Display ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY, EMPLOYMENT SERVICE & BROKERS advertising require display space.

□ 1" □ 2" □ 3"

□ All other classifications 35¢ per word—$4.00 minimum

Attach ad copy to classified form
(No charge for blind box number)

HELP WANTED

□ management

□ sales

□ announcers

□ technical

□ production-programming

SITUATIONS WANTED

□ management

□ sales

□ announcers

□ technical

□ production-programming

FOR SALE

□ Radio □ TV

FOR SALE

□ equipment □ stations

WANTED TO BUY

□ stations

□ equipment

ADDITIONAL CATEGORIES

□ Instructions

□ Business Opportunity

□ Miscellaneous

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington, D. C. 20036

NAME

COMPANY

ADDRESS

Remittance enclosed $12-6-65

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FOR SALE

Midwestern AM
Exclusive growth market fulltime, 1 kw day—250 night. Showing good profit. $85,000.00—terms. Full details to financially qualified buyer. No Brokers.

Box M-92, Broadcasting

FOR SALE

SAN JUAN RADIO STATION
3,000 watt facility in booming San Juan, one of the best radio markets under the U. S. 3.5 million in service area. $196,000.00 with 25% down. First time offered. Principal only. Financial references mandatory. Box 27, 8770 S. Rio Piedras. Puerto Rico. 135-6530 (business hours), 785-0821 (evenings).

CHAPMAN COMPANY INC
2045 Pechtree Rd., Atlanta, Ga. 30309

CAIFORNIA—Fine 1 kw AM and FM. Both with excellent frequency and located in one of the State's finest cities. Available for $35,000 down—full price $135,000. Qualified purchasers only please.

Charles Cowling & Associates
P. O. Box 1496 Hollywood 38, Calif.
Phone 3L 2-1130

Alt. Small daytime $65 terms
N. Y. Suburban AM & FM 650 terms
S. E. Metro power 300M 29%
N. E. Metro TV-UHF 1MM 250M
M. W. Major daytime 50M cash

FOR SALE

SALE

San Juan Radio Station

1,000 watt FM, 3,000 watt AM,

FOR SALE

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COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Dec. 1. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

Indicates a franchise has been granted.

- Antioch, Calif.-Delta Tele-Vue, Dublin, Calif., has been granted a franchise. Under the agreement, the firm will charge $1.50 installation fee. The franchise also carries a franchise fee.

- Lake City, Fla.-Community Television, Lake City, Fla., has been granted a franchise. Principal of the company is Bob Dobelein and Alex Stevens.

- Loves Park, Ill.-Belance Cable TV Inc. has applied for a franchise. The company would pay the city 2% of the gross receipts for the first year, increasing the percentage in 5 years to 4%. The installation fee would be $9.50 with a $6.50 monthly rate. Loves Park CATV Inc. (Harley Swanson, president) and Broadfoot Community Television Inc. (Vernon A. Nolte, president) also hold franchises for the city.

- Chasertown, Ind.-Indiana Cablevision Inc., a subsidiary of U.S. Cablevision of Bowling Green, Ky., has been granted a franchise. The installation fee will be $25 with a $4.50 monthly service charge. The city will receive 2% of the gross income.

- Jeffersonville, Ind.-Community Tele- ception Inc. of Indianapolis (Murray J. Feicht, president) has been granted a franchise. The company has six other franchises in Pennsylvania, Moosreesville, Mishawaka, Elkhart, Edgerton. The city will receive 2% of the gross income. Installation fee will be $25 with a $4.50 monthly service charge.

- Columbus, Ohio-Valleymount, Moosreesville, Mishawaka, Elkhart, Edgerton. The city will receive 2% of the gross income. The installation fee will be $25 with a $4.50 monthly service charge. The company has six other franchises in Pennsylvania.

- Providence, R.I.-ITT Inc. has applied for a franchise. The company would pay the city 2% of the gross income in the first year, increasing the percentage in 5 years to 5%. The installation fee would be $9.50 with a $6.50 monthly service charge. The city will receive 2% of the gross income.

- Pennington, N.J.-Tri-Country Cable Television Inc. of Fair Lawn, N.J., has been granted a franchise. The company would pay the city 2% of the gross income in the first year, increasing the percentage in 5 years to 5%. The installation fee would be $9.50 with a $6.50 monthly service charge. The city will receive 2% of the gross income.

- Pensylvania, N.J.-Tri-Country Cable Television Inc. of Fair Lawn, N.J., has been granted a franchise. The company would pay the city 2% of the gross income in the first year, increasing the percentage in 5 years to 5%. The installation fee would be $9.50 with a $6.50 monthly service charge. The city will receive 2% of the gross income.

- Knoxville, Tenn.-Knoxville CATV, Inc. (Harley Swanson, president) has been granted a franchise. The company would pay the city 2% of the gross income in the first year, increasing the percentage in 5 years to 5%. The installation fee would be $9.50 with a $6.50 monthly service charge. The city will receive 2% of the gross income.

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EDITORIALS

Seasoning in the season

UNTIL recently this had been, by and large, a pretty ordinary television entertainment season. We're not very original in making that remark. Some of our best friends in the television business have made it.

But a number of the specials that have come in during the past few weeks have livened things up no end. No season can be said to have failed if it produces a Julie Andrews, a Cyril Ritchard and a Frank Sinatra doing the things they do best—all within a few days.

Taking the panic out of ratings

THE lead story in this publication's issue of last Sept. 13 reported:

"The 1965-66 race for television network supremacy gets under way this week with a new element among the most intent spectators in the grandstand—Wall Street. . . . Analysis at leading Wall Street houses acknowledge that they will be watching the Arbitrons and Trendexes, and later the Nielsen figures, more intently than ever before."

For the sake of the television business we wish our story had turned out to be wrong, but it didn't. In no other season have the networks gone to greater lengths to trumpet their ratings victories or explain their ratings declines. When one calls all the newspapers with word that it is leading in the latest Nielsen, another calls the same papers to claim victory in the latest Arbitrons. Let still another survey give an edge to one, and the others counter before the next edition goes to press with a barrage of publicity about deficiencies in that survey's methodology. It is the noisiest season yet for rival ratings claims.

And it is all because, as one network executive admitted privately last week, the networks believe that the prices of their stock can fluctuate day to day in response to the latest rating information.

If it becomes accepted as a fact that stock prices rise and fall with Nielsen averages, the pressure on the networks to program exclusively for maximum audience will result in more ratings conscious if the networks themselves in recent seasons had not reacted so violently to every squiggle on the ratings charts. Perhaps it is not too late to reverse the trend that now seems so alarming.

The networks started and have given it momentum. It is up to them to stop it.

Ratings are essential tools. Networks and their advertisers must know the size and nature of the audiences they are attracting. The problem is. It seems to us, that too much external fuss is made in response to each new ratings report. When new figures come out every two weeks, as in the case of the national Nielsen, or oftener with national Arbitrons and Trendexes, and at every delivery of a new report the winners cry victory and the others alibi, the inevitable effect is to give each report a significance none of them deserves. Networks ought to wait a decent interval until audience trends become meaningful until averages mean something.

Other media long ago learned to sell on long-term averages instead of one-shot returns. Back in the days of circulation wars among newspapers, each day's newstand sales were acclaimed by the paper with the biggest figures. Each day the pressure increased to sell more copies of the next edition. Headlines got bigger and more irresponsible. Circulation was put in the hands of thugs who hijacked rival trucks. Newspapers learned the hard way that it made little sense to average their circulation over periods of six months and sell that as a measurement of audience.

There would seem to be an example here for television. But only the networks themselves have the power—and ought to have the incentive—to put the release of audience figures on a schedule of more realistic frequency.

As long as they go on reacting publicly to each new rating report, they will persuade their investors, their advertisers and the general public that Nielsen figures have more meaning than any other index to success. We suggest they would do better to refer Wall Street to their P & L statements and advertisers to their record of audience attraction over longer periods than two weeks.

Rebuff in Montreux

LIKE it or not, the United States suffered a crushing defeat at the International Telecommunications Conference in Montreux, Switzerland, last month. Not a single American national is on the new executive roster of the governing body of the organization that controls international allocations. And not a single U. S. proposal for reorganization of the 100-year old International Telecommunications Union was adopted.

This blow to U. S. prestige was not accidental. As we reported last week (CLOSED CIRCUIT, Nov. 29) the Afro-Asian bloc joined with the Soviets and French in sweeping American nationals from the governing councils and in blocking major U. S. proposals. No recognition was given to U. S. leadership in world-wide telecommunications or to U. S. assistance to emerging nations.

Critical allocations for space-satellite communications are dependent upon ITU action. Russia and France only last week disclosed a joint venture into communications satellites, obviously to expedite direct-to-home TV transmissions to all of Europe of mutually beneficial propaganda.

Work needs to be done swiftly to insure our leadership status in global telecommunications and to thwart the proliferation of anti-American political propaganda.

Drawn for BROADCASTING by Sid Hix

"I'm your new paperboy . . . They made the old one a TV critic!"