What is an *influencible*?

Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influencibles.* On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.

© 1965 Storz Broadcasting Co., Inc.
If you want to broadcast the sharpest TV,

be sure you use the picture-perfect tape

MEMOREX
PRECISION MAGNETIC TAPE

Two important points of superiority you'll find in Memorex video tapes—both of which result in visibly better pictures—are their super-smoothness and their high-conductivity coating. These features result in absence of dropouts, picture clarity, and freedom from static build-up. You'll also get significantly reduced head-wear and a greater number of re-plays—a direct benefit from Memorex's experience in producing premium error-free tapes for computer use.

If you'll write Memorex Corporation at 711 Memorex Park, Santa Clara, California 95052, we will send you video tape specification data and a bibliography of technical information available from the Memorex library of reprints. Also let us know, by letter, if you'd like a free sample reel of Memorex video tape.

COLOR

to touch up the Arizona scene

... another FIRST for KGUN-TV

at Tucson

Latest color film and slide equipment, now in use, assures one more distinguishing feature for KGUN-TV.

Channel 9, the ABC station in Tucson, carries a "first" designation in many respects. Now it moves ahead in color, too.

It's all part of the plan of Gilmore Broadcasting:
To grow with alertness and progressiveness in serving as "a responsible factor in the community."

A responsible factor in the community . . .

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING  KALAMAZOO, MICHIGAN 49006

KODE-TV-AM Joplin
WEHT-TV Evansville
KGUN-TV Tucson
WSVA-TV-AM-FM Harrisonburg

James S. Gilmore, Jr., president
WANT TO SELL....

baked goods?  
cereals?  
cosmetics?  
paper products?  
(mops?)

or any of the thousands of products purchased mainly by women...

In the Dallas-Fort Worth market, KRLD-TV delivers 50.6% of the total women's viewing audience per average quarter-hour, 9 AM-5:30 PM, Monday thru Friday**. That's more women than view the other three TV stations in the market combined — and at a most efficient CPM.

Get your message to the people who pull the purse strings. See your ADVERTISING TIME SALES representative.

**ARB — Nov. 65

represented nationally by Advertising Time Sales, Inc.

KRLD TV  
THE DALLAS TIMES HERALD STATIONS  
Channel 4, Dallas-Ft. Worth  
MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts
More muscle

NBC, which has budgeted record $60 million for its news and public affairs programming for current season (September to September) will top that figure by minimum 5% for upcoming season. So says Julian Goodman, senior executive vice president, who was second in command of NBC News prior to becoming network's chief operating officer on Jan. 1. Mr. Goodman also foresees further expansion of news operations, including immediate substantial increase in Vietnam coverage in tempo with acceleration of operations there.

Protection policy

Is product protection being abandoned by CBS-TV? Question arose when network's new rate card, mailed public last week (see page 29), omitted that subject altogether. Officials say omission is meaningless, however, that they were trying to simplify rate card as much as possible and dropped that section on theory it isn't strictly pertinent to rates. They say policy remains as stated in current card: Network "endeavors" to keep at least 15 minutes between competing-product commercials in adjacent programs, but also reserves right to place them adjacent to each other if need be.

Reason for raise

Although Broadcast Music Inc. music has approximately 50% of "plays" on radio stations, it receives only one out of every three dollars paid by stations in copyright performance fees. Those are among statistics produced by BMI in its quest for 15% increase—first sought since BMI began service in 1941. Another statistic marshalled by BMI for second meeting with All-Industry Radio Music License Committee, scheduled for March 9: average of 1,084 station plays per week in 1964 as against 571 average in 1945.

BMI now realizes, from all sources, annual aggregate of $18,820,320, of which some $6 million is from radio stations. BMI contends that although rival American Society of Composers, Authors and Publishers has less than 50% of performance, it gets about double BMI's revenue from radio stations.

Timetable

Directors of ABC and ITT will today vote, presumably favorably, on detailed agreement for merger that was approved in principal last December (Broadcasting, Dec. 13, 1965). It will take at least another month for lawyers to complete voluminous application for FCC approval. Wise money in Washington is still being bet on eventual clearance from FCC, probably without full-scale hearing but perhaps after some form of oral argument.

Going west

It may be from four to six weeks before it's confirmed but it looks probable that Metromedia's TV division headquarters will be moved from New York to Los Angeles. Under new setup company-owned KTTV(TV) Los Angeles, sporting one of biggest stage facilities of any independent TV station in country, will replace WNEW-TV New York as headquarters station of production-minded Metromedia. Move also will make Albert P. Krivin, vice president and general manager of KTTV, president of Metromedia's Metropolitan Broadcasting Television division replacing Bennett H. Korn.

Links to strengthen Metromedia's new chain of command were formed last week with announcement of new station manager, general sales manager and local sales manager for KTTV (see page 10). Still more help is coming to station with Gerard Muldrew, midwest manager of Metro TV sales, due to be named national sales manager. Big announcement of Krivin-for-Korn replacement awaits culmination of complicated settlement of latter's contract.

Recruit for groups

It won't be announced for while, if ever, but Robert K. Richards, Washington public relations counsel and one-time administrative vice president of National Association of Broadcasters, has been retained as consultant on research project commissioned by station interests that have organized to resist tightening of FCC's multiple-ownership rules. Mr. Richards will work with Pierson, Ball & Dowd, Washington law firm representing Council for Television Development. Council, consisting of some of biggest station interests in U. S., has hired United Research Inc. of Cambridge, Mass., to do massive study of group ownership and its effect on broadcast operations.

Automatic ratings

That device for electronic measurement of auto radio audiences, developed in $50,000 research project underwritten by ABC Radio (Broadcasting, Jan. 24), is generating interest among potential users. Officials of Franklin GNO Corp., which developed it, say they can't identify prospects where talks are going on, but it's understood at least one existing radio ratings firm is among those making inquiries. Developers say it will be month or so before they decide how they'll market device. Meanwhile they're going ahead with application for patents, in which ABC Radio presumably would have some rights.

Moving up

Charles A. Pratt, who quietly gave up post couple months ago as director of broadcast services for General Foods Corp. is to be acting general manager of Kaiser-Cox Corp., Phoenix, new CATV hardware manufacturing firm that is joint venture of Kaiser Industries and Cox Broadcasting Co. Mr. Pratt is ticketed for eventual move to Cox headquarters staff in Atlanta, staying in Phoenix long enough to get Kaiser-Cox off ground. Mr. Pratt earlier was vice president-advertising, Alberto-Culver Co., and before that with NBC-TV.

Lunch with a purpose

Members of American Association of Advertising Agencies are meeting over lunch Tuesday (Feb. 15) with members of FCC in Washington. There is no formal agenda, but safe bet is that commission's proposed rule to limit network ownership of programming will be lively subject for conversation.

Back on stage

Ralph Blumberg, who was forced to sell WNOX Bogalusa, La., after advertisers boycotted station in civil rights turmoil, may be in news again—this time cast as victim of government red tape. He's been invited to testify before House Small Business Subcommittee whose chairman, Representative John Dingell (D. Mich.), wants to know whether Mr. Blumberg was damaged by time FCC took to process his application to sell station.
In September we said it... in December we proved it.

If you have any doubt at all which Philadelphia independent TV station delivers the audience, here's the clincher: WKBS, Channel 48, delivers 71% more households per average quarter-hour than the next independent*

*Source: Nielsen Station Index, November 18-December 15, 1965. Sunday-Saturday, 9 A.M.-12 midnight

Audience measurements data are estimates only—subject to defects and limitations of source material and methods.
WEEK IN BRIEF

CBS had ants in its pants last week. Schneider given No. 3 command post beneath Paley and Stanton. Paley will forsake retirement. New CBS-TV rate structure sent out and affiliates hear of new compensation plan. See ...

BUSY WEEK AT CBS ... 27

Broadcasting has enough continuing troubles with government and civic officials without trying to find more. McGannon worried about art-house films moving to TV screens and more prime-time commercials. See ...

NEW ERA OF COOPERATION ... 32

All for one and one for all. WXYZ-TV Detroit makes pitch for television in general to get bigger cut of J. L. Hudson's $5 million annual ad outlay. Shows retail how spots on three V's would pay off. See ...

UNIFIED TV PITCH ... 47

Feb. 10 has come and gone, and FCC still does not have policy on CATV regulation. Few expected commissioners to reach immediate decision. Seven-hour talkathon produced variety of opinion. See ...

FCC TAKES ITS TIME ... 64

The Big Guns have kept silent on FCC's proposal to limit network ownership of programming. But commission's mailbag brings comments from variety of smaller advertisers, agencies and civic groups. See ...

VOICES HEARD ... 78

Steinman spends $5.8 million for WTEV(TV) New Bedford; Medallion shelling out $600,000 plus for WDTV(TV) Weston; McLendon will get back into TV with $250,000 outlay for one-third piece of WCIU(TV) Chicago. See ...

TV STATION SALES ... 52

FCC's computer takes another crack at UHF allocations table and comes up with 1,098 assignments, increase of 18 from last year's list. New table adds some low-numbered channels. See ...

ANOTHER UHF PLAN ... 68

Advance warning of crackdown on false claims is tossed at advertising community by FTC's Dixon. Says few 'indifferent and defiant' ones need velvet glove treatment--after glove is dipped in steel. See ...

FTC DRAWS BEAD ... 34

Association of Maximum Service Telecasters wants FCC to liberalize rules on VHF and UHF translators, and permit vast expansion of service. Although not stated, plan is aimed at curbing CATV. See ...

NEW AMMO IN BATTLE ... 75

You too may win $5,000 for sending diary back to ARB. Rating service goes to big cash prizes to see if it will spur return of diaries. Says it is only one incentive method of several being considered. See ...

INCENTIVES TESTED ... 76

DEPARTMENTS

AT DEADLINE ........................................ 9 LEAD STORY ........................................... 27
BROADCAST ADVERTISING .................. 32 THE MEDIA ............................................ 52
BUSINESS BRIEFLY ............................... 50 MONDAY MEMO .................................. 24
CHANGING HANDS ................................. 54 OPEN MIKE ......................................... 18
CLOSED CIRCUIT ................................... 5 PROGRAMING ........................................ 78
DATEBOOK .......................................... 14 WEEK'S HEADLINERS .......................... 10
EDITORIAL PAGE .................................. 106 WEEK'S PROFILE ................................ 105
EQUIPMENT & ENGINEERING .............. 68 FANFARE ........................................... 76
FATES & FORTUNES ............................. 86 FILM SALES ........................................ 84
FINANCIAL REPORTS ............................. 62 FOR THE RECORD ............................... 90
INTERNATIONAL ................................. 85

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

Subscription prices: Annual subscription for 52 weekly issues $8.50. Annual subscription including Yearbook Number $13.50. And $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C. 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

BROADCASTING, February 14, 1966
Emphasis on local news is one of the Storer Standards.

Keeping the public well informed on what happens close to home is just one of the ways Storer carries out its communications responsibility. The exacting standards adhered to by all 12 Storer stations mean more worthwhile listening for the public and more successful selling for advertisers.

Storer Standards make every Storer station a great salesman.
Unhappy Friendly is close to resignation

Fred W. Friendly was reported Friday (Feb. 11) to be on point of resignation as president of CBS News in dispute with his new superior officer, John A. Schneider, over CBS-TV network's failure to carry live coverage of Thursday's session of Senate hearings on Vietnam.

He had not submitted resignation as of late Friday afternoon, however, and informed sources said they expected no new developments before this week, if then. Mr. Friendly, who had long session with CBS President Frank Stanton Friday morning, was not taking calls from newsmen. Mr. Schneider, who had moved from presidency of CBS-TV Network into corporate vice presidency with supervision over all CBS broadcasting operations only two days before (see page 27), was reported out of town Friday.

Dispute broke out on Mr. Schneider's first full day as man to whom Mr. Friendly reports. In past, Mr. Friendly had reported directly to Dr. Stanton.

CBS-TV had covered senate hearings live on Tuesday, but on Thursday Mr. Schneider refused to break into regular network programing.

Mr. Schneider said he had decided not to provide live coverage of Thursday's testimony of George F. Kennan, former ambassador to Moscow, because relatively few viewers would watch entire proceedings and CBS-TV could provide "greater service" by distilling news for presentation at night for larger audiences.

Cost of canceling commercial schedules during daytime, which is said to run about $175,000 daily at CBS-TV, was not determining factor, according to Mr. Schneider.

Independents will open first TV session by NAB

Opening television session at March 27-30 National Association of Broadcasters convention in Chicago will feature five executives of independent stations discussing their operation, construction and programing. Four participants represent UHF interests.


Marketing experts no aces on public's wants: Burnett

Those inside marketing and advertising are not necessarily as expert as they think they are. Leo Burnett, board chairman of Leo Burnett Co., Chicago, said in speech Friday (Feb. 11) upon accepting "marketing man of the year" award from Chicago chapter, American Marketing Association.

Mr. Burnett said it is fallacy for those in marketing to think they understand it best and know what potential customers want.

"For example," he said, "if TV producers really knew what the public wanted, in entertainment, the mortality rate in programs wouldn't be so wastefully high." He urged open mind to all new ideas and methods as well as guidance to help young talent unfold.

Scripps-Howard organizes TV-radio news awards

Scripps-Howard Foundation announced Friday (Feb. 11) establishment of group of awards and grants in various fields of journalism, including television and radio, newspapers and magazines.

Four awards of $1,000 each will be given for best news-related interview on U. S. TV station; on U. S. radio station; in American newspaper, and American magazine. Entries cover Aug. 1, 1965 to May 31, 1966 period and for TV and radio classifications, material must be submitted on tape or platter by June 15.

Other awards cover scholarships to journalism students and to newspaper reporters covering municipal government. Foundation also will make grants to schools of journalism. Applications should be submitted to Scripps-Howard Foundation, 1121 Central Trust Tower, Cincinnati 45202.

Schaeffer Pen leaves Gardner

W. A. Schaeffer Pen Co., Fort Madison, Iowa, and Gardner Advertising, St. Louis, announced Friday (Feb. 11) termination of their relationship. Schaeffer seeks new agency. Billing is more than $1 million.

Statement on CATV may be out this week

FCC closed up shop Friday (Feb. 11) without expected announcement on policy regulating community antenna television (see page 56).

Chairman E. William Henry, at close of second of two full days of meetings on subject, said commission would meet again Monday (Feb. 14) "and may have a statement" early this week.

He said progress had been made in commission consideration of all aspects of CATV problem. But he did not spell out details, and other commissioners said "it was on pending release of statement." Commission ejected staff from meeting room to thrash out problems in private Friday afternoon.

Statement that commission is scheduled to consider was to be drafted personally by Chairman Henry. No votes were taken in two days of discussion but reportedly "strong consensus" was reached by commission on major points.

This was taken to mean that relatively moderate position was being hammered out, and reports circulating early Friday tended to support that speculation.

Commission was expected to assert jurisdiction over all CATV's, those not using microwaves as well as those that do, and apply same rules to all.

But it wasn't clear that commission

Hobbies TV film editing

Hollywood director George Stevens won partial victory in Los Angeles County Superior Court Friday (Feb. 11) when Judge Ralph H. Nutter enjoined NBC-TV from editing or cutting his movie "A Place in the Sun" in such way that artistic effect will be destroyed. Ruling, however, does not prevent showing of film, scheduled for network's Mar. 12 Saturday Night at Movies program.

Mr. Stevens' semi-victory came month after producer Otto Preminger lost effort to prohibit editing of his "Anatomy of a Murder" on TV (Broadcasting, Jan. 24).
**WEEK'S HEADLINERS**

Mr. Fleming is veteran of more than 30 years in news, having spent eight years with Milwaukee Journal and three years with Newsweek before joining ABC News in 1956. He was named Washington bureau chief in 1960.

Mr. Lynch was with UPI for eight years, with NBC News from 1951-59, with CBS News from 1959 to 1961. He joined ABC News as program manager of special projects in 1961 and was named Washington manager in 1963.

Robert Seidelman, VP in charge of syndication for Screen Gems Inc., New York, has resigned, effective March 1, to undertake independent production. He has been with SG since 1957 and earlier had been associated with Hygo-Unity, TV film distribution organization. His successor has not been announced.

For other personnel changes of the week see FATES & FORTUNES

would require CATV's to provide 15-day before-and-after nonduplication protection, as microwave-served systems do now.

Under consideration, also, is case-by-case approach to question of kind of regulation to apply to CATV's in various cities. Commission would, under proposal, hold hearings on CATV's seeking to serve communities where existing station or applicant felt it would suffer hardship.

Hearings would not only satisfy those concerned with CATV impact on UHF, but also with those worried about transformation of cable communities into pay television systems.

Consider 325 • Commissioners also indicated desire to seek congressional authority in some areas of CATV regulation, including amendment of section 325(a) of Communications Act to require CATV's to obtain permission of broadcasters whose signals they pick up.

Base on early reports, speculation is that commissioners would not use much of hard line advocated by staff in its proposed report and order (BROADCASTING, Feb. 7). But technical aspects, including legal rationale supporting assertion of jurisdiction, probably would be retained.

According to one report, Commissioner Kenneth A. Cox, who strongly endorsed staff document, would be only commissioner to take strong exception to commission position—when it's announced.

Although commission meeting Friday morning was, as usual, confined to commissioners and selected staff members, one interested member of public was present. He was midwestern broadcaster concerned about commission activities in CATV that had come to Washington to keep close eye on situation and, innocent of ban on outsiders attending meetings, walked into meeting room and sat there for an hour before anyone realized he was not member of staff. His estimate of commission deliberations: "They don't know what they're talking about."

**Sales of three daytimers are okayed by commission**

FCC announced Friday (Feb. 11) approval by Broadcast Bureau of following stations sales (all daytimers):

- **WALT Tampa, Fla.:** Sold by Eastern Broadcasting Corp. (Roger A. and Louise H. Neuhoff, 68% owners) to Universal Broadcasting Co. for $360,000, including $100,000 for five-year agreement not to compete. Eastern Broadcasting owns WCHV and WCVC (FM) Charlottesville and WHAP Hopewell, both Virginia. Universal Broadcasting is principally owned by Theodore Wiener, Melvin J. Schoen and Robert Leonard. WALT went on air in 1946 and operates daytime only on 1110 kc with 10 kw.
- **KVIM New Iberia, La.:** Sold by Wagenwest Inc. (David Wagenwoord and Fred Westenberge) to Techland Broadcasting Inc. for $300,000. Techland is group of eleven local investors. Price includes covent not to compete. KVIM operates daytime only on 1360 kc, 1 kw.
- **WORL Boston:** Sold by Pilgrim Broadcasting Co. (Edward Gallerher Jr., Sidney Dunn, Francis P. Mutrie, James E. Mutrie and George Gray to Ralph Guild for $220,000. Mr. Guild is executive vice president of McGaw-Guild Co., New York station representative firm, and 51% owner of WWTM East Longmeadow, Mass. WORL operates daytime only on 950 kc with 5 kw.

**Korn resignation official**

Bennett H. Korn, president of Metromedia's Metropolitan Broadcasting Television Division since 1962, announced his resignation Friday (Feb. 11). His departure had been rumored for several weeks (BROADCASTING, Jan. 31). His successor at Metropolitan has not been chosen, but division's activities will be coordinated by Albert P. Kravin, who is vice president and general manager of Metromedia's KNXT(Los Angeles.)
Warner Bros. Television Audience Magnets...

SUGARFOOT  HAWAIIAN EYE  THE GALLANT MEN  SURFside 6

77 SUNSET STRIP  COLT 45  MAVERICK  CHEYENNE

BRONCO  THE ROARING 20'S  BOURBON STREET BEAT  THE DAKOTAS

ROOM FOR ONE MORE  LAWMAN  WARNER BROS. ONE-FEATURES  WB CARTOONS-SERIES '64
**NEW MEASURE OF ACCEPTANCE...**

**WCCO RADIO**

has nearly

**ONE MILLION MORE LISTENERS**

than any other Minneapolis-St. Paul station!

Total weekly cumulative reach by stations —
total survey area — all hours:

<table>
<thead>
<tr>
<th></th>
<th>Listeners</th>
<th></th>
<th>Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station B</td>
<td>262,000</td>
<td>Station H</td>
<td>77,000</td>
</tr>
<tr>
<td>Station C</td>
<td>248,000</td>
<td>Station I</td>
<td>66,000</td>
</tr>
<tr>
<td>Station D</td>
<td>173,000</td>
<td>Station J</td>
<td>55,000</td>
</tr>
<tr>
<td>Station E</td>
<td>104,000</td>
<td>Station K</td>
<td>49,000</td>
</tr>
<tr>
<td>Station F</td>
<td>103,000</td>
<td>Station L</td>
<td>43,000</td>
</tr>
<tr>
<td>Station G</td>
<td>90,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
WCCO RADIO delivers more persons per half-hour than all other stations combined!

54.6%

SHARE OF AUDIENCE
6:00 AM - 12:00 Midnight, 7 days a week

RUN-AWAY WINNER IN EVERY HALF-HOUR, SEVEN DAYS A WEEK, 24 HOURS A DAY

Commanding audience leadership has always been the hallmark of WCCO Radio’s outstanding acceptance in the big, rich Northwest market. That’s the story to be found in the new Mediastat Report for Minneapolis-St. Paul. The WCCO Radio audience overwhelms all other stations. And it’s also very well balanced among all adult age groups to reach your best sales prospects with powerful impact. Get the full story from your WCCO Radio or CBS Radio Spot Sales representative.

WCCO Radio
MINNEAPOLIS-ST. PAUL
Northwest’s Only 50,000-Watt 1-A Clear Channel Station

REPRESENTED BY CBS RADIO SPOT SALES
A datebook of important meetings and events in the field of communications.

February

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


14-April 4 (Mondays, 4-6 p.m.)—Institute for Advanced Marketing Studies sponsored by New York chapter of American Marketing Association on communications in marketing. Instructor: Allan Greenberg, VP and director of research, Doyle Dane Bernbach. New York City University of New York, New York.

15—The second Elmer Davis Memorial Lecture presenting the graduate school of journalism of Columbia University. Speaker will be David Brinkley, NBC correspondent. Columbia University, New York.

15—Deadline for submission of study from Arthur D. Little Inc., independent research organization, on the business of TV program production and procurement and TV program syndication. The study, which is being prepared for three major TV networks, relates to the FCC's proposed rulemaking to limit ABC, CBS and NBC to equity holdings in no more than 50% of all nonnews programming between 8 and 11 p.m., or to two hours of nonnews programming in the same period, whichever is greater.

15—Annual stockholders' meeting of National General Corp. Fox Wilshire theater, Beverly Hills, Calif.

15—Forum on "the creativity of illusion" presented by the New York chapter of the National Academy of Television Arts and Sciences. Panel includes painter Salvador Dali; George Schaefer, executive producer and director of the Hallmark Hall of Fame, and John Burrell, executive art director, CBS-TV. Gallery of Modern Art, New York.

15—Dinner meeting of the Women's Advertising Club of Chicago. Speaker is Charles Revson, chairman, Revlon Inc. Ambassador West hotel, Chicago.


February

22—Mid-Atlantic regional meeting of the Intercollegiate Broadcasting System. Villanova University, Villanova, Pa.

23—Annual meeting of shareholders of DeWane Bernbach to elect directors and to consider increasing the total number of shares in the qualified stock option plan. Holiday Plaza, New York.


24—Annual winter meeting and election of officers of Wisconsin Broadcasters Association. Speakers include Sherrill Taylor, vice president for radio, National Association of Broadcasters. Park Manor Inn, Madison.

24—Annual stockholders meeting, Metro-Goldwyn-Mayer Inc., to elect directors, ratify selection of independent auditors, vote to increase the total authorized stock by 20%, and to ratify charitable contributions by corporation and to transact other business. Hotel Astor, New York.


25-27—Board of trustees meeting of American Women in Radio and Television Educational Foundation. Chase-Park Plaza hotel, St. Louis.

March

1—Annual winter meeting and election of officers of New York State Broadcasters Association. Speakers include Mark Evans, vice-president-public affairs, Metromedia Inc. Twincklyk hotel, Albany.

1—New deadline for reply comments on FCC rulemaking proposal to raise the minimum power for class IV AM stations from 100 w to 250 w. Former deadline was Jan. 31.

3—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss production techniques. Panel chairman is A. J. Miranda of Campbell-Ewald, Johnny Victor theater (Rockefeller Center), New York.

3-6—Annual Hollywood Festival of World Television. Seminars are scheduled on color television, labor and finance, and programming and sales. Holiday Inn, Palm Springs, Calif.

5—Region 10 conference of Sigma Delta Chi, professional journalists society. University of Montana, Missoula, Mont.

7—Eighth annual Broadcasting Day of University of Florida. Conference of Broadcasters. Speakers include: Martin Stephenson, vice president, NBC; Henry Feller, FCC vice president; Paul Miller, president, AP; Harold Niven, as-
CANDIDATE BE A MOVING EXPERIENCE?

Certainly.

particularly for the personnel manning an NBC color mobile unit. The talented staffs of these fully equipped "color studios on wheels" are forever travelling where the action is, so that NBC viewers can see television's best coverage of news and sports in exciting color.

The latest addition to NBC's color mobile fleet is an ultra-modern caravan of three 40-foot trailers and two supplementary trucks, and more units are coming as we cover more and more of the world of actuality.

Through the use of elaborate mobile color facilities, NBC News has been able to provide outstanding coverage of such events as the visit of Pope Paul VI to New York and the Gemini launchings. In sports, our color equipment makes possible such colorcasts as weekly AFL contests; the Bowl games; the World Series, and baseball's game of the week.

With all of NBC's major, regular news and most of our sports coverage now in color, our color mobile units are busier than ever. As the only fully manned, fully equipped color network, NBC takes such activity in stride.

The network's use of color in news, sports and virtually all prime-time programming is the logical outgrowth of NBC's color pioneering. Over the past decade, ours has been the only network to expand its color programming year after year. So it was only natural for NBC, last Fall, to become known as the Full Color Network.

Don't you wish all the networks were?

March 7-10—Spring conference of the Electronic Industries Association, Statler Hilton hotel, Washington.

March 8—‘Five To Watch’ annual banquet of the Detroit chapter of American Women in Radio and Television. Speaker will be Peter Jennings, ABC News, Reed Club, Detroit.


March 10—Second annual stockholders meeting, Cox Broadcasting Corp. Atlanta.

March 10—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss the ingredients of a good commercial. Johnny Victor theater (Rockefeller Center), New York.

March 13-16—Board meeting, National Community Television Association. Del Monte Lodge, Carmel, Calif.


March 15—Deadline for entries for the Alfred P. Sloan Radio-TV Awards for Highway Safety. Oferred to the broadcasting and advertising industries for their service in community traffic accident prevention and for their support of nationwide traffic safety programs. Send entries to Alfred P. Sloan Radio-TV Awards, 200 Ring Building, Washington 20036.

March 15—Deadline for 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.


March 16-23—1966 International Television Programme Market to be held in Cannes, France. For information contact Christopher Cross in New York at (212) Plaza 1-6353.

March 17—Region two conference of Sigma Delta Chi, professional journalistic society, University of North Carolina, Chapel Hill, N. C.

March 17-22—National convention of the National Federation of Advertising Agencies. Pebble Beach, Calif.


March 21-22—Annual meeting of the Canadian Association of Broadcasters. Queen Elizabeth hotel, Montreal.


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


March 26—Technical-committee meeting and board-directed meeting of the Association of Maximum Service Telecasters. Sheraton-Blackstone hotel, Chicago.

March 27—Board-of-directors meeting of the Association of Maximum Service Telecasters. Conrad Hilton hotel, Chicago.


March 31—Deadline for reply comments on FCC’s proposed rulemaking limiting to three, number of TV stations (not more than two of them UHF’s) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

March 31—Deadline for submitting entries for the 1966 Gavel Awards for outstanding contributions to public understanding of the American legal and judicial systems, sponsored by the American Bar Association. Send entries to American Bar Association, committee on Gavel Awards, 1150 East 69th Street, Chicago 60637.

March 31—Region three conference of Sigma Delta Chi, professional journalistic society, Birmingham, Ala.


March 15-25—1966 Mid-America Trade Fair, including the annual spring meeting of MIFED, the International Film, TV film and Documentary market. Milan, Italy.

March 15—New deadline for comments on FCC’s proposed rulemaking to limit three major networks (ABC, CBS and NBC) to only one nonnews program in any one period, whichever is greater. Proposal would also prohibit three network from domestic syndication and foreign sale of produced programs. Former deadline was Jan. 31.

April 1—16—Annual meeting of Western Broadcasters Association. Wilson Lodge, Wheeling.

April 15-16—Region one conference of Sigma Delta Chi, professional journalistic society, Rochester, N. Y.

April 15-17—Region eight conference of Sigma Delta Chi, professional journalistic society, Fort Worth.

April 16-27th annual national convention of the Intercollegiate Broadcasting System, Rutgers University, New Brunswick, N. J.

April 18-19—Annual spring meeting and election of officers of Nevada Broadcasters Association. Dunes hotel, Las Vegas.

April 19-22—National convention of Alpha Epsilon Rho, the national honorary broadcasting fraternity. Speakers include Thomas Moore, president of ABC-Television, Emerson College, Boston.

April 21-23 — Annual spring meeting of Oregon Association of Broadcasters. Speakers include Sherwood Taylor, vice president.

Wendt's first or revised listing.

BROADCASTING, February 14, 1966
Put yourself in Pedro’s place and decide what you would do!

Pedro Rodriguez is a resourceful 8-year-old who lives in New York City.

Last spring, Pedro went to spend his Easter vacation with relatives in Boonton, N. J. A few days later, he grew homesick, so he slipped away on the bicycle he had with him and started for New York.

After seven long hours of pedaling through strange streets and towns, he realized he was hopelessly lost. It was ten o’clock at night and he had only 15¢ in his pocket.

Through the darkness, Pedro saw the friendly light of a phone booth, dropped his lone dime in the slot and dialed “Operator.” Mrs. Anna Appleton, Night Chief Operator in Bloomfield, N. J., took over the handling of his call.

Pedro knew few English words and Mrs. Appleton couldn’t understand his frantic Spanish. But her calm voice reassured the boy and she held him on the line while she enlisted the help of a Spanish-speaking student at a nearby college. Patiently, they pieced together Pedro’s story.

But how do you find a boy in a booth who has no idea where he is? Mrs. Appleton knew only that the call must be coming from one of five adjacent communities. In quick succession, she called the police in each town and asked them to check.

The Fairfield police found Pedro in a booth only a block from their headquarters. His mother came to get him and the story had a happy ending—thanks to a boy who knew enough to dial and an operator who lived up to the Bell System’s long tradition of serving and helping, whatever the need.

Have you trained your children how to dial “O for Operator” in case of emergency?
for radio, National Association of Broadcasters, Salishan Lodge, Gleneden Beach.

- April 22-23—Region four conference of Sigma Delta Chi, professional journalistic society, Toledo, Ohio.

- April 22-29—5th Golden Rose of Montreux festival, the international contest for light-entertainment television programs, sponsored by the European Broadcasting Union in cooperation with the Swiss Broadcasting Corp. Montreux, Switzerland.

- April 23-24—Annual spring meeting of the Louisiana Association of Broadcasters, Chancellor, Lake Charles.

- April 24-25—Annual spring convention of the Texas Association of Broadcasters. Speakers are Douglas A. Anello, general counsel, National Association of Broadcasters, Fairbanks hotel, McAllen.


- April 27-30 — Annual spring meeting and election of officers of Kansas Association of Radio Broadcasters. Speakers include Harold Niven, assistant to the President, National Association of Broadcasters, Besse hotel, Pittsburgh.

- April 29-May 1—Annual spring meeting and election of officers of Mississippi Broadcasters Association, Broadwater Beach motel, Biloxi.

- April 29-30—Spring regional conference of SIDA.

Happy horizons

EDITOR: "New horizons for broadcasters" (Broadcasting, Jan. 24) is a very well done piece, and of particular interest to us was the fact that of the 20 firms you listed as diversifying into broadcasting and other areas, 15 are listed on the New York Stock Exchange — William Kenneally, manager, radio-TV services, New York Stock Exchange, New York.

More on color-TV report

EDITOR: In your excellent coverage of the color television boom (Broadcasting, Jan. 3), you failed to mention one of the pioneer television film companies, Hollywood Television Service.

We are very proud to be the southeastern representatives of this firm and to have such outstanding features as the Academy Award winning "The Quiet Man" starring John Wayne and Maureen O'Hara, in Technicolor, among our 40-plus features currently available in color — C. E. Feltner, president, American Diversified Services, Box 975, Kingsport, Tenn.

EDITOR: Your Jan. 3 color issue deserves high commendation for its deeply penetrating analysis of the subject.

Remember way back (about a year ago) when color was discussed in normal tones? If you were a program source, you mentioned that you had color available in certain areas, and if you were a TV station executive, you really weren't too interested.

Then suddenly, it's color all the way. If it's not in color, it can't be given proper air time. Even newscasts go color. When was the last time you saw a newscast in a motion picture theater in color? Answer: never. News has always been a good solid black-and-white medium, but the rage to color is overwhelming and perhaps, colorblind.

The four-color process for the graphic arts has been around for more than a generation, but have you ever seen an all-color publication? The handsomest, most eye-popping publications utilize color in connection with black and white, properly reproducing in color that which shows off best in color, leaving to black and white that which properly belongs in black and white.

For years, advertisers have had the ability to put color or black and white in their ads in newspapers, magazines, billboards, posters and so forth. Many still choose black and white, not because they are without budget for color, but because black and white delivers the goods more effectively in many instances.

The case for black and white is long and strong, but it is not intended to be an indictment of color. Color television is a modern miracle. When it is good, it is so good that you must hail its development. But to all of you decision makers who are about to color the picture frantic, I say, leave some room for...
More coverage. More circulation. More viewing hours per home reached*. In short. WJXT spends more time with your customers than any other advertising medium in the booming Florida / Georgia Market.
black and white. Don't burn up your huge investments of black-and-white features or other programs originally produced in black and white. Don't reject a program because it's not in color. Don't underestimate their viewers and overestimate the number of sets.

Some time in the past 12 months, logic went out the window and something else took over. With less than 10% of the sets in the country equipped to receive color, there is no reason to go color every hour of the schedule. At best, it will be 1970 before the majority of receivers handle color and even then who is to say that a black-and-white program will offend a viewer with a color set. It might even be welcomed.

For the record, may I note that 70% of Trans-Lux's syndicated film properties are in color.—Richard Carlson, vice president, Trans-Lux Television Corp., New York.

Editor: We would like to call your attention to an error [in the color issue]. Wolper Television Sales does not distribute the New Three Stooges, a series of 156 color cartoons combined with filmed live action. The films are handled exclusively by TV-III.—Ethel Booth, coordinator of publicity and promotion, TV-III, 1019 North Cole Avenue, Hollywood.

For CATV regulation

Editor: Television viewers in New York City shouldn't be too jealous of the viewers in Parsons, Kan., who "are now receiving more television than the inhabitants of New York City" (Broadcasting, Jan. 31).

The CATV in Parsons may provide 10 channels, but only four basic program sources; ABC, CBS, NBC, and NET. What is the value of the same network program on three different channels unless it is to destroy our present system of television distribution?

Regulation of all CATV's can't come too soon.—Dave Pomeroy, graduate assistant, radio-TV film, University of Kansas, Lawrence, Kan.

Right brew, wrong pew

Editor: I read with interest where you advise that Anheuser-Busch through Gardner Advertising will advertise Budweiser beer on the Ivy Radio Network for the 14th consecutive year (Broadcasting, Jan. 17). As far as we at D'Arcy know, we still handle the Budweiser account.—J. Dolan Walsh, D'Arcy Advertising Co., St. Louis.

(Mr. Walsh is correct. The Budweiser account is still at his agency.)
THE SECRET WORD IS NEW!

THE NEW MARX BROS. SHOW

156 ANIMATED COLOR CARTOONS

For screening contact Jerry Liddiard, MILES FILMS INC.
Empire State Building, New York City, New York - OX 5-4900

A FILMATION ASSOCIATES PRODUCTION
How KOESTER'S BREAD takes a big bite out of the Baltimore market!

SUCCESS STORY—BALTIMORE STYLE!

Koester’s Bread and WMAR-TV are an 18-year success story. Koester’s is one of the oldest, consistently heavy users of spots on WMAR-TV. Their continuing campaigns on WMAR-TV have been an important factor in the development of Koester’s position of sales leadership! And Koester’s is just one of many long-time success stories on WMAR-TV, the first TV station on the air in Baltimore. So if you want a big bite—or a bigger bite—of the Baltimore market, schedule WMAR-TV. Check demographics, ratings, “reach” or whatever measurement you use and you’ll come up with the same answer—color-full WMAR-TV is the best station for you in this big, booming market!

In Maryland
Most People Watch COLOR-FULL WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.
How TV helps Philadelphia agency reap big harvest for clients

Weightman believes that its function is to sell, not merely to advertise. Therefore we are proud that no major client has racked up less than a 15% annual gain over the last eight years. Some have gained over 48% in one year.

Television deserves a large slice of the credit for this performance. We think we've learned how to work with television. We have developed a very definite specialization in the use of the medium from both a creative and a buying angle. And we apply what we know to accounts like Alpo dog food (division of Liggett & Myers Tobacco Co.), Pennsylvania Dutch Noodles (division of Thomas J. Lipton Co.), Progresso Italian Foods, Pfeiffer Salad Dressings (division of International Salt Co.), the P. J. Ritter Co. and others.

We buy TV to make every dollar count, and we create commercials, not for awards, but to sell the product. In fact, Alpo commercials have won awards. But we're more pleased with the spectacular sales results (up 480% in five years).

We like it that way, because it fits the Weightman philosophy: Don't just advertise...sell!

The Alpo Story • The Alpo story is a perfect example of our philosophy. About 15 years ago, Weightman was given the Alpo dog food account. Our first year's total advertising budget was $6,000. Modest? Yes...but with Alpo, we were handed two magic elements: a superior product—and a powerful idea. Both came from Alpo President Bob Hunsicker. The product was 100% meat dog food. A premium product. Probably the most expensive on the market, because it was all meat. And the idea was simply that dogs need meat. We entered competition against the big-name national dog foods with a slender but potent arsenal. We grew through a decade of little more than hard-hitting power-packed one-inch print ads. But they paid off. They punched home the unique idea that "your dog needs meat—Alpo 100% meat." As the story registered with more and more dog owners, Alpo gradually began to create, then pre-empt, the highly specialized all-meat dog food market. And TV became our chief weapon.

Since 1959 Alpo has been investing the bulk of its dollars in television. At first, it seemed a daring move to invest so many dollars in this very costly, very mass medium for such a specialized and expensive product. Especially since we knew that fewer than one TV home in three owns a dog. But, even so, we had mathematics in our favor. If only one household in three was a potential customer, the high use-up rate of dog food overbalanced the relative scarcity of customers. So we gambled. Results immediately proved the soundness of the decision. Sales have risen spectacularly. And television's share of Alpo's budget has gone up and up.

In 1959, Alpo was a regional brand, so we bought only spot TV, with schedules in major markets for as much as we could afford. We bought carefully and in line with the Alpo consumer profile. We leaned heavily on minutes in fringe time. No fewer than 15 in any given week were ever employed, often 20 or more. We bought horizontal rotation, stripping in at least three per week in a given show—plenty of daytime and late night on two or more stations, plus as many news/weather adjacencies as we could afford. In many markets we latched onto key news/weather program franchises in both early and late evening periods. We watched the rating points, but bought programing and profiles.

We weren't merely trying to reach as many homes as we could, we were selling Alpo. We have never been afraid of duplication in our media strategy. When the techniques of duplication on top of saturation are applied against a superior product that earns its own repeat customers, things begin to happen.

Now Network Too • In 1964, Alpo joined the big time with NBC's Tonight and Today shows. We are still solid in both throughout the year. With these shows, we hit not only the big city where the broker lives, but practically every TV station throughout his entire territory. Before long, new territories, including Canada, were added.

Our network television efforts in 1965 expanded to include the CBS morning lineup. And we continued with strong spot schedules in selected markets, especially the newer markets.

The year 1966 will find Alpo national, on all three networks with the addition of several ABC daytime programs and CBS News with Walter Cronkite. And our spot efforts continue.

We produced our first color commercials five years ago and have been virtually 100% color ever since. We have always kept our commercials simple and free of gimmicks. Our commercials have always tried to tell customers clearly why it is well worth the higher price (meat costs more than cereal).

The Results = Sales for Alpo in 1965 were tremendous. And we expect them to be even better in 1966. ALPO is growing considerably faster than the industry despite the efforts of such heavy spenders as Quaker Oats, General Foods, Armour,Ralston Purina, Morrell and a host of regional big-spenders.

How is it possible that Alpo should meet with almost instant success? TV isn't the only answer—you also need: (1) a good product with an idea; (2) a good sales and broker organization, guided, not driven; (3) good advertising well-conceived and executed, designed to win sales, not awards, plus enough dollars to get the job done.

And that's the one-two-three punch we try to apply to every Weightman client. It pays off.

Len Stevens is Weightman's vice president and TV/radio director. He has been at the Philadelphia agency since 1958 in that capacity. Earlier he had been with another Philadelphia agency and a TV and radio station. At first he handled both the media and the production ends of the agency's TV department. Later, as volume grew, a separate TV production was established with Mr. Stevens specializing in plans and buying for the agency's multi-million dollar TV operations.

BROADCASTING, February 14, 1966
Op Art

It may be a resolution chart to an engineer, but our creative department sees it as “an experiment incorporating the laws of optics in the solution of a particular esthetic problem in spatial relationships.” And our sales department claims that if you stare at it long enough you’ll get the message:

The real art to op is providing programming that people like. Art critics at ARB agree that WMT-TV practices the art fine. WMT-TV has over two million more viewer hours per week than either of the other stations in our market.*

---


WMT-TV
CBS Television for Eastern Iowa
Cedar Rapids—Waterloo

National Representatives:
The Katz Agency
Affiliated with WMT-AM; WMT-FM;
K-WMT, Fort Dodge
Ever Hear of Charlotte?

Charlotte, "The Queen City," was named in 1766 for the reigning Queen of England. This major southern city, whose effective buying income of $8,395.00 per household ranks fifth in the nation, now reigns over a king-size TV market of 129 satellite cities and towns. Included in this cluster are Lancaster, York, Hickory, Albemarle, Salisbury and Shelby — whose average distance from the Charlotte metro area is 41 miles; yet, an average of 99% of their TV homes tune in WBTV each week.*

The majestic WBTV-Charlotte Market contains 562,000 television homes and ranks 23rd in the nation!**

The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

* 1960 Census (Cities over 50,000 population) * ARB/1965 Coverage Study ** 1965 Sales Management Survey of Television Markets
It was a busy week at CBS

Schneider becomes second to Stanton with Reynolds stepping up to TV network head; network eliminates discounts; affiliate compensation plan worked out

CBS was churning last week with a series of far-reaching changes directly affecting its television network, clients and affiliates, its corporate chain of command and, potentially, its TV competitors and possibly other media.

* John A. Schneider, president of the CBS-TV network, was promoted to the new post of CBS group vice president for broadcasting, with supervision over the TV network and the CBS Television Stations, CBS News and CBS Radio divisions. John T. Reynolds, senior vice president of the TV network, was named to succeed him as president of the network (see page 28).

* William S. Paley was asked by the CBS board, and agreed, to stay on as board chairman past the normal retirement age of 65, which he will reach in September. He said he wanted to "draw back a little," however, and there was widespread assumption that the duties of chief executive officer would gradually pass to President Frank Stanton, although Dr. Stanton reportedly was still without a contract since his old one ran out last year (see page 28).

* The CBS-TV network formally announced its long-awaited new rate structure, virtually eliminating discounts and substituting a system of price lists that vary according to time period and time of year (see page 29).

* The TV network also disclosed that it is in the final stages of developing, in cooperation with a special committee of affiliates, a new affiliation contract form in which station compensation will be independent of the prices that CBS charges advertisers.

News of the nearness of the new affiliation contract leaked, in connection with the new rate structure, in a letter sent to all CBS-TV affiliates. The letter described CBS-TV's plans to protect stations against losses in compensation if the new rate structure should become effective before the new affiliation contract.

Actually, the letter said, CBS-TV officials hope the new contract will be in effect with most affiliates well before the Sept. 11 date for the new rate structure to become operative.

It was understood that the new contract will pay stations on the basis of their individual network rates, plus 3%. This was believed to be about equal to their current compensation levels, on the average.

The big difference is that their pay-

Chain of command at CBS begins to take shape

Among the important developments at CBS Inc. last week was the agreement, at the request of the board of directors, of William S. Paley, who will be 65 next September, to continue as chairman beyond the usual retirement age, and the continuance in the presidency of the corporation of Dr. Frank Stanton. An indication that Dr. Stanton might not be as heavily pressed with operational problems was the appointment of John A. Schneider, president of the CBS-TV network for less than a year, as group vice president-broadcasting. In this position the presidents of CBS News, CBS Radio, CBS-TV and CBS Television Stations will report to Mr. Schneider. John T. Reynolds, senior vice president of the CBS-TV network, was named to succeed Mr. Schneider as president of that important division (see page 28).
IT WAS A BUSY WEEK AT CBS

Some big changes in the CBS executive suite

CBS's broadcasting divisions got a new chain of command last week and CBS-TV got a new president, in a realignment of top executives that's expected to see Board Chairman William S. Paley draw back slightly from the day-to-day operations of the company.

John A. Schneider, president of the CBS-TV network for less than a year, was promoted to the new position of group vice president-broadcasting. In that capacity he has the president of CBS News, CBS Radio, CBS-TV and CBS Television Stations reporting to him. Mr. Schneider reports to President Frank Stanton. Formerly these division presidents had direct access to Dr. Stanton.

John T. Reynolds, senior vice president of the TV network, was named to succeed Mr. Schneider as network president.

Mr. Paley agreed—at the request of the board last Wednesday—to continue as chairman beyond normal retirement age of 65, which he will reach in September.

No Stanton Contract • Dr. Stanton is expected to continue in the presidency as actively as ever and perhaps take on some of the duties of chief executive officer, although his contract ran out several months ago and a new one has not been negotiated.

The moves were interpreted as steps looking toward eventual smooth transferal of power from the long-time chiefs of the company—Messrs. Paley and Stanton—to a younger generation whose brightest stars appear to be the 40-year-old Mr. Schneider and Mr. Reynolds, 44. Dr. Stanton is 57.

A statement by Dr. Stanton following last week's board meeting said he and Mr. Paley felt the reorganization would "assure the continuity of vigorous and able leadership for the future."

Only two months ago Mr. Reynolds, the new TV network president, sat in the CBS West Coast office, where his title was senior vice president, Hollywood. It appeared that he might be destined for the highest network office when he was brought to New York in December as a senior vice president, the only man around the network with that title.

With that move he assumed responsibility for the network's affiliate relations, engineering, information services, operations, program practices and sports while continuing to be responsible for the network's film studios on the coast.

Before joining CBS-TV Mr. Reynolds had been vice president and general manager at KHJ-TV Hollywood. Before that he had been an account executive and sales manager for Don Lee Broadcasting Co.

Rising Star • Mr. Schneider, who took over as president of the television network following the heavily publicized departure of former president James Aubrey Jr., is credited with a successful period of network operation.

When he took over CBS-TV had lost its long dominance in nighttime ratings and there was fear at CBS that the magic touch of the successful Aubrey years might be disappearing. A stable prime-time schedule this year that has competed relatively evenly so far with NBC-TV and slightly ahead of ABC-TV puts CBS-TV in a stronger light and more sure of itself than it was at this time a year ago.

It was just after Mr. Schneider's takeover that color programming decisions at the network began to mushroom and it was understood that he had a key hand in hastening this development.

Mr. Schneider held the presidency during a year when CBS was experiencing a slight decline in profits (see page 62) but revenues for the year were up $61 million and the final three months of the year were a record fourth quarter in both revenues and earnings.

Mr. Schneider has been a director of CBS since March 1965. He's been with the company since 1950, when he joined as an account executive in Chicago in what was then known as Television National Sales and is now called CBS Television Stations National Sales. By 1956 he had moved up to general manager of this sales arm in New York and two years later was made general manager of CBS-owned WCAU-TV Philadelphia. In 1964 he was moved to New York as general manager of the WBBR-TV. He is a graduate of the University of Notre Dame.
ates had suspected: that although rate increases had kept the compensation of most stations at or above their former levels, on a constant-rate basis compensation had been declining for several years (Broadcasting, May 11, 1964).

Following Dr. Barnett’s report, the committee, which is headed by Richard A. Borel of WANS-TV Columbus, Ohio, undertook a long-term project, in conjunction with the network, to “improve and update and simplify” the standard affiliation form. Ernest W. Jennings, Washington attorney, has been working with the committee as legal counsel.

In the letter last week, sent by Carl S. Ward, CBS-TV vice president and director of affiliate relations, the affiliates were told that only “minor redrafting” remained to be done and that they would be given full details as soon as it is finished.

Other sources indicated that it may be ready for final consideration by the affiliation committee within two or three weeks and almost certainly before the CBS-TV affiliates hold their annual general conference May 3-4 in New York.

Mr. Ward told the stations that “we believe it meets the primary objectives of the special committee—including the separation of the basis of station payments from the variations of contiguity discounts, etc., which have been steadily moving the K factors toward 1.0.”

Affiliates will be free to continue under their existing contracts until these expire if they do not wish to switch to the new form. However, affiliate sources said that the current trend could carry the K factor below the 1.03 level if computations were continued on the old basis. Since the new form pegs the K value at 1.03, this prospect was seen as a strong incentive to stations to make the change.

Incentive to Sign * If a station has not signed the new contract by the time the network’s new rate card goes into effect Sept. 11, Mr. Ward pointed out in his letter, its compensation could drop unless special arrangements were made. The drop would occur because compensation is currently tied to the network’s time charges, and in the new rate structure time charges are reduced to reflect the virtual elimination of discounts.

During the interim period between the effective dates of the new rates and the new affiliation contracts, CBS-TV said it would guard against such declines in compensation by these measures:

For programs originating between 6 p.m. and 11 p.m. (New York time), payments will be based on each station’s class A hour rate (or one-half that rate if the program is broadcast before 6 p.m. local time). This is the same procedure already in use for programs sold on a package basis; it will be extended to time-only sales for all nighttime periods where the new rate card’s charge to advertisers is less than it has been under the old rate card.

In Plain English * “Maybe the simplest way of summarizing the end result of these practices on nighttime station payments,” according to Mr. Ward’s letter, is to say that even after the expiration of the longest-term order of any current advertisers, which will be sometime in 1967, station payments will not fall below the level they would have under the old rate card when the so-called K factor reached a level of 1.0.”

Compensation for carrying Captain Kangaroo, the so-called Morning Minute Plan programs, various sports shows and certain other programs is already based on special arrangements between network and stations, and these special arrangements will be continued.

For other daytime hours, Mr. Ward said, the new rate card’s prices are so nearly identical to those on the present card that “they will have no appreciable effect on present station compensation, and I am including the word ‘appreciable’ only because there could be a change of a few dollars one way or the other—and just as probably in your favor as ours—because of the bookkeeping involved.”

The new rate-card price for these periods averages out to 9.885% of the Class A hour rate, as compared to an average of 9.875% in December under the old card, Mr. Ward said.

CBS unveils two sets of rates

Season, time prime factors as discounts are virtually eliminated; whether prices will be up or down is uncertain

Advertisers and agencies got an official look at the CBS-TV network’s widely heralded new rate plan last week, and they found it pretty much as heralded.

It sets up two kinds of rates, both varying according to the season of the year and time of day or night, and it virtually eliminates discounts (Broadcasting, Jan. 24, Feb. 7). It becomes effective Sept. 11 with the start of the 1966-67 season, also as reported earlier.

One set of rates, the only one printed in the card, establishes charges for the use of network facilities. It represents the cost of time only, and is for use by advertisers who supply their own programs or want to sponsor programs supplied by the network. There are now relatively few of these, particularly in nighttime programming.

The other set consists of price lists showing the package cost, covering both time and programming, of commercial minutes in programs supplied by CBS-TV. The minute costs will be made available, as minute prices are now, on request.

Prices Ready * Officials said the minute-price lists had not been fully set and that, since they take into account the relative strengths of the programs as well as the time period and season, they can’t be finally determined until the new fall-program schedule takes form.

Observers were thus without any means of determining with certainty how the new rates, in total, differ from current charges, or how specific advertisers may be affected.

Since the rates vary from program to program, it was felt that some package-minute advertisers might pay more and some conceivably could pay less, but authorities also thought it would be natural for the network to build at least a modest overall increase into the new structure.

Discounts that currently can add up to 30% or more of gross rates—station-hour discounts, annual discounts, overall discounts, Extended Market Plan discounts and so-called contiguity concessions—have all been but eliminated.

The only discount remaining is one for 52-week continuity in nighttime advertising and it will give $1,000 off the price of each commercial minute to all advertisers who qualify. The discount reportedly averages about 3%. It is described in the new rate card this way: “An advertiser who contracts in advance for CBS Television Network facilities on a noncancelable basis for at least one minute commercial announcement (or its equivalent) in a program or programs (whether or not advertiser-supplied) for broadcast at least once a fortnight on a regular schedule over a 52-week consecutive period from 6 p.m. through network sign-off will be entitled, upon the completion of the broadcasts so contracted for, to a $1,000 discount with respect to each such minute commercial announcement (or its equivalent) broadcast.”

Half-Hour Rates * The facilities rates are stated in terms of half-hours rather than the usual hours, but with costs shown as percentages of the class A
hour rates of all stations ordered and carrying a specific program. The base rate thus will vary according to station lineup, but for the full U.S. network it totals about $150,000.

For nighttime, Monday-through-Friday daytime and Saturday and Sunday afternoon, the three seasonal price levels are (1) for the 29 weeks from Sept. 11 through April 1, the season that carries the highest rates; (2) for the 13 weeks from April 2 through July 1, which carries second-highest rates, and (3) for the 10 weeks from July 2 through Sept. 10, which carries the lowest rates.

In addition to varying by season, these facilities rates also vary by time period. Evening time is broken into six classes: from 6 to 7:30 p.m., 7:30-8, 8-8:30, 8:30-10, 10-10:30 and 10:30 to signoff. Monday-Friday daytime segments in this schedule are 10-11:30, 11:30-1:30, 1:30-5 and 5-6 p.m. Saturday and Sunday afternoon facilities costs are the same throughout the period from 1:30 to 6 p.m. although these, like the others, vary from season to season.

On a year-round average basis, the price range for a half-hour of time in the nighttime facilities table is from a low of 34% of a class A hour rate (in the 6-7:30 p.m. period) to a high of 46.5% of the class A hour rate (in the 8:30-10 p.m. period). In terms of different seasons, the lowest rate is 24.8% for a half-hour between 6 and 7:30 during the 10-week summer period, while the highest is 50.3% for a half-hour between 8:30 and 10 p.m. during the 29-week winter programming season.

**Day Rates** During daytime hours the range in the 52-week averages for a half-hour is from 10% of the class A hour rate in the 10-11:30 a.m. segment to 26% in the 5-6 p.m. period. On Saturday and Sunday afternoons the average is 25%, based on a range from 18% in the summer period to 28% in the winter.

Early morning Monday-Friday time is divided into two periods, one from sign-on to 8:30, 8:30 to 9, and 9 to 8:30 to 10, while Saturday and Sunday morning time is divided into three: sign-on to 8:30, 8:30 to 9, and 9 to 1:30.

For these periods the seasons are different from those established for nighttime and the basic daytime periods. Thus the highest priced season is for 16 weeks from Sept. 4 through Dec. 24, the next highest is for 22 weeks from Dec. 25 through May 27, and the least expensive is for 14 weeks from May 28 through Sept. 3.

Charges for use of the facilities for more or less than a half-hour will be calculated on a straight pro-rata basis rather than under the old formula that made a quarter-hour worth 40% of the full-hour rate and 45 minutes worth 80%.

Network distribution charges (for recorded repeat broadcasts, shipping to affiliates, etc.) are $553 gross per commercial minute for black and white, $700 per commercial minute for color up to 6 p.m. and $847 per commercial minute after 6 p.m.

Under the old card these were stated on a gross-per-hour basis, totaling $1,750 for black and white and $3,500 for color, but with periods shorter than an hour pro-rated.

The new card carries in substance the old one's assertion that as a national-advertising medium, CBS-TV solicits those orders that "will provide the largest nationwide circulation, the best program quality most suitable for a given time period, and . . . will leave no substantial portion of the nation without network service" and that in considering whether to accept a specific order it will take these same objectives into account.

The new card then adds this further provision:

"Subject to the foregoing and to appropriate additional charges for the additional facilities and services involved, CBS Television Network will endeavor when practicable to accommodate regional advertisers who desire to order the same program and time on stations in different but complementary regions of the U.S."

In a letter accompanying the new card, Thomas H. Dawson, CBS-TV sales vice president, told advertisers and agencies that it simplifies buying and selling and "reflects the realities of the marketplace," and that accordingly "we believe it can make a significant contribution toward your more effective use of the CBS Television Network."
Sell booming Atlanta with WSB Radio
(top national advertisers are WSBBeavers!)

U. S. News and World Report cites Atlanta as “one of the hottest towns in the U. S. today.” National advertisers, competing for their share of $1,780,843,000* in retail sales, have built their sales structure on the firm foundation of WSB Radio. As the South’s most progressive and respected radio station, WSB Radio programs to sell your products in this growing market. *Sales Management, 1965

WSB RADIO ATLANTA

NBC affiliate. Represented by Edward Petry & Co., Inc.

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

BROADCASTING, February 14, 1966
A new era of cooperation?

AFA-AAW Washington session hears multiple pleas
for closer government-business contact,
criticism of TV programing and ad exaggerations

Serious worries about a lack of creativity in television programs, about turning TV sets into living-room art theaters and about more commercials in prime time were expressed last week by Donald McGannon, president of Westinghouse Broadcasting Co.

At the eighth annual midwinter conference of the Advertising Federation of America Inc., at TVB's breakfast program in Washington last Wednesday (Feb. 9), Mr. Willis was honored for contributions to the total art of communications.

Some 250 broadcasters, advertisers and agency executives attending the annual Advertising Federation of America-Advertising Association of the West conference on advertising-government relations were at the session.

The TVB program included a film, "Two Years, 30 Days, 60 Seconds," produced for the grocery manufacturers by CBS-TV and TVB. Through AFA the film is now available to ad clubs. In urging recognition of the food and grocery industry in each market, Mr. Cash noted that no other industry has invested as heavily in advertising.

The TVB sales advisory committee, which met in Washington Wednesday and Thursday, felt the association should get involved with more GMA-type films. Members thought these were good examples of interindustry cooperation.

On Thursday the committee had lunch with FCC commissioners, and went over the 1964 television-advertising figures.

TVB feeds sales ammunition for grocers

Norman E. (Pete) Cash (r), president of the Television Bureau of Advertising, presented a special award to Paul S. Willis, president emeritus of the Grocery Manufacturers of America Inc., at TVB's breakfast program in Washington last Wednesday (Feb. 9). Mr. Willis was honored for contributions to the total art of communications.

Some 250 broadcasters, advertisers and agency executives attending the annual Advertising Federation of America-Advertising Association of the West conference on advertising-government relations were at the session.

The TVB program included a film, "Two Years, 30 Days, 60 Seconds," produced for the grocery manufacturers by CBS-TV and TVB. Through AFA the film is now available to ad clubs. In urging recognition of the food and grocery industry in each market, Mr. Cash noted that no other industry has invested as heavily in advertising.
Can Frank Merriwell save the day for Fardale?

Is the Phantom Rider too late?

Will Tailspin Tommy go down in flames?

"Pull up, Tommy! Pull up! We're going to crash!"
"Sorry, Speed. The rudder's jammed, the engine's dead, and I think we just lost a wing. This looks like the end."

FOR THE ANSWERS TO THESE AND OTHER SOUL-STIRRING QUESTIONS—CALL US AT SCREEN GEMS. WE'VE GOT A CORNER ON THE CLASSIC SERIAL MARKET—51 ACTION-PACKED THRILLERS (MORE THAN 600 CLIFF-HANGING EPISODES) JUST RIGHT FOR TODAY'S TELEVISION AUDIENCES. HURRY!
in prime time to sell its goods and to give the public something worthwhile at the same time.

Mr. Percy said the first program was a 1957 special on NBC called *Why Berlin?* and the Nielsen ratings that followed showed the public "turned us off by the millions." The idea remained intact, however, and in 1958 the firm created, with the network, the *CBS Reports* series. Since then, he added, Bell & Howell has sponsored about 50 such programs on all three networks and has been pleased with the results. He noted that sales have steadily increased while the cost-per-viewer has steadily decreased.

Close the Gap * The theme of the AFA-AAW session was set by Daniel Peterkin Jr., president of Morton International Inc., Chicago. He said there is a "crisis in understanding" and offered six areas for closing the gap that exists. He said: Student attitudes toward understanding business can be improved; business must improve its public-service performance; there should be awareness of potential problems and misunderstandings with publics and the government, and the government should cooperate more closely; a campaign is needed to educate the public to the workings of the free-enterprise system, and those in government who deal with business should have a basic understanding of business and the way it functions.

One approach to improved government-business communication was offered by Myra E. Janco, president of Draper Daniels Inc., Chicago. She suggested that business give some middle-management members one- or two-year leaves of absence to work with the government. And the government, she said, should pick promising employees to go into private industry for a similar period. At the end of a few years, she said, this would "automatically create bureau heads and business managers who understood each other's problems."

The gap between advertisement-created expectation and actual performance was hit by Professor Richard H. Holton of the University of California, and chairman of the President's Consumer Advisory Panel. He said business should be more active in consumer education, thus allowing more realistic expectations; should hold back on exaggerated advertising claims, and should school retailers in telling the consumer exactly what he is getting for his money.

Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, emphasized that private enterprise should not be overregulated. He said business does more along these lines than the government can. However, he reminded the AFA-AAW members of their responsibility to the public, who "expect you to tell them what they're getting."

Trade Balance * In a Wednesday (Feb. 9) luncheon speech, Secretary of Commerce John T. Connor called on the advertising community to do what it can about the continuing travel imbalance where more money is leaving the country than is coming in. He also asked for advertising's help in promoting American Week, a campaign to sell U.S. consumer goods in overseas markets.

He suggested advertisers might be encouraged to adjust their ad budgets to provide special American Week funds, or that advertisers might run joint participations for the campaign.

The AFA-AAW at its Tuesday (Feb. 8) session heard Thomas Austern of Covington & Burling, Washington, on how to communicate with federal agencies, and Representative Gerald Ford (R-Mich.), House minority leader, on the way to communicate with the Congress.

Congressman Ford urged businessmen not to leave the whole job to trade associations and not to act only when a piece of legislation might affect them. He also advised not waiting until after the election "if you want a say in the decision making of Congress You must take part in the political processes, not just write a check."

Norman H. Strouse, chairman of J. Walter Thompson Co., was named Advertising Man of the Year at the Monday night dinner.

**FTC draws bead on ad 'wolves'**

**Chairman Dixon doesn't hold back at AFA session**

In denouncing advertisers who ignore self-discipline

Advertisers who need a brick wall to fall on them before they get the point of the Federal Trade Commission's latest warning to the "indifferent and defiant" are just the ones the FTC is zeroing in on.

FTC Chairman Paul Rand Dixon said his office has had it with those few advertisers who ignore attempts to guide them "back from the brink of illegality." The FTC, he said, will give its "fullest consideration to illegal advertising that is working the greatest mischief on the public and on reputable businesses."

In a speech before the Advertising Federation of America/Advertising Association of the West midwinter conference (see page 32), Mr. Dixon left no doubts that the FTC plans to crack down on the repeating offenders.

"It has become all too apparent," he said, "that wolves are not led onto paths of righteousness by offering them the carrots of self-discipline. Wolves ignore carrots; they want meat, and they don't care how bloody it is."

However, the FTC chairman said there would be no letup in attempts to "obtain compliance with the law by our voluntary processes."

He urged the advertising community to take action in the field of false and deceptive advertising by passing along factual information to the media to help them arrive at better judgments on what advertising claims are false. As reputable members of the advertising profession, he told the AFA-AAW, they would be effective and command attention in their own communities.

Mr. Dixon also denounced advertisers for being "more concerned with presenting a chin-up enthusiasm for your product than with facing up to the fact that too many rascals are diluting that product. . . . The Achilles' heel of the advertising profession is that you worship at the altar of the positive image."

It is not enough for advertisers to improve themselves if they ignore the wrongdoer, he charged. It is up to the industry to look for the wolves within its midst and if they prove too tough, "remember that you have the laws and the FTC to help."
four of a kind

the Meredith bunch

MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV

BROADCASTING, February 14, 1966
Starting this morning (Feb. 14), the “Today” program will present a special, Monday-through-Friday “Vietnam Report.” This NBC News report, beginning the same time each morning, will provide an up-to-the-second review of Vietnam developments—military, political or diplomatic. In addition to these unique reports, “Today” will, of course, continue to cover the Vietnam struggle in its regular news segments.

As the Vietnam situation has intensified, so has NBC News’ reporting of the subject. “Today’s” expanded coverage, for example, follows hard upon yesterday’s two-hour NBC News special, “Vietnam: The Senate Hearings.”

What’s more, in addition to the comprehensive reporting and analysis in our regular news programs, NBC News has provided extensive live coverage of the UN Security Council sessions and the Senate Foreign Relations Committee hearings on Vietnam, as well as President Johnson’s arrival in Los Angeles from his Hawaii meeting with South Vietnam leaders. Added to these have been such NBC News nighttime specials as “Vietnam: Turning Point” and “The Hawaiian Conference.”

In providing such coverage—in-depth seven days a week, NBC News has but one purpose: to help the American public understand the many facets of the most serious international issue of our day.
Michelob returns to D'Arcy Advertising

Anheuser-Busch Inc., St. Louis, has picked D'Arcy Advertising to once again handle national advertising for its Michelob brand of beer. Michelob, a color TV advertiser presently bills about $1 million. The account moves from LaRoche, McCaffrey & McCall, New York, which had taken the account from D'Arcy several years ago. Since D'Arcy Advertising's home office in St. Louis already handles Anheuser-Busch's major brand of beer, Budweiser, the creative work on Michelob will be done in the agency's Chicago office. St. Louis, however, will handle media buying and other service functions.

Gardner Advertising, St. Louis, which handles the brewing firm's Busch Bavarian beer, also had made a presentation for the Michelob account. It had planned to do the creative work in its New York office had it been chosen.

D'Arcy Advertising's St. Louis office also is handling the various new foods and grocery products under study or development by Anheuser-Busch. These could become major broadcast sponsors in the near future. The company has been selling a table syrup and spray starch in a limited number of markets for some time.

SSC&B grabs all the Ballantine rings

P. Ballantine & Sons, Newark N. J., consolidated its total advertising expenditures with Sullivan, Stauffer, Colwell & Bayles last week when it assigned the $9-million beer account to SSC&B. Ballantine had announced last month that it was terminating its relationship with Young & Rubicam, New York, over advertising-policy differences (Broadcasting, Jan. 31).

SSC&B apparently had an inside edge. Early last year the brewery ended a long-standing relationship with William Esty Co., New York, by moving its beer billing to Y&R and its $2-million ale account to SSC&B. Beer sales were reported to have dropped and ale sales to have risen. About $9 million of Ballantine's total advertising budget is in radio-TV.

During 1965, Ballantine beer received widespread attention from audiences and in advertising circles for a Y&R campaign that ran only on radio based on a "2,500 year-old brewmaster." A brewery spokesman said SSC&B was evaluating the campaign to decide whether it will be continued or dropped before the baseball season begins. A large portion of Ballantine's radio-TV advertising is devoted to sponsorship of New York Yankees and Philadelphia Phillies baseball and Philadelphia Eagles and New York Giants football.

'McCall's' introduces its own spot plan

Another mass-circulation magazine, McCall's, is following in the footsteps of Life by offering companies the opportunity for "spot" advertising in specific markets, closely reflecting the American Research Bureau's county TV marketing areas.

Effective July 1, McCall's will offer a selection of 20 country-wide top markets with the provision that advertisers buy a minimum circulation of 750,000 on the same brand. It calls its approach "Spot McCall's," while Life calls its concept "Spot Life."

McCall's took full-page advertisements in New York and Chicago newspapers last week to alert advertisers to Spot McCall's and also plans to use various trade publications. It noted in its advertisements that its approach is similar to Spot Life, and added: "But now you can make a media judgment between the leading general magazine, Life, and the leading woman's magazine, McCall's, operating from the same geographical and statistic bases."

A spokesman for McCall's told Broadcasting that his company has studied carefully the progress made by Spot Life and deemed the approach a successful one. He added that McCall's feels spot can be successful, if "a lot of magazines offer spot so that a broad spectrum of readership can be reached."

An official of Life said Spot Life has been "successful beyond our expectations." He mentioned that in 17 issues of 1965, starting with Sept. 3, 80 advertisers used Spot Life, and added that business ordered for the first half of 1966 is exceeding the 1965 pace. He indicated that a substantial part of Spot Life represents new business for the magazine.

A complicated trapeze for Hertz's flying man

He glides through the air with the greatest of ease, that flying man in the Hertz driver's seat.

That's what really happens in new one-minute Hertz TV commercials that are being released in various color versions. Before, the flying Hertz driver was a device of trick photography. He was literally pulled out of an automobile by wires, and the sequence was played in reverse for printing optically against a moving background. This illusion of being dropped has been abandoned for a more realistic approach. A car runs at 30 miles per hour while a truck mounted with crane travels behind at the same speed and lowers the flying man into the driver's seat. The film was produced in Los Angeles by VPI of California with agency Norman, Craig & Kummel.
Run, Spot, run.
Spot is non-network radio and TV advertising. (There is no such thing as network Spot.)

Spot is national advertising placed locally. It is spotted, by market, station, and time of day. It is not just spot announcements. Spot is a billion-dollar advertising force. It is the way to put your money to work exactly where your markets are. Spot gets people where they live.

This is Spot.
Anybody can use Spot.
A little company can use it locally to look bigger than national brands.
A giant advertiser can use it exclusively, or to round out his network advertising.
Spot can test market a new product anywhere.
It can tie in with any local personality or promotion.
It can introduce products, market-by-market, and keep costs in line with sales.
It can carry any message, of any length, to any audience.
Spot will do anything to sell a product.

Spot is flexible.
Spot Radio is usually bought by station, not program. Because listeners listen that way. You buy the “sound”, or personality of a radio station. If you have a product with universal appeal, you buy several different “sounds” or stations within each market. That way, you reach a maximum audience. Television is watched by program, not station. Therefore, Spot TV is bought in and around programs. When appealing to a select audience, you buy similar programs on the same or different stations. That way, you get maximum impact.

How to run Spot.
For nine years, a men's wear manufacturer has used Spot Radio to reach the youth market. With disc jockeys ad libbing for the product, sales went up $24 million from 1956 to 1964.

A company that makes electric knives decided to use Spot TV as its primary medium. Sales went from $19 million in 1963 to $50 million in 1965, and profits have more than doubled.

A meat company with 8,000 retail outlets in 8 states has been spending 85 to 100% of its budget in Spot Radio for the past 13 years. Last year, it spent 90% in Spot Radio to introduce a new campaign. In one year, sales jumped 35% in New Jersey, 26% in New York, and 16% in Philadelphia alone.

A regional soft drink bottler put $52,000 in an experimental Spot TV push. The next year he upped it to $83,000, and budgeted even more for the first quarter of the third year. In that quarter alone, sales were up 27%.

One international airline with 24 competitors increased traffic 250%, using Spot Radio. The competition had only a 130% increase. This airline now uses 13 stations in 5 markets.

A floor wax company switched to Spot TV. In six months, sales were up 20%, and for the first quarter of the next year, the company invested 31% more in Spot.

What Spot does.
Katz is a TV and radio station representative.

Station representatives sell Spot.

They try to represent a good line-up of outstanding stations.

Then work to convince advertisers and agencies how outstanding the stations are.

Katz represents more than a hundred outstanding TV and radio stations in 70 top markets. And employs 325 people to supply the fast, accurate information Spot buyers need.

We believe a station representative should also promote the concept of Spot advertising in general, no matter what stations profit from it.

Spot is Katz business.

We believe in it.

This is Katz.
These are some of the things we do because we believe in Spot:

We have a special department that wouldn’t sell you a minute if you asked them to. It just sells the concept of Spot.

And a department to get you fast facts on audience measurement. And markets. And station coverage. And sales records.

We’ve got a department to help you check your competition’s use of Spot advertising. And one that supplies you with station programming information. And another that simplifies your accounting by handling the billing for all the stations we represent.

We’re even getting a computer to speed up our data service. But right now, we have something for you:

Two easy-to-read estimators to help you determine the cost of a radio or TV Spot schedule in less than ten minutes.

A Katz Calendar, to help you calculate the renewal and expiration dates of Spot schedules. Music reaction surveys, that can help you decide what kind of music to put into your commercials. Ready reference summaries to tell you about the markets we represent. And surveys on industry plans for using Spot color and electronic data processing.

A note or a phone call can put them into your hands.

Katz and Spot.
The Katz Agency Inc.

New York, N.Y. 10019
666 Fifth Ave., Area Code 212—JU 2-9200
Atlanta, Ga. 30309
1447 Peachtree St. N.E., Area Code 404—TR 5-1627
Boston, Mass. 02116
Statler Office Bldg., Area Code 617—LI 2-5458
Chicago, Ill. 60601
Prudential Plaza, Area Code 312—MO 4-7150
Dallas, Texas. 75219
3505 Turtle Creek Blvd., Area Code 214—LA 6-7941
Detroit, Mich. 48226
Penobscot Bldg., Area Code 313—963-8420
Los Angeles, Cal. 90036
5455 Wilshire Blvd., Area Code 213—WE 3-8171
Minneapolis, Minn. 55402
First Nat’l. Bank Bldg., Area Code 612—FE 3-6201
Philadelphia, Pa. 19110
Land Title Bldg., Area Code 215—LO 7-7950
San Francisco, Cal. 94104
Russ Bldg., Area Code 415—DO 2-7628
St. Louis, Mo. 63101
915 Olive St., Area Code 314—CE 1-1868

See Katz. Run Spot.
A unified TV pitch to retailer

All Detroit VHF's would benefit if Hudson accepts

WXYZ-TV's plan for increased TV ad budget

There's a $5 million-plus advertising budget in Detroit that television stations have hardly had a good sniff at. But there's a plan afoot in the market to change that.

The budget belongs to the J. L. Hudson Co., one of the country's largest retailers, doing a $286-million business yearly. The plan belongs to ABC-owned WXYZ-TV and the pitch is for all Detroit VHF stations. If it wins Hudson's approval it could have a softening effect on the tough sell that retailers represent to local-television salesmen across the country.

Hudson's current combined TV and radio budget is estimated at $100,000.

WXYZ-TV spent $4,000 and six months constructing a mixed-media plan and presentation that advises Hudson to reallocate $520,000 of its total advertising effort to three TV stations while continuing to dump the bulk of its

pressions in 42% of households, while under a modest schedule of TV spots it could make multiple impressions in 90% of the market.

WXYZ-TV proposes that Hudson divert the cost of four pages each week from newspapers into television. In a sample week the store ran 57 pages in daily papers and 12 pages in a Sunday supplement.

The four-page-a-week reallocation, according to the station, would be equivalent to 43 TV announcements, and these would be expected to make 4,634,000 impressions on women viewers over 90% of the market at an efficiency of $2.13 per thousand impressions. The same expenditure in newspapers, according to the station, will make 1.6 million impressions on women, within 53% of the market at a cost of $6.03 per thousand impressions.

Maximum Female Audience - WXYZ-

 PYPER watches CATV?

The Pepsi-Cola Co., New York, has alerted its field offices to be aware of the possibilities of community antenna TV in selecting stations for local campaigns.

A spokesman for Pepsi in New York acknowledged last week that an informational bulletin has been sent to field managers briefing them on the growth of CATV. He said Pepsi-Cola has made no policy decision on use of stations picked up by CATV systems but said that its bulletin was designed to keep its field offices informed about a new development. In the past, Pepsi-Cola similarly has circulated bulletins on new advertising possibilities and techniques in other media, including newspapers and magazines, the spokesman pointed out.

Reeves retires from Bates chairmanship

Rosser Reeves, board chairman and a founding member of the Ted Bates agency, has announced his retirement from Bates and the agency business.

Author of "Reality in Advertising" and well known for the hard-sell approach to the business, Mr. Reeves, has been in advertising for 36 years. Last week he said he has long desired to "lead a quiet, unhurried and contemplative life."

Taking over the board chairmanship will be Rudolph Montgelas, who had been a vice chairman (see page 10).

Theodore L. Bates, honorary chairman of the company, said of Mr. Reeves's retirement: "No one knows better than I the contribution that Rosser Reeves has made to this agency, and to the advertising business, over the last 25 years."

Mr. Reeves indicated he would sell his Bates interest, described only as "big," back to the company. He said he had no desire whatever to join another agen-
Alcohol ad ban passed by Ga. senate

A bill that would ban alcoholic-beverage advertising in all media has passed the Georgia senate, but may be lost in a house committee.

The measure, reported out by the senate's temperance committee on Feb. 3, caught opponents unaware. However, the Georgia Association of Broadcasters and advertising clubs feel they will be successful in keeping the bill from reaching the house floor.

Ridley Bell, WRGB-TV Columbus, president of the GAB, said the bill would prohibit advertising liquor, beer, wine and other alcoholic beverages on radio, TV, in print, billboards and all other media. He said the bill contains a provision that would allow such advertising in newspapers, magazines and other print media that come from out of state. However, network-originated radio or TV commercials for beer or wine would be banned. Under the bill stations would be required to cut away from the network when such spots were scheduled.

It was understood that the house speaker was referring the bill to the judiciary committee and there was little expectation it would be reported out before adjournment later this month.

Mr. Bell noted that the GAB had been aware that the bill had been in the senate committee but it had not been scheduled on the calendar of Feb. 3. The bill came out of committee, was put on the calendar and passed overwhelmingly by the senate before anything could be done.

In a memo to station clients last week, Loyd Venard, president of Venard, Torbet & McConnel Inc., New York, reminded them to use care in placing beer and cigarette advertising. Such commercials "should be discreetly placed so as not to cause public reaction in your area." He noted that placements near programs aimed at children or teen-agers "have a tendency to irritate the opposition."

F&S&R splits departments

The New York headquarters office of Fuller & Smith & Ross has been divided into two divisions. The agency announced last week that the Consumer Products division, headed by John F. McClure, and the Business and Industrial Products division, under the direction of Roger N. Peterson, will operate autonomously.

F&S&R's $58.7 million billing is divided almost equally between the two types of accounts, with an estimated $12.5 million of it in broadcast.

Mr. Auerbach

Regional rep formed for upper N.Y.

An expansion into the regional-representation field in upper New York state was announced last week by Leonard F. Auerbach, president of Ohio Station Representatives Inc., Cleveland, and board chairman of Penn State Reps Inc., Pittsburgh.

Mr. Auerbach said that New York State Reps will begin operations this month with headquarters in Syracuse. He held a meeting last Wednesday (Feb. 9) with officials of 35 stations the new subsidiary will represent. In addition, Mr. Auerbach reported he has incorporated the affiliated companies under a single name, Regional Reps. The Ohio, Pennsylvania and New York divisions, however, will operate separately.

Mr. Auerbach views his expansion moves as the outgrowth of "an apparent need for strong regional representation."

He added that there are plans to move into Indiana and Kentucky, which are now served out of other offices of his companies.

Ohio State Representatives was formed in 1956 with 14 station clients, and the total list now is more than 100. Mr. Auerbach said. Penn State Inc., which is headed by John M. Dehaven, president, started in 1962 with 15 stations and now has a client list of 40 in Pennsylvania and additional stations in Ohio, West Virginia, Indiana and Kentucky. The station lists are predominately radio, but include some TV outlets.

Other executives are Norbert J. Kocab, vice president in charge of OSR's division office in Cleveland and Don O. Hays, vice president in charge of the Cincinnati office. Lee H. McClung, an all-media buyer with Ketchum, MacLeod & Grove, Pittsburgh, has been named manager of the new division.

Agency appointments...

* Philip Morris Co. has named Leo Burnett Co., Chicago, to handle menthol version of Marlboro cigarettes, now being test marketed on West Coast.

* Mohasco Industries, Amsterdam, N. Y., has appointed Daniel & Charles, New York, to handle advertising for the animal in men.

Senator Carl Curtis (R-Neb.) interrogated Mr. Nader at length with such questions as these:

"Are you saying that if I put a tiger in my tank, I'm a dangerous driver? You mean that if you advertise a car with a woman in the ad, it'll contribute to the divorce rate?"

Mr. Nader replied that he was concerned with the fatality rate and that if Senator Curtis will ask the auto executives, he'll be told that the executives deplore these ads, but that if they don't use them, their competitors will.

Senator Curtis charged that Mr. Nader was "using this forum to sell his book." He added: "You seem to want a sophisticated form of word control in these ads."

Mr. Nader replied: "I advocate a sophisticated form of sanity."

'I was a 98-pound weakling 'til I bought my car...'

A witness for the Senate's Subcommittee on Traffic Safety last week blasted Madison Avenue for automobile advertising that tries to appeal to the "animal instincts" of the purchasers.

He cited the names of current models—Cobra, Cougar, Tiger and Barracuda—and said that this was not aimed at the "reason of men, but at their ids and their hypogastria [lower abdomen]."

The witness, Ralph Nader, author of "Unsafe at Any Speed," decried the use of catch phrases such as "be a son of a gun," "a human cannonball" and "drive it like you hate it, it's cheaper than psychiatry" as appealing to the animal in car buyers.

He suggested that auto makers instead should try to improve safety features on automobiles, and should do away with the ads that bring out the animal in men.

Senator Carl Curtis (R-Neb.) interrogated Mr. Nader at length with such questions as these:

"Are you saying that if I put a tiger in my tank, I'm a dangerous driver? You mean that if you advertise a car with a woman in the ad, it'll contribute to the divorce rate?"

Mr. Nader replied that he was concerned with the fatality rate and that if Senator Curtis will ask the auto executives, he'll be told that the executives deplore these ads, but that if they don't use them, their competitors will.

Senator Curtis charged that Mr. Nader was "using this forum to sell his book." He added: "You seem to want a sophisticated form of word control in these ads."

Mr. Nader replied: "I advocate a sophisticated form of sanity."

'Broadcasting, February 14, 1966'
"Imagination governs the universe."

Napoleon Bonaparte
(1769-1821)
French Emperor

No earthly power is greater than man's IMAGINATION; and our management philosophy encourages its unfettered application to programming and service efforts at G-L stations. A result has been the power to generate and sustain viewer loyalty.

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

The Bettmann Archive
COMMERCIAL PREVIEW: Hudson paper products

A new spot television campaign for Hudson Pulp & Paper Corp., uses a color commercial that personifies Hudson paper products as “pop” people. It is scheduled to begin later this week in 40 eastern markets.

The campaign, created by Grey Advertising, introduces a new corporate emblem, redesigned packaging and a new theme. “Hudson... paper with p’zazz.” The pop figures, created from objects in the home, are animated for television. The campaign will focus on Hudson’s facial and bathroom tissues.

The pop-art motif was created by Michael Wollman, Grey vice president, who supervised production. The commercial was produced by Elektra Film Productions Inc., New York.

its Mohawk carpet and Tutorian furniture divisions, effective June 1. The $600,000 Mohawk account ($300,000 in network TV), left Clyde Maxon, New York, because of an agency product conflict (Broadcasting, Feb. 7). The Tutorian division, with billings of $400,000 (all in nonbroadcast media), moves from Garfield-Linn, Chicago.

* Emilio Pucci Perfumes International Inc., New York, has appointed Erwin Wasey Inc., that city, to handle advertising for its recently-introduced Vivara perfumes and for other related products to be marketed in this country. The account, with projected billings up to $500,000, plans some use of radio-TV.

* White House Foods Inc., Los Angeles, has appointed Eisaman, Johns & Laws, that city, to handle advertising for its salad dressings, preserves and pickles brands. The account, formerly handled by Burt Cochran Advertising, Los Angeles, has distribution in eight western states. Initial media plans call for use of radio in Los Angeles, San Francisco, Sacramento and San Diego, all California.

* Production Associates, producers and distributors of motion pictures and TV films, and Motion Pictures International, a new production firm, have each appointed the Frank B. Sawdon Agency, New York. Motion Pictures International is headed by Steve Broidy, formerly president of Allied Artists.

* Dow Corning Corp., consumer products division, Midland, Mich., moves its $1 million account from Wade Advertising, Chicago, to Campbell-Mithun there effective March 1. Corning’s commercial and industrial products advertising continues at Church & Guise Advertising, Midland.

Sponsors set for NBC-TV specials

NBC-TV last week reported a partial list of advertisers and the specials they’ll sponsor during the year.

The shows range from Feb. 28 (when Xerox Corp., Rochester, N.Y., and the Institute of Life Insurance, New York, will sponsor a test program on visual perception at 10-11 p.m., EST) to the Macy’s Thanksgiving Day Parade on Nov. 24. Agency for Xerox is Papert, Koenig, Loes and for the insurance group, J. Walter Thompson Co., both in New York.

Parade sponsors are National Biscuit Co., through McCann-Erickson, both New York; Procter & Gamble, Cincinnati, through Benton & Bowles, New York; McDonald’s Systems Inc., through D’Arcy Advertising, both Chicago, and Vick Chemical Co., through Morse International, both New York. On March 20 (6:30-7:30 p.m., EST), “The Reformation,” the fourth in NBC’s Men and Freedom Series, will be sponsored by Armour & Co., Chicago, through Foote, Cone & Belding, New York and the Institute of Life Insurance. The U. S. Time Corp., through Warwick & Legler, both New York, has also signed to sponsor Class of 67, a view of today’s college students on Sept. 10 (9-10 p.m., EST).

Business briefly...

General Mills Co., Minneapolis, through Needham, Harper & Steers, Chicago, plans TV spot campaign to support network participations and print schedules for national introduction of new dessert mix combination, Betty Crocker Butter Brickle layer cake mix and frosting mix. Drive starts in March.

Whitman Chocolate Division of Pet Milk Co., Bala Cynwyd, Pa., through Gardner Advertising, St. Louis, will participate in NBC Radio programs prior to Easter and Mother’s Day. Schick Safety Razor Co., division of Eversharp Inc., Milwaukee, through Compton Advertising, Los Angeles, has renewed for 13 weeks one-quarter sponsor-ship of NBC Radio’s News on the Hour.

Scott Paper Co., Philadelphia, through J. Walter Thompson Co., will participate in NBC-TV’s Tuesday Movies, Daniel Boone, Laredo, Dean Martin Show, Sammy Davis Show, I Dream of Jeannie, Saturday Movies and Mickie Finn’s (Thursday, 9:30-10 p.m., EST, beginning April 14). General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, has purchased participations in Tuesday Movies, Saturday Movies, Hank and Mona McCluskey.

California Packing Corp., San Francisco, through Campbell-Ewald there, is using network and spot TV to get a greater share of the canned tuna market. It has bought participations in three daytime shows and one prime-time program, all on NBC-TV: Saturday Night Movies, Paradise Bay, Morningstar and Jeopardy. The network buys are part...
Looking for experienced turnkey construction? AMECO has turnkeyed over 7500 miles of system.

Plans call for precise, high performance — yet reliable amplifiers? AMECO, first with Solid-State in '62; still first in '65 producing over 40,000 solid-state amplifiers, manufacturing 207 basic products with 1200 variations.

AMECO — with the only quick, dependable CATV sales & service ... 6 regional warehouses, 22 CATV sales engineers in the U. S. and Canada, 8 contract salesmen. AMECO offers complete market evaluation, turnkey construction, sensible financing and technical training. O. K., ready to Go? Go Ameco!

Performance-Proven Products

OFFICES IN ALL PRINCIPAL CATV AREAS

BROADCASTING, February 14, 1966
of a $1 million push for Del Monte tuna products and will be supplemented by spot TV schedules in selected major markets.

The Magnavox Co., Fort Wayne, Ind., has renewed its leader campaign on FM radio this year. Magnavox runs a 26-week schedule divided between spring and fall flights on behalf of its home entertainment products. It's estimated that the company has spent $600,000 on FM since it first began using it in 1962. Renewal is for more than 40 stations. Kenyon & Eckhardt, New York, is agency.

Tree Sweet Products Co., Santa Ana, Calif., a subsidiary of Di Giorgio Corp., through Eisaman, Johns & Laws, Los Angeles, is taking its biggest advertising plunge with radio getting virtually all the play in a seven-market campaign starting, in some markets, this month, and continuing to June, with a second flight scheduled for the fall.

Rep. appointments...

Broadcasting's boost to the economy cited

Broadcasting's role in the nation's economy was cited last week by Robert J. Kizer, administrative vice president of Avery-Knodel, New York. Speaking to the Advertising Club of Savannah, Ga., Wednesday (Feb. 9), Mr. Kizer singled out broadcasting as a key factor in the life of many firms. Without the salesmanship broadcasting provides, he said, the public might never realize the benefits of central heating, vacuum cleaners, deodorants, and many other goods and services now accepted as necessities.

He noted that commercial broadcasting has become a vital part of the economy, beginning with radio and multiplied by television.

Buys of specific shows boost CBS Radio sales

CBS Radio sales for the first quarter are running 34% ahead of where they stood at this time last year, it was reported last week.

For the first six months of the year business is running 12% in front of last year's pace.

George Arkedis, vice president CBS Radio network sales, said sponsor purchasing of specific programs and personalities instead of run-of-schedule participations has contributed to the stronger business outlook.

Also in advertising...

Citrus account switch? - Florida Citrus Commission has asked Lennen & Newell, New York, its present agency, and Campbell-Ewald to make presentations on March 2 for its national account billing of around $3.5 million. The citrus commission already has had presentations from two other agencies.

New agency - Peters, Griffin, Woodward has appointed Jacobs, Gibson, Vogel Inc., New York, as its agency replacing Koehl, Landis & Landan.

THE MEDIA

TV station sales top $6.5 million

Steinman buys WTEV, Medallion Pictures signs for WDTV, McLendon re-enters TV

Three television stations were sold last week with the aggregate consideration reaching more than $6.5 million, although one station brought $5,775,000.

The stations: WTEV(TV) New Bedford, Mass.; WDTV(TV) Weston-Fairmont, W. Va., and a third interest in WCUC(TV) Chicago, a UHF outlet. All transactions are subject to the usual FCC approval.

The Steinman Stations group, which three years ago expanded into the Southwest, has now moved east. The Pennsylvania-based group is acquiring its fourth VHF television station; this time WTEV, channel 6, in Massachusetts.

Consideration was reported to be $5,775,000. Present staff, including General Manager Vance L. Eckersley, would be retained.


The Steinman properties, which are principally owned by John F. Steinman and the estate of the late J. Hale Steinman and their families, also include the Lancaster Intelligencer-Journal and New Era.

The negotiations to purchase the New Bedford station, which is only 28 air miles from Providence, R.I., were carried on since last fall by Clair McCollough, president and general manager of the Steinman group. Completion was delayed by the death last December of Charles J. Lewin, president of the TV station and of the E. Anthony & Sons newspapers and radio stations (Broadcasting, Jan. 3). The announcement of the WTEV sale was made last Wednesday by William H. Carey, president of WTEV-TV Inc.

WTEV-TV Inc. is 55% owned by E. Anthony & Sons, and 45% by New England TV Co.

E. Anthony & Sons recently sold its two newspapers and two radio stations to the Ottoway Newspaper-Radio Group (Broadcasting, Dec. 20, 1965). Although no price was placed on the whole transaction, the valuation placed on WNRH-AM-FM New Bedford and WOGB-AM-FM West Yarmouth, both Massachusetts, was about $1 million.

The newspapers are the New Bedford Standard-Times and the Cape Cod Standard-Times.

New England TV Co. is principally owned by Harold C. Arcaro, who owns WHM Providence. Other New England TV Co. stockholders: the estate of Samuel Hamin, and Frank Lyman of Harvey Radio Laboratories Inc., which is the licensee of WXHR-AM-FM and holds a permit for now dark channel 56 in Cambridge, Mass.

Mr. Arcaro and Edyth Hamin are controlling owners of off-the-air channel 16 WNET(TV) Providence.

Providence has two operating VHF's,
Worth remembering

J. G. Holland said that RESPONSIBILITY walks hand in hand with capacity and power. We try never to forget that radio and television stations have capacity and power.

The Fetzer Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKZO</td>
<td>Kalamazoo</td>
</tr>
<tr>
<td>WKZO-TV</td>
<td>Kalamazoo</td>
</tr>
<tr>
<td>KOLN-TV</td>
<td>Lincoln</td>
</tr>
<tr>
<td>KGIN-TV</td>
<td>Grand Island</td>
</tr>
<tr>
<td>WJEF</td>
<td>Grand Rapids</td>
</tr>
<tr>
<td>WWTV</td>
<td>Cadillac</td>
</tr>
<tr>
<td>WWUP-TV</td>
<td>South Ste., Monroe</td>
</tr>
<tr>
<td>WJFM</td>
<td>Grand Rapids</td>
</tr>
<tr>
<td>WWTV-FM</td>
<td>Cadillac</td>
</tr>
</tbody>
</table>
WJAR-TV on channel 10 with an NBC affiliation, and WPRI-TV, on channel 12 with a CBS affiliation.

Station Ownership: First move in what is said to be expansion into full television station ownership has been taken by Medallion Pictures Corp., New York, film producer and distributor.

The company has bought channel 5 WDTV in northern West Virginia, from J. Patrick Beacom, Thomas P. Johnson and George W. Eby. Consideration is said to be cash and convertible debentures amounting in the aggregate to between $600,000 and $700,000. Station is ABC-affiliated.

Mr. Beacom, who is 50% owner of WDTV, owns WWVW Grafton, W. Va., and 50% of WBUT-AM-FM Butler, Pa. Mr. Johnson, a Pittsburgh attorney, industrialist and principal owner of Pittsburgh Pirates, is 47.5% owner, and formerly had a controlling interest in now dark channel 22 WENS(TV) Pittsburgh and in what is now channel 9 KMSF-TV Minneapolis-St. Paul. WENS is now owned by Springfield Television Broadcasting Corp. group. KMSP is now owned by Twentieth Century-Fox Film Corp. George W. Eby is 2.5% owner. The transaction at the present time is based on a letter of intent signed by the two parties on Feb. 7. A contract is being drawn up.

Medallion Pictures Corp., founded in 1955, owns theatrical and TV distribution rights to 900 film features (action, historical, science fiction). The films were valued on its books as of April 30, 1965 at $1,685,482, and are amortized over a three-year period.

NBC Films holds exclusive TV distribution in U.S. and currently is working with Medallion in setting up a package of 25 films for 1967-68 with four science fiction films as the basic ingredient. Columbia Pictures Corp. handles feature distribution theatrically, with Screen Gems, 89% owned by Columbia, handling TV distribution in Canada. Associated Television handles distribution for TV in London and Europe.

As of Oct. 31, 1965, Medallion reported total assets of more than $3.6 million, with revenues for its fiscal year ended April 30, 1965 at $1,003,703 and a net loss of $111,055.

B. R. Schrift is president and chairman; M. William Grossman, executive vice president; Arthur Sachson, vice president and sales manager; Daniel McDonald, secretary and treasurer.

Broadcaster Gordon McLendon has purchased approximately one-third interest in WCUI, a financially plagued independent UHF station. He is to acquire 50,000 shares of new stock for $5 a share, making a total of $250,000. The money would be used to pay back salaries and rent.

McLendon Corp. operates the all-news stations WNSU-AM-FM Chicago and has other radio interests. McLendon Corp. presently has no TV interests although at one time it owned KELT-TV (now KELP-TV) El Paso.

Mr. McLendon would acquire virtual working control of WCUI since his one-third interest would be voted in common with the 10% holding recently acquired by Jack Schatz. Mr. Schatz is a former broadcaster and onetime Chicago nightclub owner who now is in the investment business and has been a close friend and business associate of Mr. McLendon over the years. Mr. Schatz has arranged financing for WCUI to help keep it going.

WCUI also has been beset with internal disputes among various stockholder groups and officers from time to time. Two local investors, Bill O'Connor and Howard Sapiro, last week challenged Mr. McLendon's right to buy the stock and it was indicated the issue may be taken to court.

Changing hands

ANNOUNCED: The following station sales were reported last week subject to FCC approval.

- WTEV(TV) New Bedford, Mass.: Sold by WTEV-TV Inc. to Steinman Stations for $5,755,000 (see page 52).
- WDTV(TV) Weston, W. Va.: Sold by WJFB-TV Inc. to Medallion Pictures Corp. for cash and convertible debentures aggregating between $600,000 and $700,000 (see page 52).
- WCU(TV) Chicago: One third-interest sold to McLendon Corp. for $250,000 (see page 52).
- WZUM Carnegie, Pa.: Sold by Carnegie Broadcasting Co. to PS Broadcasting Corp. for about $175,000. Carnegie is a partnership consisting of G. Russell Chambers (331/3%), Hoyt C. Murphy (614/%) and James D. Psholouis (5%). PS Broadcasting is principally owned by Mr. Psholouis, general manager of the station who purchased his 5% interest in June 1965 for $5,000. WZUM operates daytime on 1590 kc with 1 kw.

Note: In reporting the sale of KERN-AM-FM Bakersfield, Calif. (Broadcasting, Feb. 7), buyer Edward E. Urner should have been identified as formerly having had ownership interest in KSEE Santa Maria, Calif. (not KEEF Nacogdoches, Tex.).

APPROVED: The following transfer
Radio sessions set for NAB convention

A montage of sound, creativity in commercials and how to sell FM in 1966 will be covered in radio presentations at the National Association of Broadcasters convention, March 27-30, in Chicago.

The Sunday (March 27) FM Day program, as outlined by Everett Dillard, washFM (FM) Washington, chairman of NAB’s FM committee, includes: a talk by FCC Commissioner Robert E. Lee; a report on “The Changed Scene” by Sherrill Taylor, NAB vice president for radio, and panel sessions on “Big Sales in Your Own Backyard with FM” and “Make Money Now with FM.” NAB programs the afternoon session and the National Association of FM Broadcasters handles the morning agenda.

Ben Strouse, WWDC-FM Washington, will moderate the first panel, which will feature three leading local FM advertisers. Harold Krelstein, WMPB-FM Memphis will moderate the second panel. Members of that panel are David Polinger, WTM (FM) Lake Success, N. Y., and Harold Tanner, WLM (FM) Detroit.

At the Monday (March 28) afternoon radio session, broadcasters will hear “Sounds of ’66,” a live and taped presentation of various radio formats including modern and country-and-western music, talk-and-information shows, all-news and sports. They will also get a report on radio’s past, present and future status from Jack W. Lee, WSAZ Huntington, W. Va., chairman of the NAB radio board, and will hear a presentation by Earl Nightingale of Nightingale-Conant, Chicago, on programs that can be informational and profitable.

The Tuesday morning (March 29) presentations will be moderated by Grover Cobb, KVOG Great Bend, Kan., vice chairman of the radio board and cochairman of the convention.

Hastings Baker, managing director of SRA, will moderate a panel session on “The New Sound of Radio Commercials.”

The annual RAB presentation will be handled by Miles David, president, and Robert Alter, executive vice president. Howard Bell, code director, will give a report on self-regulation, and Howard Mandel, NAB vice president for research, will discuss the All-Radio Methodology Study.

INTRODUCING

George W. Moore as an associate in our Dallas office. Mr. Moore’s broad advertising management experience in agency, broadcast media and metropolitan newspapers, plus time spent as a market consultant affords an unique background for radio and television brokerage. His flare for organizing factual comprehensive presentations will be of vital importance in evaluating broadcast properties. He invites your acquaintance
FCC takes its time on CATV problem

Almost certain to assert its jurisdiction, but method of regulation is anybody’s guess

The Chinese puzzle that is community antenna television was studied, analyzed and discussed at length by the FCC in an all-day meeting Thursday (Feb. 10). The puzzle was also left unsolved.

But Chairman E. William Henry said Thursday evening that the commission would resume its deliberations Friday morning (Feb. 11) and possibly be in a position to issue a statement later that day.

The primary question is whether the commission should assume jurisdiction over nonmicrowave-fed CATV’s and require them to protect local stations as microwave-fed systems do now. The commission is expected to assert this jurisdiction. But beyond that there was no certainty on what the commission might do, according to some remarks made by those attending the meeting.

“Before discussing all aspects of the problem,” said one official, “But it was strictly exploratory. There were no votes. And the commissioners all attempted to show restraint. There were no hardened positions.”

The staff has recommended that the commission require all CATV’s to provide the same kind of protection now afforded by microwave-fed systems to local stations—carriage of their signals and nonduplication of their programs for 15 days before and after local broadcast.

The staff has also recommended that the commission bar new CATV’s for the next five years from importing the signals of distant stations into markets already served by three network-affiliated stations.

The staff says that in the interim the commission should conduct a test of CATV impact in a major market. This would help provide the data the commission needs for long-range planning, according to the staff (broadcasting, Feb. 7).

But several sources indicated the commission would depart substantially from the staff’s recommendations, which some commissioners regard as extreme. “We’re going to take few of these ideas,” said one official. “We’re going to go off on our own.”

Chairman Henry, who has spoken to a number of CATV and broadcasting-industry representatives in preparation for the meeting, was at one point said to be considering placing major reliance for CATV regulation on a requirement that CATV’s obtain permission before transmitting a station’s programs. This would be similar to the rebroadcast permission broadcasters must seek, under Section 325(a) of the Communications Act.

Vincent Wasilewski, president of the National Association of Broadcasters, wired NAB board members last week that the chairman was giving this idea active consideration. Mr. Wasilewski, who spoke with the chairman Feb. 4, expressed concern over the proposal.

He said the concept “would allow, for all practical purposes, wholesale importation of distant signals.”

Chairman Henry, however, was said to have backed off from the idea, according to those who talked to him subsequently. He is said to feel it would not be the answer to providing what he feels is the need for protection to marginal stations.

The suggestion that CATV’s be required to obtain permission from stations whose signals they pick up was aired in the meeting and, reportedly, attracted some support. Some commissioners, however, felt that the requirement would impose undue burdens on CATV operators and would require the commission to maintain a “top-heavy staff” to check on CATV compliance.

One commissioner, weary after the seven-hour meeting, said the “whole debate is hampered by the rueful realization that we don’t know too much about the CATV business.” He said the industry has grown rapidly but nobody is yet able to show the extent of economic injury it causes and what its effect will be on the development of UHF television.
That's what happens when you publish the most up-to-date, comprehensive, nationwide TV coverage analysis available—it really gets a going over. The scope of our April Marketbook makes it "must" reading for all.
The first major redefinition of audience-marketing since 1961, it will include the latest TV-home data for every county in the U.S.; a completely new county-by-county break-down of every television market; plus an up-to-the-minute comparison of television markets vs. standard metropolitan markets.

The exhaustive research necessary for an in-depth study of this nature pays extra dividends to you as an advertiser... prolonged and repeated exposure to the pivotal decision makers vitally concerned with the flow of expenditures in your market. The specialized format provides you with a singular opportunity to present your facilities in the perspective of your immediate market conditions. Call or wire us today and reserve your space opposite your own market listings. Don't miss out—it may be some time before such an opportunity presents itself again.
Economics complicate Yakima UHF case

A three-way contest for a UHF channel in Yakima, Wash., may involve the two existing UHF's in that city in a fight for survival. The FCC is considering whether to include their license-renewal applications in the hearing for the new channel.

The issue began developing when one of the stations, KIMA-TV (ch. 29), protested the application of KXLY-TV (ch. 4) Spokane, Wash., for a new station on channel 35 in Yakima, on the ground the community could not support a third station. The Carroll issue, raised here, involves the question of whether the operation of a new station would result in a deterioration of service.

KXLY-TV replied with a request to the commission to defer action on KIMA-TV's renewal application and to consolidate it in any hearing ordered on whether Yakima can support another station.

This is in line with an FCC decision last November designating the renewal application of KONS-TV Laredo, Tex., for hearing along with the application of K-six Inc. for a new station in that town, after KONS-TV said its service to the public would be hurt if a new station went on the air.

In that case, the commission said that, if determined revenues are inadequate to support a second station, it would decide whether KONS-TV or K-six should provide the service (Broadcasting, Nov. 29, 1965).

KIMA-TV countered the KXLY-TV petition with one requesting the commission to defer action on the renewal applications of KXLY-TV, KEZI-TV (ch. 9) Eugene, Ore., another of the applicants for Yakima channel 35, and KNDO-TV (ch. 23) Yakima.

The commission last week granted the renewals of KXLY-TV and KEZI-TV, asserting they were not involved in the proceeding. But the commission deferred action on the KNDO application pending a decision on whether a support issue should be included in the hearing on channel 35 and, if so, which applications should be designated for hearing.

Transistor sales spark '65 radio-set boom

Sales of radios, led by the popular transistor, hit an all-time high of 31 million in 1965. The Radio Advertising Bureau is reporting today (Feb. 14) that the radio-set count was 242 million as of last Jan. 1. When compared to a U.S. population figure of 195 million, the figures indicate there are now 24% more radios than people in the country.

More than 14.1 million transistor receivers were sold last year, exceeding expectations by at least one million. Miles David, RAB's president, noted the Northeast power failure of last November heightened an already increasing demand for the cordless sets. Electric-cord radios accounted for over 8.5 million of the 31 million and radios in automobiles for another 8.24 million.

Mr. David predicted that radio sales would reach a yearly figure of 40 million units by 1970 as the number and variety of radio-receiver types mount.

Compilations in the RAB report are as of last Jan. 1 and are based on reports from Electronics Industries Association, the Japan Trade Center, Automotive News and other sources. The bureau said its 242-million total was based on a formula that accounts for scrappage and other variables.

The National Association of Broadcasters has asked the EIA to get behind the drive to put an AM-FM transistor radio in every home.

Sherrill Taylor, NAB vice president for radio, asked EIA to give full consideration to a proposal of NAB's FM committee that transistors for the home be promoted as AM-FM, not AM alone. He said the request was prompted by "the recent unmatched growth of the FM industry and especially FM transistorization."

Zenith's FM station goes commercial

Zenith Radio Corp.'s WEFM(FM) Chicago begins regular commercial operation today (Feb. 14) with an expanded fine-music stereo format. WEFM claims to be the nation's oldest FM station in continuous operation and has been noncommercial until now, although it always has held a regular commercial license.

WEFM moves to new studios and offices at 120 West Madison Street, with Jules Herbuveaux, former NBC vice president, as general manager. Phone is 263-0445. The staff has been doubled and most of the additions have had extensive network backgrounds. Included are Rudi N. Neubauer, sales

WSJS-AM-FM-TV building new home

A new $1,350,000 home for WSJS-AM-FM-TV Winston-Salem, N. C., is expected to be completed and occupied by September. The plant (shown above), which will total 33,408 square feet, will triple the amount of space the stations are now using.

Both the radio and television facilities will have two large studios in the back of the building, with office space located in the front. An estimated 90% of the equipment to be used will be new, costing approximately $600,000, including facilities to telecast film and slides in color.

The tower attached to the back portion of the plant was designed to house the stations' microwave unit. Stinso-Hines Co., Winston-Salem, is the architect and engineer for the new plant.
Most straightforward design yet! The Gates FM-1G is the newest addition to the complete line of Gates FM transmitters. Only one power tube beyond the exciter provides a full 1000 watts output. Featuring a high degree of stability, the new FM-1G is quality all the way with reliable silicon power supply and built-in second harmonic filter. Supplied with the popular Gates "Cascade" exciter for extended frequency response, the FM-1G reflects a brand-new roundup of reasons why the soundest sound in FM is the new sound of Gates.

Send for complete description and specifications. Ask for brochure 164.
Study profiles average TV manager

What are the characteristics of the typical TV-station manager? A nationwide study says he's a man in his early 40's who came originally from a small town and is active in more than 40 social and welfare groups in his community. These are some of the characteristics found in an analysis by social psychologist Charles Winick of the findings of a national survey conducted by the Television Information Office. TIO began distribution last week of reprints of Dr. Winick's analysis. It appeared in the January issue of the Advanced Management Journal, official publication of the Society for the Advancement of Management.

Data was obtained from 287 general managers of TV stations, about half of the managers in the U. S.

The average manager has been in his present position for five years, has been at the same station for seven or eight years and has been working for 15 years, according to Dr. Winick. Three-fourths of the managers have been to college and one-sixth went on to post-graduate work, the analysis noted.

The background of Richard Dudley, general manager of WSAU-TV Wausau, Wis., is outlined in the article to provide a composite picture of the study's findings. He is 42; was a gunner on a torpedo bomber during World War II and won several combat decorations; started as a radio-station salesman after the war, and in four years became its general manager. He moved on to the management of the TV station that shared the same call letters. Mr. Dudley is a sports enthusiast.

State presidents to meet in D.C.

More than 100 broadcasters from 46 state associations are expected to attend the National Association of Broadcasters state presidents' conference Thursday and Friday (Feb. 17-18). Highlights of the two-day Washington meeting are: an executive secretaries' breakfast meeting; panel sessions on "Working with Legislators," "Convention Planning," "Stateside Public Relations" and "Future Plans and Projects"; luncheon talks by Mitch Miller, broadcasting and recording personality, on Thursday and NAB President Vincent Wasilewski (at the Federal Communications Bar Association) on Friday; a government reception; a roundtable session, and a tour of the Voice of America where John Chancellor, director of Voice of America, and Leonard Marks, director of the U.S. Information Agency, will speak.

Radio salesman guilty of forging checks

A salesman, formerly with WXXY Paducah, Ky., has been convicted on two counts of forgery and given a sentence of two-year prison terms on each count, with sentence suspended for five-years probation, according to a spokesman for circuit court Judge C. Warren Eaton.

He reported that Don Faust pleaded guilty to charges of forging the name of James E. Harrellson, treasurer and general manager of WXXY, to two checks with a total value of $109.28.

The charges for cashing the checks were dropped, according to the court spokesman. He added that as a condition of his probation, Faust was ordered to pay the state of Kentucky $265.24, the amount spent in his extradition from Orange county, Fla., for trial.

The court spokesman said Faust was working at WIV Kissimmee, Fla., at the time of his extradition.

Media notes . . .

Houston UHF * The FCC last week notified United Artists Broadcasting Inc. that the initial decision granting its application for a new UHF station to operate on channel 20 in Houston became effective Feb. 1. This was the first grant to United Artists Broadcasting, which is a subsidiary of United Artists Corp. The company has also received a favorable recommendation from an FCC hearing examiner for a grant on channel 43 in Lorain, Ohio. In business * KBTN Neosho, Mo., has opened studios in their newly constructed broadcast center. The formal opening of the new center was held Jan. 29, with some 3,000 visitors viewing the new facilities. The building also houses Neosho Cable TV Co.
Can TV serve the community better? We think so. That’s why we plan to get deep into the heart and mind of every town we serve. We’ll show what makes our city tick, what makes it grow, what makes it good. And we’ll do our bit to add to the satisfactions of living there.

We know it takes all kinds of people to make a good town.

And all kinds of interests to make a good life. And all kinds of programs to make a good station.

Maybe we won’t be the biggest station in town, or the richest, but we’ll be the one to watch.

Overmyer Communications Company
201 East 42nd St., New York, N.Y.

There’ll be a new freshness in the air over Toledo!
Stations warned on DJs' outside activities

Broadcasters were warned by the FCC last week to keep a sharp eye on employees with outside business activities that could result in conflicts of interest with their work at the station. The warning was contained in a letter, which the commission made public, to Churchill Broadcasting Corp., explaining why the company was getting only short-term license renewals for KYA and KOT(FM) San Francisco.

The commission said it had questioned Churchill about possible failure to control the broadcast activities of its disk jockeys because the "numerous outside business activities" of two of them seemed to create a conflict of interest.

The commission also said KYA had failed to log "several hundred spots" that the two disk jockeys had purchased on the station to advertise their outside ventures during the March-October 1964 period.

The commission did not state that the disk jockeys had made illegal or improper use of the station. But it is understood the commission received a number of complaints from the San Francisco area of unfair tactics on the part of the disk jockeys to promote their own activities.

The Outside Roster • The disk jockeys, Bob Mitchell and Tom Donahue, are no longer with the station. A commission inquiry indicated they have a music publishing business, a record-manufacturing concern, a talent-management agency and a popular-music tip sheet. They have also promoted live shows at the Cow Palace in San Francisco and supplied stations with a program service.

The commission said it had decided on one-year license renewals for the stations, expiring Dec. 1, 1966, in view of the policies and practices the licensee said it has established to control program content and prevent payola and plugola practices, and in view of assurances that the failure to log the spot announcements was inadvertent.

The FCC said the short renewal would give it an opportunity to review station procedure regarding logging and control at an early date.

"We wish to emphasize that a licensee employing personnel who are in a position to influence the content of program matter and whose outside business ventures may create a conflict of interest with their broadcast role has an obligation to exercise special diligence in controlling its program material in order to make sure that its facilities are not improperly used."

Court denies stay on KWK interim grant

The U. S. Court of Appeals for the District of Columbia last week denied motions asking it to stay the effectiveness of the FCC decision granting interim operating authority to Radio Thirteen-Eighty Inc. on the frequency to be vacated by KWK St. Louis.

Also before the court are notices of appeal asking that the commission decision be reversed. The first appeal and motion for stay was filed by WHEL South Beloit, Ill. The second was filed jointly by Thirteen-Eighty Radio Corp. and KWX Broadcasting Corp.

After several extensions of its authority KWK is now scheduled to go off the air on Feb. 28 (Broadcasting, Jan. 31).

WCTC plans new studios

Plans to construct a 27,000-square-foot radio center this spring have been announced by Anthony V. Marano, general manager of WCTC-AM-FM New Brunswick, N. J. Estimated cost is $600,000.

As explained by Mr. Marano, a three-story structure will be erected in East Brunswick to house three control rooms and four studios and provide space to be leased on the upper floors. WCTC will double its newsroom, record library, recording studio and engineering-shop facilities.

FINANCIAL REPORTS

Last quarter sets record at CBS Inc.

CBS Inc. last week reported the strongest fourth quarter in its history with earnings up 4.8% over the same period last year, itself a record fourth quarter.

Gross billings for the full year were ahead of 1964 by $61.6 million although profits were down slightly. Earnings were off five cents a share from the $2.52 recorded in 1964.

The annual statement covered 52 operating weeks whereas the 1964 accounting period included 53 weeks. The CBS fiscal year ends on the last Saturday of the calendar year, accounting for the differing lengths of reporting periods.

Adjusting for the shorter year, CBS said earnings in 1965 would be equal to those of the previous year.

Last week the company's board of directors declared a quarterly dividend of 30 cents a share payable to stockholders of record Feb. 25 on March 11. During 1965 CBS paid out cash dividends of $1.20 and declared a 2% stock dividend.

Officers of the company made no comment on the year-end figures.

Year ended Dec. 25:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.47</td>
<td>$2.52</td>
</tr>
<tr>
<td>Sales</td>
<td>689,732,486</td>
<td>628,076,287</td>
</tr>
<tr>
<td>Net earnings</td>
<td>49,050,782</td>
<td>49,030,720</td>
</tr>
</tbody>
</table>

Seven Arts net up

500% in 6-month period

Net income after taxes and earnings at Seven Arts Productions Ltd., Toronto, for the six months ended Dec. 31, 1965, rose almost five times over comparable figures for the corresponding period of 1964.

The increase in net sales for the 1965 period reflected in part expanded sales in feature films to TV and stepped-up activities of the newly formed Seven Arts TV.

In announcing Seven Arts' figures last week, Samuel H. Haima, vice president and treasurer, noted that results for the six-month period should not be considered indicative of what the annual operations may be in view of the seasonal and fluctuating nature of the business.

Six months ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.30</td>
<td>$0.25</td>
</tr>
<tr>
<td>Net sales</td>
<td>$16,780,838</td>
<td>$10,089,099</td>
</tr>
<tr>
<td>Net income</td>
<td>$3,221,647</td>
<td>$663,757</td>
</tr>
</tbody>
</table>

C-E-I-R net up

C-E-I-R Inc., Washington, parent company of the American Research Bureau, has reported an increase of 30% in sales for its first fiscal 1966 quarter compared to the same quarter last year. Net operating income before taxes also showed an increase (24%...
Every day somebody new discovers Sales Management’s Survey of Buying Power. But the men who count—the sales/marketing executives who make the decisions on your market and your medium*, have been using it for years (our little friend above hasn’t even begun to discover all the Survey holds). Tell the full story of your medium and your market to the men who count—when it counts. Reach the marketing decision maker in Sales Management’s Survey of Buying Power. Positions adjacent to county-city statistical data close February 21; metro area and other sections close March 20.

*Endos & Morgan, Inc. study of Sales Management’s Primary Subscribers, 1965: 81.2% report that selecting specific advertising media and 66.5% report that selecting test markets is within their sphere of influence.
Color TV isn't five years away.
Or four.
Or three.
Or two.
Or one.

The color countdown is over. Virtually all prime-time programming is now in color. Color TV counts its audience in the millions, and these are customers who count for more. Shouldn't your product enjoy the immediacy of the programs that surround it? Shouldn't you be shooting commercials in color now?

For excellence in color, your producer and film laboratory rely on Eastman Kodak experience, always and immediately available through the Eastman representative.

EASTMAN KODAK COMPANY

New York: 200 Park Avenue
212-MU 7-7080

Chicago: 130 East Randolph Drive
312-236-7234

Hollywood: 6677 Santa Monica Boulevard
213-464-6131
How does your community rate in the effort to make Americans physically fit?

The technological revolution that has rapidly changed Americans from a nation of people walking behind the plow to a highly urbanized and very sedentary population pushing buttons and sitting most of the day has brought new health problems along with all the creature comforts. A great many Americans, from childhood through the "golden years," simply do not use their muscles enough to achieve and enjoy good health.

Overweight is a growing health menace among us because too many people want to enjoy the great variety of foods available without balancing the calorie intake against calorie expenditure. Increased physical activity is an excellent way to fight overweight because it also brings other benefits. Even those people who don't have to worry about excess pounds gain from the muscle tone and other body benefits that derive from regular daily exercise—which doesn't have to be any more violent than walking a few miles each day to be helpful.

In some communities across the land excellent physical fitness programs are carried on in the schools, through employee programs in business places, and in other ways. However, there are far too few schools and other youth training agencies which are giving really serious thought to providing for the young sound lifetime physical fitness programs. This isn't a job for schools alone, of course, since parents and others who deal with the children in the pre-school years can do much to help set the kind of living patterns that will help the young understand how to desire and to achieve fitness.

People need an understanding of what fitness is

In many instances people responsible for developing physical fitness programs have much too narrow a view of what it takes to achieve physical fitness. The objective is not to try to get everyone running the mile in less than four minutes. Muscle development is merely one phase of a good fitness program, and muscle development sometimes is stressed to the point of causing many of the young to lose interest in fitness.

Fitness is the result of a pattern of activities. Eating a well balanced diet is essential to fitness. Adequate rest and regular daily exercise are also part of the pattern. Maintaining regular contacts with medical and dental specialists who can help plan preventive health programs, as well as treat illnesses, is vital to any fitness program. The family physician, knowing each individual well, can be helpful, for example, in guiding the person with respect to the amount and kind of exercise most suitable for that person.

Mass media can play a key role in helping the communities they serve develop better understanding of what a good total physical fitness program is—for the individual, for the schools, for other groups and agencies in the community. Promoting a sound physical fitness program in any community is a highly worthwhile public service goal, one that deserves strong support because the health and the strength and the vitality of the nation are at stake. Americans cannot continue to become more sedentary, more overweight, more under-used people. And people do tend to be under-used when they are not physically fit because mental agility may be lessened by a body that is not as fit as it might be.

The great American complaint of "feeling tired all the time" is often one of the results of inattention to the need for building and maintaining physical fitness.

There is no magic potion to produce fitness

In an age when scientists have produced many different "miracle drugs" to eradicate many of the diseases that once were serious problems among us, it is tempting for people to believe the many charlatans who come along and offer fitness or good health in a pill or bottle or device or some special concoction of foods. Yet there is no pill that will replace regular exercise to avoid flabby muscles. No pill can replace adequate rest. A well balanced diet is still the wisest, and most enjoyable, approach to providing the kind of nourishment the body needs.

Dairy farmer members of the American Dairy Association are anxious to help you build more interest in physical fitness in your community, and we have a very selfish reason for this. Physically fit people live longer and remain as our friends and customers more years. Well balanced diets begin with milk and other dairy foods. We've prepared several motion pictures and booklets, in cooperation with the President's Council on Physical Fitness, which we make available to the public to promote interest in fitness, and we'll be happy to supply them to you for use in your community.

Our dairy foods story, of course, ties in with the well balanced diet phase of fitness. Nutritionists recommend selecting foods each day from four basic groups to provide the variety of nutrients required for a balanced diet.

The four groups are: (1) Milk and other dairy foods; (2) Meats, fish, poultry, eggs; (3) Fruits and vegetables; and (4) Cereals and breads. Amounts must be selected to provide a balance between calorie intake and calorie expenditure.

Here's an example of how the milk group fits into the balanced diet. The table shows the approximate percentages of the Recommended Daily Dietary Allowances (suggested by the Food and Nutrition Board, National Academy of Sciences-National Research Council) supplied for each age-sex group by the quantity of milk indicated:

<table>
<thead>
<tr>
<th>Group</th>
<th>Protein</th>
<th>Calcium</th>
<th>Vitamin A</th>
<th>Riboflavin</th>
<th>Thiamine</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Woman</td>
<td>30%</td>
<td>72%</td>
<td>14%</td>
<td>64%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>(2 glasses)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult Man</td>
<td>24%</td>
<td>72%</td>
<td>14%</td>
<td>48%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>(2 glasses)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-18 Year</td>
<td>42%</td>
<td>100%</td>
<td>28%</td>
<td>84%</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>Old Boy</td>
<td>(4 glasses)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-18 Year</td>
<td>62%</td>
<td>100%</td>
<td>28%</td>
<td>100%</td>
<td>35%</td>
<td>28%</td>
</tr>
<tr>
<td>Old Girl</td>
<td>(4 glasses)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Your help in stimulating and maintaining community interest in physical fitness and in interpreting sound fitness programs to the public is urgently needed.

A message from dairy farmer members of

American Dairy Association

20 North Wacker Drive, Chicago, Illinois 60606
above that earned in the first quarter of fiscal 1965.

Three months ended Dec. 31, 1965:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.17</td>
<td>$0.47</td>
</tr>
<tr>
<td>Gross income</td>
<td>$2,063,000</td>
<td>$2,558,000</td>
</tr>
<tr>
<td>Net operating income</td>
<td>275,000</td>
<td>223,000</td>
</tr>
<tr>
<td>Net income</td>
<td>275,000</td>
<td>176,000</td>
</tr>
</tbody>
</table>

*Includes special gain in 1964.

Reeves buys 80% of real-estate firm

Reeves Broadcasting Corp. last week announced acquisition of 80% interest in Previews Inc., New York, an international real-estate marketing concern. In 1965, Previews Inc. collected over $1 million in fees and commissions for its services, ranging from moderate priced homes to large estates.

The purchase was for an undisclosed amount of cash. The diversification move follows expansion of the company into a number of community antenna television holdings. Through interlocking ownership, it is connected with Reeves Industries Inc. (Reeves Soundcraft Division) and other real-estate holdings.

Reeves operates WUSN-TV Charleston, S. C.; WKEE and WHTV-Huntington, W. Va., and WITH-AM-FM Baltimore. It has 11 operating CATV systems with 13,500 subscribers and has four other systems under construction.

MPO Videotronics net up 89%

MPO Videotronics Inc., New York, last week issued its 1965 fiscal report showing earnings up 89% with a 19% increase in sales volume.

The TV commercial and audio-visual communications production firm said 55% of its commercial work is now in color. For 1966 the company expects another color-ratio increase. MPO also mentioned its entry into production of a full-length feature with ABC Films for theatrical and TV release (Broadcasting, Jan. 31).

For the fiscal year ended Oct. 31, 1965:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.12</td>
<td>$1.46</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>96,427,000</td>
<td>108,732,943</td>
</tr>
<tr>
<td>Net income</td>
<td>3,789,009</td>
<td>4,684,840</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,856,839</td>
<td>3,711,977</td>
</tr>
</tbody>
</table>

Noramco enters color-TV field

Noramco, New York, last week exercised an option to buy 76% interest in Video Color Corp., Los Angeles. By so doing it signaled its attempt to get into the color-TV tube business. At present 97% of Noramco's revenues come from its bakery business, particularly through Dugan Brothers and Fischer Baking Co.

Noramco expects to complete the transaction by the end of this week, purchasing 300,000 shares (or 76% of those outstanding) in the private electronics firm, together with $347,000 in notes held by the VCC owner, L. R. Schruben. Payment will be at the rate of 1 2/3 shares of Noramco for each 10 shares of VCC, plus 50,000 shares for Mr. Schruben's notes.

The VCC manufacturing facility in Inglewood, Calif., produces special purpose tubes for large corporations in the electronic and computer fields, and works under contract with the government. Besides VCC's operation with certain patents on TV tubes, circuitry and systems, it claims to hold a non-exclusive license from Kaiser Industries Corp. to manufacture and distribute flat color and black-and-white TV tubes, systems and parts. VCC indicates it can extend the license into the home-TV field.

The Los Angeles area firm is now experimenting with a flat TV tube for use in the consumer market. Designed as a 24-inch-thick unit, it is said to project images on either side. Other manufacturers also are developing similar types of flat TV tubes.

Scripps Howard up 26.4%

Scripps Howard Broadcasting registered a 26.4% profit advance in 1965 over the previous year as the company's gross climbed to $17.4 million.

Year ended Dec. 31, 1965:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.73</td>
<td>$1.37</td>
</tr>
<tr>
<td>Operating Income</td>
<td>17,384,262</td>
<td>15,964,887</td>
</tr>
<tr>
<td>Net Income</td>
<td>4,588,324</td>
<td>3,548,260</td>
</tr>
</tbody>
</table>

SEC's December report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broad-casting or allied companies in its Official Summary for December 1965 (all common stock unless otherwise indicated):

**ABC Inc.**—Following exercised stock options: Martin Brown, 271, giving total of 1,192; Frank L. Marx, 1,903, giving total of 7,236; John H. Reginelli, 255, giving total of 360. CBB—Following exercised stock options: Julius F. Bramer, 1,963, giving total of 5,334; Arthur Hull Hayes, 4,966, giving total of 10,306; Clarence H. Hop- per, 3,378, giving total of 12,637, plus 1,304 held beneficially with wife, Fred W. Friendly acquired 400 shares in the open market in August 1965, giving total of 600.

**Cowsill Communications**—John Cowsill Jr., holding 1,030 shares personally, sold 1,300 in beneficially owned trust account, leaving 1,060. Gross Telecasting—Raymond W. Miot- tel, holding 100 shares personally, ac- quired 125 and sold 1,065 on Palme, Web- ber, Jackson & Curtis beneficially held trading account, leaving 50.

<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>$0.71</td>
</tr>
<tr>
<td>Operating Income</td>
<td>17,384,262</td>
<td>15,964,887</td>
</tr>
<tr>
<td>Net Income</td>
<td>4,588,324</td>
<td>3,548,260</td>
</tr>
</tbody>
</table>

**Metromedia Inc.**—John P. Criscoli sold 9,253 shares, leaving 8,250. National Video Corp.—A. D. Giacchetti sold 6,860 shares, leaving 30,044; Robert E. Scharfe sold 1,900 shares, leaving 6,950; Ralph E. Stoltin sold 172,000, leaving 437,379 on beneficially held account. All three men sold to underwriters: A. C. Nielsen Co.—Arthur C. Nielsen acquired 1,000 shares, giving total of 701,726.

**RCA**—Martin F. Bennett exercised op- tion on 6,124 shares, giving total of 12,070; Kenneth W. Bibby sold 12,940, leaving 15,068; Harry C. Ingles acquired 100 shares, giving total of 466; Frank L. Kooler sold 1,600 shares, leaving 3,126.

Reeves Broadcasting—Thomas J. Stev- enson Jr. sold 2,000 shares on beneficially held account of Ocean Freighting & Brokerage, leaving 45,004; Jarvis J. Slade gave 100 shares, leaving 3,666.

**Seven Gems Inc.**—Lloyd Burns ac- quired 3,125 shares, giving total of 3,126; Robert Riedel acquired 3,125 shares, giving total of 5,922. Seven Arts Productions—Following ex- ercised stock options: Jeremy A. Hyman, 2,000, giving total of 2,000; Ray Stark ac- quired 1,854 shares from issuer under agreement of Feb. 13, 1961, and exercised option on 36,700 shares, giving total of 120,466. Scripps Howard Broadcasting Co.—Glenn G. Boundy exercised option on 900 shares, giving total of 2,906; William R. Hine sold 50 shares, leaving 12,000.
Another UHF assignment plan

Revised version of June 1965 table corrects computer error, adds some low-numbered channels

A new UHF-television assignment plan, basically similar to one issued in June 1965 but containing more low-numbered channels, was issued by the FCC last week (see table page 70).

The issuance of a new table became necessary after an error was discovered in the program that was fed into the commission's computer that was used, for the first time, to help draft a table of allocations (Broadcasting, Sept. 20, 1965).

At the same time, the commission last week issued a further notice of rulemaking in the proceeding proposing the use of channels 70 to 83 for a new class of low-power (10 kw, community-type) stations.

The further notice proposes the use of the top 14 UHF channels in areas where frequencies are scarce for regular educational television stations. It also proposes two commercial assignments on the upper channels as well as six new assignments on channels 14 to 69.

The new table makes 1,098 UHF channel assignments by states and cities, as compared to 1,080 in the table adopted in June (Broadcasting, June 14, 1965). The new table provides for 508 educational and 590 commercial channels. The VHF band provides another 107 educational and 551 commercial channels.

The commission said the error in programming the original table caused the computer to obtain an incorrectly high impact figure when considering the assignment of channels 15 to 28 inclusive. This resulted in the selection of less efficient assignments in many cases.

More Low Numbers – Consequently, the corrected table contains more low-numbered assignments. Most of these, however, are in less populous areas. The preferred lower-numbered assignments in major cities are for the most part already taken.

The commission, in adopting the new table, granted a number of petitions of applicants seeking lower channels. But the commission said it didn't make the changes to be accommodating, as such; rather, the computer found the lower-numbered channels to be more efficient.

The commission, in this connection, sought to lay to rest what it regards as the myth of the desirability of lower-numbered channels. "There is no advantage to lower assignments sufficient to warrant deviation" from the principle of assignment efficiency, the commission said. It added that the contrary impression was gained in the 1950's when "hastily designed transmitting and receiving equipment proved less reliable" in the higher portions of the band. The equipment available today "is reliable over the entire range" of UHF channels, the commission said.

The table, with few exceptions, provides six or more unsaturated assignments in the top 25 markets; five or more in markets 26 through 75, four or more in markets 76 through 100; and three or more in the 101st to 150th markets.

The commission said that below the 150th market level, with net weekly circulation of about 95,000 TV households, it assigned two channels per market in most cases.

Familiar Principles – The new table is based on the same principles as the one adopted in June: (1) Withdrawal of channels 70 to 83 pending consideration of the rulemaking providing for community-type stations; (2) no commercial assignments in communities of less than 25,000; (3) two educational reservations in most major centers of population (for a total of 43) plus other reservations needed to provide at least one ETV station in every state.

This provides for an unsaturated table that, the commission said, can be supplemented with additional commercial and educational assignments as the need arises. But those seeking the new assignments will have to demonstrate a need and the engineering feasibility of the proposal, the commission said.

The commission denied a number of petitions for reconsideration, principally that of the National Association of Educational Broadcasters. The NAEB was chiefly critical of the use of an unsaturated as against a saturated table and of the commission's failure to provide for more educational channels. NAEB had proposed a computer-drawn table of its own that provided for a total of 2,600 assignments, 900 of them reserved for ETV.

The commission, however, defended the table's design for its flexibility. The decision to not provide a given community with an assignment doesn't reflect a finding that the community doesn't merit one, the commission said. "We are postponing a decision . . . until we can be reasonably certain that such an assignment represents an actual need."

Saturation Reached – Furthermore, the commission said that in attempting to reach the "modest goal" of satisfying minimum foreseeable needs of educational and commercial interests, it has "used virtually all possible assignments through channel 69 in substantial areas where population density is high, and has created a scarcity of channels in surrounding areas."

An illustrated map accompanying the

Continued on page 72
The package that rides like people!

It’s there in hours and costs you less when you ship by Greyhound Package Express

Every Greyhound bus is a package carrier as well as a people carrier. When you specify Greyhound Package Express your shipments leave and arrive on fast, frequent passenger schedules. Shipments going hundreds of miles usually arrive the next morning... frequently, the very same day. Nobody has lower rates, and you can ship anytime—at your convenience—24 hours a day, 7 days a week, weekends and holidays, too. When fast service and low cost are important to you, look into Greyhound Package Express. Save time! Save money! Save trouble! Ship C.O.D., Collect, Prepaid... or open a Greyhound Package Express Charge Account.

For information on service, rates and routes, call Greyhound, or write: Greyhound Package Express, Dept. 8-B, 140 S. Dearborn St., Chicago, Ill. 60603.

<table>
<thead>
<tr>
<th>City</th>
<th>Buses Daily</th>
<th>Running Time</th>
<th>20 lbs.</th>
<th>30 lbs.</th>
<th>40 lbs.*</th>
</tr>
</thead>
<tbody>
<tr>
<td>For Example</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW YORK—</td>
<td>28</td>
<td>2 hrs.</td>
<td>$1.55</td>
<td>$1.85</td>
<td>$2.05</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOS ANGELES—</td>
<td>36</td>
<td>2 hrs. 30 mins.</td>
<td>1.50</td>
<td>1.70</td>
<td>1.95</td>
</tr>
<tr>
<td>SAN DIEGO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHICAGO—</td>
<td>20</td>
<td>1 hr. 50 mins.</td>
<td>1.35</td>
<td>1.55</td>
<td>1.80</td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTA—</td>
<td>11</td>
<td>3 hrs. 30 mins.</td>
<td>1.85</td>
<td>2.10</td>
<td>2.45</td>
</tr>
<tr>
<td>BIRMINGHAM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Other low rates up to 100 lbs. Lot shipments, too.

One of a series of messages depicting another growing service of The Greyhound Corporation.
table shows it to have few available assignments left in the eastern third of the U. S. and in most of California. But assignment possibilities are plentiful in vast stretches of the Midwest and West.

The further rulemaking in the community-type station proceeding is an effort to meet some of the educators’ complaints. The commission is asking for comments on reserving channels 70 to 83 for education in areas of the country where assignments on channels 14 to 69 are exhausted or scarce.

The commission is also asking for comment on proposals to use the upper channels for commercial assignments in Pittsburgh and San Diego. It also proposes additional commercial assignments on channels 14 to 69 for Palm Springs, Calif.; Gary and Richmond, both Indiana; Owenton, Ky.; Durham, Gastonia and Monroe, all North Carolina; Flint, Mich., and Kennewick, Wash.

The commission, in adopting the new table, granted petitions for reconsideration that sought first commercial assignments in Tococa, Ga.; Joliet, Ill.; Pikeville, Ky.; Lexington, N. C., and Brownsville, Texas, and a first reservation in Orange county, Calif. The commission also made a third commercial assignment at Huntsville, Ala., removed the reservation from channel 17 in Buffalo, N. Y., and assigned channel 36 at Champaign, Ill., where it can be used to serve Danville, as well.

In addition, the commission, on its own motion, added five assignments where it felt they were needed: First unreserved assignments were made at Palm Springs and Ventura, both California; a first UHF commercial channel (second commercial) was assigned to Winston-Salem, N. C.; a second UHF commercial channel (fourth commercial) was given to Dallas, Tex.; and a reserved channel was assigned to Louisville, Ala.

Adoption of the new table required changes in the channel assignments of 15 permittees. Most have agreed to the changes, the commission said. All are required to inform the commission by March 28 of their acceptance of the modification of the authorization.

RCA sells color cameras

RCA Broadcast and Communications Products division said last week a $750,000 order for 10 of its TK-42 color-TV cameras has been signed by Jefferson Standard Broadcasting Co., Charlotte, N. C. Total orders of the TK-42 now stand at more than 300, RCA said.

The Jefferson Standard purchase represents RCA’s largest single order of this type. All 10 units will be installed at Jefferson’s WATV-TV Charlotte and WBTW-TV Florence, S. C., and at Jefferson Productions, a producer of commercials and programs for TV syndication.

Technical topics...

Larger facilities • Standard Kollsman Industries Inc., Melrose Park, III., which supplies TV tuners to many of the nation’s set manufacturers, plans new and expanded manufacturing facilities at Ottumwa, Iowa, to keep up with demands of growing color and monochrome markets. New plant will employ more than 1,000 people by this summer.

New mike • Shure Brothers, Evanston, III., has introduced a new ball-type broadcast microphone designed for both music and voice. The Spher-O-Dyne, an omnidirectional mike, is priced at $50.

Papers sought • The National Electronics conference, scheduled for Chicago Oct. 3-5, is asking for technical papers on any subject related to electronics. Deadline is May 1. Address: Professor John C. Hancock, School of Electrical Engineering, Purdue University, Lafayette, Ind.

Round and round • Gotham Radio Corp., New York, has available the EMT 930st stereo/mono broadcast turntable system, priced at $1,295.

JEDEC tubes • Visual Electronics Corp., New York, reports that three JEDEC designations, 7293B, 7295C, and 7389C, adopted by the Joint Electron Device Engineering Council of America, have been assigned to English Electric Valve Co. for their image orthicon camera tubes using Elecon (electronic conducting) targets.

Color TV brings retirement of first Ampex VTR

CBS-TV is making way for the new by phasing out the old. The network recently retired VTR 1, said to be the "world’s first operational" video-tape recorder. It was in regular service at CBS-TV for nine years, having been purchased from the Ampex Corp. in 1956. During this time it has logged more than 17,550 hours of air time. It was used to broadcast Douglas Edwards with the News to West Coast audiences on Nov. 30, 1956. This initiated the first regular use of video-tape recording for broadcasting.

Ampex VTR units are being replaced by new Ampex VR-2000 high band color-TV recorders. Ampex is supplying 16 of these units to CBS-TV under a $1.4 million contract. The network currently is using six VR-2000's for its color broadcasts. Delivery of additional recorders has started to the network.

The first Ampex VTR to be used in commercial TV (I) is examined by Charles Mesak (cl), CBS-TV West Coast manager of video-tape recording and Al Sroka, Ampex regional sales manager.
Get the message?

Of course.

We've got other ways of saying the same thing.

In color and black and white, up to one minute—for TV.

In transcribed and live announcements and programs—for radio.

Will you help put across the message?

Thank you.

HEART COMMITTEE OF THE BROADCASTING INDUSTRY

AMERICAN HEART ASSOCIATION

44 EAST 23rd ST., NEW YORK, N. Y. 10010
AMST sticks to its guns

It's fighting upsurge in applications for short-spaced TV's

Television is frequently referred to as a dynamic industry. It is also proving to be a restless one, much to the uneasiness of the Association of Maximum Service Telecasters. AMST had thought, or hoped, the FCC's decision in 1963 in the so-called drop-in case would discourage if not end the filing of applications that would result in stations being short-spaced from one another. But it didn't. Applicants and licensees are continuously seeking authorizations for new stations or for changes in existing facilities that would require waivers of the commission's rules providing for standard mileage separations between transmitters. Some moves would be craklike, of a few miles. But others are of the grasshopper variety, involving jumps of 10, 20 and more miles.

In the past few months alone, seven applications for move-ins or for short-spaced stations have been filed.

AMST, which represents some 160 stations operating at full power, automatically opposes such requests. It is the principal guardian of the commission's technical standards regarding allocations, surpassing even the commission in its zeal to maintain existing mileage separations.

Drop-in Case * It played a leading role in the opposition that led the commission to abandon its proposal to drop VHF channels into seven markets at short spacing. The association hailed that decision as a landmark measure in defense of the integrity of the TV allocations table.

And every week AMST technicians feed into a computer material from every new application filed for a television station or for a change in facilities, to keep an up-to-the-minute check on short-spacing problems.

The most recent waiver request of concern to AMST, and the one proposing the sharpest reduction in standard mileage separation, was filed by WLCY-TV (ch. 10) Largo-Tampa, Fla. The proposed move, toward Tampa and St. Petersburg, would put the transmitter 181 miles from channel 10 Miami (WLAB-TV), or 39 miles closer than the commission rules permit.

In other applications to which AMST oppositions have already been filed:

St. Anthony Television Corp., permittee of the still unbuilt KHMA-TV Houma, La., is seeking a move-in toward Baton Rouge that would leave its transmitter 10 miles short-spaced from WTOK-TV (ch. 11) Meridian, Miss. A previous application for a move-in was approved by the commission, but the U. S. court of appeals reversed that decision.

KWWL-TV (ch. 7) Waterloo, Iowa, is seeking a move-in that would leave it five miles closer to KHQA-TV Hannibal, Mo.-Quincy, Ill., than the rules allow. This application is in hearing.

Minneapolis Case * KMSP-TV (ch. 9) Minneapolis-St. Paul wants to relocate to a point that would leave it 16 miles short-spaced from WATO-TV Wausau, Wis. This is in hearing also.

KLOC-TV (ch. 17) Modesto, Calif., is seeking a move-in that would leave it 11 miles short-spaced from KSAN-TV (ch. 32) San Francisco.

Springfield Television Broadcasting Co. proposed a station for Greensburg, Pa., on channel 14 that would be two miles too close to WOAK-TV Washington.

The same company requested a new site for its channel 22 station in Pittsburgh (WENS-TV) that would bring it 10 miles too close to WFMJ-TV (ch. 21) Youngstown, Ohio.

The Reasons Given * In requesting waivers of the standard-mileage-separation requirements, applicants and licensees state that they are seeking to improve the quality of service over their station's principal city or to provide service to an underserved area or to put themselves on a more competitive footing with other stations in the market.

In the past five years, the commission has approved 11 applications for short-spacing, according to AMST records. Nine of them involved meaningful reductions in separations.

A benchmark decision was handed down in 1962 when the commission permitted WVEU-TV (ch. 12) New Orleans to move its transmitter from a point 40 miles outside the city to one within some five miles of it. This placed the transmitter 25 miles closer to WJTV (TV) (ch. 12) Jackson, Miss., than permitted under the mileage-separation standards.

Applicants for short-spaced move-ins or drop-ins propose giving co-channel and adjacent-channel stations equivalent protection, usually by means of directional antennas. But AMST insists the only way stations can be assured of protection against interference is to maintain inviolate the commission's mileage-separation standards.

$300 home-TV recorder shown

A home-TV tape recorder, designed to sell for about $300, is under development by a Rockville, Md., electronics firm.

The firm, Defense Electronics Inc., demonstrated the home recorder two weekends ago. R. S. Rosenberg, president of the company, said that some technical problems remain to be worked out. He also said that DEI might try to arrange to license the development to another company. The recorder, he added, is being designed to work with existing TV receivers and cameras.

DEI said its machine employs a fixed recording head with the tape moving at 96 inches a second. At the demonstration, a 7,200-foot, two-track reel was used, permitting 30 minutes of playback.

The only TV-home tape recorder on the market is Sony's, which sells for $995 and includes a nine-inch receiver. A companion camera costs an additional $350. Ampex Corp. has announced that it will market a home-TV recorder to cost $1,495 without a receiver. An Ampex camera to go with the recorder is slated to cost $550.
New ammo in CATV battle?

AMST plan would allow extensive expansion of translator services

The Association of Maximum Service Telecasters has urged the FCC to amend its rules to permit a considerable expansion in the use of translators to extend off-the-air television service.

The proposal, among other things, envisions licensing nonassignment translators on all 70 UHF channels. It is seen as part of the campaign against the spread of community antenna television service.

It calls for the reservation of channels 70-83 for the exclusive use of translators. And it would permit intermixtures of UHF stations and translators with VHF translators.

The commission, in recognition of the fact that CATV's owe their start to inadequacies in the television allocations structure, which leaves some areas underserved or not served at all, has taken several steps to promote the use of translators and is considering others.

But the translator proposal offered by AMST (the broadcasting group that is among the hardest of the hardliners in urging CATV regulation) goes further than anything yet contemplated by the commission.

Cites Need. "The Congress, the commission and the public have placed increasing emphasis on the desirability of expanding the scope and depth of television broadcast service," AMST said in its petition for rulemaking last week.

But the existing broadcasting system, it added, can't meet the service needs of residents in underserved pockets of a station's reception area or in areas too small to support a station. And CATV's, it went on, cannot fulfill the needs of rural viewers beyond the cable lines or of city dwellers unwilling or unable to pay CATV's fees.

But by liberalizing translator rules, AMST said, the commission would make possible an increase in the number of translators that could be operated in particular locations and in the number of locations in which translators could operate.

AMST, in its petition for rulemaking, urged the commission to:

(1) Permit, under appropriate restrictions to guard against interference, UHF translators on channels 14-83, regardless of whether the channels are assigned. At present, nonassignment translators are limited to channels 70-83. AMST said this is inefficient and illogical.

(2) Reserve channels 70-83 for the exclusive use of translators. This would preclude adoption of the current FCC rulemaking to reserve those channels for low-power community stations. But AMST said translators could make better use of them. The association also said their use by regular stations would reduce the number of translators that could be used to provide multiple services.

(3) Lift restrictions now barring the intermixtures of UHF stations and translators with VHF transmitters and preventing stations from building VHF translators outside their Grade B contours. In place of these rules, designed to protect UHF service, AMST suggested the adoption of nonduplication requirements and a policy to limit the importation of signals into an area already served by television.

(4) Prefer the proposed parent station in translator-licensing proceedings. "The licensee has a greater interest and ability in maintaining optimum translator operation," AMST said.

(5) Limit interference to regular UHF translator stations from translators by a general noninterference test (as is now done in the case of VHF translators), augmented by "revised and appropriate mileage separations." AMST said the present mileage-separation standards in use do not assure stations of protection from translator interference.

(6) Substitute "appropriate mileage separations among UHF translators" for the present noninterference test. AMST said the existing rules unduly protect the fringes of existing translator service areas.

Implement Seiden Plan. Besides providing a first service to white areas and additional service to areas with television, AMST said, its proposal would permit implementation of a principal recommendation made by Dr. Martin H. Seiden, the commission's economic consultant, in his study of CATV. He said translators should be used by stations in marginal markets to expand their coverage areas (broadcasting, March 8, 1965).

The FCC, for its part, has liberalized its rules to the extent of permitting UHF and VHF translators to operate with up to 100 W on assigned channels. It also has indicated a willingness to authorize UHF translators on assigned frequencies to increase their power to 1 kw. And it has issued a notice of rulemaking aimed at authorizing translators to use microwaves to bring in distant signals (Broadcasting, Jan. 17).

The commission is also considering at staff level a proposal to permit translators to insert commercials as a means of financing their operations.
Plumbicon demand creating problems

These are D-days—D for delivery of the Norelco Plumbicon color cameras. North American Philips Co., the camera’s manufacturer, and Visual Electronics Corp., the sales organization representing Norelco, reported last week that the list of companies taking delivery is lengthening.

KTTV(TV) Los Angeles now has two of the P-60 cameras; Reeves Sound Studios, New York, has two (Broadcasting, Jan. 10); and WCBY-TV Bristol, Va., WJBF(TV) Augusta, Ga., and WPFW-TV Green Bay, Wis., have one each. Visual says all of these stations have ordered additional cameras.

In addition, ABC-TV has taken two of the cameras in delivery, and CBS-TV has been accepting delivery of an unspecified number of the P-60’s. The networks, however, refused to go into specifics for competitive reasons.

Incentives for diary keepers tested

ARB PROJECTS INCLUDE $21,500 SWEEPSTAKES

The American Research Bureau is testing a “diary sweepstakes” to encourage television viewers to return the viewing diaries they fill out for the ratings firm.

The sweepstakes, totaling $21,500 in prize money, is made available to all those who accept diaries and return them to the Beltville, Md., firm before a specified deadline.

The first drawing, held Jan. 17 for persons returning diaries for the months of September, October, November and December of last year, had 171 winners.

Top prize of $5,000 went to the first name drawn, and subsequent winners with money scaled down to $25 were named according to the order in which they were picked.

ARB said last week that the sweepstakes is “one of several projects now being tested to increase the rate of diary return.” And it added that if the sweepstakes proves successful, all other diary-incentive projects might be dropped in favor of the plan.

Other incentives to diary return, as the firm calls them, have included trading stamps, cash and even a check for $5 to each diary keeper.

In using incentives of this kind, a spokesman for ARB said, “it is important that the diary keeper does not watch more than usual just to earn the incentive. We are checking the sweepstakes diaries against those of non-sweepstakes and are finding that there is no noticeable difference.”

He went on to say that incentives are used to increase the return rate “in order to comply with both government and industry wishes to provide a better product.”

State Laws • But the sweepstakes is a touchy matter and most states have laws regulating the way that the big-win contests can be won. This, according to a spokesman for the company, has proved to be a problem for the firm’s legal department, and it has included qualifying statements on the diary’s entry blank.

To win, a keeper must reside in a state where sweepstakes are not prohibited by law. He must also be a bona fide diary keeper and not some one who happened to find a diary on the sidewalk, for example, and sent it in to the firm.

But in order to win, the diary sent in need not be filled out or usable. It must simply be returned. A winner of $2,500 in the Jan. 17 drawing filled out a diary that was in the unusable category.

The research firm said that the use of the sweepstakes involves less money than if 50 cents were given to each of the more than 600,000 persons contacted by the firm each year.

Semi-Annual • The plan for the sweepstakes, if adopted, would be to have two drawings each year, in January and July. The entry cards of all diary keepers for the preceding six months would be eligible and the prize money would remain the same.

ARB indicated that the sweepstakes was not a “last ditch effort” to get diaries returned, and said that it was just one of several plans it has been working on.

The other ratings firms also have been using incentives for a number of years. The A. C. Nielsen Co., Chicago, and the C. E. Hooper Co., New York, as well as Media Statistics Inc., Silver Spring, Md., are all known to have used, at one time or another, incentives of either trading stamps or cash.

According to ARB, the use of incentives is basic in most market-research projects. The firm says that it has spent more than $50,000 in the past year evaluating different effects that various incentives have on the rate of diary returns.
WHO lauded at Mike Award presentation

The sixth annual Mike Award was presented Feb. 7 to who Des Moines at a Broadcast Pioneers' Banquet in New York. Those present heard tributes to who by leaders in government and in broadcasting.

The award, a golden ribbon microphone, was accepted by Dr. David D. Palmer, president of WHO Broadcasting Co. He noted that in more than 42 years of operation, the station has been prominent in the Midwest as a source of news, information and public service. This past record, he said, poses a challenge that the station intends to meet in the future.

The Mike Award has been presented to a radio station in recognition of its service to the public and to the broadcast industry, since 1961 by the Broadcasters' Foundation Inc. Purpose of the foundation is to provide aid to persons who are in need and who have had some association with the broadcast field.

Steinman Stations' President Clair R. McCollough presented the award as foundation president. Mr. McCollough and Iowa Governor Harold E. Hughes led plaudits to the station. Governor Hughes said: "Steadily, reliably, and constantly, WHO has grown with the state of Iowa." He noted the station's adherence to management responsibility and program integrity.

Guests included Senators B. B. Hickenlooper and Jack Miller, both Iowa Republicans, and FCC Commissioner Rosel H. Hyde. Joseph E. Baudino, Westinghouse Broadcasting Co. vice president, is president of the Broadcast Pioneers.

Skills bank set to encourage Negroes

Broadcasters and the National Urban League have created a Broadcast Skills Bank to help create new employment opportunities in radio-TV for Negroes and other minority-group members.

ABC, CBS and NBC, with Westinghouse Broadcasting Co. as a prime mover, and the Urban League have worked out the plan as part of the league's National Skills Bank. Other broadcasters also participated in the planning and have pledged support.

Donald H. McGannon, president of Westinghouse Broadcasting and chairman of the BSB's advisory board, called last week upon all broadcasters "not for money" but for support of the project and its aims. Westinghouse Broadcasting is underwriting it.

The bank, first to be organized for a specific industry, will collect and maintain an inventory of minority-group manpower and serve as a clearing-house for their placement in radio and TV. A second phase of the program will promote part-time employment as a form of on-the-job training for minority-group members who are high-school graduates taking additional educational programs. A third phase recommends the establishment of scholarships for qualified applicants in universities.

Aggressive role "The broadcaster's responsibility to his community and to himself in these days of rapid change dictates an affirmatively aggressive role in the national effort to solve one of the gravest problems facing the country today—the employment of minority manpower," Mr. McGannon said.

"We are convinced that among Negroes and other minorities there is a significant potential of qualified manpower for radio and television if we can make it clear to them that they have a chance to get in. At present they are inhibited by a long history of failure to get in and in most cases don't bother to try."

The Urban League's New York headquarters has already begun to compile a broadcast-skills roster.
Voices heard on 50-50 rule

FCC's mail brings views of small advertisers, agencies, civic groups

The big guns of the broadcasting, advertising and television-production businesses won't be heard for some three months on the FCC's proposed rule to limit network ownership or control of programing. But that doesn't mean voices, though generally of small-bore influence, are not being heard now.

Viewers, small advertisers, agencies and producers, some broadcasters and civic and other groups have expressed their views in some 100 pieces of mail that the commission has received on the proposal since its major elements became widely known early in March 1965.

Thus far, those opposing the proposal appear to have a slight edge in the number of comments. But the best-known and most powerful voice yet heard favors the proposed rule. Representative Emanuel Cellar (D-N.Y.), chairman of the House Judiciary Committe and its Antitrust Subcommittee, in fact, says the proposal doesn't go far enough. He would bar networks entirely from ownership of programs (Broadcasting, Oct. 25, 1965).

The proposed rule, is designed to break what the commission says is network monopoly control over program sources. Under it, networks would be barred from owning or controlling more than 50% of their nonnewsmain, prime-time programing. They now have interests in 93% of such material. They also would be barred from domestic syndication and from benefitting financially from the foreign sale of independently produced programs.

Deadline for comments on the proposal is April 15, with replies due May 16. A study that the networks are financing on television production and procurement and on television program syndication is due to be filed tomorrow (Feb. 15).

Some independent producers supported the commission's allegation that the networks have an "unfair concentration of control over programing." Don McGuire of General Services Studios of Hollywood, in a telegram to

the commission last March, said he was "ready to document...the practice of each network in using blackmail to secure program ownership and forcing advertisers to ignore their own choice of shows to buy into network-owned programs."

SAG Support + The Screen Actors Guild also backed the proposal. Reducing network control would "create an open and competitive market for television programs," SAG wrote. Robert Montgomery, actor, former television producer and frequent critic of television programming, wired the commission his endorsement of SAG's position.

A split view on the proposal was offered by the largest television production firm to comment thus far, Bing Crosby Productions Inc., Basil F. Grillo, president, supported the proposed ban on network activities in syndication but said the commission should not bar networks from having equity interests in programs they don't wholly produce or from owning or controlling more than 50% of their prime-time programing.

Mr. Grillo said independent producers' syndication rights to their programs must be protected by regulation to assure "the economic health and stability" of their operations. But the other provisions of the proposal, he said, would discourage networks from providing the risk capital he said independents need. Furthermore, he said that, based on his experience he believed the quality of TV fare would decline if advertising agencies and sponsors, rather than networks, had control over programing.

In the main, viewers supporting the proposal expressed the hope it would improve the quality of programing. But those opposing it feel the government should stay out of programing. The American Mothers Committee and the National Council of Catholic Men, in addition, feel the proposal would lead to a reduction in the number of cultural and religious sustaining programs that the networks air.

One expressed aim of the proposal, to open up network time to advertisers-delivered shows, is a chilling prospect to several small advertisers in their agencies. The Wynn Oil Co., of Augusta, Calif., said an increase in advertiser-sponsored programs would decrease the ability of small advertisers to obtain network exposure through participation in network shows.

There is no unanimity among the intellectual community, as indicated by the letters. A member of the faculty of Temple University, said it was "frightening to think of half-a-dozen people in control of the programing seen by the nation." He expressed delight with the proposal.

But the dean of Augusta College in Augusta Ga., deplored what he saw as the commission's effort to turn over control of program content to advertisers. John Gleason, a former director of journalism at other universities, said those in journalism have long opposed that kind of control.

The proposal also was opposed by the American Civil Liberties Union, but not because it would violate any civil liberties. The ACLU said while the 50-50 rule might increase the diversity of program sources, it might "decrease the diversity of program content." ACLU based this estimate on its view of the record advertisers compiled when they had more control over programs than they do now.

The ACLU, which said networks as well as advertisers should be separated from control of programing, urged the commission to consider alternative proposals: directly regulate networks; discontinue production from network-owned and network-affiliated stations; prohibit advertisers from sponsoring programs by permitting them to buy spots only, and promote an independent network.
Cronkite warns against news management perils

The news media were urged last week by CBS News commentator, reporter Walter Cronkite to guard against news management when it does not serve a legitimate purpose.

He told a dinner and awards program co-sponsored by the Ohio Association of Broadcaster and the Ohio Newspaper Association in Columbus that news management may be necessary in time of dire crisis. But he indicated that government and other segments of the society have, on occasion, used the news media for "their manipulation."

Mr. Cronkite was presented with the newspaper association's Distinguished Service to Journalism award.

CBS-owned TV's get on 'Feedback' line

All five CBS-owned TV stations will carry Feedback, a TV audience poll pioneered by WBBM-TV Chicago and WCBS-TV New York, as a special fall telecast. Hal Hough, vice president, program services, CBS Television Stations, said last week that the five-station Feedback will seek public opinion on a subject of vital interest still to be determined. Each station will produce a special program of approximately 50 minutes on the same topic to be followed by questions on the subject on Sept. 14 (10-11 p.m.). Responses from all five markets will be broadcast approximately three weeks later in half-hour programs to be produced by each station.

Feedback was started at WBBM-TV in 1963 and was adopted by WCBS-TV last year. Other CBS-owned TV stations are KNXT-TV Los Angeles, WCAU-TV Philadelphia and KMOX-TV St. Louis.

Cisco carries Schwimmer's colors

Sales totaling more than $750,000 to stations and sponsors have been made in the past two months for the color-TV release of Cisco Kid. Walter Schwimmer Inc., Chicago, reported last week that in the same period sales of Schwimmer's Let's Go to the Races color-TV series totaled over $800,000.

Schwimmer recently acquired all of the 156 half-hours of Cisco Kid which originally was filmed in color. The show had a long run on TV in earlier years but was aired only in black and white. Markets sold for the new color version total nearly two dozen and include New York, Los Angeles, Washington, Dallas, Houston and New Orleans.

Let's Go to the Races, a filmed horse-race show cleared by the FCC and all states as free of their lottery laws, is especially suited for food supermarket traffic building since viewers can compete for prizes by picking up race cards when they shop. It has been newly sold to Von's Supermarkets to start early next month on KTLA-TV Los Angeles and Von's will start with 1.5 million race cards a week in its stores.

Other new sponsors include Copper-Martin Inc. on WLAC-TV Nashville starting March 5 and Winn-Dixie Inc. starting March 16 on WAVE-TV Louisville. Winn-Dixie already is using the show in five other markets. Atlantic Refining Co. has renewed Races in several markets and is adding Akron, Ohio.

Inos Heard, president of Western Super Markets, sponsor of Races on WAPI-TV Birmingham, reports the series

--Continental--
is “the most successful television vehicle we have ever used.” George Hutchens, president of Big Bear Markets which has renewed the show for its third 13-week cycle on WGHP-TV High Point, N. C., says his customers have doubled and sales have gone up 28% since the show began.

Schwimmer also is offering a new “sports package” to help UHF stations and independent VHF outlets to counter program against their big network competition. The package includes 623 hour and half-hour action sports features many of which are in color (Broadcasting, Jan. 3).

**Pearson remarks bring protest from McIntire**

The Rev. Dr. Carl McIntire, controversial spokesman for the right wing, has sought relief from the Senate Communications Subcommittee for what he calls “attacks upon my character and infringements of the fairness doctrine.

He has written Senator Gale McGee (D-Wyo.) pleading with the senator to “not delay the investigation of the fairness doctrine. We need it. It is of the utmost importance to our country right now.”

Dr. McIntire, who broadcasts his 20th Century Reformation Hour over some 600 radio stations daily, asked Senator McGee to have the hearing so that “all sides that are suffering or have problems with the fairness doctrine may be heard, and that the American people may understand the conditions under which we suffer in the use of our speech.”

Dr. McIntire’s current assailant is Drew Pearson, who, Dr. McIntire charges, attacked both his character and his ministerial standing. He also said that of all those stations carrying the syndicated Pearson broadcasts “on a coast-to-coast basis, only one has submitted to me texts of his remarks and none has offered time to reply.”

A portion of the text of the Pearson broadcast, as quoted by Dr. McIntire, refers to the preacher as “a defrocked Presbyterian minister.”

Another quotation of a Pearson broadcast supplied by Dr. McIntire said that Senator McGee had “just about been scared away from the investigation of the fairness doctrine” by Dr. McIntire and the Rev. Billy James Hargis, another conservative spokesman.

“Go to the Courts” Senator McGee, when presented with a copy of the letter (his still hadn’t been received late last week), said: “Mr. McIntire should go to the courts if he feels his name has been defamed. That’s what they’re for. I can assure him that the hearing on the fairness doctrine will be held—it’s set. But the purpose of that hearing is not to provide court sessions.”

Senator McGee also made reference to the “hate that Dr. McIntire has stirred up. We’ve gotten more letters from listeners to his programs than from just about any other source. These people write letters that swear all kinds of hate for us. Most of them say in the letter that they heard about us on his program. And they refer specifically to him by name. When the hearing is held, I’ll want to ask him some questions about why this is done.”

**Pyne** syndicated show adds two top markets

The controversial talk syndicated feature, The Joe Pyne Show, produced by Hartwest Productions Inc., New York, will be aired by WNBC New York and KLAC Los Angeles. KLAC already is carrying Mr. Pyne some 20 hours a week live.

Hartwest also announced that the radio show has been sold for two years to the Knight Quality Stations in New England and that the show is now scheduled on more than 165 radio stations.

**Uncle Miltie to step smartly for ABC-TV**

The man who led the ratings battle in the early days of television is returning to the medium. ABC-TV reported last week it has signed Milton Berle to star in a weekly, one-hour color series. The network also acknowledged it is close to an agreement for another weekly program that would spotlight Arthur Godfrey.

Mr. Berle, TV’s first major personal-
him,” he said. “We don’t have a format or a time period, however.”

There were reports that Mr. Godfrey has proposed a weekly, half-hour variety program and has a sponsor interested in supporting such a presentation.

**CBS sets up actors’ workshop in Hollywood**

CBS-TV, in a move geared to insure the quality of future programs, is establishing a workshop for actors in Hollywood. It’s said to be the first such major training program for performers to be sponsored by the television industry.

According to last week’s announcement “the workshop will provide an opportunity for young actors to develop specific skills which will help them to meet the demands of today’s television.”

Kenneth Geist, who studied at the London Academy of Music and Dramatic Arts and at the Yale School of Drama, will be the executive director of the workshop. Ethel Winant, a CBS-TV program executive, whose credits include Studio One and Playhouse 90, will supervise the project. Serving on the board of the workshop as advisers and consultants will be CBS-TV alumni Franklin Schaffner, Elliot Silverstein, Philip Leacock, John Frankenheimer and Lamont Johnson. Also scheduled to participate are Gordon Davidson, managing director of the UCLA theater group and Lyle Dye Jr., executive director of the Performing Arts Council of the Los Angeles Music Center.

**Madison Square subsidiary formed**

Madison Square Garden Corp. has formed Madison Square Garden Attractions Inc. in New York for control of its radio-TV activities and for bookings of entertainment features in New York and around the world.

Fred J. Podesta was elected president of the new organization. It is owned by MSG-ABC Productions Inc., a company formed in equal partnership between Madison Square Garden and ABC Inc. (Broadcasting, Nov. 16, 1966).

MSGA, the second-generation company, was created primarily in anticipation of the $116-million Madison Square Garden sports and entertainment center opening in the fall of 1967. Its purpose has already been tested from experience in track-and-field and hockey TV shows, offered by another partnership group, the MSG-RKO General Sports Presentations Inc. (Broadcasting, Nov. 29, 1965). MSG-RKO’s latest project is a boxing bout on April 25 between middleweight Dick Tiger and welterweight Emil Griffith, scheduled for live national TV coverage in color at 10 p.m., but with New York City blacked out.

Mr. Podesta announced MSGA is working for a contract with the Arezzo tournament and the Carabinieri horses for import from Italy. He also expects to handle color-TV coverage of the National Horse Show, collegiate and professional hockey, basketball, the Westminster Kennel Club dog show and other spectacles.

**Harmon sues NBC over Hope tournament**

Tom Harmon, ABC Radio sportscaster, has filed a damage suit for $18.6 million against NBC and others, charging that they interfered with his coverage of an assignment.

In his action, filed last week in Los Angeles county superior court, Mr. Harmon claimed that the alleged obstruction took place during Bob Hope's Palm Springs Golf Tournament two weeks ago.

The event was sponsored by Chrysler Corp. and covered by NBC.

As an ABC Radio reporter, with 400 stations on his network, Mr. Harmon claimed great loss as a result of the alleged interference. This included, he said, refusal to allow him to talk to participants in the Bob Hope tournament. According to the complaint, Mr. Harmon did not ask the right to interview participants in the tournament during play, but only before and after the tournament.

Besides NBC, the suit named as defendants Carl Lindeman Jr., vice president of NBC Sports, and Young & Rubicam Inc., Chrysler's agency.

**Newsmen’s freedoms and image assessed**

The responsibilities, rights and behavior of broadcast journalists were explored recently by John F. Dille Jr., president of the Communica Group of Indiana and chairman of the National Association of Broadcasters and Robert Gamble, WFMB-AM-FM-TV Indianapolis and president of the Radio-TV News Directors Association.

They discussed their views on broadcast journalism at the annual Radio-TV News Seminar sponsored by the Northwest Broadcast News Association and the School of Journalism of the University of Minnesota at Minneapolis Feb. 4.

Broadcast journalism could easily become a second-class citizen if the theory that the constitutional phrase, freedom of the press, does not include radio and television, asserted Mr. Dille. He said that it would be exceedingly dangerous to distinguish between "freedom permitted to the printed word and freedom permitted to the same words when spoken or visually presented."

Mr. Dille cautioned newspapermen who may be gloating about restrictions placed on broadcasting that they are in a dangerous and premature pastime and are "selling their own birthright for a check that will come due against their own account sometime in the future."

**Watch the Bias** The NAB executive also reminded the newsmen that news stories should be just that and that opinions should be labeled as such. He cautioned them on the relative ease with which bias can enter the news through the words used, the story highlights and the pictures chosen.

Messrs. Dille and Gamble both criticized the conduct of newsmen on the job. “Getting the story should not be
Are riots escalated by radio-TV coverage?

You're an on-the-spot radio or TV newswoman. Now, how do you go about covering a riot without inadvertently helping the violence to spread? Does such coverage actually contribute to the disastrous consequences, or does it become a valuable aid to police in handling the situation?

These questions were taken up by a panel discussion at the annual conference of the Western Radio & Television Association in San Francisco. The analysis was interesting, as it applied to the appalling four-day race riot in the Watts district of Los Angeles last summer.

But the answers only produced more questions that will cause the brows of California Governor Pat Brown's "Committee on Emergency Broadcasting." Alan Moll, news director of KFJ-TV, Los Angeles, is committee chairman. He also was a member of the panel which sighted the Watts riots.

"The committee was set up to determine what advance planning might be done, what guidelines could be drawn, for natural disasters, enemy attack and so on," Mr. Moll said. "But this discussion suggests that we should consider events such as disastrous riots."

Long, Hot Summer • "The rioting season is on the way," warned Dr. Kenneth Harwood, professor of telecommunication at the University of Southern California. "We must be prepared."

Agreement was expressed by Lieutenant Gerald Ladhoff, information officer of the Los Angeles Police Department, third member of the panel. Frank Quinn, director of the San Francisco Human Rights Commission, was the moderator.

Dr. Harwood observed that the McCone Commission report on the Watts riots appeared to blame Los Angeles television reporters and stations for the steadily increased violence and destruction. He quoted the report: "As word of the South Los Angeles violence was flashed by all news media, the violence spread."

In its initial reference to broadcast coverage, the McCone report cited an instance of a Negro youth dash-up to a microphone and proclaiming loudly that attacks would be made that night.

"This inflammatory remark was widely reported, and seldom balanced," said the McCone report. Dr. Harwood said it was the special duty of broadcast media to balance such an incident because a considerable portion of Negroes in the Watts district was illiterate, unable to read balanced accounts by newspapers but eagerly absorbing all broadcast news.

"The news community, as a whole, has not moved to answer the McCone report," Dr. Harwood added.

Lieutenant Ladhoff commended the Los Angeles broadcasters and newspapers for their handling of the story. He said police headquarters closely followed television coverage, particularly that transmitted from helicopters, and found it extremely helpful.

"It's only a matter of conjecture whether the coverage contributed to the spread of the riots," he said.

No Apologies • Mr. Moll said

Broadcasters get hockey franchises

Six National Hockey League franchises worth $2 million each were awarded last week. NHL officials said they would shortly award franchise rights for TV coverage of the 10 U.S. teams in the league.

They said the networks had expressed interest in the rights and that a contract would be signed soon for 1967-68.

The NHL board of governors meeting in New York received franchise bids of 15 groups from 10 cities, and after three days presented franchises to Los Angeles, San Francisco, Minneapolis-St. Paul, Philadelphia, Pittsburgh and St. Louis. There was no applicant for the St. Louis franchise, however, and if one is not submitted before April 5, a Baltimore franchise will replace it.

Jack Kent Cooke, president of American Cablevision Corp., won the Los Angeles bid over four other groups. He promised that if he got the franchise, he would build a $7 million arena seating 16,000 to house his basketball team, the Los Angeles Lakers, and the hockey club. Two other contenders for this franchise were Metromedia and TV producer Tony Owens and his wife Donna.
Radio Stateside voice is identified in L.A.

A self-proclaimed "super patriot" and "revolutionary" also revealed himself last week as one of the movers and star performers in Radio Stateside, a group that tapes propaganda messages for broadcast over Radio Hanoi. The broadcasts urge American troops to avoid combat.

Ronald B. Ramsey, 27, a bearded native of Compton, Calif., disclosed at an impromptu news conference held in a local park that he was one of the voices in the broadcasts and uses the pseudonyms of "Granny Goose" and "Joe Libre Epstein." (At least one other voice calling himself "Steve Fisher" is heard in the broadcasts.) Mr. Ramsey refused to tell how many others were involved in the clandestine broadcasts but did say that financing was provided by various interested groups of individuals and that the tapes were made by "amateurs like myself" at home and at meeting places in the recent riot-torn Watts area of Los Angeles. Once produced, the tapes, he said, were mailed to a post office box in Quebec, and then remailed to a contact in London, another one in Prague, and from there sent on to Hanoi.

Mr. Ramsey confirmed that he sent the tapes to KPPK(FM) Los Angeles before getting through to Hanoi.

Last month, Robert Alder, manager of the noncommercial station, told listeners how he received the tapes and turned them down (Broadcasting, Jan. 31).

The initial Radio Stateside broadcast, of what apparently is going to be a weekly series, was heard in Saigon on Jan. 30. A voice identifying himself as Joe Epstein said Radio Stateside is "a group of working guys and students who are seriously concerned about Vietnam and about what America is doing in this war 8,000 miles from home."

Meanwhile, in Washington, the Justice Department said it is investigating Mr. Ramsey's alleged activities for a possible violation of federal sedition laws.

Senator Jack Miller (R-Iowa), member of the Armed Services Committee, last week in a speech to the Senate, called for a congressional investigation into the reports that radio tapes for Radio Hanoi are being produced in the U.S.

He said: "If there is no such law on the books which would make the production and distribution of such propaganda illegal, then I believe the appropriate committees of Congress should investigate the matter with a view to either stopping or curtailing such endeavors through appropriate legislation. We cannot prevent the broadcasts originating in Hanoi but we certainly should be able to do something about tapes being produced in the U.S."

Batman going abroad

The first international sale of Batman, carried on ABC-TV in the U.S., has been made to ABC-TV Ltd., London. For the British Isles, it was announced last week by Alan Silverbach, vice president in charge of syndicated sales for 20th Century-Fox TV. ABC-TV Ltd. reportedly paid the highest price ever for an imported half-hour series, according to the syndicator. It will be carried twice a week in London and in the North and Midland areas.

RFE reaches 22 million in Eastern Europe


Statistics issued last week show RFE's broadcasts to Bulgaria, Czechoslovakia, Hungary, Poland and Rumania reached 2 million more listeners in 1965 than in 1964. This audience, representing half the population, does not account for younger people in these areas, the report indicated. During the year RFE increased its music format, especially request shows, for a growing youth audience.

RFE measured its penetration and audience appeal through independent surveys and by receipt of letters. The report said that from 75% to 90%...
of its East European audience selected news reports as the best-liked format, followed by political and commentary programs.

**Commercial TV popular . . .**

Commercial TV popular is Britain's commercial TV network had 62% of viewing time in homes able to tune into both BBC-TV and the network in November 1965, reports Television Audience Measurement Ltd. BBC-TV's share was 38%. While the slight increase in BBC-TV viewing over the country is reflected in the November figure compared with the previous month, decreases have been recorded by TAM in two areas: the commercial network's share went up 2% in Wales and the West and 1% in the Northeast. In three other areas, Central Scotland, Border and Channel, the share of viewing remained at October's levels.

**Munich film school . . .**

A state-run college for film and television is to be established in Munich, Germany, according to a spokesman for the Bavarian Ministry of Culture. The German Institute for Film and Television in Munich is being included in discussions on the future of the college.

**FATES & FORTUNES**

**BROADCAST ADVERTISING**


**Norman J. Johnson** named to newly created position of assistant general sales manager in charge of advertising at Chevrolet Motor Division of General Motors Corp., Detroit. **William R. Stacy**, Chevrolet national advertising manager since early 1964, becomes assistant manager of Chevrolet's seven-state Midwest region at Kansas City, Mo. Mr. Johnson has been with GM since 1935.

**Edward L. Lawson**, with ABC Television Spot Sales, New York, appointed sales promotion manager. He replaces **Gerald Flesher**, who becomes manager of affiliate advertising for ABC-TV.


**Frederick V. Kraiss Jr.**, account executive with National Television Sales, New York, and **Stephen Caspers**, account executive at Grey Advertising, same city, named account executives for ABC Radio Network, New York.

**Hillard W. Welch**, VP at Chirurg & Cairns, Boston, named senior VP-technical marketing for newly formed marketing group at C&C.

**Carl A. Bristel**, PR director at Henry Bach Associates, New York, appointed VP and account supervisor for Shaller-Rubin Co., that city.

**Robert S. Cole**, VP and associate director of MacManus, John & Adams, Chicago, named director of creative services department.


William W. Bianchi, VP and management supervisor at J. Walter Thompson Co., New York, joins Geyer, Morey, Ballard there as VP and account supervisor.

**Helen Lydon**, supervisor of broadcast services at Clinton E. Frank Inc., Los Angeles, named VP.

**Leon T. Farrah**, with BBDO, Detroit, for 10 years, named VP and supervisor on Dodge car sales promotion account. **Edward Papazian**, associate media director, and **Allen Schwartz**, account supervisor, both with BBDO, New York, named VP's.

**Ira E. Laufer** and **Robert L. Fox**, co-owners of KVEN Ventura, Calif., appointed West Coast sales representatives for Mutual. They will establish sales offices for both Mutual and for KVEN in Los Angeles, but until offices are set up, will operate from KVEN.

**Donald B. Douglas**, sales representative at NBC Spot Sales, New York, joins WNBC-TV, that city, as national sales manager.

**Chad Dwyer**, formerly with Faust/Day and Foote, Cone & Belding, joins Erwin Wasey Inc., Los Angeles, as media supervisor.

**Tom Sexton**, with Young & Rubicam, Los Angeles, named executive art director.

**Neil J. Aslin**, formerly assistant promotion manager at WINS New York, appointed manager, research and sales development, at Paul H. Raymer Co.,
that city.

Robert M. Bennett, VP in charge of local sales at KTTV(TV) Los Angeles, named general sales manager. Tom G. Maney appointed local sales manager.

Harry J. Durano, with Metro Radio Sales, New York, named to newly created post of manager of New York sales administration.


Esther Ma Rauch, media coordinator, and Edward Krauss, formerly research associate, Radio Advertising Bureau, named director of media research and manager, marketing research, respectively.


Jeff Davids, local sales account executive at WINS-TV Boston, appointed national sales manager. Roger H. Strawbridge, formerly with WBOB-AM-FM Brookline, Mass., and WEEF-AM-FM Boston, appointed local sales manager for WINS-TV.

Edward Loud, account executive with Dancer-Fitzgerald-Sample, San Francisco, appointed TV account executive in the San Francisco office of Peters, Griffin, Woodward.

Ron Woods, merchandising director for KTTV(TV) Los Angeles, joins Lennen & Newell Inc., Los Angeles, in same capacity.

Robert Chamblee, formerly account executive at Fuller & Smith & Ross, New York, appointed account executive for La Roche, McCaffrey and McCall, that city.

William Kline, assistant sales manager for WJW(TV) Fort Wayne, Ind., named sales manager, effective March 1. Mr. Kline succeeds Carleton Evans, who resigns to become president and major stockholder of Martin-Evans Inc., Fort Wayne advertising and PR firm.


Peter G. Hight, formerly district sales manager for Scott Paper Co., New York, joins KOH Portland, Ore., as local sales manager.

Paul A. Dunn, assistant to president of Straus Broadcasting group, New York, appointed sales manager of Straus station WOVA in Geneva, N.Y.

Charles G. Trundle, director of product planning, Dole Pineapple Co., New York, named marketing manager for The Mensen Co., same city.

Jack Kelleher, traffic group manager at Doyle Dane Bernbach, New York, joins Sudler & Hennessey there as traffic department manager. Tycho R. Weil, art director at MacManus, John & Adams, New York, joins S&H there as art director.

F. Ellsworth Fish, with Campbell-Ewald, Detroit, for more than dozen years, named VP-staff personnel. Martin J. Reddy, with agency six years, named VP-advertising services.

Paul ArmZen, sales agent for Union Mutual Life Insurance Co., Boston, joins sales staff of Blair Television, that city.

Arnold J. Prives, formerly media research assistant, Compton Advertising, New York, named advertising programs manager for office products division of International Business Machines, that city.

Charles Bowker, with KLTV(TV) Tyler, Tex., appointed local sales manager.

Jack McLendon, chief engineer at KPNE(FM) Los Altos, Calif., appointed sales manager for KDET Center, Tex.

Peter Greenhill, formerly with NBC Radio network, New York, joins Martin Pollack Inc. there as account executive and broadcast media director.

Charles Woods joins Ralston Purina Co., St. Louis, as director of market research. He was with Kitchens of Sara Lee, Chicago, in similar post.

Don Boyles, formerly with KFZJ-AM-FM Fort Worth, appointed general sales manager of WYDE Birmingham, Ala.

Donald Jackson, formerly with WBBM-TV Chicago, joins WBBE Harvey, Ill., as account executive.

Norine Taylor, previously with Needham, Harper & Steers, Chicago, joins Lilienfeld & Co. there as TV-radio timebuyer.

MEDIA

Arthur W. Arundel, owner of WAVA-AM-FM Arlington and WARR-FM Warrenton, both Virginia, named president of WVKK Virginia Beach, Va., of which he is part owner.

Joe Wilder, WBAI Barnwell, elected president of South Carolina Broadcasters Association. Others elected: Wilson

Mr. Fish
Mr. Reddy

BINGO IN YOUR STATION PROMOTION PLANS?

Bingo cards personalized for Radio, Cable, TV or Newspaper Promotions. Price $1.50 per 1000 includes front end. Back side $.25 per 1000.

3000 card series with unlimited weekly code.

CARD SIZE

4½ x 6 INCHES

Game name can be any 5 letters. Free Bingo Legal in All States. Write or Phone for Details.

BINGO CARDS OMAHA

Rural Route 3
Council Bluffs, Iowa

Phone (402) 341-9522

SUBSCRIBER SERVICE

Please include a BROADCASTING address label whenever you write about your subscription.

TO SUBSCRIBE mail this form with payment. Mark [ ] new subscription or [ ] renew present subscription. Subscription rates on page 7.
Wearn, WFBC-TV Greenville, president-elect; Bill Bohman, WDXY Sumter, VP, radio; Buddy Evans, WCSC-TV Charleston, VP, TV, and Bill Arrington, WMBR Greenville, treasurer.

E. Carlton Myers Jr., general sales manager at WOAK-AM TV Washington, appointed VP-general manager.

Robert S. Tyril, VP in charge of sales at WTIC-AM-FM Hartford, Conn., named VP-administration of WTIC-AM-FM TV.

Paul Butler, formerly account executive with WBKB Buffalo, N. Y., named general manager of WTLB Utica, N. Y.

Les Martin resigns as general manager of noncommercial WNLB TV Buffalo, N. Y. No future plans announced. Michael Collins succeeds Mr. Martin.

Charles W. Thomas, formerly general manager of WPTA TV and WPTH (FM) Fort Wayne, Ind., elected VP and general manager at WDHO-TV Toledo, Ohio. Paul Emerson, with D. H. Overmyer since January 1964 in administrative capacity, named business manager of WDHO-TV.

Bob Steinberg, formerly assistant business manager of WNEW-AM-FM New York, named assistant business manager at WIP-AM-FM Philadelphia. Both are Metromedia stations.

Saul Rosenzweig, VP and general manager of KPLR-TV St. Louis, resigns effective Feb. 25 to devote full time to personal business holdings. Michael McCormick, general sales manager of KPLR-TV, succeeds Mr. Rosenzweig.


James W. Phillips, promotion manager at KING-AM-FM-TV Seattle, named station manager of KING-AM-FM. He succeeds William Clark, resigned.

Paul Ryan, program manager at WBKV-AM-FM West Bend, Wis., appointed managing director.

Ronald S. Cheswick, formerly with WTVJ TV Miami, joins research staff at WOR-AM-FM-TV New York.

R. D. (Bob) Williams, general sales manager of KOB-AM-FM-TV Albuquerque, N. M., joins KVOO Tulsa, Okla., as general manager, effective March 1. He succeeds Gustav K. Brandborg, who resigns to devote more time to other interests. Carl Meyerdick, commercial and promotions manager of KVOO, named assistant general manager.

Kenneth W. Headly, with KCJN TV Kansas City, Mo., named station manager.

Thomas H. Martin, station account and personnel manager, WEEI Boston, named controller.

Bob Booe, with WLAB TV Hastings, Neb., named assistant manager.

John Lenox, sales manager at KTV (TV) Tyler, Tex., appointed assistant station manager.

Ernest Ravor Jr., with WPHL-TV Philadelphia, appointed business manager.

Troy W. Fields, sales manager of WKRN and WQFM (FM), both San Juan, and WORA-FM Mayaguez, all Puerto Rico, named assistant manager.

FBI hunts DJ

Bernard Berman is being sought by the FBI on a federal warrant issued in the U. S. District Court in Detroit charging that he fled the state of Arizona to avoid extradition from Phoenix to Detroit. Authorities in Detroit have charged him with obtaining money by false pretenses. Berman was previously listed as wanted by the FBI when he fled the state of Michigan (Broadcasting, March 18, 1963).

The fugitive's last known employment was at WIBM Jackson, Mich., where he worked under the name William London. WIBM discharged him in 1962. He also worked for WALT Albion, Mich., from December 1960 to April 1961.

The FBI said that Berman has used various other names including Bud Davis, Robert Davis, Tom Holiday, William Holiday, Jim Holiday, William Holiday, William Howard, Julian J. Rubenstein and Robert Lawrence Russell. He is described as about 35 years old, with brown hair and light brown complexion, height 5 feet 9 inches, weight 200-235 pounds.

Earl Paxson Jr., formerly with Carriage Co., Los Angeles, appointed merchandising manager of WKEF-TV Dayton, Ohio.

PROGRAMING


Robert F. Blumofe, VP in charge of West Coast operations for United Artists Corp., New York, resigns June 1 in order to produce independently for United Artists release. Mr. Blumofe was formerly executive and producer of television films at MCA.

Ellis Shook, program operations manager for WITC (TV) Washington, named program director.

John Horkom, program director of KNX Los Angeles and CBS Radio Pacific network, resigns effective Feb. 25.

"Basic differences with management as to organization and operation of station programming functions," was given as reason for resignation. Successor has not yet been chosen.

Alan Waite, with John Urie Associates, Los Angeles, joins Hanna-Barbera as production executive and casting director.

Sam Taylor Jr., with program practices department of CBS-TV, Hollywood, named assistant director of program practices.

Edward Haldeman, Hollywood writer-producer, named executive VP of Ivan Tors Studios, North Miami, Fla.

James E. Darin, formerly program manager for CKY Winnipeg, Man., named program director of WIBC-AM-FM Indianapolis.

Jack Lorri, with WTRC Elkhart, Ind., named program director.

Redd Hall, with WYLO Jackson, Wis., appointed program director.

Jack E. Loehr, continuity director at WBCM-AM-FM Bay City, Mich., named program director.

Ron Joseph, program director at WMER Chase City, Va., joins WDMF-AM-FM Lynchburg, Va., as program director.

Ralph Paolone, field representative for American Society of Composers, Authors & Publishers, Miami, appointed acting manager of ASCAP's Dallas office.

Tex Antoine, for past 17 years chief weatherman at WBNK-TV New York, moves today to WABC-TV, that city. Dr. Frank Field succeeds Mr. Antoine.

NEWS

Gary Shepard, news editor at WCAU-AM-FM Philadelphia, joins staff of CBS Radio network news. Don Fisher re-
places Mr. Shepard.

Bruce Palmer, news director at kwtv(TV) Oklahoma City and past president of Radio-Television News Directors Assn., resigns after 12 years in post. No future plans announced. Dick John, with NBC News, Los Angeles, succeeds Mr. Palmer.


George W. Fisher Jr., with koma Oklahoma City, appointed news di-rector.

Larry Payne, with wlx-tv Lansing (Onondaga), Mich., named news di-rector.

Charles Rowe Rook, news editor at kymn Oregon City, Ore., joins kcby (tv) Coos Bay, Ore., as news director.


Tom Hayden, formerly with wav-a-am-fm Arlington, Va., joins news staff of wghp-tv High Point, N. C.

FANFARE

James D. Johnson, promotion director of wtv(TV) Chattanooga, named PR director of wtv(TV) and wapo Chattanooga, both owned by Martin Theatres of Georgia.

Stanley M. Pederson, assistant director of promotion-publicity at wltw(tv) Cincinnati, named audio-visual coordinator in PR department of Lederle Lab-
oratories division of American Cyanamid Co., Pearl River, N. Y.

Roy Guiver, publicist for 20th Century-Fox Television, New York, ap-pointed assistant TV publicity director.

Bruce Jay Miller, with wphl-tv Philadelphia, named assistant promo-tion director.

EQUIPMENT & ENGINEERING

Robert N. Vendeland, formerly sales manager for Conrac division of Gian-nini Controls Corp., Duarte, Calif., elected VP, marketing, of Dynair Electronics Inc., San Diego, Calif. Also named to new positions at Dynair were G. W. Bates, VP, engineering; F. P. Ciambrone, VP, operations, and P. R. Seng, VP, finance.

Dr. Richard J. Goldberg, with Houston-Fearless Corp., Los Angeles, elect-VP of engineering.


Jerry B. Minter, Ralph Batcher, and Joseph J. Stantley elected president, VP, and treasurer, respectively, of Ra-dia Club of America, Denville, N. J.

John H. Levergood appointed na-tional sales manager at Prodelin Inc., Hightstown, N. J.

Hudson Collins, chief engineer at klrv(TV) Tyler, Tex., appointed tech-nical director. Joe Carey succeeds Mr. Collins as chief engineer.

Joseph H. Colgrove, manager, color picture tube manufacturing, RCA, Lan-caster, Pa., named plant manager of RCA’s new color TV picture tube plant in Scranton, Pa. George G. Kuekes, manager, plant personnel, for commer-cial receiving tube and semiconductor division plant of RCA, Findlay, Ohio, appointed manager, personnel, for RCA’s plant in Scranton.

ALLIED FIELDS

Lionel Lamer, with General Artists Corp., New York, since 1960, elected VP of GAC’s equity division.


Buford Ellington, director of Office of Emergency Planning, resigned ef-
fesitive Jan. 15 according to White House announcement Feb. 4. Frank Dryden, deputy director of OEP since 1963, became acting director Jan. 15. OEP directs federal planning and activity in disasters and thus has control over all emergency broadcast services.

Robert N. Green and Forbes W. Blair, Washington communications attorneys, have become partners in Washington law firm of Welch & Morgan. Mr. Green has been with firm since 1955. Mr. Forbes was assistant U. S. attorney for District of Columbia before joining firm in 1957.

Peter L. Koff joins Washington law firm of Marmet & Schneider. Mr. Koff is 1965 graduate of University of Virginia Law School and was in private practice in Washington.

INTERNATIONAL

Jacqueline DaCosta, associate director, media information and analysis division, and media coordinator, international division of Ted Bates & Co., New York, elected VP. Ruth Erickson, group account supervisor and director of special accounts projects, also elected VP.


Robert Leach and Michael Hickey, account supervisors at Crane, Norman Craig & Kummel Ltd., London, elected VP's.

DEATHS

Mitchell M. Benson, 60, for past four years executive producer for Westinghouse Broadcasting Co., died Feb. 6, after short illness, in Bedford Hills, N. Y. During the 1940's, Mr. Benson was producer-director of Duffy's Tavern on NBC Radio, and later worked at WNY and WOR, both New York, and at several advertising and theatrical agencies. He is survived by his wife, Mrs. Peg Odlum Benson, executive at Seventeen magazine.

Herbert J. Yates, 85, former president of Republic Pictures Corp., died Feb. 3 at his home in Sherman Oaks, Calif. He was first member of Motion Picture Association of America to sell substantial numbers of films to TV. Surviving are his wife, Vera Hrubia Ralston, daughter and two sons.

Edward J. Lynett, 59, owner of WEJL Scranton, Pa., and editor and publisher of Scranton Times, died of apparent heart attack at his home Feb. 6.

Bill Hutt, commercial manager and assistant manager of KTHV(TV) Little Rock, Ark., died unexpectedly Jan. 25 in New York. He was past president of Arkansas Broadcasters Association (1953) and Arkansas AP Broadcasters (1951).

Charles B. Shank, 46, died Feb. 3 with his father in private plane crash at Findlay, Ohio. He was to join Foote, Cone & Belding, Chicago, last week after having resigned as VP of MacManus, John & Adams. They were taking fishing vacation in South.

David P. Thomas, 52, VP and radio-TV director of Kal, Ehrlich & Merrick Advertising, Washington, died Feb. 6 at Suburban Hospital in Bethesda, Md., after heart attack. Surviving are his wife, Dorothy, and daughter.

Anthony J. Citarella, 49, advertising manager for Piel Brothers Brewery, New York, died Feb. 1, at his Long Island home. He is survived by his wife, Dorothy, daughter and two sons.


Willard J. (Bill) Parry Jr., 49, former KTUS(TV) San Francisco-Oakland sports director, found shot at his Rheim Valley home. Sheriff's deputies listed death as suicide.

Miss Dorothy V. Johnson, 53, assistant treasurer of WSVY-Am-FM-TV Syracuse, N. Y., died Feb. 5 after brief illness. She had been executive of station since 1948.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Feb. 3 through Feb. 9 and based on filings, authorizations and other actions of the FCC during that period.

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—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-5164
Washington—711 14th St., N.W., Washington, D. C. • DI 7-9531


New TV stations

*Olney, Ill.—Southern Illinois University. Granted CP for new TV on UHF channel 43 (686-688 mc); ERP 1,000 kw vis., 206 kw aur. Ant. height above average terrain 1,000 feet, above ground 1,082.8 feet. P.O. address Southern Illinois University, Carbondale, Ill. Estimated construction cost $701,786; first year operating cost $72,785. Studio and two locations both near West Liberty, Ill. Geographic coordinates 37° 53' 30" north latitude, 88° 0' 33" west longitude. Type trans. RCA TTU-50B, type ant. RCA TPU-302. Legal counsel Krieger & Jorgensen; consulting engineer George P. Adair, both Washington, Principal; board of trustees. Southern Illinois University is licensee of WSIU-FM and WSIU-TV, Action Feb. 8.

Houston — United Artists Best, Inc. Granted CP for new TV on UHF ch. 23 (124-130 mc); ERP 250 kw vis., 127.4 kw aur. Ant. height above average terrain 501 ft., above ground 513 ft. P.O. address c/o Seward L. Benjamin, 729 7th Ave., New York, N. Y. Estimated construction cost $615,000; first

APPLICATIONS


New AM stations

ACTION BY FCC

Mendocino, Calif.—Mathew V. and Maria J. Huber. Granted CP for new AM on 1520 kHz station in Willits, Calif. Estimated construction cost W. D. Womack operating cost $20,000; revenue $23,000. Hubers teed in Fort Bragg. Action Feb. 4.

APPLICATIONS

tion of control of licensee corporation, Mel-
lin Inc., by Lawrence R. Picus (50% before, 100% after) through purchase of stock from
Samuel E. Tenen, 25%. Consideration $1,000.

WA: See E. Eikenberry, 25%. Consideration
of license from Hawaiian Paradise Park Corp.
To Friendly Broadcasting Co., owned 69% by
Robert E. Soil and Edward B. Soil. Unite-
d Broadcasting Corp., owns WMJ and WMJ-
4.

KWUZ (FM) Wahash, Ind.—Seeks transfer
of control of permits controlled by Upper
Wahash Broadcasting Corp., from Paul G.
Adams (99.93% before, none after) to
R. H. Adams (none before, 99.93% after).

KJBO (FM) Minot, N.D.—Seeks assignment
of license from Armand Broadcasting Co.
Feb. 4.

KDW (FM) Lookout Mountain, Tenn., from
Charles R. Rogers, Neil L. Spele Jr.,
R. W. Tinnell and R. C. Caven (each 20%).
Mr. Rogers is general mgr. of KCOX, Tex.
Mr. Spele is new editor of KTMC-AM-FM-TV
Austin. Mr. Hicks is owner of business consultant
firm in Amarillo and has been Mr. Minor's
Feb. 4.

Ville Platte, La.—Ville Platte Broad-
casting Co. 90.3 mc, channel 228, 3 kw, An-
non. Feb. 4, 1965. Address: Box 556, Ville
Platte 70588. Estimated construction cost $14,125; first year operating cost $8,000; revenue $15,000.
Principal applicant: Thomas A. DeClouet, Paul G. De-
Clouet (each 50%), Lelond B. Deville, Vin-
cent L. Rieh, Roland Finn, Joseph Josef (each 15%).
Partnership seeking to enter independent operation
in Ville Platte. Mr. DeClouet and Mr. Finn are
representatives of Texas Railroad Associa-
tion. Mr. Josef is retired insurance exec. Ann.
Feb. 4.

WFBS (FM) Bethesda, Md.—Seeks transfer
of control of permits controlled by High
Fidelity Broadcasters Inc., from Philip
Neumark (100% before, 25% after) to
George P. Griffith. Mr. Griffith is part owner
of WBCR, a Baltimore, Md., television license

WXLN Petomac—Cabin John, Md.—Seeks
transfer of control of permits controlled by
Seven Locks Broadcasting Co., from Henry
Norman, trustee for "Verbena Seven," to
Henry Norman, Phillip Shinnberg et al.
Assignment is for legal convenience and
merely represents an interest in "Verbena Seven" to
Feb. 4.

WSSO Starkville, Miss.—Seeks involun-
tary assignment of license from Joe Phillips,
George R. McAlister, C. Hollinhead and
Mrs. Harriet K. Hartness db/a Starkville
Broadcasting Corp., to James W. Freeland,
Mrs. Harriet K. Hartness and Mrs. Mau-
zel Rice, respective owners of Grady Imes
deceased, db/a Starkville Broadcasting Co.

KESM El Dorado Springs, Mo.—Paul Vaus
Seeks increase in power from 650 to 500 kw and

KWAG Coos Bay, Ore.—Seeks acquisition
of control of licensee corporation, Pacific
Broadcasters Inc., 50% before, 15% after
through purchase of stock from Milton A. Foland and George

WKVM San Juan, P. R.—American Colo-
mbia Corp. Seeks modification of CP
authorizing change in anti-trans. location
of licensee corporation, Mel-
lin Inc., by Lawrence R. Picus (50% before, 100% after) through purchase of stock from
Samuel E. Tenen, 25%. Consideration $1,000.

KWUZ (FM) Wahash, Ind.—Seeks transfer
of control of permits controlled by Upper
Wahash Broadcasting Corp., from Paul G.
Adams (99.93% before, none after) to
R. H. Adams (none before, 99.93% after).

WCVS Springfield, Ill.—Seeks assignment
of license from WPFA Radio Inc. to Eastern
Broadcasting Corp. owned by Roger
Newhoff (67.76%), C. Walter Barrett (14-
76%), John R. Neuhoff (14.50%) and others.
Eastern Broadcasting is licensee of WCHV and
WCVS (McClatchy) in Charlotte, WHAP
and is applicant for FM in Hopewell. Con-
sideration $250,000. Ann. Feb. 3.

KWUZ (FM) Wahash, Ind.—Seeks transfer
of control of permits controlled by Upper
Wahash Broadcasting Corp., from Paul G.
Adams (99.93% before, none after) to
R. H. Adams (none before, 99.93% after).

KJBO (FM) Minot, N.D.—Seeks assignment
of license from Armand Broadcasting Co.
Feb. 4.

KWUZ (FM) Wahash, Ind.—Seeks transfer
of control of permits controlled by Upper
Wahash Broadcasting Corp., from Paul G.
Adams (99.93% before, none after) to
R. H. Adams (none before, 99.93% after).

KWUZ (FM) Wahash, Ind.—Seeks transfer
of control of permits controlled by Upper
Wahash Broadcasting Corp., from Paul G.
Adams (99.93% before, none after) to
R. H. Adams (none before, 99.93% after).
SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 10

ON AIR CP's NOT ON AIR TOTAL APPLICATIONS
Lic. CP's for new stations CP's for new stations
AM 902 41 39 1,462
FM 79 40 119
TV-VHF 22 18 40
TV-UHF 18 8 26

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 10

VHF UHF Total
Commercial 124 137 261
Noncommercial 10 27 37

COMMERICAL STATION BOXSCORE

Compiled by FCC, Dec. 31, 1965

AM FM TV
Licensed (all on air) 4,034 1,408 577
CP's on air (new stations) 15 39 54
CP's not on air (new stations) 79 13 92
Total authorized CP's for new stations 4,129 1,557 702
Applications for new stations (not in hearing) 287 173 457
Applications for new stations (in hearing) 70 41 111
Total applications for new stations 357 214 571
Applications for major changes (not in hearing) 206 38 244
Applications for major changes (in hearing) 38 5 43
Total applications for major changes 244 43 287
Licenses deleted 0 0 0
CP's deleted 0 0 0

* Breakdown on UHF and VHF applications not available.
* Includes three noncommercial stations operating on commercial channels.

Chicago, Action Feb. 8.
■ Review board granted petition by Northern Indiana Broadcasters Inc. to extend time to Feb. 11 to file opposition to petition by Broadcast Bureau to enlarge issues and re-examine record in proceeding to grant license for new AM in Mishawaka, Ind. Action Feb. 6.
■ Review board granted petition by Fall City Broadcasting Co. to extend time to Feb. 1 to file opposition to petition by Broadcast Bureau to enlarge license in proceeding on its AM application in New Milford, Conn. Action Feb. 6.
■ Review board granted petition by Harri- sota Inc. to extend time to Feb. 7 to file opposition to petition by Marboro Broadcasting Co. to enlarge license in proceeding on its AM application. Action Feb. 6.

Routine roundups

ACTIONS ON MOTIONS

By Commission
■ Commission on Feb. 3 granted request by National Association of Broadcasters to extend time from Feb. 1 to April 1 to file reply comments in renewal proceeding in part 76 of rules with respect to control of VHF stations.
■ Commission on Feb. 1 granted request by Commission on Broadcasters Inc. to extend time to file reply comments from Jan. 31 to March 1 in matter of amendment of part 73 of rules on extending radio broadcast services, minimum power authorized for class B TV stations.

By Hearing Examiner Basil P. Cooper
■ In Washington, TV station channel 50 proceeding, granted petitions by Theodore Granik for leave to amend his application to reflect changes in financial condition and to correct clerical error in proposed amendments. Action Feb. 7.
■ In proceeding on AM applications of Sawnee Broadcasting Co. (WSN), Cumming, and Hall Broadcasting Co. (WLBA), Gainesville, both Georgia, granted petition by latter for leave to amend its application to bring up to date its financial plans. Action Feb. 3.
■ Denied petition by Potosek Valley TV Co. to continue hearing in proceeding on applications of Tri-State Television Transmitters Inc. for new VHF TV translator stations in conducted a further prehearing conference for Feb. 21 and continued Feb. 22 for the purpose of determining to date to be specified at conclusion of further prehearing conference. Action Feb. 3.
■ By Hearing Examiner Walther W. Guenther
■ In proceeding on AM applications of Pajaro Broadcasting Station Inc. (WAGL), Lancaster, S. C., and WPBE Inc. (WPFK), Winston-Salem, N. C., granted petition by latter to extend deadline of certain suggested procedures and further hearings until Oct. 1, and on motion, extended procedural dates and continued further hearing from Feb. 11 to Feb. 18. Action Feb. 7.
■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (S. A.), and Mid-Atlantic Broadcasting Corp., San Juan, P. R., granted petition by Mid-Ocean to suspend until further order certain deadlines and continued hearing from Feb. 20 to March 30. Action Feb. 6.

By Hearing Examiner Isadore A. Henig
■ Granted motion by New South Broadcast- ing Corp. to continue pre-hearing proceed- ing in proceeding on AM application pending for new FM in Meridian, Miss., and continued hearing from Feb. 24 to March 4. Action Feb. 6.

By Hearing Examiner H. Gifford Irwin
■ Cancelled March 14 hearing and sched- uled further prehearing conference for (Continued on page 103)
PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
2413 - 2419 M St., N.W.
Washington 37, D. C. 20464

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member APOCB

—Established 1926—
PUL Godley Co.
CONSULTING ENGINEERS
Box 790, Upper Montclair, N.J. 07043
Phone: (201) 814-3500
Member APOCB

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-1911
Washington 4, D. C.
Member APOCB

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lorenzo, Chief Engr.
PRUDENTIAL BLDG.
DI 7-1319
WASHINGTON, D.C. 20005
Member APOCB

A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 H St., N. W. 298-6850
WASHINGTON 6, D. C.
Member APOCB

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
900 Warner Bldg., National 8-7737
Washington 4, D. C.
Member APOCB

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-900
WASHINGTON 6, D. C.
Member APOCB

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 5, TEXAS
MElrose 1-8360
Member APOCB

SILLMAN, MOFFET & KOWALSKI
1405 G St., N.W.
Republic 7-6644
Washington 5, D. C.
Member APOCB

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
901 20th St. N.W.
Washington, D.C.
Federal 3-1116
Member APOCB

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sabine
19 E. Quincy St., Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member APOCB

HANNEMETT & EDDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member APOCB

JULIE COHEN
& ASSOCIATES
9th Floor, Securities Bldg.
729 15th St., N.W., 20036-4016
Washington 5, D.C.
Member APOCB

CARL E. SMITH
CONSULTING RADIO ENGINEER
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-536-4886
Member APOCB

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 Colorado Blvd., 80204
Phone: (Area Code 303) 333-5526
DENVER, COLORADO
Member APOCB

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
P.O. Box 4318
342-6201
Charleston, West Virginia

MERL SAXON
CONSULTING RADIO ENGINEER
622 Watkins Street
Lufkin, Texas
N hoped 4-4242 N hoped 4-9558

WILLIAM B. CARR
CONSULTING ENGINEERS
P. O. Box 13287
Fort Worth, Texas
BUtler 1-1551
Member APOCB

RAYMOND E. ROHRER
& Associates
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D.C.
Phone: 347-1364
Member APOCB

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 817-278-6773

JOHN H. Mullaney
& ASSOCIATES
A Division of Multronics, Inc.
Multronics Building
5112 Frederick Ave., Rockville, Md.
suburb of Washington
Phone: 301-427-4666
Member APOCB

E. E. ENGHAM
& ASSOCIATES
Consulting Engineers
3411 Calumet Blvd.
Los Angeles 28, California
NO 9-3327
Member APOCB

JAMES F. LAWRENCE, JR.
FM and TV Engineering Consultant
Applications and Construction
Precision Frequency Measurements.
TELETRONIX ENGR. CO.
308 Monterey Rd., S. Pasadena, Cal.
Phone 213-621-2792

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 E. Market St., Lees Summit, Mo.
Phone Kansas City, LaClad 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave., Cambridge 38, Mass.
Phone Trowbridge 6-2810

T. W. KIRKSEY
17 Years TV Engineering
TV CATV and Microwave
Phone 612-935-7131
Box 506
55416
Minneapolis, Minnesota

Service Directory

BROADCASTING, February 14, 1966
CLASSIFIED ADVERTISEMENTS

(Available in advance. Checks and money orders only. (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—$2.00 minimum + WANTED 30¢ per word—$2.00 minimum.
- DISPLAY ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS AND EMPLOYMENT AGENTS. 2 inches display space, (26 X rates $22.50, 52 X rates $22.50 Display Only). 5¢ or over Billed R.O.B. rate
- All other classifications: 35¢ per word—$4.00 minimum

| No charge for blind box number. Send replies c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

| PLAYS

Applicants: If tapes, films or packages submitted, $1.00 charge for handling. (Forward remittance separately please) All transcription, recording, etc. sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

**RADIO**

**Help Wanted—Management**

General manager for metro Carolina FM. Great opportunity for qualified broadcaster. Send complete resume, photo. All applications held in confidence. Box B-34, BROADCASTING.

Wisconsin station expanding. Offers management opportunity for qualified broadcaster. Send complete resume, photo. All applications held in confidence. Box B-49, BROADCASTING.

Station manager work under general manager. Rapidly expanding Florida Gold coast area major network affiliate. Essential prerequisites: experience, knowledge of television industry and of potential. Send resume, photo, recent pay stubs. Box B-14, BROADCASTING.

**Sales—(Cont'd)**

We need an experienced go-getter who wants to make money. Good market, good account list, excellent chance for good future, plus bonus, for country/broadcast. Good market, plus bonus, for country/broadcast. Good market, plus bonus, for country/broadcast. Good market, plus bonus, for country/broadcast.

Salesman—announcer, wanted in growing southeastern city of 28,000. Professional adult station. Room for advancement. Box B-63, BROADCASTING.

Need ambitious, hard working, progressive, responsible radio salesmen. Opportunity unlimited with progressive TV, newspaper, or group. Send complete resume, photo, to first letter. Box B-114, BROADCASTING.

California fulltime AM needs salesman. Growing, single-station market; unbridled opportunity. Box IRS, BROADCASTING.


**Opportunities**

Opening for commercial manager at top station in north Alabama. Send complete details including photo to Hamilton Masters, General Manager, WAJF, Decatur, Alabama. Right man: starts over $10,000 a year.

Good music net operation seeks aggressive, creative salesman. Contact Pierce Lackey, WPAD, Paducah, Kentucky.

**Anncounters**

Beginners: Send your resume, tape, photo to Box E-8, BROADCASTING.


Announcer—3rd phone needed by mid-west station. Good opportunity. Box B-42, BROADCASTING.

Old established mid-west 5000 watt station has opening for 1st phone announcer. No maintenance, no taxes, no maintenance. Send tape and resume. Box B-48, BROADCASTING.

$8,000 to 12,000 in salary and fringe benefits available to one or more first class engineers with announcing skills. Excellent salary depends on experience and ability. To qualify as Chief, you must have FM and AM directional experience, and fair announcing ability. Second man must have license, but air ability is most important. Reply immediately, with resume and photographs. Box B-86, BROADCASTING.

**Leading good music AM-FM station in major southwest market seeks top-notch sales manager with sales manager experience. Right man can earn up to $30,000. Box M-29, BROADCASTING.

Growing New Mexico station needs sales manager for medium market who is not afraid of work, long hours, competitive market. Who will receive salary, plus commission, plus commission for country/western station. Box B-45, BROADCASTING.

We're looking for a young progressive radio time salesman. Must have a proven sales record, plus contacts and credit references. Should be willing to relocate to Arizona. Send resume and salary requirements. Box B-85, BROADCASTING.

Anncounters—3rd phone needed by mid-west station. Good opportunity. Box B-42, BROADCASTING.

New Jersey AM-FM seeks experienced announcer/newsmen. Send tape, resume & salary requirements. Box B-110, BROADCASTING.

Immediate opening for announcer at well-established AM-FM in N. J. Must have one year's experience. Send tape, resume in first letter. Box B-113, BROADCASTING.

Anncounters—(Cont'd)

Need bright, responsible type radio air men. Unlimited future with growing radio, TV, newspaper ownership. Send resume, photo. Wisconsin. Send complete details first letter. Box B-115, BROADCASTING.

Bored announcers—step into selling. Write copy—cut it—sell it—get it. Send part time. WAUPACA, Wisconsin. Send resume, photo. Box B-116, BROADCASTING.

We want someone who can announce a little, write copy, and have 1st phone. Very little engineering. Good opportunity. Male or female. Midwest. Box B-171, BROADCASTING.

Change in airlifts makes available allline sales man to progressive high power Maryland resort area station, reaching the great Baltimore & Washington, D.C. markets. Modern, full time station. Directional facilities require announcer with 1st phone. Will meet maximum salary and resume. Box B-175, BROADCASTING.


If you can run a tight show, read well, have first class ticket and know the meaning of modern format country music, then we have the man we're looking for. We are looking for a 10,000 watt, the established leader in country music in Kansas and would like to add several more. Excited staff of dependable people. Rush air check, complete resume and salary requirements immediately to KPFI. Box 140, Waupaca, Wisconsin.

**Announcements**


Experienced announcer—send complete resume, photo, tape to KJLC, Monroe, Louisiana.

Number one station wants good voice, day, night, good English, third with endorsement must. $8 hour start. KNOT, Prescott, Arizona.

Need 1 more staff announcer for new 50,000 watt good music radio station. Send tape, resume, photo & full information to Manager, KSWS, Roswell, New Mexico.

Announcer with 1st ticket needed immediately by small market station in Southwest Arizona. Excellent opportunity. Experience would be a plus. Good prospects, plus salary, plus benefits plus FM. Will consider anyone with a real desire to advance. Excellent opportunity. Send aircheck, resume, photo & full information. Box B-109, BROADCASTING.

New York Announcer seeks experienced announcer/newsmen. Send tape, resume & salary requirements. Box B-110, BROADCASTING.

Immediate opening for announcer at well-established AM-FM in N. J. Must have one year's experience. Send tape, resume in first letter. Box B-113, BROADCASTING.

BROADCASTING, February 14, 1966
Announcers—(Con’d)

Announcer, some rock, copy and production important—send tape and resume to WGHM, Skowhegan, Maine.


WGY-WQFM-WRGB now accepting applications for relief announcer. Guaranteed 18-36 weeks. Starting date approximate. Must be experienced in all phases of broadcast operations. Send tapes, resume. No tapes returned.

Washington, D.C. metropolitan area is first ranked. WRCM, serves expanding region. Immediate opening for first phone, bright announcer. Quick, call 301-945-9460.

Need announcer with FCC third-class radio-telephone license with broadcast endorsement. Send references, complete background photo and tape to Ray A. Schoneck, Station Manager, WKWF, Key West, Florida.

Immediate—announcer, first phone. Mature man wanted, ready for modern, established station in growing market. No maintenance. Salaries,” experience. Previous experience in broadcast station, only experienced men need apply. Reply to: Operations Director, WIQH, Route 5, Frederich, Maryland.

Announcer 1st phone for locally owned AM-FM station, good working conditions, morning and afternoon shift with benefits and/or sales possible. Send tape, resume, WMTI 230 South Pennsylvania St., Marion, Indiana.

Bright, middle of road station located in excellent family area has opening for experienced, stable married announcer. Send complete resume, snapshot and tape to Jack Sandstrom, WPIC, Sharon, Pa.

Wanted immediately—announcer—minimum 1 year experience, proficient in writing, reading, WPIT, Stereo FM, Ft. Wayne, 219-489-5656.

Suburban Cleveland adult music station has immediate opening mature, experienced announcer with 1st phone. Salary open. Send resume and tape to Mr. Lee, WPVL, Painesville, Ohio or call for audition.

WRAN Radio, Dover, New Jersey, 25 miles west of New York, is presently looking for a first phone announcer. WRAN is full time, progressive, middle-of-the-road station with excellent ratings. WRAN, Dover, New Jersey. 261-366-3510.

Immediately! Mature, 1st phone morning man who can "swing" in an adult manner on a true pop-music station. Daytime dayton, South Florida. If you're a bit more than good, you're "it" and must be thorough "pro" in all aspects. To $110.00 starting (40 hours) for the right man. Tapes, photos and pertinent info to: Operations Manager, P.O. Box WSBR, Boca Raton, Fla. 334-365-7401.

WSMI, Litchfield, Illinois accepting applications for newscaster to gather, write and air news. We're losing our news director to politics.

Immediate opening—first-class combo man, daytime directional. WSWO, Windsor, Conn. (Hartford market) 203-688-5381.

Announcer/newscaster, preferably with first phone necessary. Mature but friendly sound a must. WSWV, Platteville, Wisconsin.

How announcers can get more commercials: Learn new "conversational" delivery now common among network, TV commercials. Learn tested job-getting techniques at "Choosing Your TV Radio Commercial Work." Base course, if you're new, 10 lessons. Advanced course if pro; or private coaching for those who charge more money in free-lance commercial TV. Call or write: Carrie Reeb, Pl. 3-2164, 18 E. 60th St., N.Y.C.

Technical

First class technical men wanted for Eastern AM expanding into CATV. Growth opportunity, flexible hours, competitive salary. Box A-4, BROADCASTING.

1st ticket engineer-announcer with opportunity for advancement available for FM-sports. Good music station. Small town Rocky Mountain area. Need man qualified to install and maintain all equipment, tape recorders, etc. 20 hours announcing and 24 hours engineering each week. Send details, experience, salary requirements and snapshot to Box B-4, BROADCASTING.

Chief engineer—successful, high quality, midwest AM needs competent, responsible supervisor to take charge of all technical equipment, installation, etc. Permanent position, salary $190, advancement opportunities, many fine extras. Box A-355, BROADCASTING.

$8,000 to 12,000 in salary and fringe benefits available to one or more 1st class engineers with announcing skills. Exact salary depends on experience and ability. To qualify as chief, you must have FM and AM directional experience, and fair announcing ability. Send resume, reference, snapshot, salary requirement and photo to Box A-355, BROADCASTING.

New 2kw directional in southeast seeks first phone engineer for transmitter watch. Prefer engineers with engineering experience. Send complete resume, snapshot and photo to Mr. Lee, WPVL, Painesville, Ohio or call for audition.

Wanted immediately—announcer—minimum 1 year's experience, proficient in writing, reading, WPIT, Stereo FM, Ft. Wayne, 219-489-5656.

Immediate opening—first-class combo man, daytime directional. WSWO, Windsor, Conn. (Hartford market) 203-688-5381.

Announcer/newscaster, preferably with first phone necessary. Mature but friendly sound a must. WSWV, Platteville, Wisconsin.

How announcers can get more commercials: Learn new "conversational" delivery now common among network, TV commercials. Learn tested job-getting techniques at "Choosing Your TV Radio Commercial Work." Base course, if you're new, 10 lessons. Advanced course if pro; or private coaching for those who charge more money in free-lance commercial TV. Call or write: Carrie Reeb, Pl. 3-2164, 18 E. 60th St., N.Y.C.

Radio Newsman with mature, authoritative delivery wanted for large eastern market. Must be good, creative writer and newscaster. Experience doing a superior job. Journalistic background required. Send full length audition tape. Box B-58, BROADCASTING.

NEWS—(Con’d)

Newspaper directory—if you are over 30, a really experienced news man. If you can uncover and write 10 or more news stories in one day and several editorials and intelligently draft editorials, you can deliver news on four newscasts daily. If you can run a news department with a small staff and do all the paperwork, there's an opportunity in a large market for a quality reporter. Many top men got their start in this position. Send us your resume and let us know your salary requirements—All applicants strictly confidential. Box B-146, BROADCASTING.

Young newsmen for solid local news AM operation in growing California day-time station. Box B-139, BROADCASTING.

Newspaper wanted... good radio newsmen wanted for growing day-time station 25 miles from New York City. Write WRKL, New York City. New York City.

Wisconsin station, soon expanding into FM, seeking mature, experienced newsmen, to produce, direct, write and read news, edit news, etc. Salary, including resume, references, tape, tape, will be considered. Sandstrom, 715-219-1821.

Production—Programming, Others

1st rate Program & Production Man with background in TV assignment for station in top 10 market in the Southeast. Must have background in newswriting, dynamic organization. Box A-316, BROADCASTING.

National magazines describe Boulder as one of the most beautiful places in the U. S. to live. KBOL is seeking an experienced, knowledgeable, ambitious and highly creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creative, creativ...
Management—(Cont’d)

I’m successful major market sales manager. Last four years billing prove it. Current income excellent, leading to new $100,000 in new business. Wife need a money maker, let’s get together. Box B-160, BROADCASTING.

Looking for a good crackerjack manager or sales manager to work along side of me. Must need a money maker, to work with people. This man will make you money. Box B-166, BROADCASTING.

Sales

Southeast—Sales manager with announcing and play-by-play experience. Box B-17, BROADCASTING.

Sportscaster-salesman, proven record, play-by-play duty, available baseball season. Box B-182, BROADCASTING.

Announcers—(Cont’d)


Resident nut desires new station. Glib jockey with all phases of broadcasting, presently program director. Married. Mid- dle of road format, strong personality. Interesting tape. Dull resume on request. Box B-133, BROADCASTING.

Attention major markets: (particularly west) offer creative programming and production. Audition now. Box B-134, BROADCASTING.

Attention Philadelphia area! Staff announ cer seeks position with good music station to earn grad school tuition. B.A. speech, two years announcing experience. Available immediately. Call code 1609 or Write Box B-136, BROADCASTING.

Announcer-1st phone, experienced, excellent references will relocate. Box B-137, BROADCASTING.

Leading sports announcer available. Presently top minor baseball. Desire triple-A baseball experience on national level. Best references. Five figure salary required. Box B-139, BROADCASTING.

It takes more than two to make a two-man show... Two plus talent! If you’re ready to move to a major one in your market with modern broadcasting’s funnest new team (backed by 12 years experience) rush resume inquiry to Box B-140, BROADCASTING.

College—broadcasting school graduate. First phone major market, draft exempt. Prefer New England, however all offers considered. Box B-149, BROADCASTING.

Experienced production man—Authoritative news—3rd phone endorsed. I have over 100 productions that will give your station a distinctive sound. D.C.-Baltimore area, preferred—others considered. Tape and resume on request. 201-827-2236 or Box B-144, BROADCASTING.

Young aggressive announcer, with 4 years background at 2 of NYC’s major stations desires first job on mike. Endorsed third. Opportunity first. Sales secondary. Box B-150, BROADCASTING.

Hard rock top 40 deejay—First ticket—College degree—draft free—limited experience. Box A-151, BROADCASTING.

Telephone talk show—top personality available. This performer is world-traveled—news oriented and a terrific conversationalist. Has starred in countless major new shows. Guaranteed top audience. Will rattie for women; charm the ladies. Top offer gets him. Will relocate. Call 212-516-3500 or Write Box B-155, BROADCASTING.

Experienced contemporary personality... presently employed midwest metro market. Family... military completed... college. Box B-157, BROADCASTING.

Negro first phone announcer five years experience. Class—broadcasting school, available now. Box B-161, BROADCASTING.

Announcer-newsmen, 24, married, 3 years commercial experience, 2 years ARPS experience. Has working Northwest. Seeking better position in Eastern U. S. Box B-179, BROADCASTING.

I’d rather announce than switch. Full or part-time, studio or mobile. Call. Business. Box B-187, BROADCASTING.

DJ-announcer-newsmen, recent grad—lively shows. Inquired by several broadcaster endorsed. Box B-178, BROADCASTING.

R & B DJ bright sound, School grad, 3rd phone. Relocate. Box B-180, BROADCASTING.

Announcers—(Cont’d)

Top 40’s beach. Hard rock D.J. Programming and music director, endorsed third draft exempt. Box B-181, BROADCASTING.

Staff announcer, newsmen—Radio-TV—FCC 3rd, 2 yrs. H.S. Journalism, 1½ years college, broadcasting school graduate. Seeking seminar graduate, prefers larger market, midwest area (east of Chicago), where he can fully exercise his creativity. Excellent tape, resumes welcome. Box 6, Frank Alton Daze Jr., 2629 Carol Lane, Fort Lee, Virginia. Box 123-659.

Leaving Air Force mid-April, Background includes all types announcing from classical (WABX Affiliate) to top 40. (No evening show in major market.) TV booth announcer, comedian and director. Also written copy and produced VTR spots for agency. 27 years old, College, APTRA member with Vietnamese press clearance. Ask your Saigon man about Ace Cronauer on maximum power VHF. Mature family man. Box 8630, Los Angeles, California.

Personality with tight board, any format, experience as D.J. in good music station and top 40. Experienced in 160,000 pop market. Experience at sailing and authoritative sports-caster. Box B-182, BROADCASTING.

Attention Jim and others: (173) 981-215, no sports. Can get some work with you. No sports. Box B-183, BROADCASTING.

Third phone, endorsement, D. J. announcer, newscaster, broadcasting School Graduate seeks salary position with broadcast endorsements. Will relocate. Contact Knight, 3244 Jackson, Wichita, Kansas 67226.

Attention major markets. Mod ern, dynamic, relaxed contemporary personality, family. Mr. Meltton, Route 8 Box 482-A, San Antonio, Texas 8-3664.

Technical

Engineer. Five years transmitter supervisory experience. Top 10 bands. Seeking first position. Box B-142, BROADCASTING.

Challenging assignment as technical director of engineer. Locates complex network of multi-towered directionalities. Presently with ARPS. Will work parallel operation. Box B-174, BROADCASTING.

News

Radio-TV reporter-photographer seeks news directorship. 9 years experience. Top references. Box A-153, BROADCASTING.

Major market newsmen wants challenging talk show assignment. Box B-186, BROADCASTING.

Want news directorship! First five market news-newscaster. Then write for tape and resume. MACO-AFRS, APO San Francisco 93050.

News reporter/director, 9 yrs. major market. Strong image, married, mature, loyal. Minimum $175.00. Box B-120, BROADCASTING.

Employed radio-television newsmen wants challenging position. Box B-175, BROADCASTING.

Announcers—(Cont’d)

Experienced newsmen. Well-educated, hard working, ambitious. Want position with future. Box B-178, BROADCASTING.

Production—Programming, Others

Attention Southern states! Sales promo manager of large farm offers back in radio. Program Director position with pet- tuitly a must. Young—aggressive—family man. Required TV and radio experience. Excellent references. Write Box B-90, BROADCASTING.
Production—Programming, Others

Continued

Help. I'm suffocating in a vacuum or mediocrity—totally immured. Experience, talent, radio/TV production character voices, news, continuing tape work, etc., etc. Send resume and salary requirements. Box B-99, BROADCASTING.

Step--As news director then assistant manager, helped build small market "doover" in paying prices, but not enough hard-working creative college grad. With experience seeks able position—must stay only. Box B-106, BROADCASTING.

Diligent, organized production professional. 6 years experience. Creative P.D. potential. Box B-112, BROADCASTING.

Copywriter-announcer. Quality copy. Deep voice best suited to commercials, news, production work or better music. Station and agency experience. Southwest or east preferred. Currently employed. Box B-123, BROADCASTING.

Experienced production man—Authoritative news—3rd phone endorsed. I have over 150 productions. Send resume, expected audio, video tape to Box A-364, BROADCASTING.

Progressive, full color, southern station now accepting applications for transmitter engineer and video switchers. First class license required. State experience, military status. etc. In complete resume. Box A-281, BROADCASTING.

Eastern television major market needs ambitious apprentice studio technician. Box A-394, BROADCASTING.

Immediate requirement for experienced chief engineer—northeast network VHF, small market—A-310, BROADCASTING.

Television production company in major northeastern market is placing a color mobile unit in service and has openings for 2 more technicians with color backgrounds. Salary is open for the right man. Send resume and salary requirement Box A-368, BROADCASTING.

Studio technician with 1st class radiotelephone license, VHF, microwave experience for northern California maximum power VHF. Send resume if you're interested to Box B-38, BROADCASTING.

Engineer-switcher with 1st phone, prefer some experience. Salary open. Box B-50, BROADCASTING.

Experienced television technician for large northern metropolitan station. Excellent resume and salary. Box B-99, BROADCASTING.

Expanding communications corporation needs two experienced studio engineers for network nation, located on the coast of California between San Francisco and Los Angeles. Send resume and salary requirements. Box B-107, BROADCASTING.

First phone engineer—TV transmitter work—no announcing northern Michigan area. Exceptional opportunity for man to learn television technical operation. Box B-144, BROADCASTING.

Technical—(Cont'd)

1st class engineer—Call Chief Engineer, KCND-TV, Pembina, North Dakota, 58271, 701-823-0221.

First phone television engineer with minimum three years experience, excellent opportunity. Write P.E. Epley, WALB-TV, Albany, Georgia 31701.


WTCG-AM-FM-TV, Savannah, Georgia, has 1st class position for Director of Operations. Box A-364, BROADCASTING.

Engineer with first class ticket needed by radio-TV operation in upstate New York. Immediate opening. Must have car. TV experience helpful but not required. No networking. Salary, liberal. Company pays full cost of hospitalization and an outstanding pension plan. Most of our employees have been with us more than 10 years. You will enjoy living in this beautiful vacation area. Apply in writing, including references and salary requirements. Box B-3A, BROADCASTING.

Continuity director: Attractive gal with talent, imagination and who, Who needs me? Box B-110, BROADCASTING.

TELEVISION

Help Wanted

Announcers

Versatile announcer wanted by mid-west group station. Opportunity to learn direction, sales, and voice work, including taking audio, video tape to Box A-364, BROADCASTING.

Immediate requirement for experienced chief engineer—northeast network VHF, small market—A-310, BROADCASTING.

Television production company in major northeastern market is placing a color mobile unit in service and has openings for 2 more technicians with color backgrounds. Salary is open for the right man. Send resume and salary requirement Box A-368, BROADCASTING.

Production—Programming, Others

Major Pacific northwest University seeks assistant professor of communications and news public affairs manager for educational radio station. Pracitco broadcast experience, broad-based educational background, education, salary open. Send resume and salary requirements. Box B-39, BROADCASTING.

Immediate for experienced chief engineer—northeast network VHF, small market—A-310, BROADCASTING.

Television production company in major northeastern market is placing a color mobile unit in service and has openings for 2 more technicians with color backgrounds. Salary is open for the right man. Send resume and salary requirement Box A-368, BROADCASTING.

Studio technician with 1st class radiotelephone license, VHF, microwave experience for northern California maximum power VHF. Send resume if you're interested to Box B-38, BROADCASTING.

Engineer-switcher with 1st phone, prefer some experience. Salary open. Box B-50, BROADCASTING.

Experienced television technician for large northern metropolitan station. Excellent resume and salary. Box B-99, BROADCASTING.

Expanding communications corporation needs two experienced studio engineers for network nation, located on the coast of California between San Francisco and Los Angeles. Send resume and salary requirements. Box B-107, BROADCASTING.

First phone engineer—TV transmitter work—no announcing northern Michigan area. Exceptional opportunity for man to learn television technical operation. Box B-144, BROADCASTING.

NEWS

Experienced television news reporter-writer, seeks on-air position in major metropolitan market. Skilled in reporting, documentary and on camera work. College graduate. Ex military. Box B-33, BROADCASTING.

College graduate experienced in newscast writing and production, reporting and film. Network and small station background. Available immediately. 1033 N. Genesee, Los Angeles, 90046.

Production—Programming, Others

Talented film editor-heavy motion picture & lab background, seeks new horizons in medium market. Salary negotiable. Box A-364, BROADCASTING.

News, program, public relations—14 years. TV-Radio. Age 49, married. Box A-343, BROADCASTING.

Presently employed, college graduate, 7 years TV experience program operation & production—administration. Film buying. Seeks challenge in programming with opportunity for advancement. Box B-77, BROADCASTING.

Energetic, ambitious young man wants directing or position in a major market. Significant background in both production and television operation. Must have high standards. Box B-97, BROADCASTING.

Television Production manager . . . 12 years experience in all phases of production. Only stations with need for creative, dependable, and industries production manager. Must be experienced in communications. Box B-101, BROADCASTING.

Ready for production manager. Director-Producer with 8 years Midwest experience with all types of programs. Reliable, family man with references. Box B-112, BROADCASTING.

Position in any phase of TV production in a large market—ten years experience with one station in a medium market—college experience—cameraman — director — announcer—editor on all major projects. Experience as director—producer, Screenplay—write Box B-154, BROADCASTING.

WANTED TO BUY

Equipment

We need used 250, 500 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp, 1314 Iurbide St, Laredo, Texas 78040.

ETV station wants 2-3 late model (Transistorized, if possible) studio or field chains. Call 518-377-8317.

We need a reflectometer and directional coupler for an RCA TTU-1B television transmission. We are also interested in any extra parts. Please write us immediately: KLOC, P.O. Box 358, Ceres, California 95307.

Wanted: 1 kw transmitter, Gates, Collins or RCA. Must be late model in good condition. Cash. Box 392, Harrisburg, Virginia.

Wanted—Good and middle of the road recording library—also blank FM transmitter, any age. Box B-147, BROADCASTING or Bill Kane 412-521-4100.

Wanted: 500 watt AM transmitter, monitors. Fred Clarke, 778 Lower Colonial Drive, St. Paul, Minn.
WANTED TO BUY

Equipment—(Cont’d)


FOR SALE

Equipment

television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro- find, 440 Columbus Ave. N.Y.C.

Patcholke. 910 kHz complete with dipole and 4° pole mounting bracket. 1700 mc $125.00 complete. Tuned to 650 mc $450.00, 1250 mc $450.00. Call, 415-302-3527, 34th & Willow Streets, Oakland, Calif.

For sale, RCA type TTV 1B UHF television transmitter. Immediate delivery “as is” basis. Presently tuned to Channel 26. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Write, Call or wire about information covering trade-in used tape cartridge equipment of all sizes and descriptions. Operation, Box 8723, Sacramento, California. 95823, 916-621-2670.


Gates model M329-B speech input system w/ata/level in good working condition. Call 802-259-3167.

GEL 3 kw never used, complete with stereo and CAT. Call, 460-7179 or Box B-32, BROADCASTING.

Used broadcast equipment ... One complete source for buyers and sellers. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

SILENT-SIG: Schafer model 300 remote control studio/mitter units in factory carton. Cost $1,250 for 500, will ship immediately. Contact Box B-77, BROADCASTING.

1-kw FM transmitter. Western Electric $550.00-10kw FM amplifier G.E. type BF-3-A less power transformer $1,275.00, Box B-52, BROADCASTING.

Spotmaster 5056 (3) completely reconditioned — guaranteed, including new hy. and output condensers, $200.00 each. H-P model 330-B distortion analyzer — excellent condition — $200.00, Broadcast Products Company, Box 354, Kensington, Md.

MISCELLANEOUS—(Cont’d)

Free catalog—Amateur cameras, projectors 35% discount. Bob’s Camera, 60 W. 48th St., N.Y.C. 10019.

Seeking new talent? Complete catalog covers all schools and colleges teaching radio and television. Descriptive synopsys on each. Send $2.00 to Nelson Research, Box 564, Alpena, Michigan 49707.

INSTRUCTIONS—(Cont’d)


Be prepared. First class FCC license in six weeks Top quality theory and laboratory training, Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


FCC first phone license in six weeks. Guaranteed. Excellent theory and laboratory methods by master teachers, thorough discussion by knowledgeable instructors. Elkins Radio License School, 3603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the First Class license. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 53, Texas.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Rochester Laboratories and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 430 hours instruction and over 500 hours guided discussion at school. Reservations required. Enrolling now for classes starting May 16, June 6, July 18, August 11, Oct. 19. For information, references and reservations. Elkins Radio License School of Minneapolis. 4119 East Lake Street, Minneapolis, Minnesota.

America's pioneer, is announcing since National Academy of Broadcasting. 615 H St, NW, Washington 1, D. C.

"It’s REI and Here’s Why!" First phone license in 25 weeks—we guarantee it. Tuition only $295. Rooms $6-$12 per week. Classes in operation every weekend. Sarasota by the sea, on Feb. 7—Mar. 14—May 8—June 17. Post Radio Engineering Institute, 1335 Main St. Sarasota, Fla.


F.C.C. First Phone—plus 250 hours theory & practical application. 6 weeks $545. Rooms $10.00 a week, on campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Welton, W. Va.

New England's only 10 week, First Phone course. Classes offered in Boston, unless you are unable to commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Starting dates: May 2, Sept. 6. Write to: Northeast Broadcasting School, 833 Boylston St., Boston, Mass. 02116.

Seeking new acting talent. Radio and television. Contact the voice department. Professional School of Radio and Television Broadcasting. Classes taught by working professionals from major stations. Write E.F.T., 2457 Woodward Avenue, Detroit, Michigan, 48201.

Music by famous teacher. coconut and other free material. VOICE-CRAFT, 1700-B Fremont, Madison, Wisconsin 53704.

Help Wanted

Advertising Agency Trained

Major agency among top 10 requires eleven young people for immediate assignment to junior positions in Copy and Account Handling. Good salary and unexcelled opportunity for rapid advancement. College graduates preferred. One to four newspapers, radio or TV experience in either writer or sales desirable. Send complete resume to Box B-119, BROADCASTING.

RADIO—Help Wanted

Could you build a Broadcast Department?

How about it? Do you ever catch yourself muttering: "One of these days I'm gonna do it my way...?"

Well, this could be the day!

There's this nice, middle-size agency in the Midwest... well established and now starting a lively new management team. About 100 people at present... a bright reputation for creativity and quality... blue chip accounts... big growth plans.

But get this... only about 15% of present billing is in broadcast! During the next few years we are going to increase this to 50%, mostly with new business.

Which is where you could come in. We definitely need a broadcast department head... a man who will be able to answer impressively when prospects ask... "You have a little on the air and radio, but what have you got for the future...?"

We get the business... a man who can help us attract the talent we'll need—and supervise the staff he builds.

The probability has a solid agency job right now. But he needs something more... more action, more challenge, more responsibility, more fun.

It's here! Send us a resume. Box B-91, BROADCASTING. (Our people know about this ad)
**Help Wanted—Announcers**

**NEWSCASTERS $12,000 PLUS EARLY STARTING**

Don't apply unless you are a network caliber newsmen gifted in dramatic reading, rewrite and editing. Please state educational background, past experience and other pertinent data, such as I.Q. score. Enclose picture and send 15-minute off-the-air newscast, or simulated newscast that you would like to do. Positions are now open and will be filled by February 7. Salary guaranty of $12,000 yearly includes scheduled overtimes and talent.

Gordon B. McLendon
The McLendon Building
2008 Jackson Street
Dallas, Texas

**Help Wanted—Management**

**Manager**

FM & TV Products

Excellent opportunity for a sales-minded and customer-oriented man who will be responsible for the sale of FM, TV transmitters and accessory items for large broadcasting equipment manufacturer who operates on a planned growth program. Age 28 to 40. B.S. Degree or comparable experience required. Advancement. Complete employee benefits. An equal opportunity employer. Send resume to:

Box B-39, Broadcasting.

**FINESST RADIO STATION TOP MANAGEMENT OPENING IN U.S.**

Practically, multi-station group seeks key man as home office manager, will succeed present head when ability proves. Age 40-46, married, minimum 10 years broadcast related experience, management background. Extensive emphasis on ability to interpret all facts based on survey of daily figures which translate to tightest cost controls and profits. Substantial salary even, unlimited potential with future stock participation and profit sharing on proof of performance. Complete detailed resume. Photos only from professional sales-oriented, radio management men. No programming, engineering, or similar backgrounds please.

Box B-155, BROADCASTING

**Help Wanted—Sales**

**Broadcast Equipment Sales Specialist**

Live in the San Francisco area and sell technical equipment to AM, FM and TV stations. Must know broadcasters and have broadcasting experience. An equal opportunity employer. Send resume including education and experience to:

Box B-40, BROADCASTING

**Broadcast Equipment Sales Specialist**

Live in the Southeastern area and sell technical equipment to AM, FM and TV stations. Must know broadcasters and have broadcasting experience. An equal opportunity employer. Send resume including education and experience to:

Box B-41, BROADCASTING

**Help Wanted—Announcers**

**Talk Personality**

Top rated eastern station wants news oriented talk man. Excellent 5 figure salary, ideal working and living conditions. Rush tape & resume to:

Box A-278, BROADCASTING.

**Situations Wanted—Announcers**

**Pro Heavyweight**


Box B-130, Broadcasting.

**TOP TELEPHONE**

**TELEVISION**

Help Wanted

**NEW TV STATIONS**

Positions open

Station Managers, Business Managers & major department heads down. Rapid growing man can now move and grow in a growing group. Vocation: Ohio, Pennsylvania, Georgia, Texas, California—all in the Nation's top 25 markets. Our employees know of these openings. Send resume in complete confidence, it will be carefully guarded.

Box B-138, BROADCASTING

**TELEVISION**

Help Wanted—Technical

**Color VTR Sales Engineer**

The television industry's swing to color has created the need for alert, aggressive Sales Engineers. VTR experience essential. If you are the kind of person we're looking for, you're assured an outstanding future with the leading manufacturer of Color Television and related broadcast equipment.

Salary is commensurate with experience and ability. Interviews will be conducted in major cities, or interview travel expenses paid.

Send complete resume or call Mr. Charles Spicer, Visual Electronics Corporation, 516 West 40th Street, New York, N.Y. 10018. Telephone (212) 736-5480.
**TELEVISION—Help Wanted**

**Production—Programming, Others**

---

**TV Program—Operations Mgr. Wanted**

Pacific Northwest Major Market

1—Must have experience as TV operations Mgr.
2—Must have professional announcing ability with TV board experience.
3—Must be willing to accept responsibility for announcing, film, traffic, mail room and perhaps promotion departments.

Send Background—References to Box B-25, Broadcasting.

All Replies Will Be Answered

---

**EMPLOYMENT SERVICE**

---

**417 RADIO- TV OPENINGS**

"ALL SIZE MARKETS"

CHECK AREA OF INTEREST

Radio... TV... Name... Address... Salary desired...

Management... Sales... Programming... Production... Directing... Engineering... Announcer... Disc Jockey... Newsmen...

INSTRUCTIONS

PLEASE INCLUDE A RESUME: ANNOUNCERS MUST SUBMIT A TAPE!

---

**FOR SALE**

**FOR SALE—Stations**

**FAR WEST**

Dominant fulltime station grossing $460,000 yearly. Cash flow average last four years $140,000 per. Priced at less than six times cash flow at $800,000 cash.

Excellent frequency and power with six times the coverage of two competitive stations. Desirable area with over 150,000 in 5 signal. Doing approximately $190,000 gross with 90 percent local. Should do $250,000 with increase in ratings and national effort. Asking $400,000.

---

**LaRue Media Brokers Inc.**

654 MADISON AVENUE

NEW YORK, N. Y.

TE 2-0362

---

**MISCELLANEOUS**

**FOR SALE—Equipment**

---

**$27,500**

Three (3) Studio Cameras

Marconi: 4½" Mark IV

Complete with Pix and Waveform monitors, camera cable, 3 lens complements, cables, Variotol II lens, I.O.'s, pedestal, tripod, dolly, heads, cabinetry. Contact D. M. Weiss, WTTW, 5400 N. St. Louis Avenue, Chicago, Ill.

---

**FOR SALE-Stations**

---

**CABLE PLACEMENTS**

Stations and Applicants use our service with confidence

1815 California St., CINDY 292-3730

Denver, Colorado 80202
April 1 in proceeding on applications of Tri-City Broadcasting Co., Henryetta Radio Co. for new FM's in Eufaula and Henryetta, Okla., respectively. Action Feb. 4.

■ Granted motion by Peoples Broadcasting Corp. to extend time from Feb. 3 to Feb. 7 to reply findings in proceeding on its application and that of Parragut Television for new TV's to operate on channel 47 in Columbus, Ohio. Action Feb. 3.

By Hearing Examiner David I. Krauskar

■ In matter of cease and desist order directed to Service Electric Cable TV Inc., Bethlehem, Pa., granted its petition to continue hearing to April 28, to be held in Bethlehem, Pa. Action Feb. 4. By Hearing Examiner Jay A. Kyle

■ For reasons indicated in transcript of record of Feb. 4, continued without date hearing in proceeding on applications of WMGS Inc. for renewal of license of WMGS, and Ohio Radio Inc. for new AM, both Bowling Green, Ohio. Action Feb. 4.

■ In proceeding on applications of D. H. Overmyer Communications Co. and Max- well Electronics Corp. for new TV's to operate on channel 21, granted its petition to amend its application, and hearing status remaining applications of D. H. Overmyer Communications Co., Decatur, Ill. and Maxwell Electronics Corp. Action Feb. 2.

■ In Dallas TV channel 28 proceeding, granted petition by Grandview Broadcasting Co. to amend its applications, and granted its petition to continue hearing status remaining applications of KWTQ-AM-FM, Old Bridge, N.J., to continue hearing status of channel 28 in Dallas, Texas. Action Feb. 2.

■ For sale: In HickORY, N.C., erected nearly 95-000 feet, over 300 industries, fast growing industrial communities, more than $100 million in industrial sales, and over 90,000 feet (last year), 80,000 cash, terms. Write or call James R. Chisum, Jr., Suite, North Carolina.

■ For sale: In Oklahoma City, Okla., to operate on channel 28, WPXO-TV, supplemental, granted its petition to continue hearing status of channel 28 in Oklahoma City, Okla. Action Feb. 2.

■ By Hearing Examiner Forest L. McIennon

■ Continued hearing conference from Jan. 31 to Feb. 7 in proceeding on applications of Central Broadcasting Corp. and Bethlehem, PA., to be continued March 18, in Madison and Nashville, Tenn., respectively. Action Feb. 2. By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted petitions by KXYZ Television Inc. for reconsideration of application for new TV's to operate on channel 28 in Corpus Christi, Tex. Action Feb. 4.

■ Granted prehearing conference from Jan. 31 to Feb. 7 in proceeding on applications of Tri-City Broadcasting Co., to be continued March 18, in Madison and Nashville, Tenn., respectively. Action Feb. 4.

■ Continued prehearing conference from Jan. 31 to Feb. 7 in proceeding on applications of Central Broadcasting Corp. and Bethlehem, PA., to be continued March 18, in Madison and Nashville, Tenn., respectively. Action Feb. 4.

■ Scheduled further prehearing conference for Feb. 9 in matter of cease and desist order directed to Service Electric Cable TV Inc., Bethlehem, Pa., granted its petition to continue hearing to April 28, to be held in Bethlehem, Pa. Action Feb. 4.

■ Granted petition by Twin City Area Educational Television Corp. to extend time from Feb. 1 to March 15 to exchange direct exclusive control of its application for new TV's to operate on channel 30 in Austin, Tex., to be continued hearing status of application. Action Feb. 3.

■ Granted petition by KWCX(AM-FM), Mid- west Radio-Television Inc. (WCTM) and United Television Inc. (KMBP-AM-FM), Minneapolis. Action Feb. 2.

■ In Dallas TV channel 28 proceeding, granted petition by Grandview Broadcasting Co. to amend its applications, and continued without date hearing status of application for new TV's to operate on channel 50 in Chicago. Action Feb. 2.

■ Concluded hearing of Feb. 1 to Feb. 8 in proceeding on applications of CWTV, Chicago, Ill., to be continued hearing status of channel 28 in Houston, Tex. Action Feb. 2.

■ In proceeding on applications of Chic- agooland TV Co. and Chicago Federation of Labor and Industrial Union for new TV’s to operate on channel 50 in Chicago, granted petition by Chicagooland TV Co. to leave its application to amend in certain respects portion of its application. Action Jan. 28.

By Hearing Examiner Sol Schildhause

■ Granted petition by Twin City Area Educational Television Corp. to continue hearing status of its application for a new channel 31 TV in Austin, Tex., to be continued hearing status of its application. Action Feb. 2.


■ By Hearing Examiner George K. Seabrook

■ Granted licenses for following main stations and co-pending auxiliaries: KBHC Nashville, Ark.; KDEQ DeQueen, Ark.; KLOA Ridgecrest, Calif.; KSFP(FM) Claremont, Calif.; KWRC Wren, Ore.; KKVX auxiliary only, Artesia, N.M.

■ By Hearing Examiner Jay A. Kyle

■ For reasons indicated in transcript of record of Feb. 4, continued without date hearing in proceeding on applications of WMGS Inc. for renewal of license of WMGS, and Ohio Radio Inc. for new AM, both Bowling Green, Ohio. Action Feb. 4.

■ In proceeding on applications of D. H. Overmyer Communications Co. and Max- well Electronics Corp. for new TV's to operate on channel 21, granted its petition to amend its application, and hearing status remaining applications of D. H. Overmyer Communications Co., Decatur, Ill. and Maxwell Electronics Corp. Action Feb. 2.

■ In Dallas TV channel 28 proceeding, granted petition by Grandview Broadcasting Co. to amend its applications, and granted its petition to continue hearing status remaining applications of KWTQ-AM-FM, Old Bridge, N.J., to continue hearing status of channel 28 in Dallas, Texas. Action Feb. 2.

■ For sale: In Oklahoma City, Okla., to operate on channel 28, WPXO-TV, supplemental, granted its petition to continue hearing status of channel 28 in Oklahoma City, Okla. Action Feb. 2.

■ By Hearing Examiner Sol Schildhause


■ By Hearing Examiner George K. Seabrook

■ Granted all New Minneapolis. Action Feb. 4.

■ Continued hearing from Jan. 31 to Feb. 7 in proceeding on applications of Central Broadcasting Corp. and Bethlehem, PA., to be continued March 18, in Madison and Nashville, Tenn., respectively. Action Feb. 2. By Hearing Examiner Forest L. McIennon

■ Continued hearing conference from Jan. 31 to Feb. 7 in proceeding on applications of Central Broadcasting Corp. and Bethlehem, PA., to be continued March 18, in Madison and Nashville, Tenn., respectively. Action Feb. 2.

■ Scheduled further prehearing conference for Feb. 9 in matter of cease and desist order directed to Service Electric Cable TV Inc., Bethlehem, Pa., granted its petition to continue hearing to April 28, to be held in Bethlehem, Pa. Action Feb. 4.

■ Grants renewal of licenses for following main stations and co-pending auxiliaries: KBHC Nashville, Ark.; KDEQ DeQueen, Ark.; KLOA Ridgecrest, Calif.; KSFP(FM) Claremont, Calif.; KWRC Wren, Ore.; KKVX auxiliary only, Artesia, N.M.

■ By Hearing Examiner Sol Schildhause


■ By Hearing Examiner George K. Seabrook

■ Granted licenses for following main stations and co-pending auxiliaries: KBHC Nashville, Ark.; KDEQ DeQueen, Ark.; KLOA Ridgecrest, Calif.; KSFP(FM) Claremont, Calif.; KWRC Wren, Ore.; KKVX auxiliary only, Artesia, N.M.

■ For sale: In Oklahoma City, Okla., to operate on channel 28, WPXO-TV, supplemental, granted its petition to continue hearing status of channel 28 in Oklahoma City, Okla. Action Feb. 2.

■ By Hearing Examiner Sol Schildhause


■ By Hearing Examiner George K. Seabrook

■ Granted licenses for following main stations and co-pending auxiliaries: KBHC Nashville, Ark.; KDEQ DeQueen, Ark.; KLOA Ridgecrest, Calif.; KSFP(FM) Claremont, Calif.; KWRC Wren, Ore.; KKVX auxiliary only, Artesia, N.M.

■ For sale: In Oklahoma City, Okla., to operate on channel 28, WPXO-TV, supplemental, granted its petition to continue hearing status of channel 28 in Oklahoma City, Okla. Action Feb. 2.

■ By Hearing Examiner Sol Schildhause


■ By Hearing Examiner George K. Seabrook

■ Granted licenses for following main stations and co-pending auxiliaries: KBHC Nashville, Ark.; KDEQ DeQueen, Ark.; KLOA Ridgecrest, Calif.; KSFP(FM) Claremont, Calif.; KWRC Wren, Ore.; KKVX auxiliary only, Artesia, N.M.

■ For sale: In Oklahoma City, Okla., to operate on channel 28, WPXO-TV, supplemental, granted its petition to continue hearing status of channel 28 in Oklahoma City, Okla. Action Feb. 2.

■ By Hearing Examiner Sol Schildhause

**COMMUNITY ANTENNA ACTIVITIES**

The following are activities in community antenna television reported to Broadcasting through Feb. 9. 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.

Meredith-Arco Inc.—Home office of Meredith-Arco Inc. (group owner) now located at 5202 Glendale-Milford Rd., Cincinnati 45234. Telephone (513) 771-3900.

Jekyll Island, Ga.—WHAI Baxley, Ga., has applied for a franchise.

Rexburg, Idaho—Snake River Cable Co., represented by J. Allen Jensen, vice president of KID-TV Idaho Falls, Idaho, has applied for a franchise. The firm would charge $2.95 monthly service fee.

Du Quoin, Ill.—Charles Bishop Sr., Du Quoin, has been granted a 10-year franchise. The city will receive 9% of the gross revenue. Construction would be within 60 days or the city may terminate the franchise.

Fort Wayne, Ind.—CATV of Fort Wayne Inc. (Steve Thomas, president), has applied for a franchise. It would offer TV channels from the United States and Canada.

Jeffersonville, Ind.—Valleyview Cable TV Co. (previously owned by Bruce Merrill—American Cable Vision TV Inc., Phoenix) has been granted a franchise. The city will receive 2% of the gross receipts. The monthly service rate will be $4.95. Southern Indiana Cablevision Inc. and Community Teleseion Inc. also are applicants.

Leamington, Mass.—Three firms have applied for a franchise. They are Montachusett Cablevision Corp., Fitchburg Norton Industries, Inc., Worcester, and Montachusett Cable Television Inc. (Gerald R. Martel, president), all Mass.

Allegan, Mich.—Allegan Telecson Inc., Allegan, has been granted a franchise. Jule Daniel, that city, is president of the corporation.

Menominee, Mich.—Four firms have applied for franchises. They are Tahquamenon Cable Vision Inc., Escanaba, Mich.; Northern Michigan Scholars CATV (group owner); M & M Cable TV Inc., LaGrange, Ill.; and Midland Community Antenna System Inc., Milwaukee. Midwest Community Antenna Television System also has applied.

Austin, Minn.—Four firms have applied for franchises. They are James K. Donahue Co., Rhinelander TV Cable, Rhinelander, Wis.; Austin Cable Co. and Austin TV Cable Co., both Austin, Minn.

Lincoln, Neb.—TV Transmission Inc., a subsidiary of Lincoln Telephone and Telegraph Co. and Stuart Enterprises, both Lincoln, Neb., have applied for franchises.

Sea Isle City, N. J.—Garden State TV Cable Corp., Bridgeton, N. J. (group owner), has been granted a franchise. Installation fee will be $13 and monthly service rate will be $5.

Scotland Neck, N. C.—Caroline Telephone and Telegraph Corp. has applied for a franchise.

Willowick, Ohio—Leonard Horvitz has applied for a franchise. Lake Cablevision Corp., a subsidiary of Lorain Journal Co. (Lorain Journal and Wlloughby News-Herald) is also an applicant.

Neenah, Wis.—Two firms have applied for a franchise. They are Universal Cablevision Inc., a subsidiary of Lincoln Telephone Co. (group owner) and Midland Community Antenna Systems Inc., both Milwaukee.

Waukesha, Wis.—Waukesha Theaters Inc., a subsidiary of Standard Theaters Corp., Milwaukee, has applied for a franchise. The firm would charge about $18.75 for installation and about $5 for monthly service.

**EVT fund grants**

Following grants for educational television have been announced by Department of Health, Education and Welfare:

Oney, Ill.—Board of Trustees of Southern Illinois University, $400,381, to assist John Oney. Total project cost $624,068.

Pensacola, Fla.—Board of Public Instruction of Escambia County, $177,768 to construct station on channel 21 in Pensacola. Total project cost $355,536.

Scranton, Pa.—Northeastern Pennsylvania Educational Television Association, $200,000 to activate channel 6 in Scranton. Total project cost $319,120.

Vincennes, Ind.—Board of Trustees of Vincennes University, $20,684 to activate channel 34 in Vincennes. Total project cost $717,122.

Wilmington, Del.—WHYY Inc., Philadelphia, $652,290 to produce and transmit color over channel 12, Wilmington.

Boston—WGBI Educational Foundation, $78,042 to improve transmission and production facilities for channel 2, Boston. Total project cost $154,084.

Tampa, Fla.—Florida West Coast Educational Television, Inc., to expand facilities of WEDU-TV (channel 3) Tampa. Total project cost $170,000.

Ogden, Utah—Weber County School District, $232,399 to build CATV station (channel 18) Ogden. Total project cost $181,190.

**Known And Respected**

Kaiser, known and respected for engineering excellence born of experience serving the aerospace industry, Cox, known and recognized for leadership in every phase of broadcasting, as well as CATV. Put them together, they spell Kaiser-Cox, a name you can depend on for the finest in solid state CATV equipment and service.

**Depend on**

Kaiser-Cox CATV

Kaiser-Cox Corporation

P. O. Box 9738, Phoenix, Ariz. 85020 Phone (602) 944-4411

**BROADCASTING, February 14, 1966**
He laughs at the world, and it joins in self-consciousness.

For a man who works by the knife of comment, he's a surprisingly gentle director. He plays to people's fallibilities, cajoling rather than taunting. He showed to one actor who kept muffling his lines the patience and deliberateness of a man teaching a deaf child how to lip read. He reads commercial lines, lines that he has written, better than any of his company. A self-acknowledged "70% ham," he balances perfectly on that precarious playing that makes pointed but not too obvious the lampoon-in-the-making...

And always he communicates with his players, in the process exposing his compromise with an ironic situation. He's both collaborating with and working to undermine the invaders from Madison Avenue.

"Dave," he gently chides an actor, "remember you're not selling the stuff. You're just telling the man about it in the most casual way. Lose the pompousness of it, the silly-ass feel."

At another point he tells the company-at-large: "We don't have to do anything. We'll do whatever we want to do." Until a better summung up comes along, it would serve beautifully as his personal theme.

Throughout the long day spontaneous bursts of social commentary lighten the burden of tedium. "This commercial," he tells his performers, "is going to be playing in cold windy places, poverty pockets [he savors the phrase, making it unmistakable that he's going to have lots more fun with it in the future], where people can't afford tea but are watching on color television sets."

Later a visitor to the Goldwyn studios asks the agency man: "What about this guy Freberg? Why come to him when milk is easier to get elsewhere?"

Pea Picker Mover - The man answers with a smile. "There's only one Freberg. He's a superb satirist. He can do anything it takes to motivate people. The important thing to remember is he talks to people rather than at them."

Then Mr. Freberg is asked for a self-appraisal. "I'm not in the business of making commercials. I'm in business to do theatrical vignettes. I have a point of view to sell. I don't ever want to become a shop. I'm doing Charles Steinberg drawings, while most everyone else is a Walt Disney production line. I started to do commercials as a lark, to prove a point, that satire can sell. Now the tail is wagging the dog. I've become totally enmeshed."

For writing, producing and performing in such spoofy commercials, the 39-year-old Mr. Freberg is said to earn between $300,000 and $500,000 a year (he supports a staff of seven). Part of that income, however, comes strictly from his performing talents outside of the commercial arena. He wants Freberg Ltd. to be really more than it is. Currently there's a pilot he's written for a TV series called Junior Executive awaiting approval at Warner Bros. and a Broadway review for David Merrick is in the negotiation stage. ABC's new NBC '66 series promises to use his mocking art. But mostly, Stan Freberg is engaged in a private war. A man with his arsenal probably deserves a bigger shooting gallery.

---

WEEK'S PROFILE

Stanley Victor Freberg—pres, Freberg Ltd.; b. Aug. 7, 1926, Pasadena, Calif.; attended Alhambra High School, awarded scholarship to Stanford U. but chose to go into show business instead; started on Pasadena radio station at age of 17; began doing voices for Warner Bros. and Walt Disney animated cartoons; entered Army 1945, served two years as enlisted man, discharged 1947, toured on road with comedy bands as guitar player and comedian, 1948; worked in network radio as actor on "Henry Morgan Show," "Phil Harris-Alice Faye Show," "Jack Benny Show 'Life with Luigi,'" 1949; signed with Capitol Records as comedy artist, 1949; same year became puppeteer/voice with 'Time for Beany,' KTLA(4) Los Angeles, 1949-1954; starred in 'That's Rich,' CBS Radio network situation comedy, 1954; made series of TV appearances NBC 'Comedy Hour,' 1955; started writing comedy radio commercials for Cunningham & Walsh, 1956; wrote and starred in CBS Radio's 'The Stan Freberg Show,' 1957; founded Freberg Ltd., 1957, produced and starred in ABC-TV special, 'The King Chow Mein Hour,' 1961; has won three TV Emmys and total of 30 other media awards; m.—Donna Andrews of Chicago; daughter, Donna Jr., 9; hobby—work.
EDITORIALS

Asking for it

IT is hard to believe that at this stage of broadcasting development the FCC would find it necessary to warn licensees against irresponsibilities in the conduct of contests and promotions. Yet there seem to be adequate reasons for the issuance of a reminder, as reported in this publication last week, that FCC rules prohibit stunts that alarm, inconvenience or embarrass the public.

Whatever its format, however exuberant its on-the-air performers, every station is now part of a broadcasting system that, in total, commands enormous public respect. Surveys repeatedly attest that confidence in the public, every station, that in total, commands enormous public respect. Surveys repeatedly attest to the confidence that the people repose in the news and information provided by both radio and television. That confidence has not been won, and cannot be retained, if any significant number of stations forget their responsibilities.

We have no reason to disbelieve the FCC's report of promotions that have caused alarm about imaginary dangers, invasion of privacy, infringement of property rights, traffic congestion and public disorder. The commission has acted with commendable restraint in issuing public warnings. It is entitled to assess harsher penalties if its warnings are ignored.

New standard?

O the extent that CBS-TV's new rate card reflects contemporary buying and selling practices in network television, which is its announced purpose, it must be greeted as a welcome, if not overdue, innovation.

This is not to suggest that television is bought and sold in uniformly desirable ways. But the undesirable features are not likely to be made worse—or cured—by any rearrangement of words and figures on paper.

There is no question about TV buying patterns having changed. The decline of full and alternate sponsorships, accompanied by the rise in "participating sponsorships," or minute buying, has long been recognized—and spot salesmen say increasingly pushed—by all networks. In that respect there is nothing basically new in the new approach.

In setting different prices for different time periods and different seasons, the new structure appears to be an elaboration of both existing cards and existing practice. Rate cards traditionally have priced some day-parts higher or lower than others, depending on sets-in-use levels. Now, at CBS, the distinctions are being drawn finer. Not only the time of day and year figure in the price, but also the relative "strengths" of individual programs and of the programs they're up against on the other networks.

If program "strength" equates with anything but ratings, we cannot imagine what it is. CBS officials insist, however, that they are not edging closer to the concept of guaranteed circulation. That, it seems to us, remains to be seen and will depend on how they administer the new prices. At the very least, they would seem to have created machinery that will permit pricing based on minimum guarantees, and some critics see it as a means of "formalizing rate cuts." But there is nothing in traditional cards to prevent either rate cuts or minimum guarantees, and it would be naive to argue that salesmen—much less advertisers—have been blind to ratings in past negotiations.

The biggest single departure, then, seems to be the one that caught all the headlines—the virtual elimination of discounts. Although we feel that discounts, like "the large economy size" on supermarket shelves, are proper as long as they are granted without discrimination, it has seemed incongruous—not to mention troublesome for the bookkeepers—to have gross prices pegged 25% to 40% higher than those actually paid.

It remains to be seen whether the move will head off congressional critics who see evil in all discounts. CBS officials contend they weren't thinking of these critics anyway.

On the surface, the net result of all the changes seems to be a simpler framework for doing business, making television easier to buy and easier to sell. In itself, that is a good start. What its net effect will be depends on how the framework is used, and only time can make that assessment.

A matter of taste

OW that the National Association of Broadcasters' board has approved the construction of a $1.8 million headquarters building in Washington, the really difficult part of the project begins: choosing an architect and a design.

A good many influential broadcasters have said that they want an NAB building that will be a monument to radio and television. That is undeniably the right attitude to start with, but what kind of monument do they mean? Every NAB member will have his own answer to that question.

There are some great buildings in Washington: a few old ones that were great to begin with, a few others that have acquired greatness through historical association and a few—very few—built in modern times by talented architects who were allowed to breathe. Most Washington architecture is, however, an unending bore to the discerning eye. It is a monument to the deflowering of taste by committees.

When a trade association undertakes to spend $1.8 million on a monument to the interests it represents, it will inevitably be subjected to conflicting pressures. The predispositions of its membership will range from midwestern Gothic to Spanish colonial to southern antebellum to eastern curtain wall. Reconciling those disparate affections is impossible.

If the NAB is indeed to erect a monument to radio and television, let it erect a monument to good design, a building that by its own excellence commands attention in the characterless litter of marble, brick and glass.

The committee chosen by the NAB to supervise the early stages of its planning consists of businessmen-bROADCASTERS who are certain to get the maximum construction for the association's investment. Hopefully they will also have the taste and nerve to demand maximum esthetic values.

"I haven't had any dog-food spots for ages... Nobody wants a black-and-white dog anymore."
Pâté costs more than liverwurst.
Bisque costs more than soup.
Stroganoff costs more than stew.
KPRC costs more than other Houston TV.
Life is short.
it’s DULUTH-SUPERIOR, the seaport at the heart of the continent, and the second largest market both in Minnesota and Wisconsin. In 1965, this busy harbor handled over 47 million tons of cargo, more than Baltimore or Houston. As a trade and transportation center, Duluth-Superior plays a vital role in the economy of this expanding industrial area. And the most effective way to reach this vibrant, growing market is through the facilities of KDAL Radio and Television, serving one million people in America’s heartland.

McHugh sees need for broader base

There is a definite need for more thorough research into the why of television viewing habits as well as for greater skill in basic nose-counting itself to accurately cover the growing multiple-set TV home. This need was highlighted last week by Philip L. McHugh, president of the consulting firm of McHugh & Hoffman Inc., in a talk before the Broadcast Advertising Club of Chicago.

Reviewing the results of his firm’s recent study of the multiple-set home, Mr. McHugh reported that there has been a dramatic increase in such homes within the past few years and it is possible to find up to five working sets in a single home (Broadcasting, Jan. 17). With multiple sets, he said, audiences become more fragmented and how to reach and measure this audience must be of growing concern to all in broadcasting.

"I suggest that at the cost of television time today, the broadcaster and the researcher better get together with the agency and the advertiser and try to discover some new methods of finding where the audience is and what it is doing," Mr. McHugh said. "And we had better forget the simple guide lines that have worked so well for the 18-to-22-year-old timebuyer, such as cost-per-thousand and total homes."

Must Keep Up • He felt that the rating services to date have done a fine job in “giving their buyers what they have asked for and are willing to pay for in television nose counting.” But the research firms will have to keep up with the long-range impact of multiple sets, new UHF stations and community antenna television, he said, and the industry will have to foot the bill.

"The more diverse the audience, the more costly the research to find it," Mr. McHugh agreed, "but what are at stake are those advertising budgets.

Commenting on the present expansion of rating information to include more and more demographic detail, Mr. McHugh cautioned that since the sample bases have not been increased, the margins of error are growing beyond all reasonable bounds in this effort to break out more detailed data.

Mr. McHugh reported that an associate in studying American Research Bureau’s rating materials for an unnamed market in last November’s survey discovered a sweepstake to encourage more diary keepers to return their books to ARB (see page 76).

Refusing to speculate on the possible impact the sweepstake might have on sets in use and the respondents’ accuracy of reporting for that period, Mr. McHugh concluded: “I kind of guess they are going to wish they never did it.”

NBC leads latest Nielsen report

NBC-TV scored a 20.6 average rating in the 7:30-11 p.m. EST period for the two weeks ended Jan. 23, squeaking by CBS-TV with 20.4. ABC-TV’s rating of 18.1 represented a full-point rise over the mark it had in the previous (eighth) Nielsen report for the season.

The two weeks covered by Nielsen in its ninth report included the start of the Batman two-parter, which has been

---

no apologies were needed from broadcast media, adding: "There are no textbooks on how to cover a riot."

"There’s no way of measuring the impact of hearing a youngster’s emotional voice on the air," the TV news director observed. "Most stations attempted to balance it" (the Negro youth’s assertion there would be attacks). But the fact was that he said it.

"Los Angeles media did a remarkably restrained job. An overt attempt was made to calm the situation. We at KHJ received numerous calls from Negroes in the Watts area, saying ‘Please do something about these hoodlums’.”

One of the station’s mobile units was smashed. Two KHJ newsmen were beaten severely.

On the darker side, Dr. Harwood said he heard a newscast in which a reporter was telling people “how to make a Molotov cocktail.” Another, he said, pointed out that all policemen in the city were at Watts and other sections of Los Angeles were unprotected.

Reed.

The San Francisco group receiving a franchise was represented by George Fieharty of the Shastra Corp., owner of the Ice Follies, and Barry Van Gerbig of New York. This group includes Bing Crosby as a minority holder. Its plans are to move into Oakland’s Alameda Coliseum, which seats 12,500.

Bob Ridder, president of WCCO-TV Minneapolis-St. Paul, with other members in his group including Gordon Ritz, part owner of K500-TV Sioux Falls, S. D., got the Minnesota franchise.

A Philadelphia franchise went to Jerry Wolman, president of the Philadelphia Eagles football team, who represented the only group from that city.

Both Art Rooney, president of the Pittsburgh Steelers football team, and State Senator Jack McGregor, representing a 31-member group, were given a franchise for Pittsburgh’s Civic Arena, which will be expanded to seat 12,800 people.

St. Louis was chosen for a grant for geographic reasons. If no one enters a bid by April 5, a Baltimore group with Jake Embry, veteran broadcaster and president of the American Hockey League in that city, and Zanvyl Kreiger, stockholder of the Baltimore Orioles baseball team, are slated to get the franchise.
mainly responsible for spiraling ABC-TV’s “second season” into national attention. The Batman show scored in the top 10. The Nielsen list was led by NBC’s Bob Hope Christmas show with a 35.5 rating which NBC claimed was the highest rated program of the year. The CBS Lassie program appearing in the top 10 list is telecast in the 7:30 period on Sunday.

NBC said that Nielsen had informed the network that 10 homes in the measurement firm’s national sample have color sets which are not metered. The network said since NBC has been getting 30-plus ratings in color homes the loss of these color-TV sets “cost NBC about 0.3 of a rating point on each NBC program and on our network average.”

In a comparison of the past two reports, NBC was up seven-tenths of a point and CBS off three-fifths. ABC’s rating growth has totaled 1.4 since the seventh national Nielsen report this season.

Based on Nielsen estimates in NTV report for two weeks ending Jan. 23

<table>
<thead>
<tr>
<th>Nielsen Average Audience</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob Hope Christmas Show</td>
<td>35.5</td>
</tr>
<tr>
<td>Bonanza</td>
<td>30.7</td>
</tr>
<tr>
<td>Andy Griffith Show</td>
<td>30.5</td>
</tr>
<tr>
<td>Bewitched</td>
<td>29.9</td>
</tr>
<tr>
<td>Lucy Show</td>
<td>29.6</td>
</tr>
</tbody>
</table>

Comet to syndicate features to television

The establishment of Comet Film Distributors Inc., New York, to release films to television and theaters was announced last week.

Comet was formed by Harold Roth, president; Harry Eller, executive vice president; and Sam Fleishman, vice president and treasurer. Wynn Nathan, formerly vice president in charge of sales and syndication at MCA TV, has been appointed vice president and director of television sales for Comet.

Headquarters will be at 120 East 56th Street, New York. Comet has a backlog of more than 55 motion pictures. Its package of features to be released to TV totals 28, of which 15 (12 in color) will be placed into immediate release. These include “Whiskey and Soda” with Maria Schell; “Scampolo” with Romy Schneider and Horst Bucholz; “Casino de Paris” with Caterina Valente and Vittorio De Sica; “Web of Fear” with Michele Morgan; “Two Worlds” with Horst Bucholz, and “The Golden Paty” with Gert Frobe.

Film sales...

The Longest Tunnel (Triangle): WREX-TV Rockford, Ill., and KING-TV Seattle.

The Wonder of Birds (Triangle): KCFT-TV Concord, Calif., and WREX-TV Rockford, Ill.


Gideon . . . C.I.D. (Independent Television Corp.): WNEW-TV New York; KTLA-TV Los Angeles; WGN-TV Chicago; KRON-TV San Francisco; KPRC-TV Houston; WTTV-TV Bloomington-Indianapolis, and CKLW-TV Windsor, Ont.-Detroit.

Radio series sales...


The Shadow and The Green Hornet (Charles Michelson): WJMK Detroit; WJPU Green Bay, Wis.; WRNL Richmond, Va. and KMNO Little Rock, Ark.

Tennessee Ernie Ford (Radiozark Enterprises Inc.): WCTR Chestertown, Md.; KXNA Winnemucca, Nev.; WCJU Columbia, Miss.; KKNY Kearney, Neb.; KCAR Clarksville, Tex.; KWEO Clinton, Okla.; WSOO North Syracuse, N. Y., and WTBY Tryon, N. C.

Program notes...

Big one for AP • CATV’s News Channel service, first introduced by The Associated Press at the NCTA Convention in Denver last year, has chalked up its biggest sale. American Cablevision Co., a division of Jack Kent Cooke Inc., Beverly Hills, last week announced it had agreed to install the service in many of its systems.

Syndication home • North American Television Associates, new national program syndication firm headed by D. Thomas Miller, formerly vice president of ABC and general manager of WRKB-TV Chicago, has opened its offices at 400 North Michigan Ave., Chicago. Phone 467-4337. Firm will open headquarters office in New York in few months.

Radio source book • Broadcast Information Bureau will release Tuesday (Feb. 15) the first issue of an annual reference book, “Radio Programs and Sources,” listing syndicated programs and distributors. The book will be supplemented by a monthly newsletter, BIB, which has been publishing TV film source books for 15 years, is located at 535 Fifth Avenue, New York 10017.

WMAR-TV uses survey as base for program plans

To develop guidelines for its information programming, WMAR-TV Baltimore, conducted an independent survey of government, business and civic leaders in Maryland. The questionnaire, sent to more than 300 persons in the state, sought an evaluation of the most important issues of next November’s Maryland election.

The survey found that 42% of the participants believe that taxes would be the most important issue, with reapportionment, redistricting, education, increase in crime, revision of Maryland constitution, civil rights, following in that order.