



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

After slow start, spot TV is headed to best 1st quarter. p33

PERSPECTIVE 1965: Will year be great or only good? p69

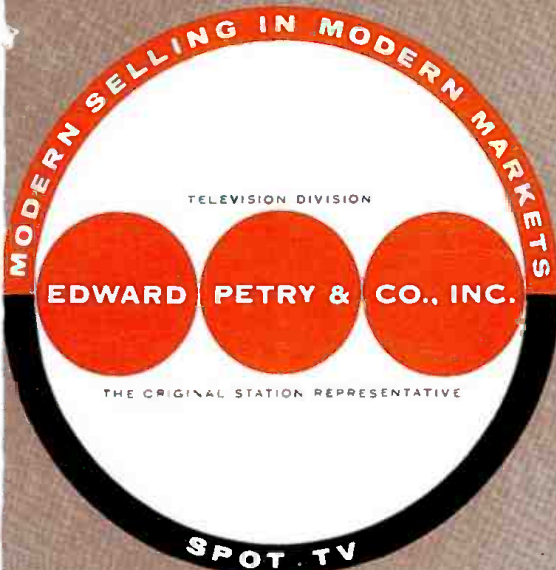
Harris says it's Congress's job to decide tall-tower issue. p108

FCC expert urges moderate approach to CATV regulation. p56

COMPLETE INDEX PAGE 7



MIDTOWN PLAZA COMPLEX  
ROCHESTER, NEW YORK

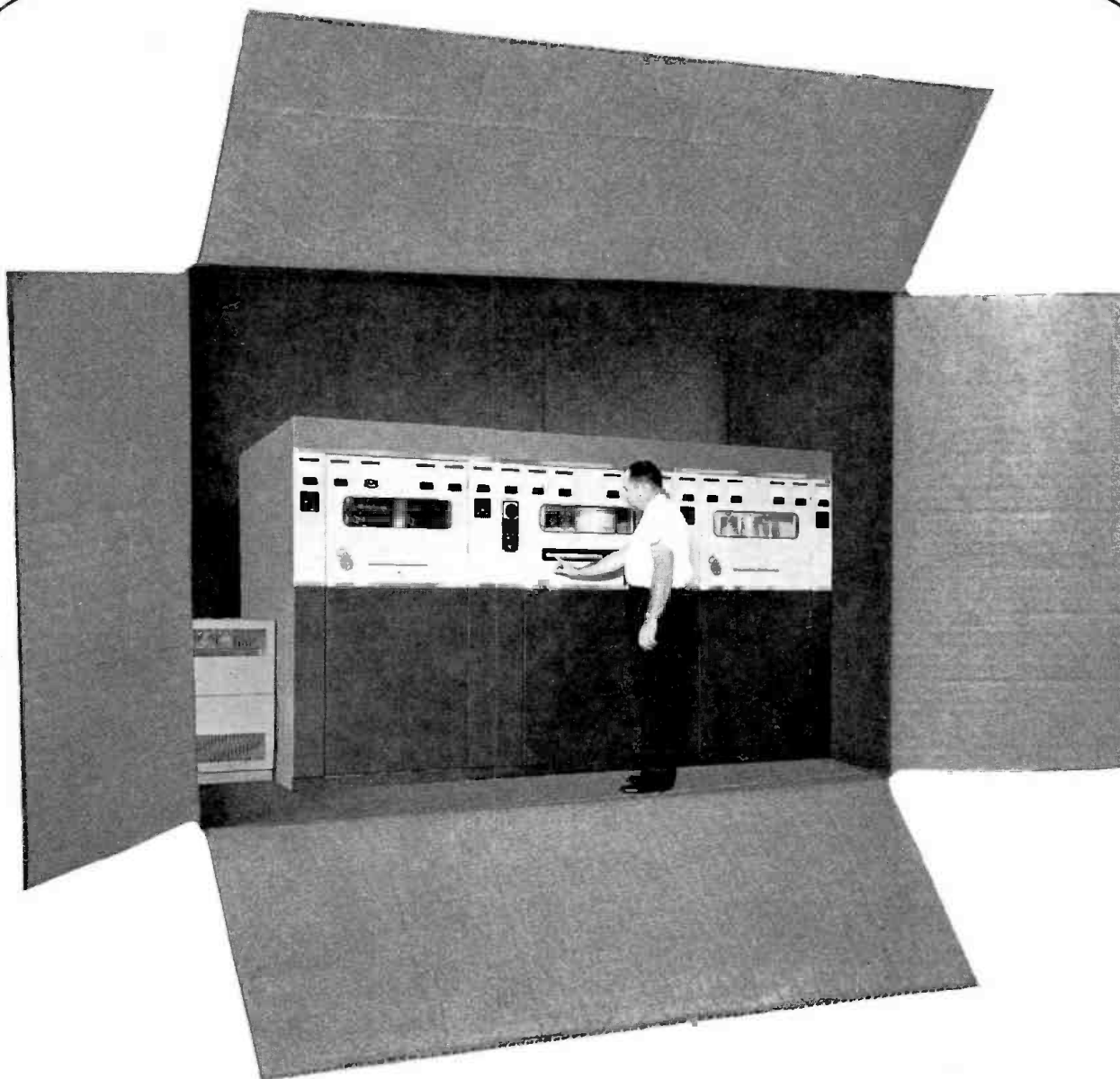


To compete market-by-market, smart national advertisers choose the modern way to sell their products through spot TV. They use these important stations.

|        |                      |         |                       |
|--------|----------------------|---------|-----------------------|
| DB-TV  | Albuquerque          | KSTP-TV | Minneapolis-St. Paul  |
| SB-TV  | Atlanta              | WSM-TV  | Nashville             |
| ERO-TV | Bakersfield          | WVUE    | New Orleans           |
| BAL-TV | Baltimore            | WTAR-TV | Norfolk-Newport News  |
| BR-TV  | Buffalo              | KWTV    | Oklahoma City         |
| CIA    | Champaign            | KMTV    | Omaha                 |
| GN-TV  | Chicago              | WDBO-TV | Orlando               |
| LW-T   | Cincinnati           | WMBD-TV | Peoria                |
| LW-C   | Columbus             | KPTV    | Portland, Ore.        |
| FAA-TV | Dallas               | WJAR-TV | Providence            |
| LW-D   | Dayton               | WROC-TV | Rochester             |
| DAL-TV | Duluth-Superior      | KCRA-TV | Sacramento            |
| NEM-TV | Flint-Bay City       | KUTV    | Salt Lake City        |
| PRC-TV | Houston              | WOAI-TV | San Antonio           |
| LW-I   | Indianapolis         | KFMB-TV | San Diego             |
| DAF-TV | Kansas City          | WNEP-TV | Scranton-Wilkes Barre |
| ARD-TV | Kansas State Network | WTHI-TV | Terre Haute           |
| ARK-TV | Little Rock          | KVOO-TV | Tulsa                 |
| COP    | Los Angeles          | WTRF-TV | Wheeling              |
| ISN-TV | Milwaukee            |         |                       |

West Coast only





## ONE NEAT PACKAGE

gives you the most efficient 50 kw AM broadcast transmitter built anywhere!

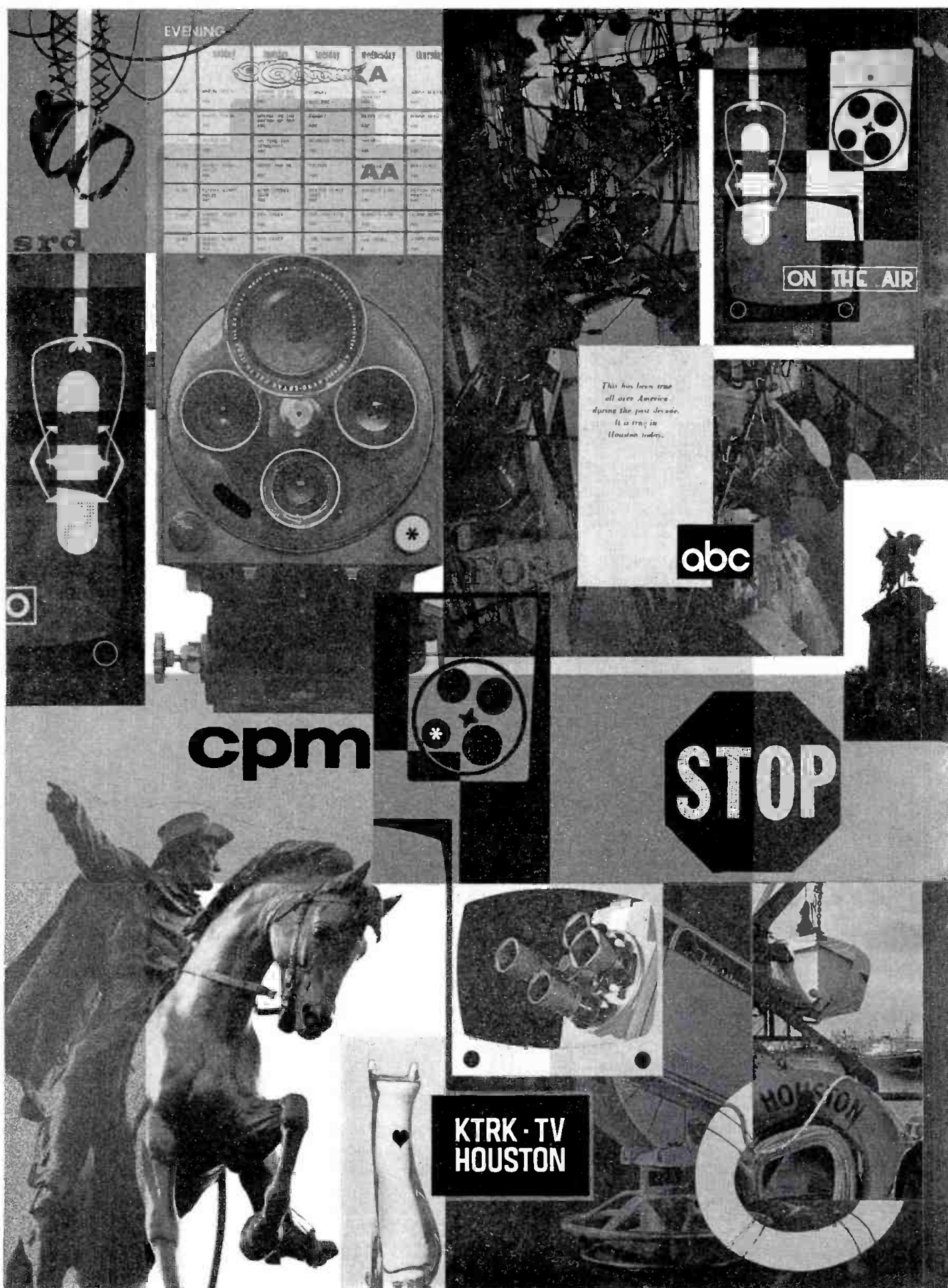
□ overall efficiency: 62% or better □ plate efficiency: 80% or better □ power consumption: 120 kw @ 100% modulation, 92 kw @ 30% modulation, 82 kw @ 0 modulation □ completely self-contained, including blower: compact design assures minimum installation cost and uses only 62 sq. ft. of total floor space.

for a descriptive brochure on Continental's new Type 317C 50 kw AM broadcast transmitter, write: Commercial Sales, Continental Electronics Manufacturing Company, Box 17040, Dallas, Texas 75217

**LTV** *Continental Electronics*  
A DIVISION OF LING-TEMCO-VOUGHT, INC.

see the Type 317C at the NAB Show, booth 213





Frequently manufacturers' sales figures show only cities where shipments are received by wholesalers and distributors. They do not show where these shipments are actually sold by retailers over a wide area. Ask your sales staff for the full picture of your retail sales in the Lancaster-Harrisburg-York area where WGAL-TV/Channel 8 offers total-market coverage to do your selling.

# WGAL-TV

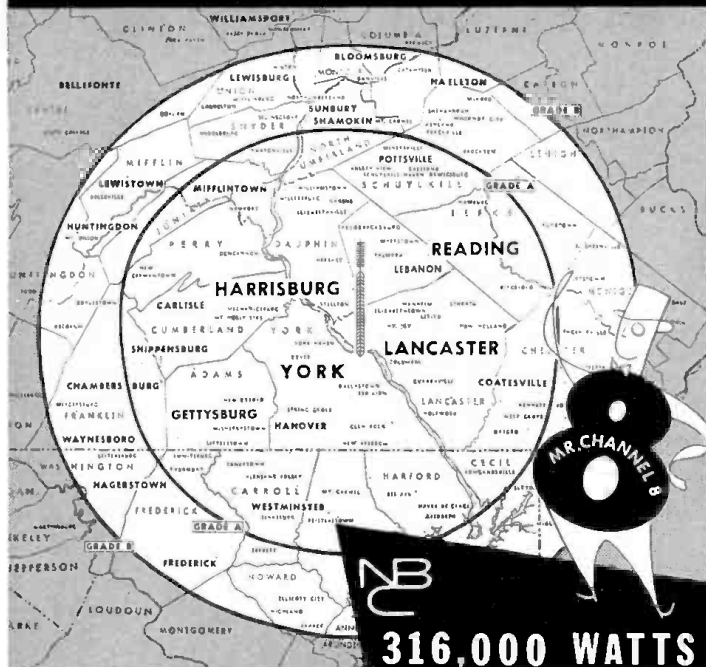
## Channel 8

### Lancaster, Pa.

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

have you  
only half  
the  
picture?

#### MULTI-CITY TV MARKET



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



## Reallocation of TV?

Whole new controversy over regulation of community antenna television might be touched off by proposal of Dr. Martin Seiden, FCC consultant on CATV. One conclusion in still-confidential Seiden report is that overhaul of TV allocations structure may be indicated. This flows from Dr. Seiden's view that CATV's have developed because TV allocations have failed to provide proper distribution of broadcast signals (see page 56).

*Though Dr. Seiden makes no specific recommendations, implied consequences of any allocations overhaul is drop-ins of TV stations at shorter distances from one another than present rules allow. Wholesale revision of TV system, particularly if it entails short spacing, would be certain to cause uproar. Dr. Seiden was described as feeling that 1962 Sixth Report and Order, laying out TV allocations system, was influenced too much by engineering, not enough by economic realities.*

## The week that is?

There's chance President Johnson will pick new FCC commissioner this week. His chief talent scout, John W. Macy Jr., chairman of Civil Service Commission, reportedly has winnowed list of candidates to manageable size and is readying it for President's final selection. High on list: Seymour N. Siegel, director of WNYC-AM-FM-TV, New York City-owned stations (CLOSED CIRCUIT, Feb. 15). Also in contention: Richard B. Hull, educator-broadcaster of Ohio State University. Both men have been given regular FBI checks. Mr. Hull has told friends he's optimistic.

*Still another candidate, Ruth Jones of J. Walter Thompson agency, has been attracting intensified political support. Charles E. King, dean of Detroit School of Law, who served interim FCC commissioners in last stage of Eisenhower administration, is still favored by some Republican interests with influence.*

## Who's ahead?

Internetwork dispute is holding up issuance of latest figures on TV network billings and, unless resolved, could seriously impede production of these monthly reports. Caught in crossfire are Television Bureau of Advertising, which is releasing agent for these figures, and Leading National Advertisers/Broadcast Advertisers Reports (LNA/BAR), which compiles them. Dispute is between CBS and NBC, and it's called "serious."

# CLOSED CIRCUIT®

*For past two years TVB has been putting out three-network total on net-time-and-talent basis, but with individual network figures shown only in terms of gross time sales. Few weeks ago when October 1964 report showed NBC ahead of CBS in gross-time dollars for first time in years, CBS—which has preferred net-time-talent basis anyway—claimed gross figures were wrong and also released net-time-talent figures showing CBS still ahead. Now CBS insists individual network figures should be released on that basis regularly in addition to, if not instead of, gross-time figures. NBC is equally adamant against. ABC apparently is ready to accept whatever settlement is reached. November report is ready and already in hands of subscribers, but TVB has served notice it won't release figures publicly until networks get together on format. They may "get together" this week; whether they will agree is another matter.*

## Export business

Growing popularity of U. S. feature films in overseas markets pointed up by reports that Television Corp. Ltd. in Australia has closed deal for TV rights to 69 post-1958 Universal films for approximately \$1 million. Contract, said to cover all of Australia for 10 years, was negotiated by MCA-TV and Television Corp. Ltd.'s representative in U. S., Charles Michelson.

## Henry's in

With each passing week impression grows that President Johnson won't shift chairmanship of FCC and that E. William Henry will continue in office indefinitely. Notion is reinforced by appointment of Acting Attorney General Nicholas deB. Katzenbach as attorney general and formal reappointment of John A. Gronouski Jr. as postmaster general. Earlier reports had both cabinet officials earmarked for replacement and Mr. Henry, likewise holdover from Kennedy administration, headed for rotation out of chairmanship. Mr. Henry has insisted he intended to complete his term, which runs until June 30, 1969.

*In addition to existing Republican vacancy on FCC, created by resignation of Frederick W. Ford, President Johnson will be confronted with another appointment to agency within next four months. Term of Robert T. Bartley, Texas Democrat, expires June 30. Insiders say there'll be no question about his reappointment if he*

*wants it—and he does. Mr. Bartley, who has served since March 6, 1952, is close family friend of L.B.J. and nephew of late Speaker Sam Rayburn, who was Mr. Johnson's mentor during his entire political upbringing.*

## Talent development

ABC's alliance with American Academy of Dramatic Arts, intended to help develop pool of young actors and directors (story page 116), isn't only such project ABC officials have in mind. They hope to take part in building other talent reservoirs as well. Under consideration are combination business-communications scholarships at large eastern university and writing project in association with major Ivy League school.

## He silently slipped away

Unmentioned in recent announcement of reorganization and expansion of MCA-TV in New York (WEEK'S HEADLINERS, Feb. 8), was quiet departure of David V. Sutton, executive vice president in charge of syndication, and 13-year veteran of organization. Before joining MCA-TV, Mr. Sutton was vice president, sales for CBS-TV. He resigned two weeks ago and has not disclosed his plans.

## Loud commercials

National Association of Broadcasters staffers are concerned that FCC will come out with proposed rulemaking on loud or "unbalanced" commercials before engineers from industry and government can discuss subject. NAB engineering advisory committee has had subcommittee studying problem and trying to meet with FCC staff, but mutual meeting date is hard to come by. NAB wants FCC to approve standards that would lay problem at door of commercial producers. If standards could be found, NAB would like to work them into NAB codes with force of self-regulation.

## Grant with a string

Brookings Institution's quest for finances to study news media and coverage of courts and government has passed one hurdle. One foundation tentatively agreed to supply \$300,000-odd but asked two questions: Will there be solid results and will those results be implemented. Brookings's officials are now contacting major media to get affirmative answers.

**Set in their ways** Who ranks first in TV set ownership among the country's fifteen major markets? Metropolitan Detroit, where 95% of the homes have one or more TV sets. So what? So nobody can afford to shrug off that kind of sales potential. Think what it means. Millions of people with the urge to buy, ready to shoot your sales curve to the sky. What's the best way to score in this booming 5th market? Lots of contented advertisers know. They buy WJBK-TV, where a whale of a lot of dials are habitually set. It figures. WJBK-TV can do a great job for you, too. And your STS man does all the legwork.

*Great Buy in the 5th Market*

# WJBK-TV



Based on  
Sales Management's  
Third Annual Survey  
of Television Markets  
Jan. 1, 1965

|                      |                     |                     |                    |                   |                      |                                                                                                        |
|----------------------|---------------------|---------------------|--------------------|-------------------|----------------------|--------------------------------------------------------------------------------------------------------|
| MILWAUKEE<br>WITI-TV | CLEVELAND<br>WJW-TV | ATLANTA<br>WAGA-TV  | DETROIT<br>WJBK-TV | TOLEDO<br>WSPD-TV | NEW YORK<br>WHN      | <b>IMPORTANT STATIONS<br/>IN IMPORTANT MARKETS</b><br><br><b>STORER</b><br><b>BROADCASTING COMPANY</b> |
| MIAMI<br>WGBS        | CLEVELAND<br>WJW    | LOS ANGELES<br>KGBS | DETROIT<br>WJBK    | TOLEDO<br>WSPD    | PHILADELPHIA<br>WIBG |                                                                                                        |

STORER TELEVISION SALES, INC. Representatives for all Storer television stations.



# WEEK IN BRIEF

Spot TV, after sluggish January start is picking up and should hit 5-10% increase over last year's first quarter. Broadcast Advertisers Reports estimates show local stations bill \$14.7 million a week in 72 markets. See . . .

## SPOT TV: OFF AND WINGING . . . 33

The die is cast. FCC's Seiden finds broadcasters seeking too rigid control of CATV. Meeting Tuesday gets everyone on record as NAB and NCTA try to iron out differences with commission (and each other). See . . .

## ALL WRAPPED UP IN WIRE . . . 56

How high, how high, if you don't like my bill, here's mud in your eye, as Oren Harris blasts FCC and FAA for persistence in creating antenna farms. NAB supports Harris bill except for 2,000-foot ceiling. See . . .

## TALL TOWERS: UP IN THE AIR . . . 108

CBS switches 'Mason' to Sunday opposite NBC's 'Bonanza' and ABC's movies in battle for ratings. ABC adds hour-long news or public service programming as networks jockey for audience . . . and money. See . . .

## SCHEDULES STILL BEING JUGGLED . . . 112

ABC releases multi-media diary for complete audience measurement and Dick says it works. They find that only TV need be left to family measurement while radio, newspapers and magazines fit individual diary pattern. See . . .

## ARB'S WAY TO MEASURE RADIO . . . 66

CBS's Stanton defends Yankees purchase as "good investment" and gives reason, "to get eggs out of FCC's basket." Webb and Topping say deal good for baseball. Senators leery as hearings continue on antitrust. See . . .

## JUST TO DIVERSIFY . . . 64

# PERSPECTIVE 1965

Economic outlook continues toward outer limits; experts wonder if spiral may flatten out toward year's end. Radio-TV see good year in store. It may be great year. TV expects 7-10% rise; radio 4-6%. See . . .

## WILL BUSINESS BE GREAT? . . . 69

Television billings rose 11.3% to \$1.55 billion; radio went up 9.2% to \$777 million in 1964 according to annual BROADCASTING survey. TV spot had biggest jump with local radio business in second place. See . . .

## 1964 RECORD: BEST YET . . . 70

FCC is flexing its muscles. Plans regulatory moves in any of dozen areas. Expectations are that seventh commissioner will be named by Johnson before year is out. CATV policy may be forthcoming in 65. See . . .

## WHERE RULES ARE WRITTEN . . . 82

FCC's three-year rule hasn't put damper on station sales. 1964 was record trading year in number of properties and cash involved. Question now: What will be effect of commission's top-50 interim policy? See . . .

## SALES TOP \$205 MILLION . . . 89

## DEPARTMENTS

|                              |     |                         |     |
|------------------------------|-----|-------------------------|-----|
| AT DEADLINE .....            | 9   | THE MEDIA .....         | 53  |
| BROADCAST ADVERTISING .....  | 33  | MONDAY MEMO .....       | 24  |
| BUSINESS BRIEFLY .....       | 48  | OPEN MIKE .....         | 26  |
| CHANGING HANDS .....         | 60  | PROGRAMING .....        | 112 |
| CLOSED CIRCUIT .....         | 5   | WEEK'S HEADLINERS ..... | 10  |
| DATEBOOK .....               | 14  | WEEK'S PROFILE .....    | 139 |
| EDITORIAL PAGE .....         | 140 |                         |     |
| EQUIPMENT & ENGINEERING .... | 108 |                         |     |
| FATES & FORTUNES .....       | 122 |                         |     |
| FILM SALES .....             | 119 |                         |     |
| FINANCIAL REPORTS .....      | 106 |                         |     |
| FOR THE RECORD .....         | 127 |                         |     |
| INTERNATIONAL .....          | 120 |                         |     |
| LEAD STORY .....             | 33  |                         |     |

AMERICAN BUSINESS PRESS, INC.



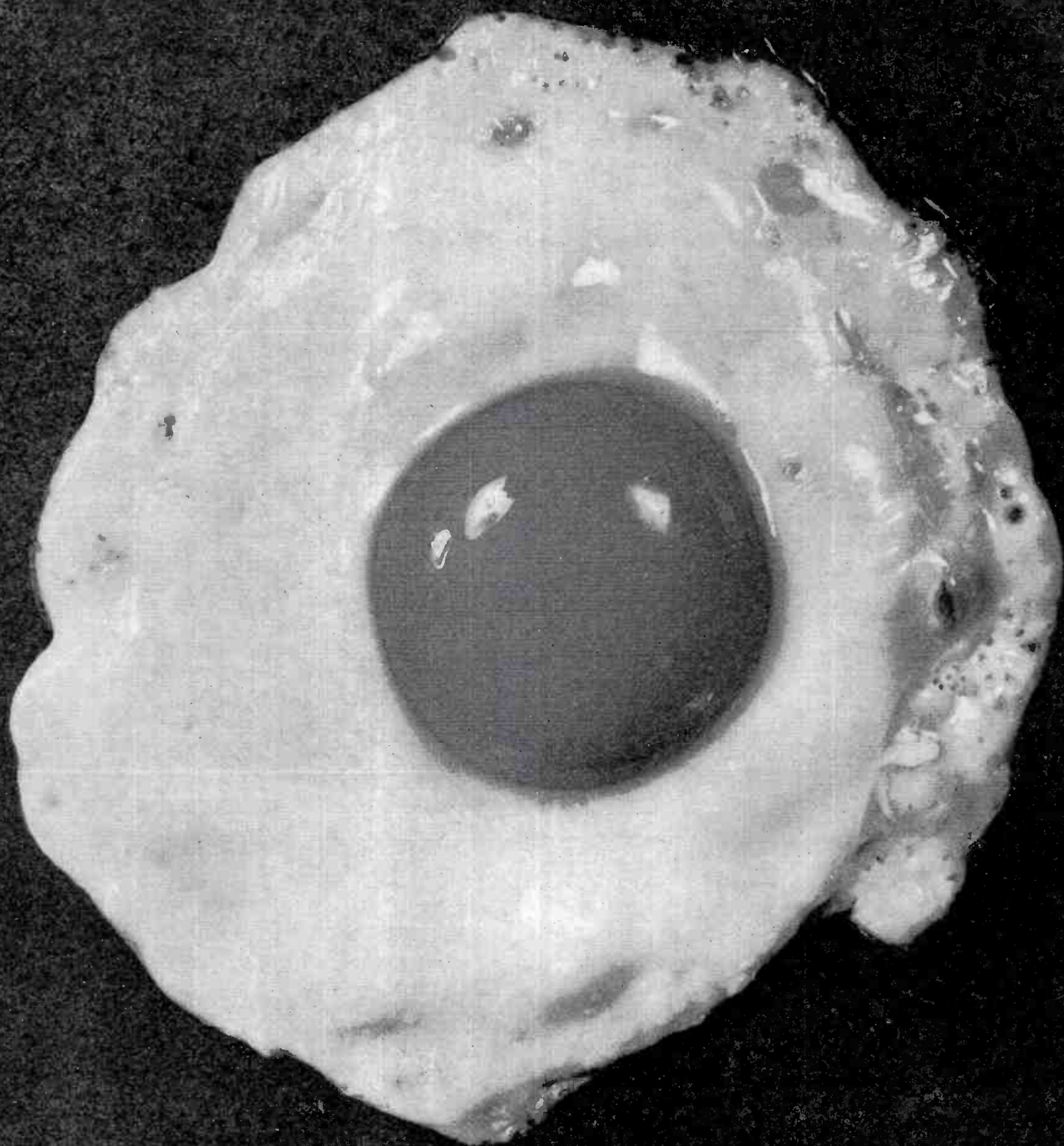
## Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook Number \$13.50. Add \$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.



## CHARLOTTE IS AN EGG

Metro Charlotte is just the yolk. You get the whole egg — a market reaching out 75 miles — when you buy WBT Radio — the station more North and South Carolinians listen to. *What's wrong with being 43 years young?* ONLY WBT's 50,000 watt signal delivers Charlotte PLUS — a market of more than TWO MILLION PEOPLE with \$3.5 BILLION in buying power. Your BLAIR man has the WBT Story. Egg him on about it!

**WBT RADIO**  
**CHARLOTTE**



Jefferson Standard Broadcasting Company  
WBT WBT-FM WBTW WBTW Jefferson Productions



## \$22 million account dropped by GMB

In what is among largest advertising account losses in history, Geyer, Morey, Ballard is announcing today (Feb. 22) that it is resigning business of Automotive Division of American Motors Corp., Detroit. Though no figures on size of account were available, authoritative estimates place it in vicinity of \$22 million.

It marks end of relationship that existed for some 30 years between American Motors and GMB and its predecessor agencies. Effective date of termination was not revealed.

Sole account shift of this magnitude that could be recalled by industry observers was loss of Buick account by Kudner in late 1957 (BROADCASTING, Dec. 23, 1957). Buick business was estimated at \$23 million. Account moved to McCann-Erickson in summer of 1958.

Best estimates are that more than \$10 million of American Motors' \$22 million is in radio-TV. Its main network TV sponsorship is alternate week, half-hour of CBS-TV's *Danny Kaye Show*. It spends almost \$3 million in network and spot radio.

GMB loses almost 40% of its overall billing as result of American Motors move. In 1964, GMB invested about \$56 million in all media, of which almost \$19 million was in broadcast.

## Harris offers plan in tower dispute

Representative Oren Harris (D-Ark.) proposed two-part program to resolve aviation and broadcasting dispute on height and location of TV towers Friday (Feb. 19) and immediately received endorsement from broadcasters; promise to study idea from federal agencies involved.

Plan offered by Representative Harris at House Commerce Committee hearing:

(1) procedures and standards should be adopted permitting antenna farms to be designed for broadcasting towers but only where there is no conflict with station's coverage of its assigned service area, and (2) maximum height of 2,000 feet should be national policy without altering existing authority of FCC (after

consulting Federal Aviation Agency) to set heights lower than ceiling or to permit greater heights if in public interest and if hazard wouldn't be created.

Day earlier Representative Harris expressed disappointment when neither FAA nor FCC endorsed HJ Res 261 which would establish 2,000-foot ceiling for broadcast towers. Agencies said they favored proposed FCC move to establish antenna farm procedures without legislation.

FCC Chairman E. William Henry said that FCC had feared Harris resolution might mean all towers under 2,000 feet wouldn't require approval, but now he didn't think other commissioners would object.

FAA spokesman said nothing was wrong with objective of proposal. FCC and FAA were asked to come back with recommendations for implementing plan.

Vincent T. Wasilewski, president of National Association of Broadcasters, said he thinks NAB will agree with proposal.

Edgar F. Czarra Jr., testifying for Association of Maximum Service Telecasters, said organization "applauds" Harris objective, but suggested changes (see page 108).

## \$3 million sales for Gross

Gross Telecasting Inc., licensee of WJIM-AM-FM-TV Lansing, Mich., reports record sales volume and net income for 1964. Revenues were \$3,052,722, compared to \$2,813,053 in 1963, and net income rose to \$788,127 over \$683,489 for '63. Earnings per share were \$1.97 on 400,000 shares outstanding in 1964, against \$1.71 in 1963.

## Bell, Lever increase NBC-TV program budget

Bell Telephone is expanding its entertainment programming on NBC-TV next season, and Lever Brothers is placing some \$8 million worth of business on that network, starting in fall.

Lever's order, through J. Walter Thompson Co., New York, involves one-half sponsorship of three new comedies: *Please Don't Eat the Daisies*, Tuesday at 8-8:30 p.m.; *Mr. Roberts*, Friday at 9:30-10 p.m., and *Get Smart*, Saturday at 8:30-9 p.m., nights and times according to NBC's tentative schedule for 1965-66.

In addition to *Bell Telephone Hour*,

telephone advertiser has ordered, through N. W. Ayer & Son, New York-Philadelphia, half sponsorship of *Hank*, new comedy tentatively set for Friday, 8-8:30 p.m. Bell sponsors 16 *Hour* programs in all, this season, and will have about that number next season but in new time slot—Sunday, 6:30-7:30 p.m.—that Bell sought at start of this season. Bell reluctantly accepted Tuesday 10-11 p.m. this season because of NBC's decision to program *Profiles in Courage* in early Sunday even period.

## Fetzer, Cronin: No CBS influence on AL

Senate subcommittee was told Friday (Feb. 19) that American League doesn't intend to let any team influence league decisions. Joe Cronin, league president, testifying at subcommittee hearing on proposed antitrust bill (see page 64), said there was no influence that could be brought to bear that "we in the American League can't or won't control." Mr. Cronin was responding to question of whether CBS purchase of Yankees would bring network policy or pressure into league decisions.

League chief justified telephone approval of sale as "no dark of the moon" item. He said he had spoken with nine of 10 teams and had teletyped them all pertinent information before vote was taken.

Another witness, John Fetzer, broadcaster and chairman of baseball TV committee, said he could see no chance of preferential treatment for CBS in

### NAB's late show?

Code authority of National Association of Broadcasters is hoping that promotional film it has ordered will be ready for showing at NAB convention in Washington next month.

Code gave job to Elektra Film Productions, New York, and last week it was said to be still in "concept" stage. Film is being designed with "entertainment" values for on-air showing by member stations and for presentation before public and civic groups.

## WEEK'S HEADLINERS

Three Benton & Bowles executives assume new posts in reorganization of media management department following resignation of **Lee M. Rich** as senior VP in charge of media and programing. Mr. Rich April 1 joins Mirisch Brothers (motion picture producer) to head new Mirisch TV operation. At B & B, **William F. Craig**, VP, Hollywood, moves to New York as VP in charge of media



Mr. Rich



Mr. Craig



Mr. Segelstein



Mr. Kanner

management: **Irwin Segelstein**, VP, director of programing, becomes VP in charge of programing, and **Bern Kanner**, VP, director of media, is made VP in charge of media. Mr. Rich was with American Association of Advertising Agencies for three years, joining

Benton & Bowles in 1952 as media supervisor and subsequently elected VP in 1955, appointed director of media in 1957, in charge of media in 1958, board member year later, added programing to his duties in 1960 and elected senior VP in 1961.

Mr. Craig had been with Young & Rubicam, Grey Advertising, William Morris Agency and Procter & Gamble before joining B & B nearly two years ago. Mr. Segelstein went to B & B in 1945, held and was named programing head in 1961. Mr. Kanner also held various posts in media in 13 years with agency, and now has responsibilities that include buying all media for B & B's clients.



Mr. McGredy

TV sales manager of Westinghouse Broadcasting Co. and became managing director in 1963.

**Frank Martin**, executive VP of Blair Television, division of John Blair & Co., New York, appointed president of division, succeeding **David Lundy**, who is returning to San Francisco to supervise Blair TV's expanding western operations. **Jack Fritz**, salesman for Blair Television since 1953, named VP

and sales manager, New York, and **Robert Hemm**, salesman with company since 1955, elected sales VP for Blair TV. **Arthur H. McCoy**, corporate president of John Blair & Co. for past year, has resigned to become president and major stockholder of Communications Honolulu Ltd. (see page 40).



Mr. Bunker

**Edmund C. Bunker**, president of Radio Advertising Bureau, will leave post June 1 to become VP and national director of broadcast at Foote, Cone & Belding, New York (CLOSED CIRCUIT, Feb. 15). Mr. Bunker fills FC&B position vacated by **Samuel Northcross**, who moves to MCA-TV as VP and director of eastern network operations (BROADCASTING, Feb. 8). Mr. Bunker joined RAB in 1962 as president elect and became president in March 1963. Prior to RAB service he had been executive VP of Froedtert Malt Corp., Milwaukee, following 11 years with CBS where his last position was corporate VP in Washington.

**Jacques Liebhenguth**, program executive for television, RKO General Inc., named head of sales for NBC Films. Previously, he had been national sales manager, Storer Programs Inc.; regional sales manager Filmaster Inc., and director of syndicated sales for California National Productions (now NBC Films), all New York.

For other personnel changes of the week see **FATES & FORTUNES**

bidding for league packages. If anyone sought such treatment he said, "I'd invite in all concerned and I'd negotiate—provision by provision, paragraph by paragraph" so, that everyone would know exactly what was going on. He said such dealings are of "such paramount importance" that they should be handled in open.

Mr. Fetzner added he hadn't given up plan to get Monday night baseball package on network TV. Such plan could bring each team \$500,000-750,000. he said.

### KUTT sold for \$160,000

FCC Friday (Feb. 19) approved sale of KUTT Fargo, N. D., from D. Gene Williams and Delbert Berthold to Midwest Radio Co. (Larry D. Lakoduk,

president), for \$160,000. Mr. Lakoduk is announcer for KTHI-TV Fargo. KUTT is a 5 kw daytimer on 1550 kc.

### FCC extends deadline on mutual holdings

FCC has granted two-month extension for filing comments in rulemaking dealing with technical violation of multiple-ownership and duopoly rules by mutual funds and investment houses.

New deadline is April 26; for replies, May 26.

In granting extension commission asked those who will participate to submit data and statistics on ownership of broadcast properties by mutual funds and similar companies as soon as material is available.

Commission is set to act on request

by publicly held broadcast group owners for administrative conference.

Proceeding grows out of commission concern with investment houses that own 1% or more of two or more group owners, and, as consequence, violate multiple ownership or duopoly rules.

### Ellington heads OEP

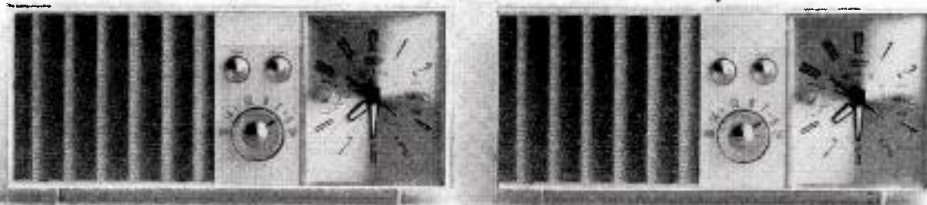
Bufford Ellington, former Tennessee governor, was confirmed by Senate Friday (Feb. 19) to be director of Office of Emergency Planning, agency responsible for national emergency, including telecommunications.

Senate Commerce Committee, which conducted hearing on nomination of Federal Trade Commissioner Mary Gardiner Jones for full seven-year term Thursday, hadn't met as of Friday to vote.



# If your competition schedules Theatre 5, what can you schedule against it?

AND NOW,  
THEATRE 5,  
THIRTY MINUTES  
OF RADIO DRAMA  
BROUGHT TO  
YOU BY...



There's only one new radio drama like Theatre 5.

And if your competition gets it first, you'll have missed out on one of the most unique new programs in radio today.

Theatre 5 is twenty-five minutes of fast-moving adult drama, five times a week. Newly produced programs of suspense, mystery, hard-hitting adventure, and science fiction. With modern themes,

up-to-date twists and surprises.

A program specifically designed to give radio stations a completely new format to offer important clients. A program that can be his alone. One he can merchandise with impact the other 23½ hours of the day, 52 weeks of the year.

Theatre 5 is a program to increase a station's profit. It can be sold for more than virtually any other property in local radio.

THEATRE 5. A NEW PRODUCT OF THE

There's only one new radio drama like Theatre 5. And if you have it, no one else can get it.

Write or call Mr. Marvin Grieve (The ABC Radio Network, Special Program Features, 7 West 66th St., N. Y., N. Y. — 212 SU 7-5000).

He'll give you a few other significant reasons why the ABC Network believes all radio has an exciting future. And Theatre 5 is just the beginning.

NETWORK. SPECIAL PROGRAM FEATURES DEPT.





"  
...one  
of the great  
Country Music  
talents of  
our time...or perhaps,  
anytime."

When Bill Anderson began playing the guitar at eleven, he could hardly have foreseen that 10 years later he would have been catapulted into a career that would see him named one of the *Top Three Most Outstanding New Artists*...one of the *Top Five Country and Western Songwriters*...and, in 1964, *Country Writer of the Year*. Since his first award-winning BMI song *City Lights* in 1958, Bill has been consistently represented on the *Top 10* best selling country record charts as a writer and an artist. Still in his twenties, this remarkable young talent describes Country Music as having "that longing quality that seems to say something to all of us." Again and again Bill confirms this in his own rare and sensitive way. We are deeply proud of Bill Anderson and the many other fine Country composers whose music we are privileged to license for public performance.

**ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE**

Among Bill Anderson's recent Country Music successes are:  
*I Don't Love You Anymore*, *Peel Me A Nanner*, 8"x10", *Five Little Fingers*,  
*We Missed You*, *I've Enjoyed As Much of This As I Can Stand*,  
*Tips of My Fingers*, *Still*, *Easy Come—Easy Go*, *Me*, *Three A.M.*

**BMI**

BROADCAST MUSIC, INC.



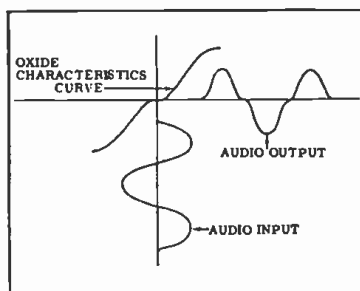
Some plain talk from Kodak about tape:

# Bias transfer characteristics and dependent parameters



Ever heard the story about the pilot on his first solo flight? Unfortunately the engine failed. But fortunately he had a parachute. But unfortunately the chute failed to open. But fortunately he landed on a haystack. But unfortunately there was a pitchfork in the haystack. Except for the unhappy ending, this might be the story of how gamma ferric oxides respond to magnetic fields. Everything about it is fortunate with one exception. *Linearity.* The oxide needles used in the coatings have atrocious linearity characteristics. Feed in a clean, pure sine wave and out comes a non-sinusoidal complex waveform that looks something like a demented snake trying to bite its own head off. How does it sound? About as pleasant as Junior's first violin lesson.

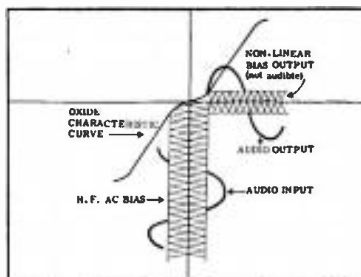
How then is magnetic recording possible? Fret not—there's a way out. The entire problem is solved by one wonderful, mysterious phenomenon called bias. The transfer curves tell the story.



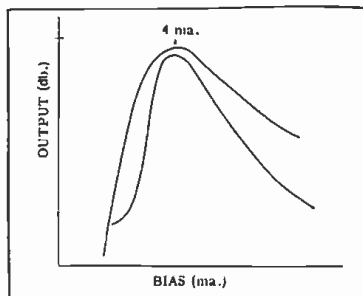
The slightly twisting curve at the upper left represents the oxide response. The lower curve is a pure, sine wave input. At the upper right we have the result of the response curve on the input . . . a mess.

The reason it looks the way it

does is because the sine wave input is affected by the non-linear characteristics of the gamma ferric oxides. But look closely. Note that while the oxide performance is non-linear when taken over its entire length, we can find linearity over selected sections. In other words, we can get rid of our distortion if we can put the signal on the linear section of the oxide's characteristic curve. And that is exactly what bias does. It "lifts" the signal away from the convoluted central area on the graph and moves it out to linear areas.



The amount of bias (that is the current in milliamperes) applied to the head is highly critical if top performance is to be achieved. Bias affects output, high and low frequency sensitivity, signal-to-noise ratio and distortion. This curve explains it.



The steep curve represents low frequency sensitivity (measured in db.) at varying bias levels for many tapes. Note that you get good performance

providing you have a bias setting of about 4 milliamperes. (Curves for the other magnetic parameters are similar in shape and all peak at about the same bias level.) Vary one milliampere and you "fall off the curve" and suffer severe losses in sensitivity. Now look at the broader curve. You can vary a milliampere with hardly any change in performance at all. Here's the point. *Kodak tape has that broad curve.* It gives you top performance even though your bias settings aren't perfect. And if your tape recorder is more than a year old, then chances are enough shift has taken place to push you off the cliff. That's why we designed a broad bias curve. And that's why you need it. It's just one more way that Kodak tape gives you an extra bit of assurance of top performance.



KODAK Sound Recording Tapes are available at all normal tape outlets: electronic supply stores, specialty shops, department stores, camera stores . . . everywhere.

©Eastman Kodak Company, MCMLXI

**EASTMAN KODAK COMPANY, Rochester, N. Y.**

## DATEBOOK

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

■Indicates first or revised listing.

### FEBRUARY

Feb. 22 — Country Music Association sales and promotion seminar, Los Angeles. Co-chairmen: Dan McKinnon, KSON San Diego, and Dick Scofield, KFOX Long Beach, Calif.

Feb. 23—National Association of Broadcasters and National Community Television Association report to FCC on results of their discussions on legislative proposals for regulation of community antenna TV. Washington.

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

Feb. 23—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of the commission's multiple ownership rules. Former deadline was Jan. 22.

■Feb. 23-24—Senate Antitrust and Monopoly subcommittee continues hearing on CBS Inc. purchase of New York Yankees baseball team. Scheduled to testify are: Thomas W. Moore, president, ABC-TV; Julian Goodman, vice president, NBC News; Arthur Allyn, president, Artwell Co., owner of Chicago White Sox, and John Fetzer, owner of Detroit Tigers and chairman, Joint American-National League Radio-TV Committee (also president of Fetzer stations).

Feb. 23-24—Tenth annual meeting of American Dairy Association of California. Among speakers is Dan Rowles, A.D.A. fluid milk product manager, Chicago, who will present plans behind fluid milk advertising program. Fresno Hacienda, Fresno.

Feb. 24—Macon Council of Women's Clubs meeting. Speaker: Elizabeth Bain, president of American Women in Radio and Television. Macon, Ga.

■Feb. 24—American Society of Composers, Authors & Publishers (ASCAP) holds semi-annual West Coast membership meeting. 5 p.m., Beverly-Hilton hotel, Beverly Hills, Calif.

■Feb. 25—Six FCC commissioners scheduled to appear at public hearing of Senate Communications subcommittee to present progress report on CATV, ETV, implementation of all-channel TV receiver law, political broadcasting and application of the fairness doctrine. Suite 5210, New Senate Office Building, Washington.

Feb. 25—Denver Advertising Club meeting. Speaker: Mary Dorr, western area president of American Women in Radio and Television. Denver.

Feb. 25—New York City American Women in Radio and Television luncheon meeting. Princeton Club, New York.

Feb. 25-26—American Women in Radio and Television Educational Foundation's Board of trustees meeting. Riviera motor hotel, Atlanta.

Feb. 26—Meeting of Association of Maximum Service Telecasters technical committee. AMST offices, Washington.

Feb. 26—New deadline for reply comments on the FCC's inquiry and proposed rulemaking into contracts of broadcast licensees with the newswire services (AP and UPI). Former deadline was Feb. 10.

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

Feb. 27—American Women in Radio and Television Educational Foundation—Atlanta AWRT chapter seminar. Atlanta.

Feb. 27 — First annual FAB awards ban-

BROADCASTING, February 22, 1965

# INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

A GREAT  
WORLD SUCCESS

MIFED — the International Film, TVfilm and Documentary Market — meets twice a year in Milan: in APRIL at the time of the Milan Fair, the world's largest annual trade show, and again in OCTOBER.

Interested business representatives and operators are cordially invited to MIFED's Eleventh Cine-Meeting. It will be held from 14 to 25 April 1965.

MIFED patrons are entitled to free admission to Milan Fair where a visit, particularly to the following sectors, is recommended: Optics - Photography - Cine - Radio - TV - Electronics - Electrotechnics - Furniture (cinema) - Office Equipment (technical).



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

"Delightful,  
madcap  
nonsense!"  
—N. Y. World  
Telegram & Sun

TERRY-THOMAS in  
**MAKE MINE MINK**



ANOTHER  
QUALITY MOTION PICTURE FROM WALTER READE/STERLING, INC.  
241 E. 34TH STREET, N.Y.C. 10016



## **We dug and refilled a 4000-mile trench to protect 9300 communications circuits against disaster**

We split the continent with a trench four feet deep to give the United States its first blast-resistant coast-to-coast underground communications cable system.

More than four years ago when the first of 2500 giant reels of coaxial cable started unrolling in New York State, we began an important project that will give added protection to the nation's vital communications.

Today, 9300 circuits—available for voice, data, teletypewriter, telephoto—are included on this route. It stretches across 19 states and has 950 buried reinforced concrete repeater (or amplifying) stations.

Spotted strategically along the route about 50 feet below ground level are 11 manned test centers. Also of reinforced concrete, they have automatic air filtration and ventilation and living quarters stocked with emergency food and water.

This vital transcontinental link will serve the needs of government agencies, businesses and individuals.

This is a job that needed the Bell System's unified research, manufacturing and operating capabilities. It is another implementation of a basic Bell System policy: "In communications, the defense of the nation comes first."



**Bell System**

American Telephone and Telegraph Co.  
and Associated Companies





## YOU'VE MET THE

*if you want in  
with the V.I.P.'s,  
he gets you in*

## TYPE

That describes Roy Gumtow—WKOW's Farm News Reporter. And the V.I.P. crowd he gets you in with is Southern Wisconsin's huge farm population. WKOW's 10,000-watt power carries Roy's big Wisconsin Farm Show to every mile of this market. Carries your sales message along with it too.

### The PROgramming Station

# WKOW 1070

MADISON, WISCONSIN CBS

#### Wisconsin's Most Powerful Station

TONY MOE,  
Vice-Pres. & Gen. Mgr.  
Ben Hovel, Gen. Sales Mgr.  
Larry Bentson, Pres.  
Joe Floyd, Vice-Pres

represented nationally by H-R

A **MIDCO** STATION



quet of Florida Association of Broadcasters. Awards will go to Ed Sullivan, Bob Hope, Arthur Godfrey and Walter Winchell. Fountainbleau hotel, Miami Beach.

### MARCH

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

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

March 3-4—Meeting of National Association of Broadcasters television code board. Mountain Shadows, Scottsdale, Ariz.

March 4-5—Detroit chapter of American Marketing Association workshop on "Meeting the Challenge to New Products." Conference chairman is Rufus Choate Jr., manager of marketing objectives and policies, Chrysler Corp. Statler-Hilton hotel.

March 5-6—Oklahoma Broadcasters Association, Sooner Chapter of American Women in Radio and Television, and the Oklahoma Television Association hold annual Radio-TV Conference and Clinic, University of Oklahoma, Norman.

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

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

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

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

March 14-18—Association of National Advertisers, sales promotion seminar. Westchester Country Club, Rye, N. Y.

March 15—Deadline for Alfred P. Sloan Radio-TV Awards for Highway Safety. Entries should be sent to 200 Ring building, Washington 20036.

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

March 17—Washington American Women in Radio Television chapter reception honoring AWRT Foundation's international broadcaster visitors 1965. Corcoran Gallery of Art, Washington.

March 17—Writers Guild of America TV-radio branch, 17th annual awards show. Beverly Hilton, Beverly Hills, Calif.

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

March 18—Southern California Broadcasters Association luncheon. Carson/Roberts, Los Angeles, guest agency. Michaels Restaurant, Hollywood.

March 19-21—National Association of FM Broadcasters annual convention. Washington Hilton hotel, Washington.

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

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

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

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

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

March 21-24—Television Film Exhibits—1965

with program distributors participating. Shoreham hotel, Washington.

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

March 23 — Annual banquet of Broadcast Pioneers. Regency Room, Shoreham hotel, Washington.

March 23—New deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of the commission's multiple ownership rules. Former deadline was Feb. 21.

March 24-26—Meeting of Southern CATV Association, featuring technical seminar. Among speakers are Robert D. L'Heureux, general counsel, National Community Television Association, on legal matters; Bill Daniels, president, Daniels & Associates, Denver, on CATV's future; Fred Webber, Telesystems Corp., Glenside, Pa., on CATV promotion and advertising; Frederick W. Ford, president, NCTA, on CATV and negotiations with the National Association of Broadcasters, and Hon. Paul B. Johnson, Mississippi governor, on the value of the CATV industry to Mississippi. Broadwater Beach hotel, Biloxi, Miss.

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

March 29—duPont awards dinner. Mayflower hotel, Washington.

March 29-30 — Tenth anniversary spring meeting of Pacific Northwest Community TV Association Inc., Davenport hotel, Spokane, Wash.

March 29-31 — Canadian Association of Broadcasters annual convention. Bayshore Inn, Vancouver, B. C.

March 29-April 1—Association of Electronic Manufacturers Inc. first national convention. Hilton hotel, New York.

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

### APRIL

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

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

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

April 8-9—Sixteenth annual Atlanta Advertising Institute will have Mike Wallace and Robert Sorenson, vice president and assistant to the chairman of the board of D'Arcy Advertising, as speakers. Dinkler Plaza hotel, Atlanta.

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

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

■Indicates first or revised listing.



## KMTV MAKES NEWS IN OMAHA

The occasion was the presentation of the Seventh Annual Television Award, established to recognize outstanding service to the public performed through KMTV.

The speaker was NBC News Correspondent Edwin Newman. He talked to Omaha area civic, business and military leaders and a television audience.

Nebraska Governor Frank Morrison presented the award to Omaha University President Dr. Milo Bail who established, with KMTV, the midwest's first television series to be offered for college credit.

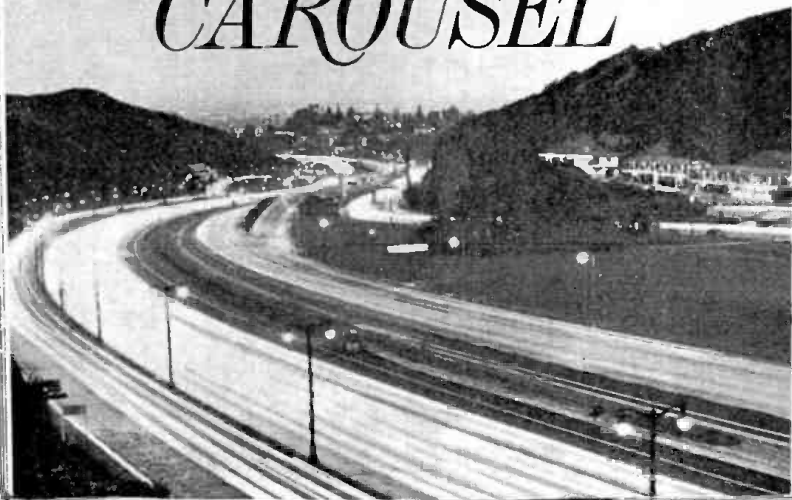
Presentation of the Television Award has become a major event in Omaha. Recipients have been honored for their use of KMTV in projects ranging from building a Boy's Club to inoculating most of the people of Omaha with polio vaccine.

The Television Award is unique. So is KMTV. See Petry.

**KMTV OMAHA**



# COMMUTER'S CAROUSEL



At day's end some 3 million Angelenos journey home . . . to the mountains, beaches, valleys, cities, and suburbs. Their regular companion in these hurried hours is radio. And regularly most listeners who are affluent, responsive adults relax along the way to the always beautiful music and penetrating news commentary of 50,000-watt KPOL, AM & FM. Pulse, and/or your own good judgment, will show that KPOL is always among the audience leaders in adult listenership and has the largest audience by far of any of Los Angeles' good music stations.

AFTERNOON, MORNING OR  
EVENING . . . KPOL REACHES  
SOUTHERN CALIFORNIA'S  
LARGEST AUDIENCE OF  
AFFLUENT ADULTS

## KPOL

Distinguished Radio — Los Angeles  
Represented nationally by Paul H. Raymer Co.

In New York call  
**POWELL ENSIGN**  
at PL 9-5570



a smart  
addition  
to any  
newsroom

Waldorf-Astoria, New York.

April 9-10 — Intercollegiate Broadcasting System's 26th Annual National Convention on campus of New York University at University Heights.

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

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

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

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

April 12-13—Legal seminar, conducted by National Community Television Association general counsel Robert D. L'Heureux. Registration (\$35) begins 6 p.m. Saturday, April 10. Briefing session begins 11 a.m. Sunday, April 11, especially for those who have not attended seminars in the past. Primarily for lawyers, but non-lawyers representing CATV systems permitted. Mountain Shadows hotel, Mountain Shadows, Ariz.

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

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

April 15—Southern California Broadcasters Association luncheon. Compton Advertising, Los Angeles, guest agency. 12 noon. Michaels Restaurant, Hollywood.

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

April 24—American Women in Radio and Television Educational Foundation—AWRT New England Chapter Seminar, Boston University, Boston.

April 26—Louisiana Association of Broadcasters meeting, Lafayette.

April 26-28 — Communications Research Seminar sponsored jointly by Temple University of Philadelphia and Department of Health, Education and Welfare, Temple University, Philadelphia.

■April 26-30—National Press Photographer's Association fifth annual television newsfilm workshop. University of Oklahoma, Norman.

■April 27—Business and Professional Women's Club meeting. Speaker: Krin C. Holzhauser, southwestern area VP, American Women in Radio and Television. Oklahoma City.

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

April 28-30—International Advertising Association's 17th Annual World Congress, Paris.

April 29-May 8—Fifth international contest for the Golden Rose of Montreux Awards for TV entertainment programs, Montreux, Switzerland, organized by the town of Montreux in cooperation with the Swiss Broadcasting Corp. and under the patronage of the European Broadcasting Union. Entry deadline for TV organizations is April 1.

April 29-30—Pennsylvania Associated Press Broadcasters annual meeting, Allenberry, a resort in Boiling Springs, near Harrisburg.

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

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

April 30-May 1—Kansas Association of Ra-

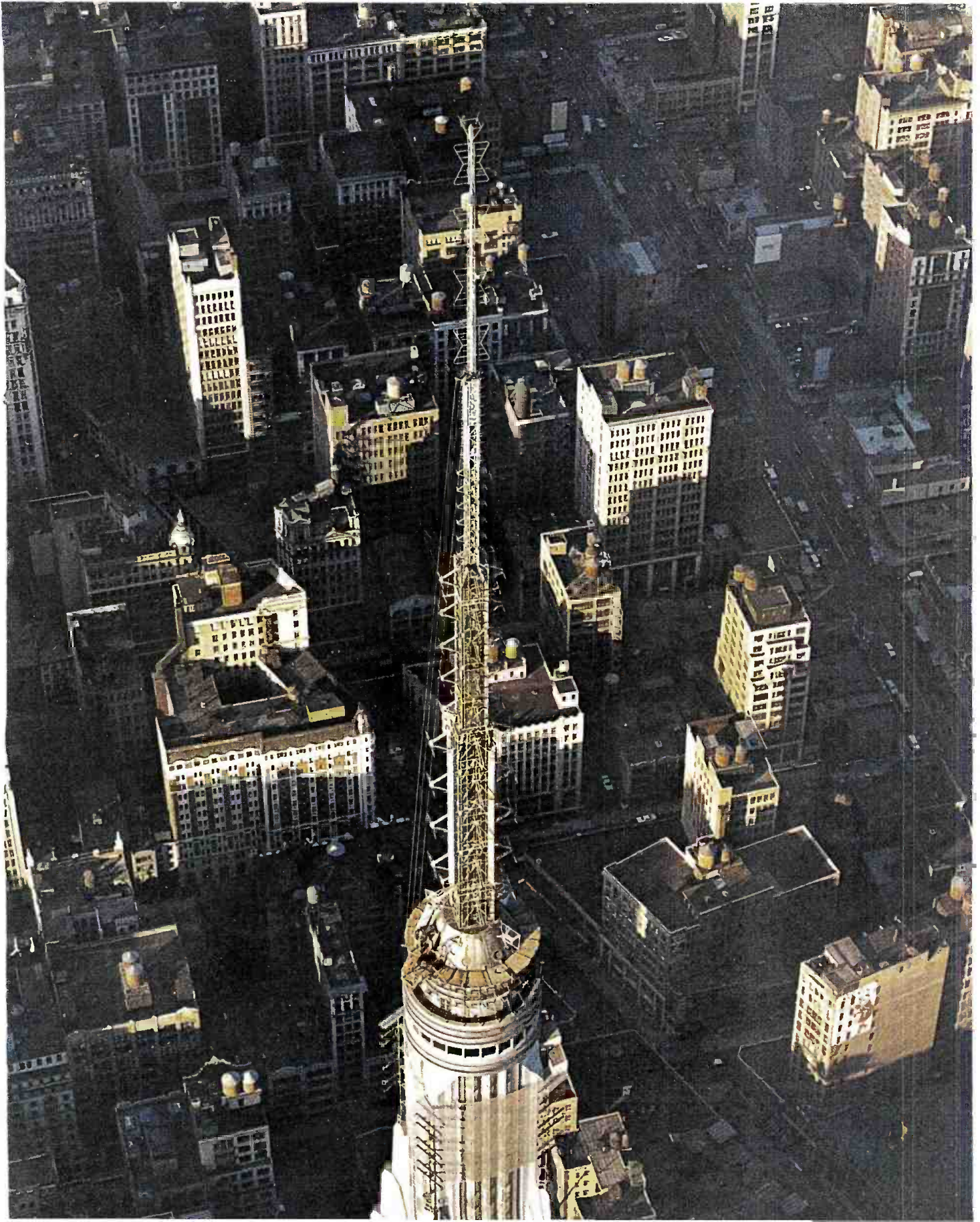
■Indicates first or revised listing.

BROADCASTING, February 22, 1965



# How did they fill the holes in Manhattan?

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



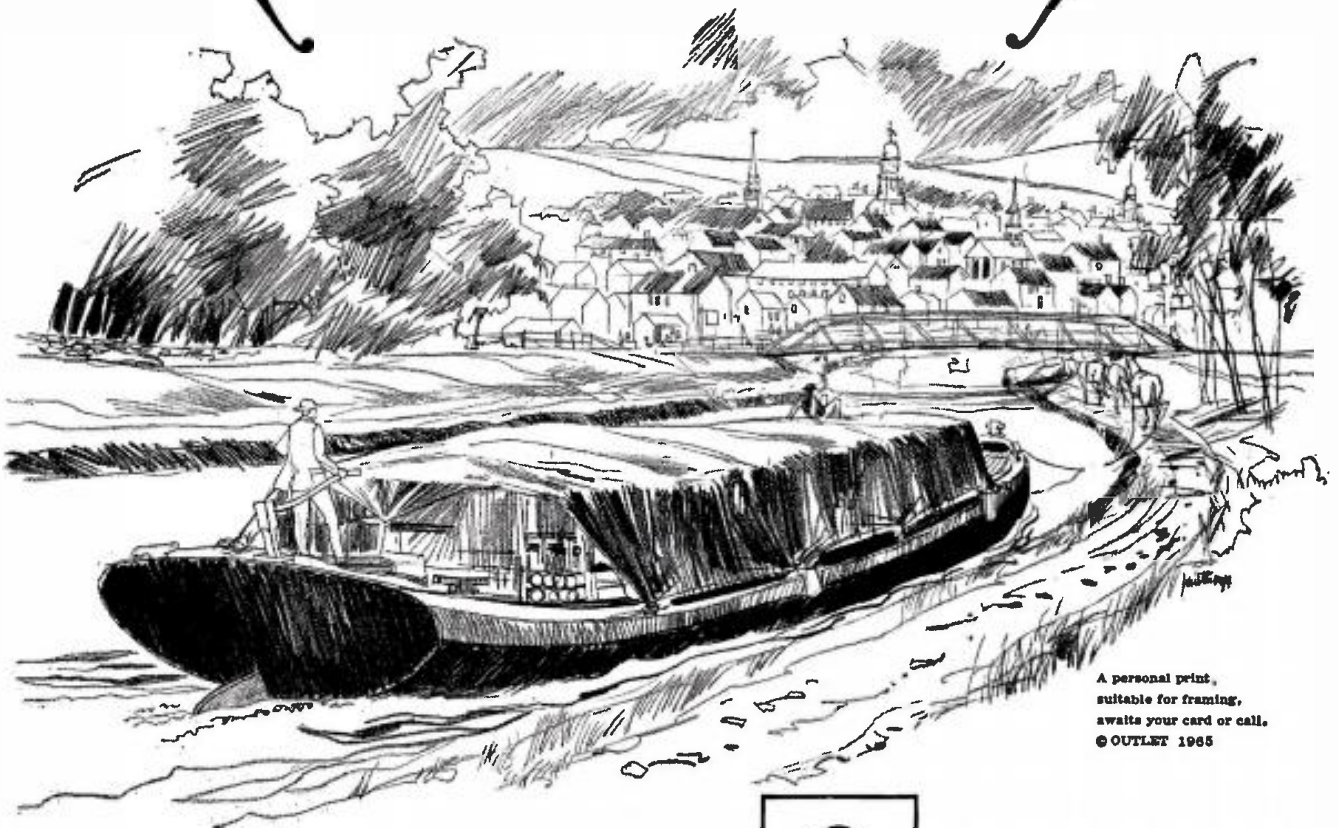


# Boat to Worcester?

"Yup, there were those in the early 1800's who could paddle and 'lock' from Providence to Worcester, 420 feet above sea level — up the Blackstone Canal.

"Course we keep in much closer touch now, with buses, trucks, cars, and television . . . and it's a good thing. Second biggest city in Massachusetts, Worcester. 320,000 folks in the metropolitan area, 600,000 in Worcester County. Big in machine tools, heavy manufacturing, abrasives, insurance. Cultured, too, with Clark University, Worcester Tech, Holy Cross, and six other colleges . . . symphony orchestra . . . art museum. Great neighbors, I say!"

Indeed they are. And the fact they *watch Providence TV* is important. Providence is the \$1.3-billion Worcester market, as well as the rest of Southeastern Massachusetts, Eastern Connecticut . . . and Rhode Island. People in television say **Providence is WJAR-TV.**



A personal print,  
suitable for framing,  
awaits your card or call.  
© OUTLET 1965

BROADCAST DIVISION OF THE OUTLET COMPANY | PROVIDENCE, R. I.



NBC — EDWARD PETRY & CO., INC.



dio Broadcasters meeting. Hutchinson.

## MAY

■May 1—California Associated Press Radio-TV Association annual meeting. Riviera hotel, Palm Springs.

May 2-3—American Women in Radio and Television Board of Directors meeting, New York Hilton hotel, New York.

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

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

■May 4—American Women in Radio and Television Educational Foundation's Board of Trustees meeting, New York Hilton hotel, New York.

■May 4—Annual stockholders meeting of RCA, Chicago Opera House, 20 North Wacker Drive, and linked to New York via closed-circuit, two-way color TV hookup at Peacock Studio in Rockefeller Center, 10:30 a.m. CDT in Chicago and 11:30 a.m. EDT in New York.

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

■May 5-6—Annual general conference of CBS-TV affiliates at Beverly Hills, Calif., and at three locations: the Beverly Hilton, the CBS Studio Center and Television City.

■May 5-9—American Women in Radio and Television National Convention, New York Hilton hotel, New York.

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

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

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

■May 7—California AP Radio-TV Association annual meeting. Biltmore hotel, Los Angeles.

■May 7—National Academy of Television Arts & Sciences, Hollywood chapter, annual ball. Beverly Hilton, Beverly Hills, Calif.

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

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

May 16-18 — Catholic Broadcasters Association national convention. Waldorf Astoria hotel, New York.

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

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

May 17-19—First convention of Advertising and Marketing International Network. AMIN is successor to Continental Advertising Agency Network and embraces North and South America, and West Indies. Detroit.

■May 20—Frederick W. Ford, president of National Community Television Association, speaks to Virginia Independent Telephone Association meeting in Richmond, Va.

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

May 20-22 — Annual convention of South Dakota Broadcasters Association. Winner.

May 22-23—Illinois News Broadcasters Association's 10th anniversary spring convention and news clinic. Topics include coverage of trials and ethics in news and election coverage. Ramada Inn, Champaign-Urbana.

■May 25—Seventeenth annual Alfred P. Sloan Radio-TV Awards for Highway Safety banquet. Waldorf-Astoria, New York.

■May 25-27—Annual convention and exhibit. Armed Forces Communications & Electronics Association. Theme is "Communications-Electronics, Mirror of Magic." Among speakers: Brigadier General David Sarnoff, RCA, at banquet May 26. Among panels: "Laser Technology and Application — Fact, Not Fantasy." Sheraton-Park hotel, Washington.

## JUNE

■June 6-9—Western Association of Broadcasters annual meeting. Banff, Alberta.

■June 8-9 — Spring meeting of Indiana Broadcasters Association. Indiana University, Bloomington.

June 10-12—Colorado Broadcasters Association meeting. Palmer House motel, Colorado Springs.

June 12-15—Annual Georgia Association of Broadcasters summer convention in conjunction with annual GAB engineering conference. Speakers tentatively scheduled: National Community Television Association President Frederick Ford and Paul Comstock, government affairs vice president of National Association of Broadcasters. Holiday Inn, Callaway Gardens, Pine Mountain.

June 13-18—Management conference of National Advertising Agency Network, Whiteface Inn, Lake Placid, N. Y.

■June 14-16—World Congress on Marketing. Event will celebrate 50th anniversary of American Marketing Association and will be attended by 2,000 delegates from North America, Europe and Asia. Hilton hotel, New York.

June 16-18—Spring meeting of Virginia Association of Broadcasters. The Cavalier, Virginia Beach.

June 16-18—43rd annual convention of Public Utilities Advertising Association will consider "Image Building for Utilities." The Deauville, Atlantic City.

June 17-19 — Annual convention of the Maryland-District of Columbia-Deleware Broadcasters Association, Henlopen hotel, Rehoboth Beach, Del.

■June 18-23—International Television Contest Berlin. For further information write Dr. A. Bauer, Bundesallee 1-12; Berlin 15.

■June 25-26—Summer meeting of Wisconsin Broadcasters Association. Deer Park Lodge, Manitowish Waters.

June 26-29—Thirtieth annual Florida Association of Broadcasters convention. Jack Tar hotel, Clearwater.

June 27-30—Annual convention of the Advertising Federation of America. Boston.

June 27-July 2—Advertising Association of the West's 62nd annual convention. Hawaiian Village hotel, Honolulu.

## JULY

July 18-23—Annual convention of the National Community Television Association. Denver Hilton hotel, Denver.

## SEPTEMBER

■Sept. 10-12 — American Women in Radio and Television, second annual Western Area Conference, Hotel to be selected, San Francisco.

## OCTOBER

■Oct. 5 — Advertising Research Foundation 11th annual conference, Waldorf-Astoria hotel, New York.

■Oct. 25-27—21st annual National Electronics Conference. Included will be exhibition involving more than 500 electronics firms. McCormick Place, Chicago. Further information available from R. J. Napolitan, general manager for conference, 228 North LaSalle Street, Chicago 60601.

■Indicates first or revised listing.

# Please Note!

## Broadcasting

reaches more PAID circulation than the next four vertical publications combined.

## Broadcasting

reaches more PAID agency and advertiser circulation than the next four vertical publications combined.

## Broadcasting

carries more advertising lineage annually than the next four vertical publications combined.

## Broadcasting

delivers, dollar for dollar, more than twice as many PAID agency-advertiser readers as any of the four vertical publications.

# Why Not!

After all,

## Broadcasting

is THE Businessweekly of Television and Radio.

1735 DeSales Street, N.W.  
Washington 6, D. C.

## The profitable 'personal touch' in television

If I were asked what single factor is responsible for the unusual and fast growth of my automobile dealership in the San Francisco Bay Area, I would have to answer, "television."

And for good reason.

During my three years as a Mercury-Comet-English Ford dealer in San Bruno (just 10 minutes from downtown San Francisco), I have allocated nearly my entire advertising budget to television—only 10% goes to newspapers—with immensely gratifying results.

Over the eight-year period in which I have operated my own car businesses, my gross sales have increased 40%, culminated with a last year gross which was an incredible \$3 million better than the year before. The heavy TV expenditures have paid off with a fast-rising volume of sales and expansion of my sales force to 35 members.

**Seeing Is Believing** ■ I like to use the old expression, "a picture is worth a thousand words," in trying to explain to people why I rely so heavily on television advertising. Simply, television enables people to see you, your business and your operation, and makes it easy for them to make a judgment when they are in the market for an automobile. If they know you, they think of you first.

Currently, I am sponsoring and am host of *All Night Movies* on KGO-TV in San Francisco, an innovation in the television industry here in that it makes KGO-TV the first station in the Bay Area to remain on the air 24-hours a day five days a week, and makes it one of only four TV stations in the nation with an all-day, all night operation.

There has been a certain amount of criticism directed toward me by advertising people for putting all my eggs in one basket with the *All Night Movies* sponsorship. However, I counter by pointing out that not only does the *All Night Movies* series have a captive audience (it's the only programming available at that time), but I have more than an ample opportunity to build an image of myself. People who watch television at these unusual hours—the bartenders, swing-shift workers, cab drivers, insomniacs—are all potential customers. It is important that they associate a good product with the name of Gil Hile.

**Sponsor and Host** ■ In addition to an average of 15 commercial messages of two-minute duration each night (Wednesday through Sunday morning), I introduce the movies myself and frequently present a list of well known guests who join me for informal interviews. Per-

haps it will be a Hollywood star who is appearing in the movie being shown, or a guest who is an authority on some aspect of the film. For example, I recently interviewed a famous private detective about the legality of phone-tapping, which played an important part in the movie. Other guests have included experts in skin-diving, lost treasure, gambling and science fiction.

These informal chats add a little extra to the films being shown, and, although I'm no Jack Paar or Les Crane, it helps the viewer form an impression about Gil Hile—a favorable one, we hope.

In any event, I try to be myself in front of the cameras. I am extremely aware of the dubious impressions many car dealers leave with the public when making pitches on TV, and I steadfastly try to avoid any such impression. I don't have to shoot off cannons or slap fenders to attract attention to my commercial messages. If the public sees me the way I am, sees the people with whom I work, the show room and the cars themselves, they'll be more inclined to think that their best deal will come from Gil Hile. The average person isn't fooled by a lot of clowning around and insincere pitches.

**Saying and Doing** ■ My biggest concern in trying to build this type of image is to follow up on everything I promise in the commercial messages. If I offer a car at such-and-such a price, I have to make sure that same car is on the floor at the exact price I quoted. In addition, I have to make sure that each customer receives the personal touch and that "best deal in town" I promised. My salesmen have been thoroughly schooled in this philosophy and, so far, we have been extremely successful with it.

There are cases, however, when some of our customers have been disenchanted with my television image. Recently, a wonderful old lady came into our showroom and demanded to see me. "I want to buy a car from you," she said, "because any man who stays up all night and works so hard deserves my business." She made a hasty retreat when I slipped and told her that I videotaped my portions of *All Night Movies* in the afternoons.

Then there was the time I missed a sale with an eccentric cab driver. He spotted me dining with some friends and came over to ask me to quote the price "On that brand new Chevy you had on TV last night." I explained to him that I was a Mercury dealer and that he must have seen a new Mercury or Comet. "I knew I couldn't trust you TV car dealers," he sneered and stormed out, leaving me feeling bewildered, to say the least.

Ordinarily we average three movies during the 1 a.m. to 5:55 a.m. time block each night (or morning, if you prefer). However, on weekends KGO-TV begins its programming day an hour later, meaning that we can present four movies for our late, late viewers.

With KGO-TV, we are lucky to have at our disposal the largest film library on the West Coast, meaning that I can offer a variety of titles drawn from the mystery, suspense and adventure categories. Some of our movies are telecast in color and many of them are first-run in the San Francisco Bay Area.

I am confident that my role on television, both as sponsor and host, provides the secret to the remarkable growth of the Gil Hile Mercury Co. in the Bay Area.

People would rather do business with someone they know. . . .



Gil Hile, president of Gil Hile Mercury, San Bruno, Calif., is a native of Louisville and a graduate of West Kentucky State and the University of Louisville. In 1958 he entered the automobile business in Los Angeles, and for two years was seen in automobile commercials on ABC's 'Al Jarvis' program. Mr. Hile was awarded his own dealership in the San Francisco Bay Area in 1960, and since that time has built one of the most successful car businesses in Northern California.



Quality by any measurement  
is on the record at WELI.

The station with the adult  
purchasing power audience  
in New Haven.

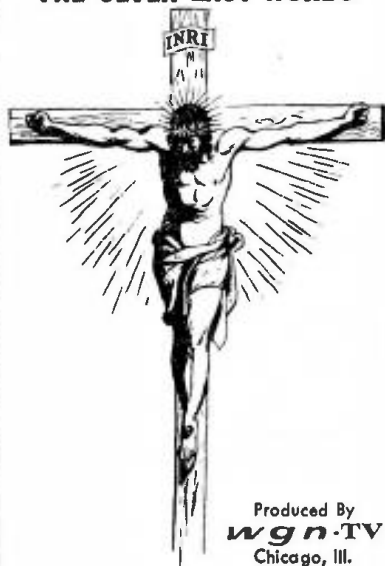
The station that makes  
New Haven a better buy.

5000 Watts; 960 KC.

WELI



## A BEAUTIFUL NARRATIVE! "THE SEVEN LAST WORDS"



Produced By  
**wgn-TV**  
Chicago, Ill.

A SPECIAL PROGRAM:  
for Holy-Week preceding EASTER

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

**TAC**

## Here's the Answer To Libel Suits:

One slip of the lip, however accidental, can bring about court action—with you as the defendant in a libel suit. It can be costly enough to be disastrous. Now you can hold your loss on any claim to an agreed amount you carry yourself, and let Employers Reinsurance handle the excess. This specially designed policy provides economical protection against losses due to libel, slander, invasion of privacy, piracy, violation of copyright. For details and rates, contact:

**EMPLOYERS REINSURANCE CORPORATION**  
21 West 10th., KANSAS CITY, MO.  
NEW YORK, 101 John • SAN FRANCISCO, 230 Montgomery  
CHICAGO, 175 W. Jackson • ATLANTA, 24 Peachtree, N. E.

### Complete inquiry welcome

EDITOR: WHAT A REFRESHING EDITORIAL ("Right-wing broadcasts") (BROADCASTING, FEB. 15). I SO HOPE THAT EVERY MEMBER OF CONGRESS WILL READ IT AS WELL AS THE FCC AND CERTAINLY EVERY BROADCASTER IN THE COUNTRY. HOPEFULLY, I AM NEITHER A RIGHT NOR A LEFT-WINGER. I THEREFORE AGREE WITH YOU THAT THIS WHOLE LINE OF INQUIRY IS EXPLOSIVE AND EXTREMELY DANGEROUS SINCE IT DOES IN FACT INVOLVE FREEDOM OF SPEECH. I AM DELIGHTED THAT THE WHOLE SUBJECT IS HEADED FOR PUBLIC INQUIRY AT THIS PARTICULAR TIME. I HOPE THAT BROADCASTERS AND LAW MAKERS ALIKE WILL APPROACH THE SUBJECT AT HAND WITH COMPLETELY OPEN MINDS.—*Charles H. Crutchfield, president, Jefferson Standard Broadcasting Co., Charlotte, N. C.*

### Envisions right-wing menace

EDITOR: I am very alarmed at your Feb. 15 editorial, "Right-wing broadcasts." Either you sympathize with the dangerous and fast-growing extreme right, or you are not aware of its growth. If the former is true, I feel sorry for you and your misconceptions. Hoping that you simply do not understand the far-right, I shall correct some misinformation . . .

These right-wingers, plus hundreds of less-known rightists, imagine an "international Communist conspiracy" in which, they tell us, almost everyone who is not a "conservative" (by their definition) must be a member. Robert Welch's (of the John Birch Society) *American Opinion* (which is not official society material, but Welch's alone)

announced last year that the U. S. is 50-70% "under effective Communist control." Do you believe that? I hope not . . .

I would hope you might tune in some of these right-wingers. Responsible Americans of widely differing political views have repudiated the far-right which imagines what is not. With the cherished freedom of speech goes a responsibility . . . the broadcaster who sells time to the right-winger . . . the American public, generally moderate, which listen to and is influenced by radio and television media . . . there must be restrictions on those of the far right who, like their supposed enemies (but not so different in tactics and dogma) of the far-left, seek to disrupt the traditional American institutions and beliefs.

I urge you to listen in . . . then, write another editorial on what is going on over the airwaves. You may be surprised!—*W. Bruce Dean, Lake Street, Seekonk, Mass.*

### We're not all bad

EDITOR: By golly, I have to disagree with George L. Brooks and J. A. Walsh (BROADCASTING, Feb. 8, Jan. 25). It looks to me as though BROADCASTING is about the only one left to slap wrists when wrist-slapping is necessary. And it is indeed necessary in this day and age of complacency and self-interested broadcasters . . . —*John Arthur Bloomquist, Box 764, Palmdale, Calif.*

EDITOR: After reading your magazine for 18 years, I want to thank you for the tremendous service you render to our industry. Yours seems to be the only knowledgeable publication that apprises us of information and keeps us

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.  
Washington, D. C. 20036

Please start my subscription for (CHECK) ☐ 52 issues \$8.50  
ONE ☐ enclosed

Name \_\_\_\_\_

Position \_\_\_\_\_

☐ 52 issues and  
'65 Yearbook  
\$13.50

Company \_\_\_\_\_

☐ Business  
☐ Home

☐ 1965 Yearbook  
\$5.00

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

☐ Payment  
☐ Bill me

**In a 15 station market,  
why does WBAL get  
29.9¢ out of every  
Baltimore radio dollar?**



**After all, more people  
listen to WBAL than  
to any other  
Baltimore radio station.**

***good sound radio***



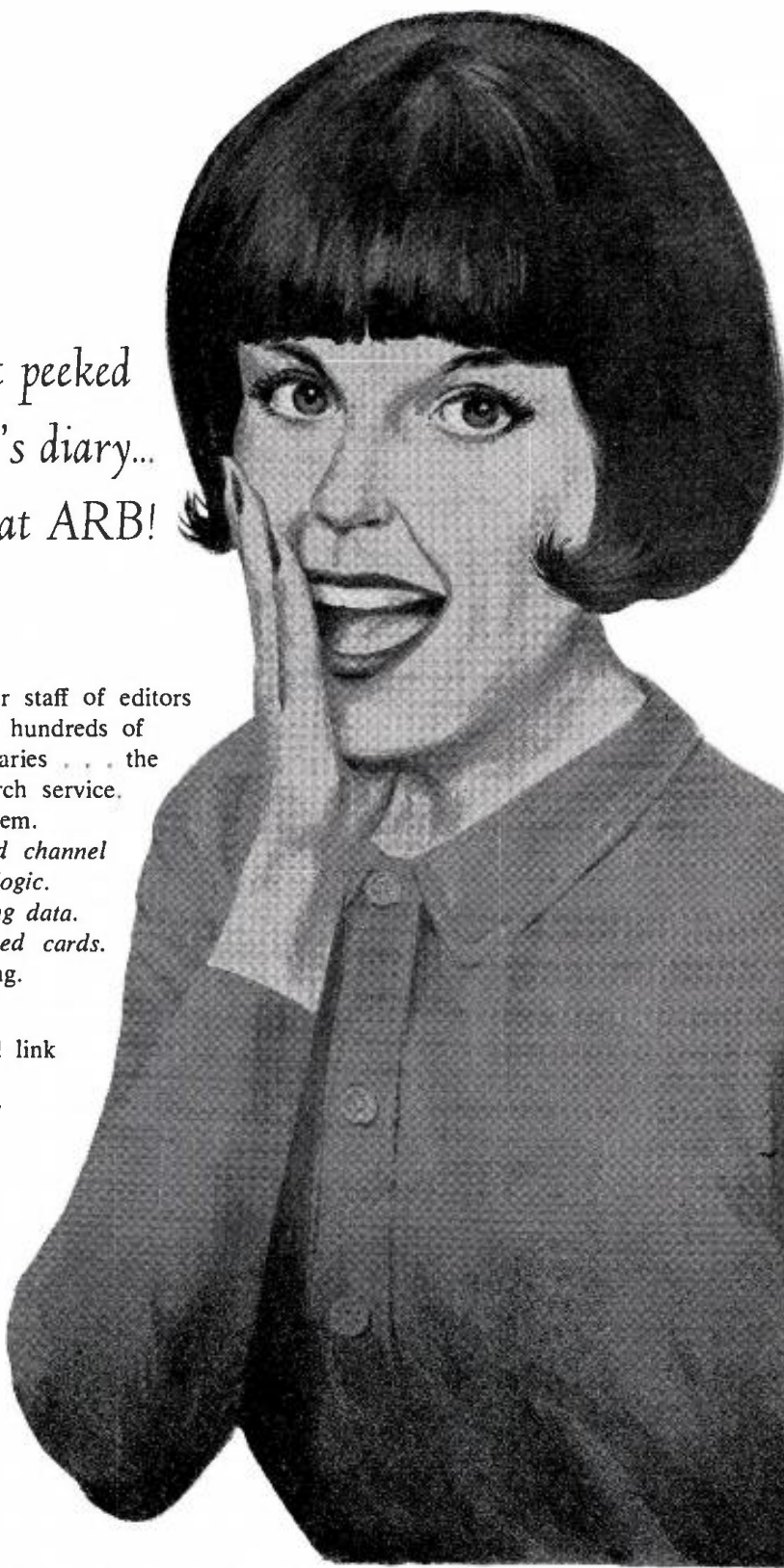
**Maryland's only 50,000 watt station / NBC affiliate / Nationally represented by Daren F. McGavren Co. Inc. / or call 301-467-3000**

She just peeked  
into someone's diary...  
it's her job at ARB!

During a year, Mrs. Morningstar and her staff of editors at the American Research Bureau process hundreds of thousands of family television viewing diaries . . . the basis of ARB's television audience research service. And they do much more than 'peek' at them.  
*Verifying program names, call letters and channel numbers. Checking entries for sequence logic. Confirming the proper recording of viewing data. Marking diaries for recording on punched cards.*  
Verifying. Checking. Confirming. Marking.

In every case, ARB editors are a critical link between the invaluable family viewing records and the computers which finally analyze and print local market and national audience reports. As wonderful as today's machines are (and we have the greatest), their accuracy still depends on *people*.

We depend on the capabilities of Mrs. Morningstar and her staff. Their skills are essential to us . . . *and to you.*



**AMERICAN  
RESEARCH  
BUREAU**

WASHINGTON NEW YORK CHICAGO LOS ANGELES

BROADCASTING, February 22, 1965



# ACHIEVER

If you called this General Motors development engineer "moon-struck," he'd probably agree with you. For he's a member of the team whose objective is to put a man on the moon by 1970.

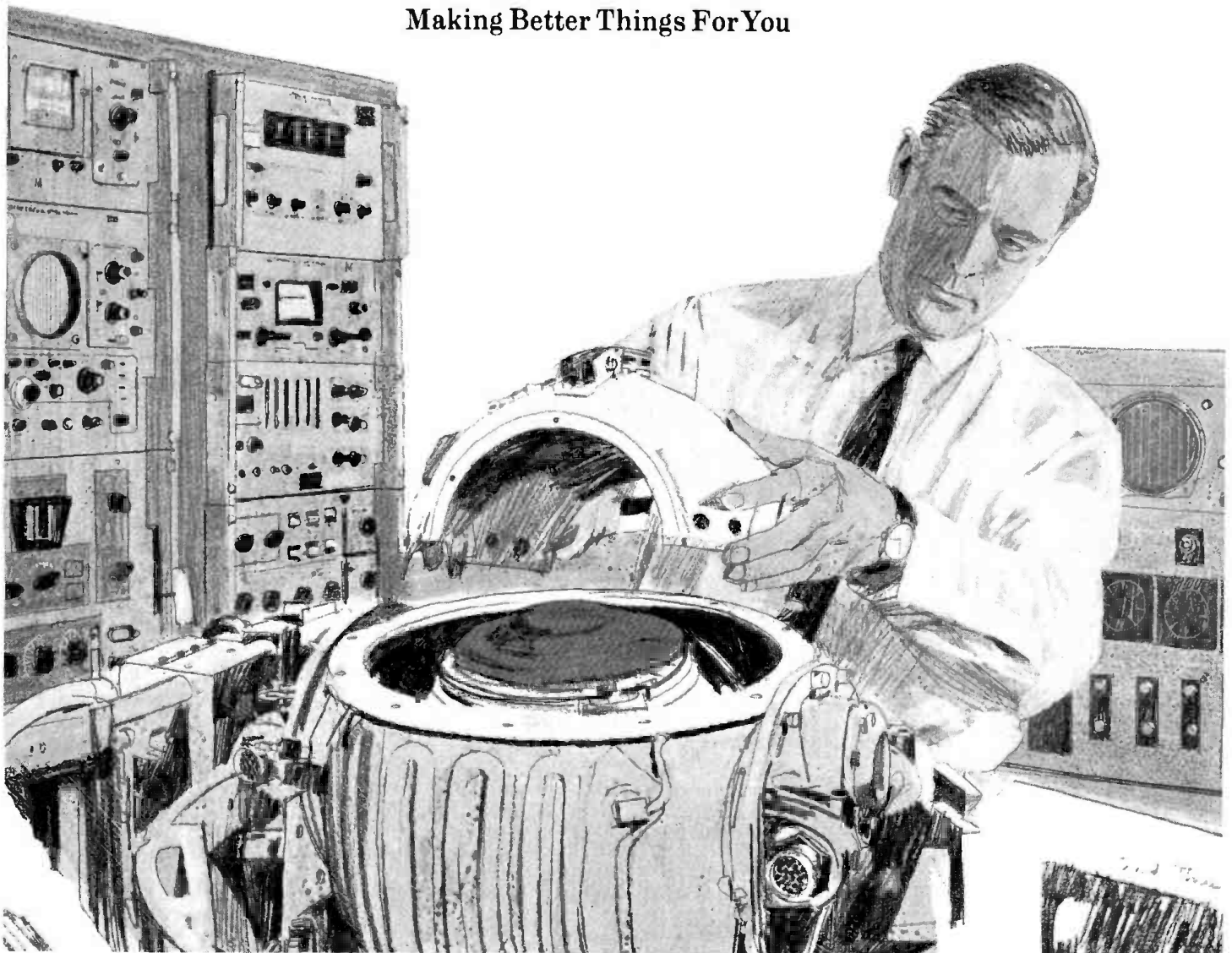
Together with several hundred other engineers, scientists and technicians, he is contributing to the development, fabrication, assembly, integration and testing of the guidance and navigation system for the Apollo spacecraft. His mind is literally on the moon—and how to get three men there and back safely.

Educationally, he is highly qualified, but fast-changing technology requires his constant study. If he does not have two degrees already, chances are that he is working on a second right now under GM's tuition refund plan.

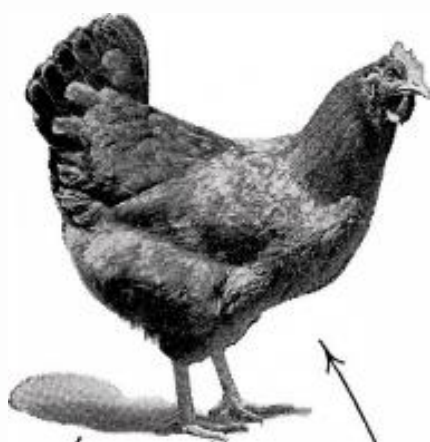
Throughout General Motors there are hundreds of professionals like him working on projects relating to our nation's space and defense programs. Like their counterparts who are developing commercial products, they are dedicated General Motors people.

## GENERAL MOTORS IS PEOPLE . . .

Making Better Things For You



Nothing like it  
in broadcasting—  
anywhere, anytime,  
anyhow!



WHICH  
CAME  
SECOND?



They still don't know the answer at Everybody's Farm, but they have all the other answers for farmers.

Everybody's Farm is a 385-acre farm operated by clear-channel WLW Radio. A fountainhead of information for one of the most important agricultural areas in the country. Most of the WLW farm programs originate right there. No wonder WLW was chosen as the outstanding farm station by the American Farm Bureau.

Everybody's Farm is one of the reasons why WLW is among the most heard, most talked about stations in the United States.

#### CROSLY COLOR TV NETWORK

|                                          |                                      |                                        |                                            |
|------------------------------------------|--------------------------------------|----------------------------------------|--------------------------------------------|
| <b>WLW-T</b><br>Television<br>Cincinnati | <b>WLW-D</b><br>Television<br>Dayton | <b>WLW-C</b><br>Television<br>Columbus | <b>WLW-I</b><br>Television<br>Indianapolis |
|------------------------------------------|--------------------------------------|----------------------------------------|--------------------------------------------|

**WLW** Radio—Nation's Highest Fidelity Radio Station

CROSLY BROADCASTING CORPORATION  
a subsidiary of **Avco**

abreast of current happenings . . . —  
*Leo Higham, general manager, KTEE  
Idaho Falls, Idaho.*

### A time at bat for TV

EDITOR: I have been saving cartoons about television for 15 years and have accumulated a sizeable collection. Since many of these, appearing in competitive media, make subtle and not-so-subtle digs at TV, I thought it would be nice to have at least one that pointed up television's superior coverage. I would very much appreciate the original cartoon about TV in your Feb. 1 issue.—  
*Robert J. Dean, account executive, WBNS-TV Columbus, Ohio.*  
(The original is on its way to Mr. Dean.)



Drawn for BROADCASTING by Sid Hix  
"There's a switch. A newspaper giving better coverage than television!"

### Wants Top 40 exchanges

EDITOR: Radio Musical, Quito's number one radio station, would like to make contact with North American stations interested in exchanging ideas and promotions with one of Latin America's Top 40 stations. We hope BROADCASTING can assist us . . . —  
*David F. Gleason, general manager, Radio Musical, Casilla A-57, Quito, Ecuador.*

### Background for an ad

EDITOR: "Old Hickory" is the eye-catching feature of the distinguished advertisement by WBTv(TV) Charlotte in your Feb. 15 issue. It tells a story. . . .

The historical quality of the Old Hickory message would be considerably heightened if one knew that the picture of Old Hickory is after the original portrait by Thomas Sully which graces the west end of the Senate main corridor in the U. S. Capitol.

There it hangs in a grouping of six portraits—perhaps the most distinguished company, both of subject and artist, in America.

Included, besides Old Hickory, are Stuart's Washington, Sully's Jefferson, John Adams by E. F. Andrews, Patrick Henry by Mathews and Abraham Lincoln by Freeman Thorp.—*John F. Clagett, attorney-at-law, Washington.*

**BROADCASTING PUBLICATIONS INC.**  
PRESIDENT . . . . . SOL TAISSHOFF  
VICE PRESIDENT . . . . . MAURY LONG  
VICE PRESIDENT . . . . . EDWIN H. JAMES  
SECRETARY . . . . . LAWRENCE B. TAISSHOFF  
TREASURER . . . . . B. T. TAISSHOFF  
COMPTROLLER . . . . . IRVING C. MILLER  
ASST. TREASURER . . . . . JOANNE T. COWAN

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:  
BROADCASTING-TELECASTING Bldg., 1735 DeSales  
Street, N.W., Washington, D. C. 20036. Tele-  
phone: 202 Metropolitan 8-1022.

EDITOR AND PUBLISHER  
Sol Taissoff

### Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR  
Edwin H. James

EDITORIAL DIRECTOR (New York)  
Rufus Crater

MANAGING EDITOR  
Art King

SENIOR EDITORS: Bruce Robertson (Holly-  
wood), Frederick M. Fitzgerald, Earl B.  
Abrams, Lawrence Christopher (Chicago),  
Leonard Zeidenberg, David Berlyn (New  
York), Rocco Famighetti (New York); ASSO-  
CIATE EDITORS: Sid Booth, Sperm Brodey,  
George Darlington; STAFF WRITERS: Bill  
Bayne, Sonya Lee Brockstein, Barry Crick-  
mer, Jim deBettencourt, Victor Rossi Jr.;  
EDITORIAL ASSISTANTS: Martha Schwieters,  
Sue S. Weaver. SECRETARY TO THE PUBLISHER:  
Gladys Hall.

### Business

VICE PRESIDENT AND GENERAL MANAGER  
Maury Long

NATIONAL SALES MANAGER  
Warren W. Middleton (New York)

PRODUCTION MANAGER: George L. Dant; TRAF-  
FIC MANAGER: Harry Stevens; ADVERTISING  
ASSISTANTS: Robert Sandor, Richard LePere,  
Carol Ann Cunningham, Claudette Artini;  
SECRETARY TO THE GENERAL MANAGER: Doris  
Kelly.

COMPTROLLER: Irving C. Miller; ASSISTANT  
AUDITOR: Eunice Weston.

### Publications and Circulation

DIRECTOR OF PUBLICATIONS  
John P. Cosgrove

SUBSCRIPTION MANAGER  
Richard B. Kinsey

William Criger, David A. Cusick, Lisa Ishii,  
Christer Jonsson, Tannor Kopp, Edith Liu,  
James Williams.

### Bureaus

New York: 444 Madison Avenue, 10022. Tele-  
phone: 212 Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR  
EDITORS: David Berlyn, Rocco Famighetti;  
STAFF WRITERS: John Gardiner, Ellen R. Mc-  
Cormick, ASSISTANT: Frances Bonovitch.

NATIONAL SALES MANAGER: Warren W. Mid-  
dleton; INSTITUTIONAL SALES MANAGER: Elea-  
nor R. Manning; EASTERN SALES MANAGER:  
Robert T. Fennimore; ADVERTISING ASSISTANT:  
Beryl W. Stern.

Chicago: 360 North Michigan Avenue, 60601.  
Telephone: 312 Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MID-  
WEST SALES MANAGER: David J. Bailey; AS-  
SISTANT: Rose Adragna.

Hollywood: 1680 North Vine Street, 90028.  
Telephone: 213 Hollywood 3-3148. SENIOR  
EDITOR: Bruce Robertson; WESTERN SALES  
MANAGER: Bill Merritt; ASSISTANT: Stephanie  
Alexander.

Toronto: 11 Burton Road, Zone 10. Tele-  
phone: 416 Hudson 9-2694. CORRESPONDENT:  
James Montagnes.

ASSISTANT PUBLISHER  
Lawrence B. Taissoff

BROADCASTING\* Magazine was founded in 1931  
by Broadcasting Publications Inc., using the  
title, BROADCASTING\*—The News Magazine of  
the Fifth Estate. Broadcast Advertising\*  
was acquired in 1932, Broadcast Reporter in  
1933 and Telecast\* in 1953. BROADCASTING-  
TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office  
Copyright 1965: Broadcasting Publications Inc

BROADCASTING, February 22, 1965



## Who is Terry?

### **Terry is a point of view.**

Terry answers the "Why's?" that other women ask, and she does it every weekday on WDSU-TV's MIDDAY. (This is New Orleans' most popular, highly-rated women's program.)

She believes that a woman has a mind and wants to use it, wants to find out more about a world that's whirling her around so fast she hardly can find time to hang on.

She leads her devoted audience into the midst of battles on important local issues. Not all of her following always agrees with her. But they know that she is

swayed only by her own conscience—and that different points of view will be stated as clearly as her own.

**One day, you'll hear a novelist and a sculptor interviewed.** On another day, a man from The Better Business Bureau warns women of the wily. Once each week, the Mayor of New Orleans answers questions that probe, pursue, and enlighten.

Born in Russia, Terry fled with her parents during the Revolution. She holds a Master's Degree from Columbia University, can express her remarkably thought-

ful and mature ideas in five languages, is the mother of three.

Terry surrounds herself with the cream of WDSU's scintillating talent, who catch her spark: Alec Gifford, top-rated news analyst; Bob and Jan Carr, representing the parentally youthful; Wayne Mack for pixie humor; Nash Roberts, meteorologist.

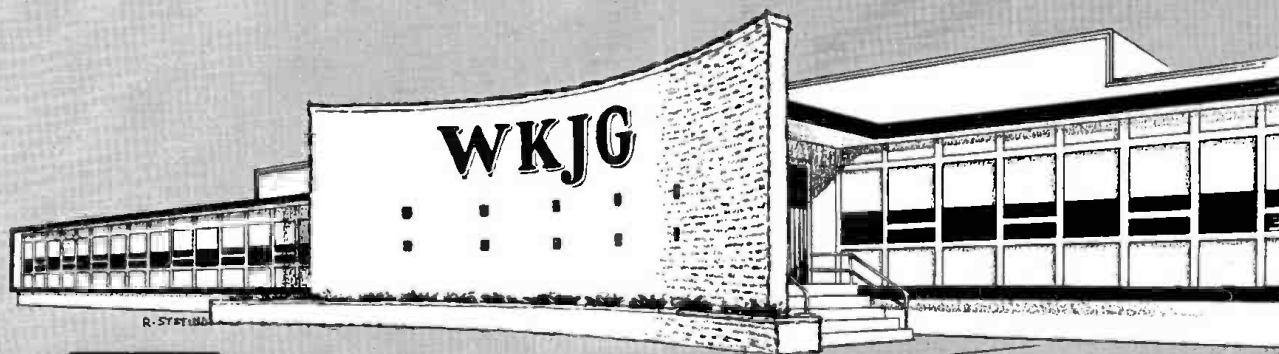
**Terry Flettrich** is another living reason why "People look to WDSU-TV." They know that Channel 6 personalities are the most vital, interesting people in their fields . . . and have earned the right to a viewer's attention.

*The Midday Program is telecast daily in color*

WDSU-TV • NEW ORLEANS • CHANNEL 6 N. B. C. REPRESENTED BY BLAIR-TV



THE **WKJG** STATIONS  
offer the only  
**COMPLETE**  
BROADCASTING SERVICE  
in the  
GREATER FORT WAYNE AREA



AFFILIATE

**NOW STEREO FM HAS JOINED THE FAMILY!**

(No duplicating — on *stereo* full time)

Nearly 100,000 watts E.R.P., with circular polarization

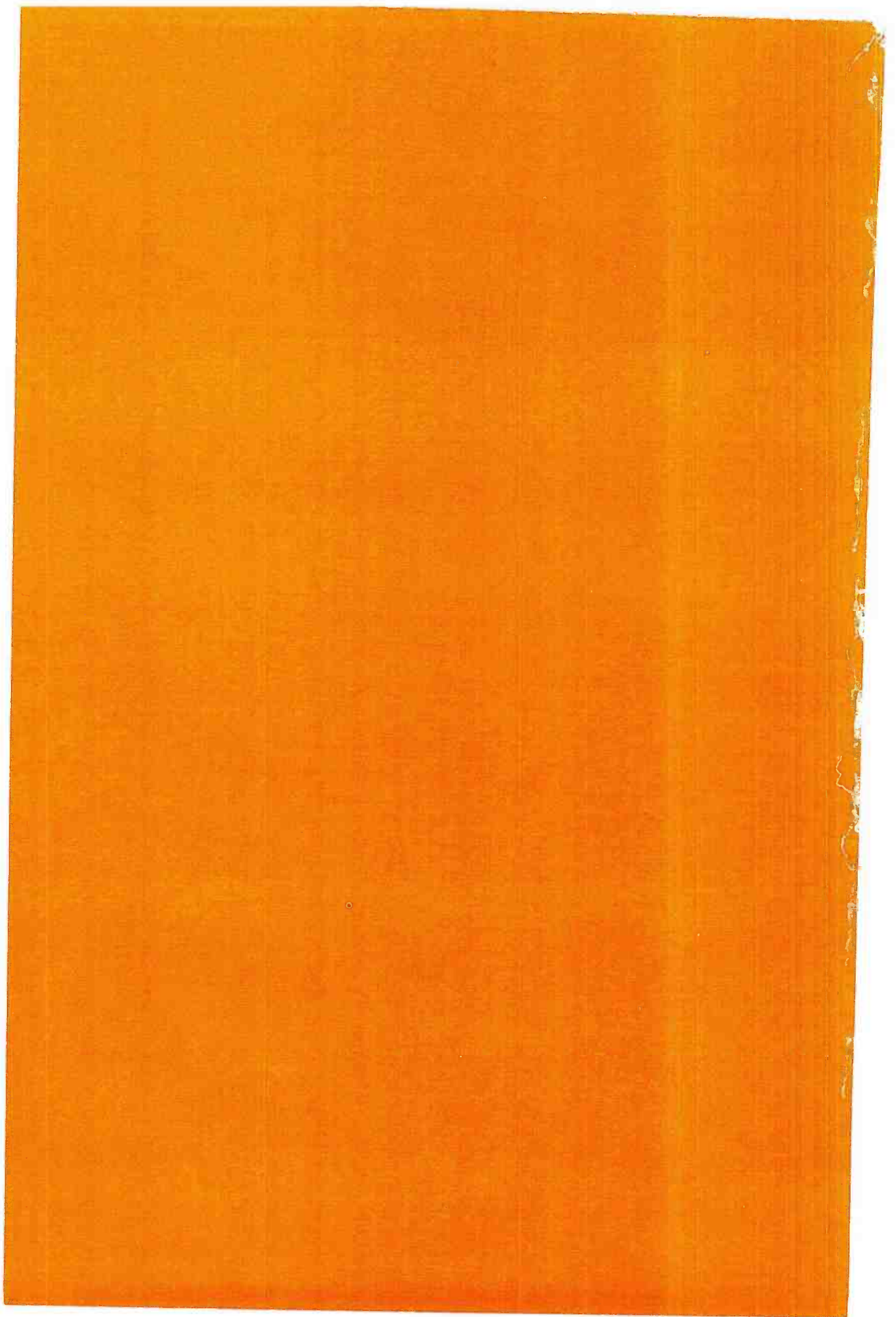
*Dominate the area air with*

**New WKJG-STEREO FM • WKJG-AM • WKJG-TV**

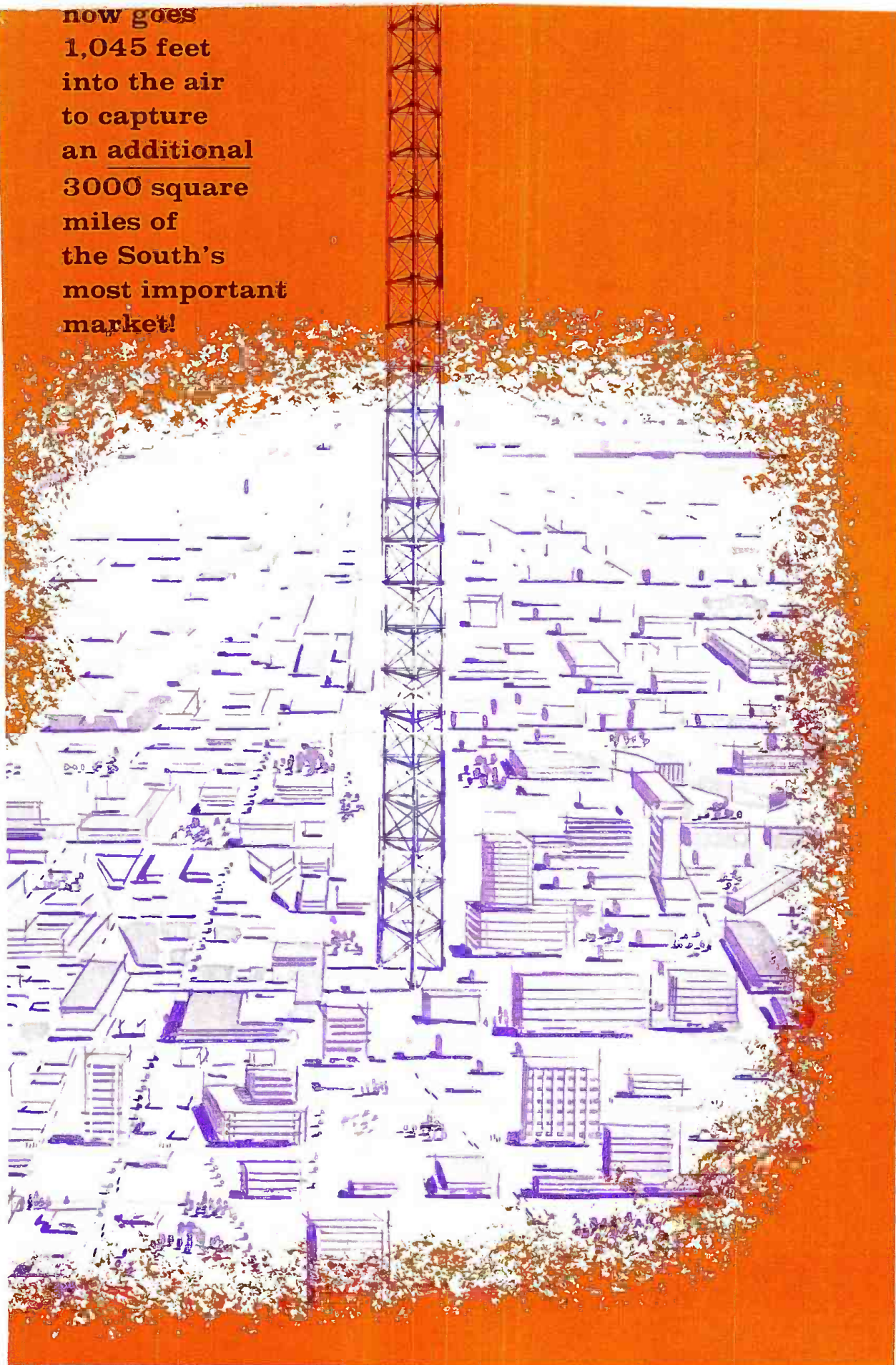


MEMBER STATIONS OF THE COMMUNICANA GROUP • JOHN F. DILLE, JR., PRESIDENT





now goes  
1,045 feet  
into the air  
to capture  
an additional  
3000 square  
miles of  
the South's  
most important  
market!





WVEC • TV  
GOES TO  
NEW  
HEIGHTS



**WVEC • TV**  
**Norfolk/Hampton**



# Spot TV: off and winging in '65

Consensus of the reps: new billings records  
in first quarter; also revealed for first time:  
nonnetwork sales in 72 individual TV markets

Spot television business is gathering momentum after a fitful but mildly advancing January and now appears headed for first-quarter sales levels 5 to 10% above those reached a year ago.

The chances appear good that the impetus will continue and extend the gain to the full first half of 1965, also probably by about 5 to 10%.

This optimistic report was drawn last week from a BROADCASTING canvass of leading station-representation firms. It was considered all the more encouraging because spot TV business a year ago was itself chalking up both first-quarter and first-half gains over the comparable periods of 1963.

BROADCASTING's study coincided with the release by Broadcast Advertisers Reports of the first market-by-market dollar estimates of advertiser expenditures ever published within the month after the expenditures were made.

The BAR estimates made available to BROADCASTING from a new monitoring-based service that BAR is offering to subscribers (BROADCASTING, Jan. 11), cover all nonnetwork TV advertising—local as well as national spot—that was on the air in 72 of the top 75 markets during one week in January (see estimates, page 35).

In total they place the January non-network business in the 72 markets at \$14.7 million for one composite week.

BAR Board Chairman Phil Edwards cautioned against interpreting the \$14.7 million figure as an "average" January week's business, however, because the monitoring was spread over four weeks and January business historically is subject to extreme week-to-week fluctuations. Thus stations monitored in one week might be carrying a significantly below-average commercial load while others, measured at another time, might be well above average.

**Market Basis** ■ On an individual-market basis BAR's estimates showed New York, Los Angeles, Chicago, San Francisco, Philadelphia and Boston all exceeding the half-million-dollar mark

in spot and local business during their respective monitoring weeks.

New York, monitored during the week ended Jan. 22, was pegged at \$2,004,433 for that period; Los Angeles for the week ended Jan. 15 was put at \$1,239,542; Chicago, also in the week ended Jan. 15, \$1,128,858; San Francisco, week ended Jan. 29, \$640,520; Philadelphia, week ended Jan. 8, \$546,843, and Boston, week ended Jan. 22, \$545,418.

In BROADCASTING's canvass, the station reps' reports of substantial national-spot advances indicated a continuation of gains consolidated in 1964. BROADCASTING's independently compiled estimates of 1964 television and radio time sales (see page 70) showed national spot TV business totaled \$684,996,000 last year, up 14% from the 1963 record. Local was up 19.4% and network up 4.5%.

Several station representation firms queried in last week's study said January 1965 had started off sluggishly. In most cases this turned out to mean that,

as one rep defined the term, "January business was about like last January's."

Almost without exception those who didn't report gains in January said the month's business was on a par with that of January 1964. None reported a significant decline. And a little more than half of those who reported said January business was up, usually by 3 to 6%.

A pronounced upturn in buying activity was noted by most of the reps before January was over, and this acceleration apparently has continued, giving promise of more substantial gains in February and March.

Where probable February gains were indicated in percentages, the average expected increase was about 10%. The number estimating the extent of their probable March increases was too small to provide a meaningful average.

Estimates of expected gains for the first quarter ranged from 5 to 10% and were mostly in the 7-8% area, as were those for the first six months as a whole.

**Piggyback Reception** ■ Some sales officials said they had noted a more general station acceptance—and increased agency-advertiser use—of piggyback commercials during the past few months and said this tendency appeared to be continuing.

A few thought 30-second announcements were getting a bigger play, at least experimentally, but most of those who discussed the subject said 20-second lengths are still being widely ignored by buyers.

The reps uniformly stressed that their indicated gains applied to their total TV business and not necessarily to all their stations. Spot business traditionally varies from market to market and often from station to station within markets, frequently for no easily apparent reason.

Here are some of the highlights of the reports gathered by BROADCASTING:

The estimate at one large rep house was for a sales increase in the first quarter in the 7 to 10% range over the 1964 period. The sales vice president



What's to happen to  
radio and television  
in this pivotal year:  
a special report  
beginning on page 69



## SPOT TV: OFF AND WINGING IN '65 continued

said January held even with January 1964 but February and March have been "brisk." He said he was "hopeful" that the first half would show gains of approximately 8-10% over last year's opening half.

Prime- and fringe-time minutes are selling "exceedingly well," he noted, while 30-second lengths are "moving well in certain markets and in adjacencies to top-rated shows." Among clients who have used or plan to use 30's on a selective basis, he said, have been Lever Brothers and Vick Chemical. Daytime business has been just about holding its own, while 20-seconds generally are "a drag on the market," he commented.

After a sluggish January, which was approximately the same as January 1964, business has perked up in February and March, according to an official of another major rep firm. He said business in these latter two months will be up about 10%, and he thought the quarter will show at least an 8% advance over the comparable 1964 period.

He thought it significant that some accounts that had set schedules to run in early January had delayed their starts until late January but "had stayed with spot TV instead of cancelling out." He was optimistic that the first half would exceed 1964's first-half volume but was reluctant to offer a projection at this time.

**Business 'Fair'** ■ The vice president of one of the largest rep firms reported that January business was fair, with sales rising approximately 5% over January 1964, but that February was more active, exceeding 1964 figures by about 10%. He felt that the first quarter and half should be "fairly good."

Barring an unforeseen economic decline, spot TV business should grow at least gradually, he said. It was difficult to make projections, he observed, because orders generally continue to be of the short-flight variety, from as little as two weeks up to eight and ten weeks.

A "slight softening" in business toward the end of 1964 carried into January, an executive with a small but major-station list reported.

"A bigger and bigger percentage of business is coming to us in short flights," he said. "This makes it harder for us to project our sales picture, but sales appear to keep getting stronger. If we have any trouble matching last year's performance, month by month, it will probably be in midsummer."

July and August were "exceptionally strong" in 1964, he said.

He estimated his firm's billing was up by 4-5% in January over the same month in 1964 and by 10-12% in February, with prospects of about an 8%

gain for the quarter and also for the first six months.

A sales manager at one of the biggest TV representation organizations suggested that a permissive policy adopted by nearly all stations on piggy-back commercial acceptance was having a strong influence on the upturn in spot TV business.

"More advertisers are using them," he said, "and those who were using them before are now doing so in a broader way."

This executive placed his company's sales gains at about 5-6% for January, 8-10% for February and probably 7-8% for the first quarter.

**Policy Change** ■ An official of another firm, handling a short list of major stations, many of which originally charged premium prices for multiple-product announcements, said the relaxation of that policy had led to a much stronger sales outlook for the first quarter than might otherwise have been the case.

He estimated that sales were up 3.5% in January and 8% in February and that gains probably would amount to 5-6% for the first quarter and around 8% for the first six months.

Compared with last year, sales this January and February just about held

their own, according to an official at another major firm. He felt that business for the first and second quarters would be comparatively poor, although "not decreased" from last year, but would improve considerably in the third quarter "because of adjusted summer rates" and a lessened advertiser interest in network programming.

He reasoned that spot business was now stagnant "because advertisers are now getting all the advantages of network and spot TV by buying rotating participations in six or more network shows."

"This trend is now set and will get worse," he concluded.

The operating head of a rep company with a limited list of large-market stations looks forward to a "good quarter" but declined to offer percentage estimates. He said business generally has been excellent for prime-time and fringe-time minutes and for 30-second spots.

"There's been a falling of 20's," he said. "They are difficult to sell, though they can be a good buy, but agency copy is too long to accommodate commercial messages in the 20-second spot."

## RAB lists cream of '64 commercials

The Radio Advertising Bureau has announced a list of 1964's most effective radio commercials. They were chosen on the basis of "overall approach," rather than on the basis of any single spot, according to Miles David, RAB administrative vice president.

The winning commercials were selected by a national poll of broadcast executives. Each of the winning accounts and their agencies will receive Golden Record plaque awards by RAB. A similar listing of regional winners will be made shortly.

The 15 winners (listed alphabetically) and their agencies:

Ac'cent (International Minerals & Chemical Corp.), Needham, Harper & Steers; American Express (American Express Co.), Ogilvy, Benson & Mather; Amoco (The American Oil Co.), D'Arcy Advertising; Budweiser (Anheuser-Busch), D'Arcy Advertising; Buick Division (General Motors Corp.), McCann-Erickson; Esso (Humble Oil & Refining Co.), McCann-Erickson; Ford Division (Ford Motor Co.), J. Walter Thompson Co.; Guardian Maintenance (General Motors Corp.), D. P. Brother & Co.; Kellogg Corn Flakes (Kellogg Co.), Leo Burnett Co.; Mars Candy (Mars Inc.), Needham, Harper & Steers; Pepsi-Cola, (Pepsi-Cola Co.), BBDO; Schick Blades (Schick Safety Razor Co.).

### Commercial a sell-out

A one-minute TV commercial for H-O oatmeal was so successful that it had to be taken off the air Jan. 23—almost a month before its run was scheduled to end. The TV success story was reported last week by Videotape Productions, which taped the commercial, and by the agency handling the advertiser.

In the commercial, Red Sullivan of the New York Rangers offered two free tickets for a special Washington's Birthday (Feb. 22) Madison Square Garden Ranger hockey exhibition to any child who clipped the label from an H-O package and mailed it to him.

By Jan. 23, 12,000 tickets had already been mailed and the Garden's seating capacity was rapidly being reached so that the commercial, which ran only in New York, had to be withdrawn. Agency for H-O (a product of Best Foods Division of Corn Products, New York) is Sullivan, Stauffer, Colwell & Bayles, New York.

## Spot and local spending in top 72 markets according to BAR

Here's how much money was spent on national and regional spot and local television time in 72 of the top 75 markets in one week in January, according to estimates compiled by Broadcast Advertisers Reports.

The estimates are based on BAR's monitoring of all commercial stations in each market for seven days. To the commercial-unit totals thus compiled BAR applied discounted-rate data as gathered over a six-month test period and verified or adjusted in cooperation with a number of leading advertising agencies.

Phil Edwards, board chairman of BAR, said cooperating agencies checked their actual dollar-volume expenditures against BAR's estimates to help refine the estimating procedure in an effort to get it as accurate as possible. This process, started last July, is continuing.

The estimates are part of a new service being offered by BAR that includes dollar estimates not only by market but by brand expenditure on each station within the top 75 markets. Each market is monitored for one week once a month. The reports and dollar estimates, prepared by computer, are due to be available within 10 days or two weeks after monitoring has been done.

The 75 markets are monitored at the rate of 15 to 20 each week. Because TV business activity varies considerably from week to week—particularly in January, after the December holiday push—Mr. Edwards cautioned that the totals could not be taken as an "average" market's business.

He noted that for the same reason and also because more of the top markets were monitored in weeks than in others, the week-

ly totals in the list below should not be regarded as typical of those weeks' activity in all markets.

Three of the 75 markets regularly monitored by BAR do not appear in the following list. For technical reasons, January estimates for Altoona-Johnstown, Pa.; Cleveland and Louisville, Ky., were not available.

The most recent BAR estimates available for these markets placed total national spot, regional and local business for Johnstown-Altoona at \$62,510 in the week ended Jan. 1; Cleveland, \$503,124 in the week ended Dec. 11; and Louisville, \$91,973 in the week ended Jan. 1. Mr. Edwards stressed that these should not be considered typical periods in these markets, particularly the week immediately preceding Jan. 1 which normally is one of the lowest business weeks of the year.

BAR's January estimates by week and market, with figures representing all nonnetwork business:

|                                |             |
|--------------------------------|-------------|
| <b>WEEK ENDED JAN. 8:</b>      |             |
| Albany-Schenectady-Troy, N. Y. | \$ 98,655   |
| Atlanta                        | 122,339     |
| Baltimore                      | 169,482     |
| Birmingham, Ala.               | 94,197      |
| Charleston-Huntington, W. Va.  | 87,346      |
| Dallas-Fort Worth              | 202,564     |
| *Detroit                       | 464,760     |
| Greenville-Spartanburg, S. C.  |             |
| Asheville, N. C.               | 55,080      |
| Houston                        | 172,658     |
| Kansas City, Mo.               | 205,261     |
| Little Rock, Ark.              | 44,849      |
| Norfolk-Portsmouth, Va.        | 77,618      |
| Philadelphia                   | 546,843     |
| Phoenix                        | 91,046      |
| Pittsburgh                     | 350,922     |
| Portland, Ore.                 | 136,659     |
| Roanoke-Lynchburg, Va.         | 39,072      |
| Sacramento-Stockton, Calif.    | 171,280     |
| 18-market total                | \$3,130,631 |
| <b>WEEK ENDED JAN. 15:</b>     |             |
| Amarillo, Tex.                 | \$ 46,781   |
| Cedar Rapids-Waterloo, Iowa    | 59,575      |
| Chicago                        | 1,128,858   |

|                                 |           |
|---------------------------------|-----------|
| Cincinnati                      | 208,154   |
| Columbus, Ohio                  | 182,016   |
| Dayton, Ohio                    | 155,114   |
| Des Moines, Iowa                | 79,894    |
| Fresno, Calif.                  | 70,724    |
| Grand Rapids-Kalamazoo, Mich.   | 169,068   |
| Greensboro-Winston-Salem, N. C. | 65,358    |
| Indianapolis                    | 241,956   |
| Lansing-Jackson, Mich.          | 48,247    |
| Los Angeles                     | 1,239,542 |
| Memphis                         | 98,716    |
| Peoria, Ill.                    | 42,257    |
| Richmond, Va.                   | 58,633    |
| San Diego                       | 124,767   |
| Seattle-Tacoma                  | 154,782   |
| St. Louis                       | 310,050   |
| Tulsa, Okla.                    | 75,117    |

20-market total \$4,559,609

|                                   |            |
|-----------------------------------|------------|
| <b>WEEK ENDED JAN. 22:</b>        |            |
| Boston                            | \$ 545,418 |
| Buffalo, N. Y.                    | 250,044    |
| Denver                            | 173,555    |
| Flint-Bay City, Mich.             | 80,386     |
| Harrisburg-Lancaster-Lebanon, Pa. | 92,677     |
| Hartford-New Haven, Conn.         | 287,492    |
| Jacksonville, Fla.                | 87,704     |
| Miami                             | 215,210    |
| Milwaukee                         | 199,081    |
| New York                          | 2,004,433  |
| Oklahoma City                     | 123,397    |
| Salt Lake City                    | 86,794     |
| South Bend-Elkhart, Ind.          | 40,580     |
| Spokane, Wash.                    | 57,790     |
| Toledo, Ohio                      | 92,117     |

15-market total \$4,336,678

|                                     |            |
|-------------------------------------|------------|
| <b>WEEK ENDED JAN. 29:</b>          |            |
| Charlotte, N. C.                    | \$ 107,782 |
| Fort Wayne, Ind.                    | 54,622     |
| Green Bay, Wis.                     | 51,694     |
| Minneapolis-St. Paul                | 281,195    |
| Nashville                           | 120,815    |
| New Orleans                         | 119,941    |
| Omaha                               | 109,625    |
| Portland, Me.-Mt. Washington, N. H. | 53,718     |
| Providence, R. I.                   | 103,037    |
| Rochester, N. Y.                    | 100,250    |
| San Antonio, Tex.                   | 86,529     |
| San Francisco                       | 640,520    |
| Shreveport, La.                     | 61,322     |
| Syracuse, N. Y.                     | 158,042    |
| Tampa, Fla.                         | 174,423    |
| Washington                          | 306,398    |
| Wheeling, W. Va.-Steubenville, Ohio | 56,804     |
| Wichita, Kan.                       | 77,666     |
| Youngstown, Ohio                    | 41,653     |

19-market total \$2,706,036  
72-market total \$14,732,954

\*Includes CKLW Windsor.

of Eversharp Inc.), Comp-sing; Seven-Up (The Seven-I. Walter Thompson; V-8 bell Soup Co.), Needham, Steers; Winston (R. J. Jacco Co.), Wm. Esty Co.

### Appointments...

national Labs, Chicago, ranger and other prod-radio, moves account Scott to John W. Shaw Chicago.

1 & Co., Evansville, nal advertising account Dalton division from , New York, to Ed-

ward H. Weiss & Co., Chicago. Good Measure and Nutrament plus unidentified new products are involved. Presently limited billing of \$500,000 is expected to be increased considerably.

■ Helene Curtis Industries, Chicago, names Edward H. Weiss & Co. there as agency for Spray Net hair-spray line and appoints Fuller, Smith & Ross, also Chicago, as agency for Suave line of hair products, both of which were previously handled by McCann-Erickson, Chicago. Billings involved are more than \$4 million, chiefly in TV, with Spray Net alone accounting for \$3.8 million last year. Curtis fiscal year starts March 1.

■ Blue Haven Pools has named Tilds & Cantz, Los Angeles, as agency for its swimming pools. David Nathanson, T&C vice president, account executive for Blue Haven, said that a media study is now being made for the pools, which are marketed in California, Arizona and Texas. Heretofore, the company has used newspapers, with some television. Budget was not revealed.

■ Champ Advertising Inc., San Diego, has been appointed to handle advertising and promotion for KFMB, that city. First assignment will be promotion of the stations' move from 540 to 760 kc, tentatively scheduled to take place May 1.

# Foote backs moves on cigarettes

Former ad executive supports Utah bills which would drastically curtail cigarette advertising in state

Attempts by state legislatures to put restrictions and taxes on advertising picked up steam last week. And proponents of tobacco ad restrictions found a champion in Emerson Foote.

■ In Minnesota a bill to prohibit certain cigarette advertising practices has been offered, and broadcasters are planning to push for a "right to advertise" bill.

■ In Utah a bill to control and partially prohibit advertising of tobacco products and alcoholic beverage products on radio and TV is awaiting action.

■ In North Dakota, a 3% broad-based tax on sales and services has passed the house and is awaiting a senate hearing.

Emerson Foote, chairman of the National Interagency Council on Smoking and Health, and former board chairman of McCann-Erickson, told the Utah House of Representatives Thursday (Feb. 18) that the tobacco manufacturers' move in changing the ages of models used in cigarette advertising would have no effect in deterring youths from smoking. The cigarette firms have agreed not to use models who represented youth or looked too young in the ads.

Mr. Foote said he was convinced that the federal government would not get around to placing any restrictions on cigarette advertising this year, even though a Federal Trade Commission rule requiring a warning on all such advertising is due to go into effect July 1.

He said cigarette smoking is a "national catastrophe" and hoped some state would take the lead in making some type of warning mandatory in cigarette advertising. If one state started, he told the legislators, he is sure others would follow.

Mr. Foote said if all advertising carried a statement that "continued smoking of cigarettes is a serious health hazard," that would be sufficient.

As he spoke, Utah legislators were wondering what to do with a bill that would make it "a policy of the state to discourage the use of tobacco products and alcoholic beverages including light beer."

Generally, all such advertising would be prohibited. However, the bill would permit a 15-word verbal announcement "for the purpose of naming the product and identifying what it is. This applies to both radio and to audio features of

television."

Television spots would be limited to not more than one "change of picture or still or frame" per minute. And no spot "shall contain or include any man, woman, or child or likeness" or a picture or likeness of any tobacco product or alcoholic beverage or light beer, or picture or even refer to any use of such a product.

This bill is considered, even by those who offered it, as being too extreme. It is expected that if this bill is not modified, Mr. Foote's speech will trig-



Mr. Foote  
Smoking is a 'catastrophe'

ger a series of moderate measures.

**Back Again** ■ In Minnesota, a bill that passed the senate and died in a house committee two years ago, has returned and is scheduled for a house committee hearing Friday (Feb. 26). The bill would not allow any person to be "depicted as or shown using a cigarette as part of or in connection with any advertising of cigarettes within this state."

If a violation of this bill occurs, "no wholesaler or distributor of the brand of cigarettes . . . shall sell or distribute them to retailers . . ." The bill is aimed at television, billboard and print media. It is believed the bill will not be passed.

Broadcasters, advertisers and agencies in Minnesota hope to get a right-to-ad-

vertise bill offered in the legislature within a few weeks. The bill is designed to keep city and county regulatory agencies from imposing taxes on advertisers and advertising. It would keep all such powers within the state legislature.

In North Dakota, the house measure to raise the sales tax to 3% and also tax services, including advertising (BROADCASTING, Feb. 15), was combined with two other tax bills and passed by the house Wednesday (Feb. 17). A five-hour floor debate on Tuesday was carried live by KBOM and KFYY, both Bismarck.

On Tuesday (Feb. 23), the senate Finance and Taxation Committee will hear the bill in a session that has been thrown open to live radio and TV coverage. KFYY-TV and KBOM are scheduled to cover the hearing, marking the first time in the state's history that a committee hearing will have live television.

The fate of this bill is still uncertain. Some broadcasters in the state feel that Senate Republicans who have generally been opposing the measure may ride with the Democratic-sponsored measure and then use it as a campaign issue in 1966.

## Agency fined \$3,500 in Regimen ad case

Kastor, Hilton, Chesley Clifford Atherton, New York agency, last week was fined \$3,500 in Manhattan court for complicity in the dissemination of fraudulent advertising for men diet pills and then went on in federal court for similar charges.

Also fined were Drug Research manufacturer of Regimen, and Andreadis, the company's president, an additional sum of \$5,000.

The federal trial of the agency in District Court for the Eastern District of New York last Monday (Feb. 15). It was expected to resume Friday following the selection of a jury.

In the federal case, unlike the New York proceeding, to get a conviction the U. S. attorney's office must prove "intent" on the part of the agency to defraud.

## Committee forms to find new RAB

Radio Advertising Chairman Harold Kres announced formation of a committee to choose a new Radio Advertising Bureau (RAB) to replace the current one.

The committee is

BROADCAST





**The spot for spot**



**For strong local personality programs,** *your pay-off station in the Carolinas is WSOC-TV. Jimmy Kilgo's daily surprise of visiting celebrities on "Midday", our news and interviews show, holds an audience of the size and female composition that spot buyers like. The Charlotte tv market is 22nd largest in the U. S. Let us tell you how WSOC-TV personalities can improve your position here.*

**Charlotte's WSOC-TV**

NBC-ABC affiliate. Represented by H-R



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

Krelstein, president of the Plough station group; Victor C. Diehm, president of WAZL Hazleton, Pa., and Wes Pulen, president of Time-Life Broadcast.

Mr. Krelstein asserted there would be no "slowing of the organization's momentum during the selection process."

Mr. Bunker's resignation had been anticipated by the bureau, he said; "he has kept us apprised."

His move from RAB to Foote, Cone & Belding, New York, was announced last week (CLOSED CIRCUIT, Feb. 15) (see page 10).

## JWT signs for BAR after two-year absence

After a hiatus of almost two years, the J. Walter Thompson Co., the world's largest advertising agency, has signed a new subscription agreement for 1965 for the local TV service of Broadcast Advertisers Reports.

The new Thompson subscription was announced last week by Bob Morris, BAR president, along with new orders for service from the Parkson Agency and Jack Tinker & Partners. January renewals came from BBDO, Foote, Cone & Belding and William Esty Co. Mr. Morris said that BAR agency subscribers now account for approximately 85% of all money spent in television advertising.

BAR's local service consists of the checking of individual spot and network announcements each month on 240 TV stations in the top 75 markets of the country.

## ABC-TV's baseball package is half sold

ABC-TV announced last week that sales of its *Major League Championship Baseball* package have reached the 50% mark. Texaco Inc., New York (through McCann-Erickson), and the Mennen Co., Morristown, N. J. (through Grey Advertising), have signed for the Saturday baseball telecasts.

In addition, regional sponsorship has been purchased by the Stroh Brewing Co., Detroit (through Zimmer, Keller & Calvert, that city), the Lone Star Brewing Co., San Antonio, Tex. (through Glenn Advertising, Dallas) and by the Carling Brewing Co., Cleveland (through various agencies).

The baseball package, which will be telecast without blackouts, begins April 17.

## Irish sponsors

What could be more logical than sponsors with a "brogue" for the St. Patrick's Day parade? WPIX(TV) New York reported last week that Irish International Airlines, New York, through Geyer, Morey, Ballard, will sponsor the four-and-a-half hour coverage of the parade on March 17. And to make the day more completely Irish, Guinness-Harper Corp., New York, through Douglas Simon Advertising, has bought a schedule of spots on WPIX before and after the parade coverage on behalf of its Harp Irish beer.

## Radio's effectiveness praised by L.A. agency

"Print is fine for selling cars; TV is too, but they just don't provide radio's circulation at comparable cost," Harmon O. Nelson, director of broadcasting for MacManus, John & Adams, Los Angeles, told the Southern California Broadcasters Association luncheon meeting Thursday (Feb. 18).

Describing his agency's experience with the Los Angeles Pontiac Dealers Association advertising, Mr. Nelson related that with a limited budget and a highly competitive situation, the decision was to put all of the money into radio. This paid off, he said. He reported that last spring, midway through the seasonal 13-week campaign, the dealers were unhappy with low sales of one car in the Pontiac line, the Catalina. "We changed the commercials to

push that model," he said, "and by the end of the first week it had started to move, and by the end of the second week it was up there with the rest."

John Masterson, MJ&A vice president and head of the Los Angeles office, told the SCBA group that last year three top agencies—N. W. Ayer, Ted Bates and Benton & Bowles—put less than 1% of their billings into radio and a half-dozen others gave radio less than 4%. Nationally, MJ&A has 8% of its billings invested in radio for the agency's clients and his southern California office has 22% in radio, he stated.

## Profits, not sales, will be main ad goal

Advertising is entering a new era in which more and more emphasis will be



Mr. Stewart

on corporate profits, not corporate sales, as the goal.

This forecast was offered last week by David C. Stewart, president of Kenyon & Eckhardt, New York. He also foresaw "a greatly increased emphasis and a new kind of emphasis on advertising creativity."

Mr. Stewart told the Newark (N. J.) Advertising Club in a speech Wednesday (Feb. 17):

"Advertising, viewed in the light of profits, is not just an attempt to build an 'image' or win a high broadcast or readership rating or achieve a so-called 'communication goal.' It is one of several powerful forces which, together with a corporation's research, production, distribution, pricing and other factors are directed along dollars-and-cents lines. And when you recognize this, it is much easier to assess the contribution which advertising should be called upon to make."

Agency creativity, he said, will be stressed in new and more emphatic ways "because it is going to become increasingly apparent throughout the business economy that the greatest opportunity which many modern corporations have for securing a profit edge over their competitors lies in securing a creative edge in their advertising."

This creativity, Mr. Stewart continued, will be linked "to the individual creative needs of the individual advertiser, not the creative fetishes of an individual agency," and will be based "on an ability to reach, touch and communicate better with his particular market and audience—his people, his customers, his prospects."

## \$10 million in sales

NBC Radio sales for the three-month period ending Jan. 22, 1965, totaled more than \$10 million in gross billing, it was announced last week by Stephan Labunski, executive vice president in charge of the network.

Mr. Labunski said fourth-quarter sales in 1964 had increased by 25% over the 1963 period and had contributed significantly to an 8% gain in sales for 1964 over the previous year. He noted that 47 advertisers had signed new and renewal contracts between Oct. 22, 1964 and Jan. 22, 1965.

# Spot and local spending in top 72 markets according to BAR

Here's how much money was spent on national and regional spot and local television time in 72 of the top 75 markets in one week in January, according to estimates compiled by Broadcast Advertisers Reports.

The estimates are based on BAR's monitoring of all commercial stations in each market for seven days. To the commercial-unit totals thus compiled BAR applied discounted-rate data as gathered over a six-month test period and verified or adjusted in cooperation with a number of leading advertising agencies.

Phil Edwards, board chairman of BAR, said cooperating agencies checked their actual dollar-volume expenditures against BAR's estimates to help refine the estimating procedure in an effort to get it as accurate as possible. This process, started last July, is continuing.

The estimates are part of a new service being offered by BAR that includes dollar estimates not only by market but by brand expenditure on each station within the top 75 markets. Each market is monitored for one week once a month. The reports and dollar estimates, prepared by computer, are due to be available within 10 days or two weeks after monitoring has been done.

The 75 markets are monitored at the rate of 15 to 20 each week. Because TV business activity varies considerably from week to week—particularly in January, after the December holiday push—Mr. Edwards cautioned that the totals should not be taken as an "average" week's business.

He noted that for the same reason, and also because more of the biggest markets were monitored in some weeks than in others, the week-

ly totals in the list below should not be regarded as typical of those weeks' activity in all markets.

Three of the 75 markets regularly monitored by BAR do not appear in the following list. For technical reasons, January estimates for Altoona-Johnstown, Pa.; Cleveland and Louisville, Ky., were not available.

The most recent BAR estimates available for these markets placed total national spot, regional and local business for Johnstown-Altoona at \$62,510 in the week ended Jan. 1; Cleveland, \$503,124 in the week ended Dec. 11; and Louisville, \$91,973 in the week ended Jan. 1. Mr. Edwards stressed that these should not be considered typical periods in these markets, particularly the week immediately preceding Jan. 1 which normally is one of the lowest business weeks of the year.

BAR's January estimates by week and market, with figures representing all nonnetwork business:

## WEEK ENDED JAN. 8:

|                                                |             |
|------------------------------------------------|-------------|
| Albany-Schenectady-Troy, N. Y.                 | \$ 98,655   |
| Atlanta                                        | 122,339     |
| Baltimore                                      | 169,482     |
| Birmingham, Ala.                               | 94,197      |
| Charleston-Huntington, W. Va.                  | 87,346      |
| Dallas-Fort Worth                              | 202,564     |
| *Detroit                                       | 464,760     |
| Greenville-Spartanburg, S. C.-Asheville, N. C. | 55,080      |
| Houston                                        | 172,658     |
| Kansas City, Mo.                               | 205,261     |
| Little Rock, Ark.                              | 44,849      |
| Norfolk-Portsmouth, Va.                        | 77,618      |
| Philadelphia                                   | 546,843     |
| Phoenix                                        | 91,046      |
| Pittsburgh                                     | 350,922     |
| Portland, Ore.                                 | 136,659     |
| Roanoke-Lynchburg, Va.                         | 39,072      |
| Sacramento-Stockton, Calif.                    | 171,280     |
| 18-market total                                | \$3,130,631 |

## WEEK ENDED JAN. 15:

|                             |           |
|-----------------------------|-----------|
| Amarillo, Tex.              | \$ 46,781 |
| Cedar Rapids-Waterloo, Iowa | 59,575    |
| Chicago                     | 1,128,858 |

|                                 |             |
|---------------------------------|-------------|
| Cincinnati                      | 208,154     |
| Columbus, Ohio                  | 182,016     |
| Dayton, Ohio                    | 155,114     |
| Des Moines, Iowa                | 79,894      |
| Fresno, Calif.                  | 70,724      |
| Grand Rapids-Kalamazoo, Mich.   | 169,068     |
| Greensboro-Winston-Salem, N. C. | 65,358      |
| Indianapolis                    | 241,956     |
| Lansing-Jackson, Mich.          | 48,247      |
| Los Angeles                     | 1,239,542   |
| Memphis                         | 98,716      |
| Peoria, Ill.                    | 42,257      |
| Richmond, Va.                   | 58,633      |
| San Diego                       | 124,767     |
| Seattle-Tacoma                  | 154,782     |
| St. Louis                       | 310,050     |
| Tulsa, Okla.                    | 75,117      |
| 20-market total                 | \$4,559,609 |

## WEEK ENDED JAN. 22:

|                                   |             |
|-----------------------------------|-------------|
| Boston                            | \$ 545,418  |
| Buffalo, N. Y.                    | 250,044     |
| Denver                            | 173,555     |
| Flint-Bay City, Mich.             | 80,386      |
| Harrisburg-Lancaster-Lebanon, Pa. | 92,677      |
| Hartford-New Haven, Conn.         | 287,492     |
| Jacksonville, Fla.                | 87,704      |
| Miami                             | 215,210     |
| Milwaukee                         | 199,081     |
| New York                          | 2,004,433   |
| Oklahoma City                     | 123,397     |
| Salt Lake City                    | 86,794      |
| South Bend-Elkhart, Ind.          | 40,580      |
| Spokane, Wash.                    | 57,790      |
| Toledo, Ohio                      | 92,117      |
| 15-market total                   | \$4,336,678 |

## WEEK ENDED JAN. 29:

|                                     |              |
|-------------------------------------|--------------|
| Charlotte, N. C.                    | \$ 107,782   |
| Fort Wayne, Ind.                    | 54,622       |
| Green Bay, Wis.                     | 51,694       |
| Minneapolis-St. Paul                | 281,195      |
| Nashville                           | 120,815      |
| New Orleans                         | 119,941      |
| Omaha                               | 109,625      |
| Portland, Me.-Mt. Washington, N. H. | 53,718       |
| Providence, R. I.                   | 103,037      |
| Rochester, N. Y.                    | 100,250      |
| San Antonio, Tex.                   | 86,529       |
| San Francisco                       | 640,520      |
| Shreveport, La.                     | 61,322       |
| Syracuse, N. Y.                     | 158,042      |
| Tampa, Fla.                         | 174,423      |
| Washington                          | 306,398      |
| Wheeling, W. Va.-Steubenville, Ohio | 56,804       |
| Wichita, Kan.                       | 77,666       |
| Youngstown, Ohio                    | 41,653       |
| 19-market total                     | \$2,706,036  |
| 72-market total                     | \$14,732,954 |

\*Includes CKLW Windsor.

—Division of Eversharp Inc.), Comp-ton Advertising; Seven-Up (The Seven-Up Co.), J. Walter Thompson; V-8 Juice (Campbell Soup Co.), Needham, Harper & Steers; Winston (R. J. Reynolds Tobacco Co.), Wm. Esty Co.

## Agency appointments . . .

■ Boyer International Labs, Chicago, whose H-A Arranger and other products use TV and radio, moves account from Scott & Scott to John W. Shaw Advertising, both Chicago.

■ Mead Johnson & Co., Evansville, Ind., moves national advertising account of its Edward Dalton division from Benton & Bowles, New York, to Ed-

ward H. Weiss & Co., Chicago. Good Measure and Nutrament plus unidentified new products are involved. Presently limited billing of \$500,000 is expected to be increased considerably.

■ Helene Curtis Industries, Chicago, names Edward H. Weiss & Co. there as agency for Spray Net hair-spray line and appoints Fuller, Smith & Ross, also Chicago, as agency for Suave line of hair products, both of which were previously handled by McCann-Erickson, Chicago. Billings involved are more than \$4 million, chiefly in TV, with Spray Net alone accounting for \$3.8 million last year. Curtis fiscal year starts March 1.

■ Blue Haven Pools has named Tilds & Cantz, Los Angeles, as agency for its swimming pools. David Nathanson, T&C vice president, account executive for Blue Haven, said that a media study is now being made for the pools, which are marketed in California, Arizona and Texas. Heretofore, the company has used newspapers, with some television. Budget was not revealed.

■ Champ Advertising Inc., San Diego, has been appointed to handle advertising and promotion for KFMB, that city. First assignment will be promotion of the stations' move from 540 to 760 kc, tentatively scheduled to take place May 1.



# Foote backs moves on cigarettes

Former ad executive supports Utah bills which would drastically curtail cigarette advertising in state

Attempts by state legislatures to put restrictions and taxes on advertising picked up steam last week. And proponents of tobacco ad restrictions found a champion in Emerson Foote.

■ In Minnesota a bill to prohibit certain cigarette advertising practices has been offered, and broadcasters are planning to push for a "right to advertise" bill.

■ In Utah a bill to control and partially prohibit advertising of tobacco products and alcoholic beverage products on radio and TV is awaiting action.

■ In North Dakota, a 3% broad-based tax on sales and services has passed the house and is awaiting a senate hearing.

Emerson Foote, chairman of the National Interagency Council on Smoking and Health, and former board chairman of McCann-Erickson, told the Utah House of Representatives Thursday (Feb. 18) that the tobacco manufacturers' move in changing the ages of models used in cigarette advertising would have no effect in deterring youths from smoking. The cigarette firms have agreed not to use models who represented youth or looked too young in the ads.

Mr. Foote said he was convinced that the federal government would not get around to placing any restrictions on cigarette advertising this year, even though a Federal Trade Commission rule requiring a warning on all such advertising is due to go into effect July 1.

He said cigarette smoking is a "national catastrophe" and hoped some state would take the lead in making some type of warning mandatory in cigarette advertising. If one state started, he told the legislators, he is sure others would follow.

Mr. Foote said if all advertising carried a statement that "continued smoking of cigarettes is a serious health hazard," that would be sufficient.

As he spoke, Utah legislators were wondering what to do with a bill that would make it "a policy of the state to discourage the use of tobacco products and alcoholic beverages including light beer."

Generally, all such advertising would be prohibited. However, the bill would permit a 15-word verbal announcement "for the purpose of naming the product and identifying what it is. This applies to both radio and to audio features of

television."

Television spots would be limited to not more than one "change of picture or still or frame" per minute. And no spot "shall contain or include any man, woman, or child or likeness" or a picture or likeness of any tobacco product or alcoholic beverage or light beer, or picture or even refer to any use of such a product.

This bill is considered, even by those who offered it, as being too extreme. It is expected that if this bill is not modified, Mr. Foote's speech will trig-



Mr. Foote  
Smoking is a 'catastrophe'

ger a series of moderate measures.

**Back Again** ■ In Minnesota, a bill that passed the senate and died in a house committee two years ago, has returned and is scheduled for a house committee hearing Friday (Feb. 26). The bill would not allow any person to be "depicted as or shown using a cigarette as part of or in connection with any advertising of cigarettes within this state."

If a violation of this bill occurs, "no wholesaler or distributor of the brand of cigarettes . . . shall sell or distribute them to retailers . . ." The bill is aimed at television, billboard and print media. It is believed the bill will not be passed.

Broadcasters, advertisers and agencies in Minnesota hope to get a right-to-ad-

vertise bill offered in the legislature within a few weeks. The bill is designed to keep city and county regulatory agencies from imposing taxes on advertisers and advertising. It would keep all such powers within the state legislature.

In North Dakota, the house measure to raise the sales tax to 3% and also tax services, including advertising (BROADCASTING, Feb. 15), was combined with two other tax bills and passed by the house Wednesday (Feb. 17). A five-hour floor debate on Tuesday was carried live by KBOM and KFYZ, both Bismarck.

On Tuesday (Feb. 23), the senate Finance and Taxation Committee will hear the bill in a session that has been thrown open to live radio and TV coverage. KFYZ-TV and KBOM are scheduled to cover the hearing, marking the first time in the state's history that a committee hearing will have live television.

The fate of this bill is still uncertain. Some broadcasters in the state feel that Senate Republicans who have generally been opposing the measure may ride with the Democratic-sponsored measure and then use it as a campaign issue in 1966.

## Agency fined \$3,500 in Regimen ad case

Kastor, Hilton, Chesley Clifford & Atherton, New York agency, last week was fined \$3,500 in Manhattan criminal court for complicity in the dissemination of fraudulent advertising for Regimen diet pills and then went on trial in federal court for similar charges.

Also fined were Drug Research Corp., manufacturer of Regimen, and John Andreadis, the company's president, for an additional sum of \$5,000.

The federal trial of the agency opened in District Court for the Eastern District of New York last Monday (Feb. 15). It was expected to recommence Friday following the selection of a jury.

In the federal case, unlike the New York proceeding, to get a conviction the U. S. attorney's office would have to prove "intent" on the part of the agency to defraud.

## Committee formed to find new RAB head

Radio Advertising Bureau Board Chairman Harold Krelstein last week announced formation of a selection committee to choose a successor to Edmund Bunker as president of the bureau.

The committee members are Mr.

Telegram sent on February 16, 1965, to the managers of all television stations affiliated with the NBC Television Network.

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

# WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

1220  
R-4-90

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination.

SY ZGB059 ZGZ3 NL PD 62 EXTRA ZG NEW YORK NY 16

FEB 17 AM 11 27

YOUR BOARD OF DELEGATES HAS JUST COMPLETED ITS MEETING WITH NBC-TV'S TOP MANAGEMENT AND STAFF DURING WHICH PLANS FOR THE COMING SEASON WERE PRESENTED. WE ARE SO IMPRESSED WITH WHAT WE HAVE SEEN IN THE PAST TWO DAYS THAT, RATHER THAN WAIT FOR THE NORMAL DISTRIBUTION OF THE MINUTES OF THE MEETING, WE ARE TAKING THIS MEANS OF GIVING YOU THIS IMMEDIATE REPORT. WE ARE CONVINCED THAT BUILDING ON ITS PRESENT STRONG NIGHTTIME ENTERTAINMENT POSITION, NBC'S PROGRAM AND PROMOTION PLANS FOR THE FALL WILL BREAK THE CURRENT THREE-WAY TIE IN EVENING AUDIENCE AND BRING THE NBC NETWORK AND ITS AFFILIATES CLEAR LEADERSHIP IN NIGHTTIME ENTERTAINMENT IN THE 1965-1966 SEASON. WE HAVE NEVER BEFORE SEEN SUCH ENTHUSIASM FROM THE NBC NETWORK PEOPLE AND THE NBC MANAGEMENT. IT IS AN ENTHUSIASM THAT WE FEEL IS WHOLLY JUSTIFIED AND ONE WE SHARE COMPLETELY. YOU CAN LOOK FORWARD TO A NEW SEASON WHERE NBC WILL BE FIRST IN ENTERTAINMENT, FIRST IN NEWS AND FIRST IN SPORTS.

REGARDS

A LOUIS READ CHAIRMAN WDSU TV NEW ORLEANS OTTO P BRANDT VICE CHAIRMAN KING TV SEATTLE DAVID M BALTIMORE VICE CHAIRMAN WBRE TV WILKES BARRE GEORGE CONTE SECRETARY TREASURER WTMJ TV MILWAUKEE CHARLES A BATSON WIS TV COLUMBUS ROBERT W FERGUSON WTRF TV WHEELING GORDON GRAY WKTV UTICA OWEN SADDLER WMTV OMAHA JAMES SCHIAVONE WWJ TV DETROIT WILLARD SCHROEDER WOOD TV GRAND RAPIDS IRVING C VAUGH WSM TV NASHVILLE



# Executives' desks shuffled at Blair

## MARTIN NAMED TV PRESIDENT, MCCOY HEADS WEST

A series of executive changes in the John Blair & Co. station representation organization was announced last week by John Blair, chief executive officer.

▪ Frank Martin, executive vice president of Blair Television for the past three years, was advanced to the presidency of that division.

▪ David Lundy, whom Mr. Martin succeeds, is returning to San Francisco to take charge of Blair Television's western operations. It was noted that he previously headed the West Coast

representative of various newspapers.

Earl Thomas, with Blair Television's Special Projects Division for the past four years, has been named to replace William S. Vernon, who resigned recently as vice president in charge of this unit to open his own company to acquire and manage TV properties (BROADCASTING, Feb. 15).

Tom Harrison continues as president of Blair Radio and James Theiss as vice president of Blair Television-BTA.

Mr. McCoy will have his headquar-

ter that the fee proposal was "only a small factor" in the termination of the relationship and said "there were other considerations." He also took issue with BBDO's use of the word, "resignation," adding "I would call it more of a mutual agreement to end our association." He indicated a new agency will be selected shortly.

## ABC reports heavy new-season sales

Advertiser commitments for the 1965-66 season announced by ABC-TV highlighted a week of activity in program plans for next fall (see page 112).

ABC's James E. Duffy, vice president in charge of TV network sales, said the signings represented an estimated \$30 million in billings for the network.

The advertisers and their purchases: Armstrong Cork Co., Lancaster, Pa., through BBDO, New York, bought a half sponsorship in *Gidget* and an alternate week half-hour in *The Big Valley*, 8:30-9 and 9-10 p.m., respectively, on Wednesdays. The programs will be shown in color and Armstrong will use color commercials.

National Biscuit Co., agency as yet not determined, has ordered co-sponsorship of *The Shenandoah Man* which will be scheduled in a half hour period (possibly 9-9:30 p.m.) on Mondays.

Campbell Soup Co., Camden, N. J.; through BBDO, New York, has renewed its co-sponsorship of *The Donna Reed Show* (now Thursday, 8-8:30 p.m.) for the next season.

Quaker Oats Co., Chicago, through J. Walter Thompson Co., New York and Chicago, has added to its renewed half of *Bewitched* for next season the co-sponsorship of the new *F Troop* (tentatively scheduled on Tuesday, 9-9:30) and in still another new series that was not identified.

Mr. Duffy said the previously announced alternate-week one-hour sponsorship by the Ford Motor Division of Ford Motor Co. of the new *The FBI Story* (Sundays, 8-9 p.m.) was also included in his estimates. J. Walter Thompson handled the Ford business.

## Honda rides on radio-TV

American Honda Motor Co., importer of Japanese built Honda motorcycles, through Grey Advertising, Los Angeles, will start its annual advertising campaign with co-sponsorship of the 1965 Motion Picture Academy Awards broadcast on ABC-TV April 5. This



Mr. Martin



Mr. Hemm



Mr. Fritz



Mr. McCoy

operations but was transferred to New York in 1961 to head the TV division for a three-year term.

▪ Arthur H. McCoy, corporate president of John Blair & Co. for more than a year, has resigned to become president and a substantial stockholder of Communications Honolulu Ltd., which has bought KONA(TV) Honolulu and four satellite stations for \$3 million subject to FCC approval (BROADCASTING, Oct. 12, 1964).

Mr. Blair, who has remained active in the direction of the business and will now resume fulltime overall supervision, described the television division changes as intended to "meet the greater demands in the New York and West Coast operations," which he said are expanding.

In other TV division changes Jack Fritz was named vice president and sales manager, New York, and Bob Hemm was named sales vice president. In these capacities they will share the responsibilities handled by Mr. Martin before his elevation to the presidency of the TV division.

Mr. Martin joined Blair 14 years ago from the DuMont Television Network, where he was an account executive. His background also includes station management, station sales and syndication sales.

Mr. Fritz had been in various sales capacities with Lever Bros. and ABC before joining Blair in 1953. Mr. Hemm, who moved to Blair in 1955, previously had been with Liggett & Meyers and the New York sales repre-

ters at Communications Honolulu's New York office, 635 Madison Avenue. He entered the station representation business in 1945 with Free & Peters (now Peters, Griffin, Woodward), was one of the founding partners of Avery-Knodel in 1945 and moved to Blair 10 years ago. His resignation was effective last Friday (Feb. 19).

## Was fee system cause of split?

The International Salt Co., Clarks Summit, Pa., and BBDO, New York, have parted company after a nine-year association, attributable, at least in part, to the agency's new fee system of compensation (BROADCASTING, Feb. 8).

The account bills an estimated \$1 million, of which approximately 90% is in broadcasting. Spot TV is the dominant medium, concentrated in markets in the East.

The end of the association was revealed last week, in advance of the official announcement, in an internal memo circulated by BBDO to its stockholders. It said the agency had resigned the account because International Salt had declined to consider a fee system and added that the agency had not profited from the account in six of the nine years it had been at BBDO.

A spokesman for International Salt, manufacturer of Sterling Salt, insisted



At a time when the nighttime Nielsen ratings of the three networks have revealed a virtual standoff, NBC has been attracting by far the largest number of adult viewers.

And for the great majority of advertisers, what really counts is not how many homes are tuned in to a television network, but how many adults are watching.

If, like most advertisers, most of your prospects are between 18 and 49, NBC has been, and will continue to be, your very best choice.

The large proportion of adults is what you'd expect from the best-balanced, highest-quality program schedule in all broadcasting. This,

after all, is the network whose programming boasts such diverse elements as the outstanding entertainment of a Walt Disney; the comedy of Bob Hope; the adventures of a weekly "Bonanza"; the riches of specials such as "The Louvre"; television's undisputed leadership in news and sports; and the most complete schedule of color.

Truly, '64-'65 has been a season of growth and accomplishment for the NBC Television Network. Now, what do we do for an encore? Go all out for next season, of course. Described in the following pages are three of the reasons that NBC expects '65-'66 to be a great, new —

# SEASON TO REMEMBER...









# "CONVOY"

## DEPTH OF DANGER

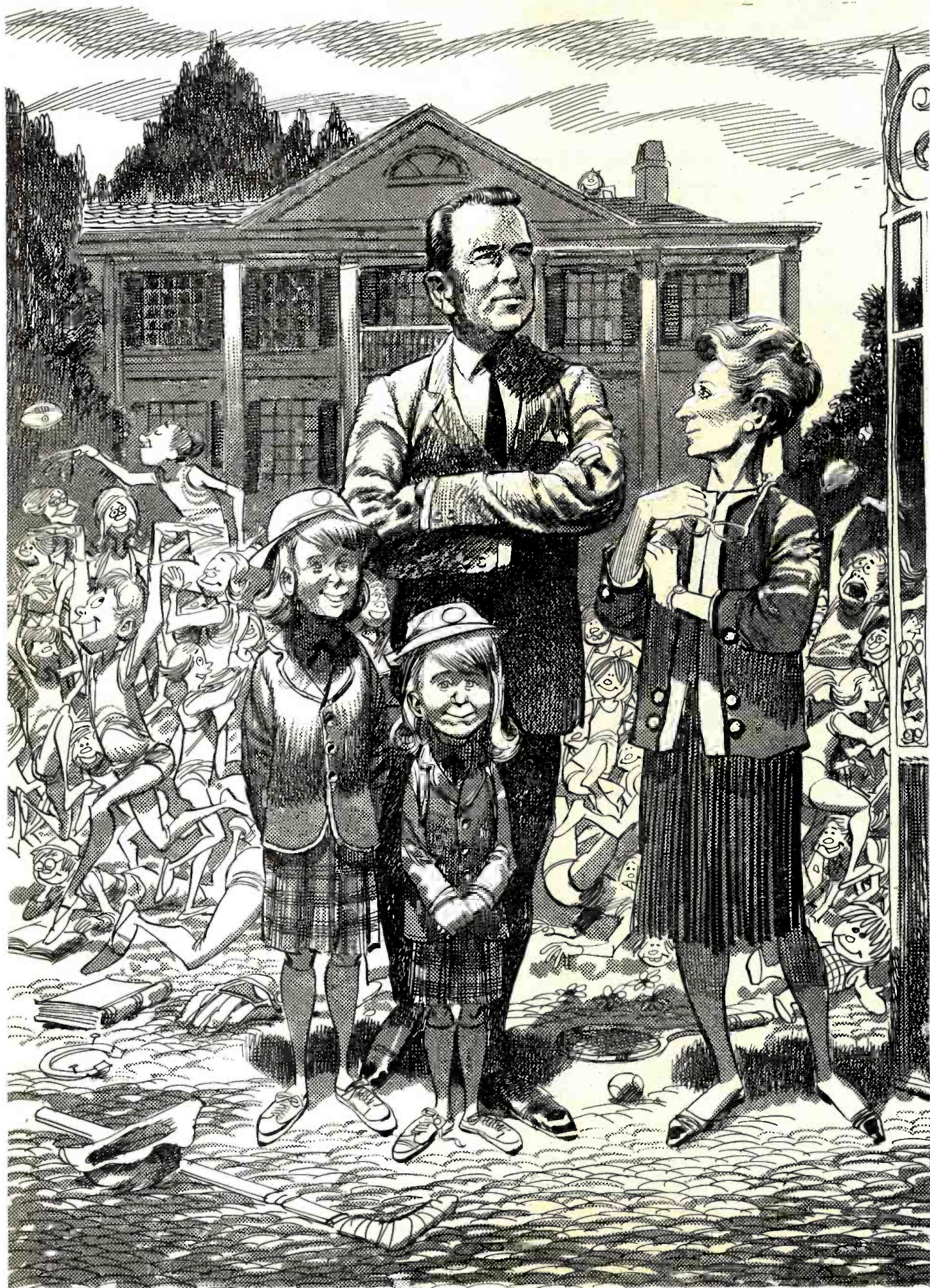
What many experts look upon as the battlefield of World War II—the Atlantic Ocean—becomes the setting for a masterful new action-drama series on NBC this fall.

Every week on "Convoy," more than one hundred ships, each carrying hundreds of passengers (both civilian and military), make a vital journey across the perilous Atlantic waters. The dramatic conflicts that arise between the transport officers and their naval escorts are almost as explosive as the war itself.

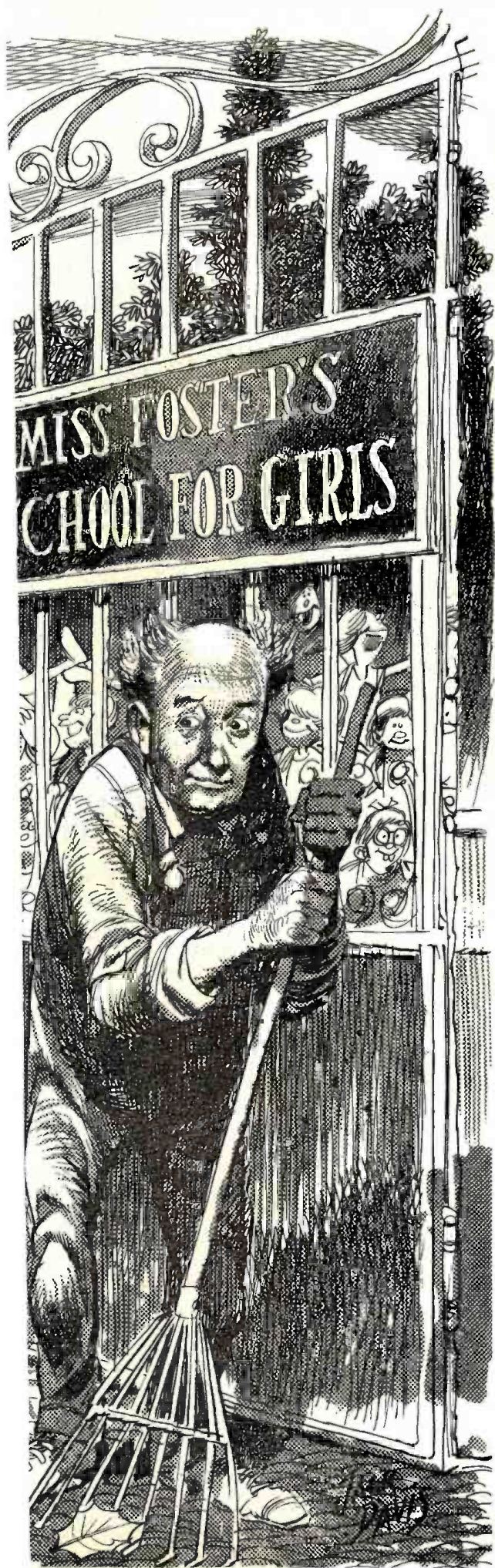
Starring as the pivotal figures in these crisis-filled missions are two of Hollywood's most talented leading men: John Gavin, as Commander Dan Talbot; and John Larch, as Captain Ben Foster. "Convoy's" executive producer is Frank Price, who is also responsible for NBC's highly successful series, The Virginian.

Look for the hour-long "Convoy" to hit a high-water mark in viewer popularity.









# "THE MISTER AND THE MISSES"

## FIRST-CLASS FUN

The hero of this winning new series is an Air Force Major—John Foster, by name.

However, you won't find a single plane under his command—nor a single man. Plenty of single girls, though; because Major John Foster happens to be headmaster of a boarding school for young ladies.

And what better man for the role of bachelor father-figure than John Forsythe, one of television's most popular and durable personalities?

His assistant has been well-cast, too. Ann B. ("Schultzy") Davis surely needs no introduction—except (as harried school administrator Ann Bradford) to a sympathetic, eligible man.

With John Forsythe at the helm, Ann B. Davis by his side, and 120 disarming young females adding spice and froth to the storylines, this new series seems headed for straight A's in comedy.

One thing is certain: "The Mister and the Misses" will get a lot of home-work.









# "CAMP RUNAMUCK"

## LAUGHTER AT REVEILLE

One of NBC's most hilarious new entries can be loosely described as a *Poison Ivy* League comedy.

Camp Runamuck (for boys) is unpeacefully situated on one side of a small lake, just a short canoe trip away from the equally unpredictable Camp Divine (for girls).

The cast of zanies that ferry between these two locations must be (and will be) seen to be believed. For a sample, there's Spiffy, Runamuck's rough-and-fumble senior counselor (played by comical Dave Ketchum); Runamuck's director, Commander Wivenhoe, a man well-suited to his post (he hates kids); and Camp Divine's number one attraction, counselor Coprice (played by former chorus girl Nina Wayne).

Created by veteran producer David Swift, Camp Runamuck shapes up as a runaway hit on the TV circuit.

Everybody into the water.

This Fall, have the  
time of your life with

NBC



will be the second year in a row that Honda has made what the agency calls "the biggest single TV buy on the West Coast."

The TV kick-off will be supported with special summer radio campaigns on top-40 stations in key markets, featuring a singing jingle by The Hondells, and by color pages in a selected list of national magazines.

Honda, the only motorcycle brand to have used network television, accounted for over 60% of motorcycle sales in the U. S. in 1963.

## Commercial musicians get new wage scale

New rates for musicians performing for commercials for radio or TV went into effect Feb. 1, according to an official notice issued to members of Local 47, Hollywood, of the American Federation of Musicians.

One man, playing alone for one hour and recording not more than three spots for the same advertiser, with the total length not to exceed three minutes in the aggregate, is to receive \$64.58. Overtime scale is \$21.53 for each 20 minutes or fraction thereof.

For two to four musicians, the rate per man is \$36.06 an hour, \$12.02 for the 20 minutes or less of overtime. Five musicians or more get \$32.29 apiece an hour, with overtime of 20 minutes or less at \$10.76 per man. For a group of this size, one additional spot of one minute or less for the same sponsor can be recorded in the overtime period. Groups of 10 musicians or more require a leader and a contractor, who shall get double the rate for sidemen. If a musician plays a second instrument, the fee is increased by 15%, plus an extra 10% for each double beyond the first.

Reuse payments are one-third the basic hour rate for each spot broadcast for more than 13 weeks.

## Business briefly . . .

**Great American Insurance Companies**, through Doremus & Co., both New York, will co-sponsor CBS Radio's 5 p.m. *News with Douglas Edwards* for 26 weeks, beginning March 1. It will be Great American's first use of radio.

**General Foods Corp.**, White Plains, N. Y., in campaigns early next month will use network regional cut-ins and spot TV in various markets in states of New York, Georgia, Nebraska and Washington to introduce its Coffee Sweet liquid artificial sweetener, and spots in Washington and Kansas City,

Mo., to introduce its Jell-O Unflavored Gelatin. Respective agencies for the products are Foote, Cone & Belding, and Young & Rubicam, both New York.

**CBS Radio** reported last week that its three weekly sports commentary programs were 91% sold for the first 39 weeks of 1965. *Its Sports Time with Phil Rizzuto* (Monday-Saturday 6:55-7 p.m. EST) and *Jack Drees on Sports* (10-five minute weekend broadcasts) are completely sold, while *Worldwide Sports with Frank Gifford* (Monday-Friday 7:15-7:30 p.m. EST) is 80% sold through Sept. 26.

**Quaker Oats Co.**, Chicago, will introduce new lines of Aunt Jemima cinnamon twists and corn sticks in the Midwest. Quaker plans the TV spot campaign in a dozen markets using minute and 20-second commercials. Agency: Papert, Koenig. Lois, New York.

**National Association of Insurance Agents**, through Doremus & Co., both New York, and the Aluminum Association, through Daniel J. Edelman & Associates, both Chicago, will sponsor *Focus on the News*, a new five-minute NBC Radio *Monitor* feature beginning with the March 6 weekend.

**Harrison Radiator Division** of General Motors Corp. through D. P. Brother & Co., Detroit, plans major radio spot drive starting in March on 211 stations in 98 markets featuring a new series of 60-second commercials by popular song composer Hoagy Carmichael. Mr. Carmichael will present parts of some of his hit tunes and follow with promotion of "four season car climate control."

Advertisers buying new participations in NBC-TV programs included the **Miller Brewing Co.**, through Mathison & Associates, both Milwaukee, in *The Andy Williams Show/Jonathan Winters Specials*, *The Alfred Hitchcock Hour*, *The Virginian*, *Wednesday Night at the Movies* and *The Jack Paar Program*; **3M Co.**, St. Paul, Minn., through MacManus, John & Adams, New York, in *Hullabaloo*, *Daniel Boone*, and *Wednesday Movies*; **Benrus Watch Co.**, through West, Weir & Bartel, both New York, in *Karen*, *The Man from U.N.C.L.E.*, *Alfred Hitchcock*, *Hullabaloo*, *International Showtime* and *Kentucky Jones*, and **Gillette Safety Razor Co.**, Boston, through Maxon Inc., New York, in *Karen*, *The Man from U.N.C.L.E.*, *Andy Williams/Jonathan Winters*, *Alfred Hitchcock*, *Mr. Novak*, *Hullabaloo*, *Daniel Boone*, *Dr. Kildare*, *Jack Paar* and *Kentucky Jones*.

Participating sponsors in ABC-TV's *Coaches All-American Football Game*,

scheduled for Saturday June 26 (9:30 p.m. EDT to conclusion) are: **Bristol-Myers Co.**, through Needham, Harper & Steers, both New York; **E. I. duPont de Nemours Co.**, Wilmington, Del., through N. W. Ayer & Son, Philadelphia; **Georgia-Pacific Co.**, through McCann-Erickson, both Portland, Ore.; **Gillette Co.**, Boston, through Maxon Inc., New York; **Goodyear Tire & Rubber Co.**, Akron, Ohio, through Young & Rubicam, New York; **Hartford Insurance Group**, Hartford, Conn., through Marschalk Co., New York, and **Joseph Schlitz Brewing Co.**, Milwaukee, through Leo Burnett, Chicago. Program is now completely sold out.

## ABC-TV daytime business up

An increase in daytime business at ABC-TV was reported last week by Edward Bleier, vice president in charge of daytime TV sales, who said some campaigns have been scheduled for the next 65 weeks.

New business and renewals came from the Kellogg Co., Battle Creek, Mich., through Leo Burnett Co., Chicago; Miles Laboratories, Elkhart, Ind., through Wade Advertising, Chicago; Polaroid Corp., Cambridge, Mass., through Doyle Dane Bernbach, New York; The Gillette Co., Boston, through Maxon Inc., New York; Mattel Inc., Los Angeles, through Carson/Roberts Inc., Los Angeles, and Colgate-Palmolive Co., through Ted Bates & Co. both New York.

## Also in advertising . . .

**Name change** ■ George/Savan Advertising Co., St. Louis, is the new name of Katzif-George-Wemhoener & Savan Advertising Co. New corporate officers are: Henry George, president; Sidney A. Savan, executive vice president; Louis Myers, vice president, and Irvn Hammerman, secretary-treasurer. The agency bills about \$2 million annually with 40% in radio and television.

**Market planner** ■ RKO General's third annual "television market planner," a survey for TV budget determination by market based upon audience delivery rather than by household coverage or broad weekly circulation data, is being distributed to interested agencies and advertisers. Markets are ranked by eight criteria: by homes, total number of men and of women and grouped separately in the 18-39 age group, teenagers, children and total listeners.

**Toyland** ■ Remco Industries, New York, toy manufacturer, announced last week its 1965 advertising budget would be increased 30% over 1964. Seven toys, as compared with five in 1964, will be advertised on TV during 1965, a company spokesman reported.

# GE plans more TV and CATV

**Aims to buy existing broadcasting operations up to FCC's limits**

The General Electric Co. announced last week plans for expanded activity in broadcasting. Through two subsidiaries, the company plans to purchase more television stations and community antenna television systems.

GE's broadcast arm—the General Electric Broadcasting Co., Schenectady, N. Y.—said it plans to expand its broadcast activities to “other parts of the country by securing additional television stations within the limit set by the FCC.”

GE's CATV subsidiary — General Electric Cablevision Corp.—announced plans to buy existing systems.

The statement at GE Broadcasting was issued by Reid L. Shaw, newly named as manager of business development. He will direct the expansion. Mr. Shaw previously was manager of the relations and utilities operation at the company's facilities in Syracuse.

Clarifying Mr. Shaw's announcement, another spokesman for GE pointed out that the FCC's interim policy on ownership in the top-50 markets, which calls for a hearing when the purchaser of a station already owns a top-50 market facility, had been taken into consideration; that the company, if need be, would go through such hearings as would be required for purchases. However, it was not indicated whether GE would be station-hunting in the top-50 markets or below that group. Nor was it indicated whether UHF's or VHF's would be sought.

GE Broadcasting, a “component” of GE's Consumer Electronics Division, now operates WRGB(TV), WGY and WGFM(FM), all Schenectady. GE has maintained stations in that city for more than 40 years. It began pioneering in the field in 1916 when its first experimental radio station went on the air. WGY started broadcasting in 1922 and in the thirties, GE also owned KEO San Francisco and KOA Denver. TV broadcasting was conducted in 1928 by GE which began commercial-TV broadcasts at WRGB in 1947.

Robert B. Hanna, former head of GE's Schenectady stations, was named general manager of the CATV subsidiary. Robert C. Wilson, Cablevision

president and general manager of GE's Consumer Electronics Division said the CATV corporation will “file for franchises in a number of communities across the country.”

GE Cablevision was awarded a non-exclusive franchise in Schenectady early this month (BROADCASTING, Feb. 8) and also has a franchise in nearby Colonie, N. Y.

Mr. Hanna has been with GE since 1929 and during his nine years heading the GE stations he served as a director of the National Association of Broadcasters.

## Harris committee reduces fund request

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, testified before the House Administration Committee last Wednesday (Feb. 17) that his committee wanted authority to spend up to \$262,000 for salaries and expenses through Jan. 31, 1966.

The committee was given \$319,000 for a comparable period last year, it was noted, but returned \$75,000. Similarly, the committee turned back about that much money the year before, and so has reduced its request accordingly.

The committee is seeking funds in addition to about \$240,000 it receives through an appropriation for its regular staff. The sum asked from the Administration Committee last week is for subcommittee expenses and salaries of personnel not on the regular 14-man staff. There were 24 persons in the “temporary” category on the committee pay roll last year.

The Senate Commerce Committee already has been authorized \$442,700 for subcommittees and “temporary” personnel through Jan. 31, in addition to \$168,000 it receives for 10 regular staff members.

The congressional distinction between temporary and regular personnel grows out of housekeeping changes required in the Congressional Reorganization Act of 1946. It gave standing committees, such as the commerce panels, a specific number of staff members. Over the years, however, workloads have grown and committees have been getting special authorization for additional employees. This is now done on an annual basis.

# The plan to push UHF

**Committee would require networks to affiliate with U's in some markets**

A government-industry committee created to find ways to foster development of UHF television has adopted recommendations that would require television networks to affiliate with UHF stations in some cases and to provide the UHF's with programing in others.

The recommendations were adopted in New York Monday (Feb. 15) at a meeting of the executive committee of the Committee of All-Channel Broadcasting and will be transmitted to the FCC.

The official record of the votes wasn't available last week but it was learned that three executive committee members mentioned in speculation as possible appointees to the FCC supported the recommendation on network affiliation and that two of them supported the one on programing.

The three are Seymour N. (Sy) Siegel, director of WNYC-AM-FM-TV, New York's city-owned stations; Richard B. Hull, educator and director of telecommunications at Ohio State University; and Ruth Jones, J. Walter Thompson executive.

They joined with four other members to approve by a 7-6 vote the proposal to require networks to affiliate with stations where the signals of their primary affiliates are of “fringe” strength or with potential new stations in one or two station VHF markets.

Miss Jones abstained from voting on the recommendation that networks be compelled to place programs with unaffiliated stations when affiliates don't clear them. The proposal would also prevent the “unreasonable” use of delayed broadcasts to “perpetuate exclusivity between network and affiliate.” That recommendation was adopted by a 7-5 vote.

**Networks Against** ■ Network representatives on the committee opposed both recommendations.

The life of the CAB, created by executive order two years ago, is scheduled to expire March 10. But the committee is expected to ask the FCC to authorize a one-year extension for its committee on business affairs, Committee No. 2.

It was this group which developed the recommendation regarding network



affiliations. The other recommendation was contained in a minority report filed by Lawrence M. Turet of WUHF(TV) Milwaukee, chairman of a subcommittee. WUHF(TV) had filed a similar proposal with the FCC last year in the form of a proposed rulemaking (BROADCASTING, Feb. 24, 1964). It was never issued by the commission.

Besides these recommendations, the executive committee approved for transmission to the FCC a package of suggestions and reports dealing with technical aspects of UHF television.

## Now Austin, Tex., has two TV stations

The 12-year television monopoly enjoyed in Austin, Tex., by the station owned by President Lyndon B. Johnson's family has ended. And among the media calling attention to the fact was the Johnson station, KTBC-TV.

The end of the era came when KHFI-TV, operating on channel 42, went on the air Friday night, Feb. 12 (BROADCASTING, Feb. 15). KTBC-TV's viewers heard about the UHF station the following morning from FCC Commissioner Robert E. Lee, the commission's most ardent supporter of UHF, who was on hand for the station's opening-night ceremonies.

J. C. Kellam, president and general manager of KTBC-TV (ch. 7), invited Commissioner Lee to appear on that station during his stay in Austin, and the commissioner used the opportunity to boost KHFI-TV and urge viewers to purchase all-channel TV receivers.

Several of the owners of the new station are active in Republican politics, but relations between KTBC-TV and KHFI-TV are said to be cordial. KTBC-TV is affiliated with all three networks, but arrangements were made to permit KHFI-TV to carry programming from the three that KTBC-TV does not clear.

KHFI-TV is owned by Southwest Republic Corp., which is composed of 17 Austin businessmen. Principals are E. G. Kingsbery who owns 13.7%, and John R. Kingsbery, Ralph E. Jane Jr., Bryant M. Collins and Jack Stayton, each 9.2%.

KTBC-TV had a monopoly in Austin since 1953 because it occupies the only VHF channel assigned to the market and no one was willing to risk a UHF operation there—until KHFI-TV went on the air. The market is credited with 205,000 households.

The President's wife and two daughters own 83.7% of Texas Broadcasting Co., licensee of KTBC-AM-FM-TV, but they have put their holdings in trust.

Texas Broadcasting, besides its broad-

casting properties, has an option to purchase 50% of Capital Cable Co., a community antenna television service in Austin.

There is a possibility of additional UHF competition for KTBC-TV, from channel 24. A permit for operation on that channel was issued to Austin Broadcasting Co., licensee of KVET, but has been dormant for years. However, Willard Deason, who owns the company, has agreed to assign the radio station license and television construction permit to Roy Butler, a local auto dealer, a friend of President Johnson, subject to FCC approval. Purchase price is \$535,000.

Meanwhile, the President's association with broadcasting was in the news in another connection last week, as newspapers publicized the family interest in a radio station that was the object of a routine FCC forfeiture notice (BROADCASTING, Feb. 15).

The station is KNAL Victoria, Tex. The Johnson family interest is through Texas Broadcasting's 29% ownership in KWTX Broadcasting Co. That company owns 80% of KNAL. The commission notified KNAL two weeks ago that it was subject to a \$1,000 fine because of technical violations.

## Hearing called for on Mississippi case

An FCC staff investigation of seven Mississippi radio and television stations, begun after the riots touched off by the desegregation of the University of Mississippi in September 1962, has been completed and the results submitted to the commission.

The staff recommends that the license renewal applications of affiliated stations WLBT(TV) and WJDX, both Jackson, be set for hearing, and that the applications of the remaining five be granted. The renewal date for the stations was June 1.

Since the issues on which the two applications would be set for hearing go to the heart of the civil rights controversy in the South, the commission regards the case as one of extreme sensitivity.

The commissioners, in discussing the recommendations for the first time last week, made clear they would proceed slowly. There were indications the staff's proposal would be altered sharply before it was adopted as a commission action.

The five stations reportedly recommended for renewal grants are WCBT-AM-TV Columbus, WRBC, WSLI and WJTV(TV), all Jackson.

The issues aren't confined to the complaints received in connection with

the riots that flared when James Meredith, the first Negro known to attend the University of Mississippi, appeared on the campus at Oxford.

Protests were filed subsequently by the United Church of Christ and the Mississippi AFL-CIO. The United Church of Christ asked the commission to deny the license renewal applications of WLBT and WJTV because of alleged discrimination against Negroes in their programming (BROADCASTING, April 20, 1964). The union said WLBT's manager and 20% owner, Fred Beard, used the station as a forum for airing anti-union views without affording time for conflicting views (BROADCASTING, June 8, 1964).

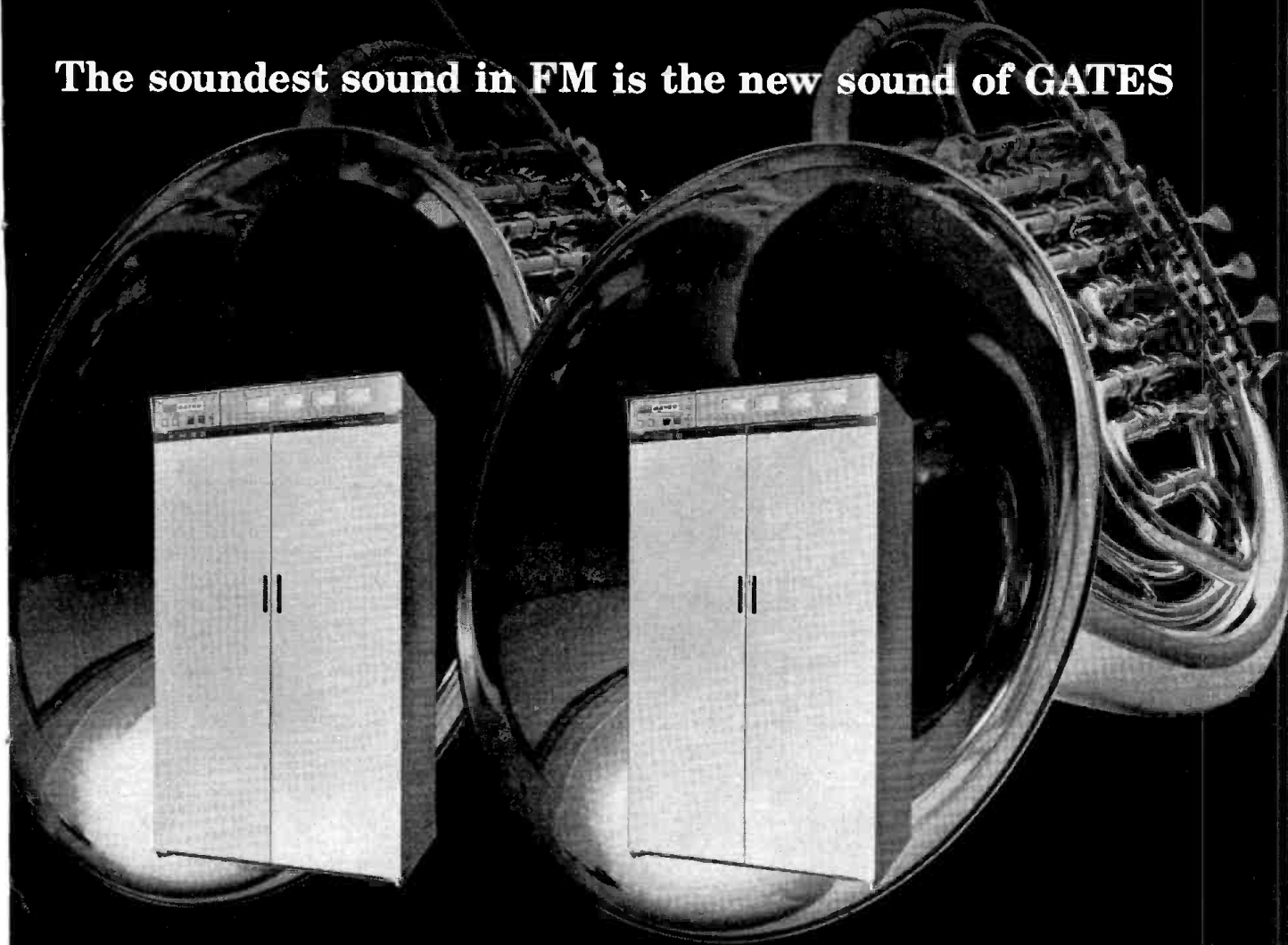
**Hearing Called For** ■ The staff recommends setting the WLBT and WJDX applications for hearing to determine whether they were candid in their programming representations regarding controversial issues, served the needs of Negroes in the community, and complied with the fairness doctrine, and whether the stations were used to "further personal ends."

Another suggested issue is whether there has been lack of candor or misrepresentation regarding the ownership and financing of WLBT. Although affiliated—the two stations are operated by the same personnel—different owners are listed for the TV and AM-FM stations. Four individuals, P. K. Lutken, Mr. Beard, W. Calvin Wells III and Maurice Thompson own the stock in the licensee, Lamar Life Broadcasting Co., while the Lamar Life Insurance Co. is the owner and licensee of the AM-FM outlets. But the staff feels the commission should look into whether the insurance company owns all three.

This concern stems mainly from the fact that the insurance company holds options to buy the broadcasting company's entire bloc of 10,000 shares for \$10,000. According to a letter from WLBT in January explaining the background to the commission, this arrangement grows out of the manner in which the broadcasting company was established.

The insurance company had created it as a subsidiary to apply for the channel in 1953, and the new company had issued the 10,000 shares to the parent corporation for \$10,000, the station said. No other stock has been issued. But after it appeared that Mississippi law would bar the insurance company from owning a television station, the company sold the stock in the subsidiary to five of its employees and stockholders (one has since died) for \$10,000. After Lamar Life Broadcasting Co. received the grant, the Lamar Life Insurance Co. agreed to provide the operating capital for the station in return for the options on the stock. These options have been extended twice, the last time in 1964.

**The soundest sound in FM is the new sound of GATES**



## **Now! Two new Gates Transmitters with "DCCCM"**

Direct Crystal Controlled Cascade Modulation is quite a mouthful. But it's quite an earful, too. Featured in our handsome new FM-5G, 5000-watt, and FM-10G, 10,000-watt FM broadcast transmitters, it provides positive control of the mean carrier frequency with simplified, dependable circuitry. In addition, these two new transmitters feature solid state power supplies, new ceramic power tubes operating at a leisurely pace, plus a careful selection of quality components. Result: the ultimate in FM performance. And proof that the soundest sound in FM is the new sound of Gates.

*Send for complete information on the new Gates FM-5G and FM-10G.*



GATES RADIO COMPANY  
A Subsidiary of  
Harris-Intertype Corporation  
QUINCY, ILLINOIS 62302

Offices: New York, Houston, Los Angeles, Washington, D.C.  
Export: Rocke International Corporation, New York City  
In Canada: Canadian Marconi Company, Montreal



# The FCC: all wrapped up in wire

Heavy work on CATV policy begins as agency gets from its expert a report indicating less need for rigid regulation than some broadcasters see

The FCC has plunged into an intense round of meetings, conferences and congressional appearances out of which is expected to emerge commission policy on regulating community antenna television.

The commission held special meetings on CATV matters Thursday and Friday (Feb. 18 and 19), and tomorrow (Feb. 23) it will meet with representatives of the two trade associations having a direct stake in CATV regulation—the National Association of Broadcasters and the National Community Television Association.

Officials of the two associations were to have met in Los Angeles Saturday (Feb. 20) in an effort to iron out differences between themselves on the issue.

On Thursday (Feb. 25), the commission is scheduled to appear before the Senate Communications Subcommittee to review a broad range of its regulatory activities with CATV expected to figure in the discussion.

Questions of jurisdiction (should the commission assert authority over all CATV's, off-air as well as microwave-served systems, or wait for an explicit grant of authority from Con-

gress?), of the amount of protection CATV's should be required to afford local television, of whether CATV's should originate programming, of whether cross-ownership of CATV's and television stations should be permitted—these are some of the problems to be resolved by the commission in devising a scheme for fitting CATV into the nation's basic TV structure.

**Report on CATV** ■ Basic to the search for answers is a 152-page economic study of CATV prepared by Dr. Martin Seiden, a consultant retained by the FCC last July to help develop facts on which policy could be made.

The document, distributed to commission members on Feb. 12, has not been made public. But Chairman E. William Henry said it probably would be released this week, in advance of the commission's appearance before the Senate panel.

Sources who have read the report describe its conclusions as "controversial." Differences over them were aired at the commission meeting Thursday. The document, reportedly, tends to provide support for those who favor a moderate approach to CATV regula-

tion. One official said it pictures CATV as auxiliary service that does not threaten to "supersede" the basic free-TV system.

This appeared to run counter to the expressed concern of important elements of the broadcasting industry, such as the Association of Maximum Service Telecasters, ABC and Westinghouse Broadcasting Co., which have argued that CATV could wreck the existing system if left unchecked. They have urged regulation that would eliminate any chance of CATV growing out of its role as an auxiliary service.

**Response to Need** ■ Officials say the Seiden report describes CATV, like translators, as having developed out of public desire for additional TV service. And this desire, in turn, is traced to what is called the failure of the commission's Sixth Report and Order, at least as implemented, to provide for an adequate TV distribution system. The Sixth Report and Order, adopted in 1952, laid out the blueprint for TV development in the U. S.

One official said Dr. Seiden feels that CATV's major impact will be on markets having fewer than three television

## Cox microwave purchase approved

The FCC last week approved the sale of Microwave Communications Inc., an Indiana common carrier microwave system, to Video Services Co., a subsidiary of Cox Broadcasting Corp., for \$325,000 (BROADCASTING, Jan. 11).

The commission also granted microwave applications in the business radio service of The Dalles (Wash.) TV Co., a Cox-owned CATV system, to relay signals of four Portland, Ore., and two Seattle TV stations.

Both grants were made without prejudice to whatever action the commission may take in its inquiry concerning TV licensees' acquisition of CATV systems, and are subject to nonduplicating and other conditions of another CATV related rulemaking proceeding.

The decision, released last Thursday (Feb. 18), was adopted by all six com-

missioners. Commissioners Robert T. Bartley and Lee Loevinger, while concurring in the Washington microwave grants, dissented to the attachment of the nonduplication conditions. Dissenting to the Indiana transfer was Commissioner Kenneth A. Cox.

Microwave Communications, until now owned by The Jerrold Corp., Philadelphia, consists of three common-carrier point-to-point microwave stations and two construction permits for similar facilities.

The facilities currently provide 11 TV signals to three CATV systems in Peru, Logansport and Lafayette, all Indiana. Others reportedly interested in using the carriers are WTAF-TV (ch. 31) Marion, Ind., and CATV's in Attica, Vincennes, and Washington, all Indiana, and in Danville, Ill.

The microwave grants made to Cox's The Dalles TV Co., which has approximately 4,200 subscribers, will furnish the CATV system with signals from KOMO-TV and KING-TV, both Seattle,

and KATU-TV KOIN-TV, KGW-TV and educational channel 10 KOAP-TV, all Portland, Ore.

The new facilities will replace a deteriorating cable transmission system in the bed of the Columbia River which presently furnishes the CATV with the TV signals.

## Cox joins newspaper for Pittsburgh CATV

Cox Broadcasting Corp., Atlanta, a group broadcast station owner rapidly expanding in community antenna television, has linked up with another newspaper to seek a franchise in a major city.

Last week, a spokesman for the *Pittsburgh Post-Gazette* disclosed that it had incorporated Alleghany Cablevision Inc., jointly with Cox Cablevision Corp., Cox's CATV subsidiary, and that the new firm had "declared interest" in a Pittsburgh CATV fran-

stations and that, as a result, the industry's growth potential is limited. At the commission's meeting Thursday, he is said to have agreed with other studies that indicate CATV subscribers won't exceed 10% of the nation's TV homes. The future now is 3%, based on current estimates of 1.7 million CATV homes.

As for CATV's impact on UHF, one official said Dr. Seiden "would probably agree" that a cable company providing several channels of service would prevent the establishment of a new UHF, or threaten the viability of an existing UHF, in a "marginal" market. But Dr. Seiden was reported to feel that the chief danger to UHF's is not CATV but is the lack of UHF programming.

Meanwhile, the major issue the NAB and NCTA hoped to settle on the CATV policy they would recommend to the FCC is the degree of nonduplication CATV's would be required to afford local TV stations. The NAB has said the CATV's should refrain from carrying programs for 15 days before and after the local station carries them, while NCTA has held out for simultaneous nonduplication. They agree, however, that stations closest to the CATV should have priority for protection.

The NAB and NCTA also agree that CATV's should transmit without degradation the programs of local stations. They would require this carriage for all stations putting a grade B signal over the CATV-served community up to the limit of the cable company's channel capacity.

---

chise. Four other firms also have shown interest (see page 138).

Earlier Cox Cablevision formed Buckeye Cablevision Inc. with the *Toledo* (Ohio) *Blade-Times* to seek CATV in that city. The newspaper is owned by the Pittsburgh publication. The *Post-Gazette* is licensee of wwsu-AM-FM Pittsburgh and was 50% owner of WHC(TV) Pittsburgh before it was sold to Cox Broadcasting.

Cox has joined the *Cleveland Plain Dealer* in a similar venture in that city and has had an application for a CATV pending in Dayton, Ohio, for more than a year. The firm also owns newspapers.

Officers of the Pittsburgh venture are chairman of the board, William Block, *Post-Gazette* editor and publisher; president, J. Leonard Reinsch, president of Cox Broadcasting; vice president, Oscar M. (Pete) Schloss, manager of wwsu; vice president, Marcus Bartlett, head of Cox Cablevision; secretary-treasurer, Paul Bauman, secretary-treasurer of the *Post Gazette*.

## A plea for unity on CATV

### Ford says broadcasters and CATV can gain more by working together

Frederick W. Ford, spokesman of the community antenna television industry, assured an audience of broadcasting executives last week that their respective industries and the television viewing public have more to gain from harmony than dissonance.

Addressing an International Radio & Television Society luncheon in New York last Friday (Feb. 19), Mr. Ford urged cooperation toward achievement of an integrated, federally regulated system combining broadcast and cable TV service.

Mr. Ford said the assignment of at least one TV station to each community—a priority of the FCC's Sixth Report and Order that established television's table of allocations in 1952—is physically unattainable "by the use of the allocated frequencies alone." The radio spectrum, he said, "neither can be nor should be expected to satisfy that objective." An adequate nationwide television system "with an increased choice of programs can only be achieved by an integrated and federally regulated system of both wire and radio."

Mr. Ford spoke in a similar vein when as an FCC commissioner he addressed the annual convention of the National Community Television Association in Philadelphia (BROADCASTING, June 29, 1964). He resigned his commission post as of Dec. 31, 1964, to become president of the NCTA.

**Three Main Problems** ■ In last week's speech—his maiden address in the NCTA post—Mr. Ford also discussed three of the thorniest issues facing CATV's future: 1) charges that it will thwart the growth of UHF, 2) copyright suits that seek to require CATV's to obtain permission of copyright holders before being allowed to carry programs broadcast by TV stations, and 3) whether CATV's should give TV stations delayed or simultaneously nonduplication protection.

Mr. Ford's remarks were delivered on the eve of an eventful week for CATV. Afterward he headed for Los Angeles where he was to meet with a group of NCTA board members and a subcommittee of the National Association of Broadcasters. They were to conduct another in a round of talks in

which the NAB and the NCTA are seeking agreement on proposals for federal regulation of CATV. The two associations are scheduled to report to the FCC tomorrow (Feb. 23), and the commission itself is preparing to give the Senate Communications Subcommittee a progress report on CATV during a broad policy review hearing Thursday (Feb. 25).

**Views Differ** ■ Delayed duplication is the "principal point of difference" separating the groups, Mr. Ford told the IRTS luncheon. (The negotiators agreed simultaneous nonduplication protection was sufficient, but the NAB's television board of directors adopted a 15-day delayed protection policy at a meeting in Palm Springs, Calif., last month [BROADCASTING, Feb. 1], so the groups scheduled another meeting.)

Mr. Ford said the single-station market without competition benefits most when given delayed protection. Such a station, he said, may be a "cherry picker," that is, it could have network shows for its entire broadcast day. Permanent 15-day protection would "in the absence of the most compelling reason be a complete reversal of the commission's policy on local live programming," Mr. Ford said.

The NCTA president explained that network programs are usually carried when available in three-station markets and the principal network is usually carried simultaneously in two-station markets. From the public point of view in these markets, Mr. Ford said, delayed protection shouldn't be given when stations delay programs or carry them in different time slots "than the sponsor would desire."

As for UHF growth, Mr. Ford said current statistics indicate many potential UHF broadcasters don't consider CATV a threat. There are 32 outstanding UHF construction permits in 29 communities, 8 of which are CATV served, Mr. Ford said. Of the 59 communities where UHF applications are pending, 17 have CATV.

Mr. Ford said of the 109 UHF stations that have left the air, only one said CATV was a factor, and this station came back as a VHF. Twenty-four of the communities had CATV, but only in 18 did they operate simultaneously with the TV's, he said.

Charges raised during 1957 and 1958 Senate CATV hearings that cable television could hurt local TV service and destroy broadcast television are shown to have been false, Mr. Ford said. Broadcast revenues have soared from \$943.2 million in 1958 to \$1.570 billion last year, he said. During this period CATV's have increased from 726 serving more than 600,000 subscribers to 1,600 serving 1.7 million homes.

**CATV-Copyright Controversy** ■ Mr. Ford, noting CATV and copyright ques-



tions are in the courts (CBS Inc. v. Teleprompter Corp., and United Artists v. the Fortnightly Corp.), said he wanted to point out that if CATV's had to pay copyright fees to carry programs for which broadcasters already have paid fees (through broadcasters), the public would in the end "have to pay for 'two tickets to the same performance'."

Most sponsors think they get 100% of the potential audience 100% of the time, Mr. Ford said, "but that just isn't so." Only 90% of the locations within a Grade A contour receive an adequate signal half the time, he said, and 70% of locations within a Grade B contour receive adequate signals 50% of the time. A CATV "merely aids the sponsor in getting his money's worth from the copyright owner and the station by assuring the sponsor that anyone who desires the signal will receive it clearly, and thus increase the potential audience," Mr. Ford declared.

He also cited figures to back up his contention that there isn't sufficient space in the radio spectrum to permit assignment of a local TV station to each community with 2,500 or more population, as sought by the Sixth Report and Order. It's not physically possible "with the present state of the art to assign 82 channels to the 4,699 communities" of that size, he said. A recent proposal to expand assignments in the Sixth Report and Order to about 700 VHF stations and 1,980 UHF's wouldn't satisfy this either, Mr. Ford said.

The NAB's TV board has been insisting that any regulation of CATV "not do violence to the Sixth Report and Order."

Mr. Ford reviewed the entry of many broadcasters and other business interests into CATV, and described CATV services as "merely a more efficient, effective part of each subscriber's receiver," since all TV sets require antennas of some kind. The difference between the home roof-top antenna or indoor device and CATV is that the latter is rented, he said.

## CATV called plague to radio as well as TV

Community antenna television, "the sleeping giant of the last decade, will plague radio as well as television in the 10 years ahead," John F. Box, managing director, WIL St. Louis, told a dinner meeting of the St. Louis chapter of American Women in Radio and Television last week.

"More and more cable systems are using their channels to carry the programming of metropolitan area radio stations," Mr. Box noted, pointing out that this trend will dilute the audience and seriously affect the revenue of the

smaller market broadcasters.

Within five years, Mr. Box predicted, CATV subscribers "will have a multiple selection of television programming from several cities, a choice of radio stations plus special channels that will enable the subscriber to call the police or fire department and even a doctor. It's just around the corner."

Radio's biggest problem, however, Mr. Box said, "is that we suffer from a massive inferiority complex. We've accepted second-class citizenship."

Mr. Box contended "we have a right to be proud of radio's size, its success, its service and its history." He felt greater program imagination and specialization will be among factors helping to assure radio's continued growth.

## Cox fails in bid for Denver Broncos

An attempt by Cox Broadcasting Corp. to buy the franchise of the Denver Broncos professional football team and move it to Atlanta in 1965, was killed last week (CLOSED CIRCUIT, Feb. 15).

Cox had offered more than \$4 million for all the stock of Empire Sports Inc., owner of the Broncos of the American Football League and the Denver Bears of the baseball Pacific Coast League.

## Steps taken for state regulation of CATV

Moves to authorize state regulation of community antenna television in New York and Oregon were reported last week.

In New York, bill A 1944 was introduced in the state assembly to prohibit the establishment of a CATV system without a "certificate of convenience and public necessity from the public service commission." The measure has been referred to the assembly's public service committee. The bill apparently would place CATV in a utility status, said Robert D. L'Heureux, general counsel, National Community Television Association.

In Oregon, it's understood a member of the lower house is working on a bill draft with the state utilities commission to empower that body to regulate CATV. The NCTA has sent the commission briefs filed with other states explaining that CATV is not a public utility and describing FCC, broadcaster and cable operator efforts to reach agreement on proposals for federal regulation of the field. The Pacific Northwest CATV Association also is understood to be looking into the matter.

## FCC approves swap previously ordered

The FCC has approved the exchange of stations between NBC and Westinghouse Broadcasting Co. that the commission, in effect, ordered last summer.

The stations involved are NBC's Philadelphia properties, WRCV-AM-TV, and WBC's KYW-AM-FM-TV Cleveland.

The commission, in its order last week, made the assignment of licenses subject to the outcome of the court appeal taken by RKO General Inc. which had hoped to acquire the Philadelphia stations. As a result, there is no likelihood of an immediate change in ownership of the stations.

NBC, which had agreed to a Justice Department consent decree to get rid of its Philadelphia stations, originally planned to trade them for RKO General's Boston stations, WNAC-AM-TV and WRKO-FM. The proposed exchange was part of a complicated hearing which also involved NBC's renewal applications for the stations and Philco Broadcasting Co.'s attempt to take the Philadelphia TV facility, channel 3, away from NBC.

The commission, in a surprise resolution of that case, granted the renewal applications on the condition that NBC trade the stations back to Westinghouse for the Cleveland properties. It dismissed applications for the Boston-Philadelphia trade as moot (BROADCASTING, Aug. 3, 1964).

NBC had originally traded the Cleveland stations and \$3 million to Westinghouse for the Philadelphia properties in 1956. But the commission said the network used its power to grant or withhold affiliations to coerce Westinghouse into making the swap.

This was the argument advanced by the Justice Department in obtaining the consent decree directing NBC to vacate Philadelphia. The original deadline in the decree was Dec. 31, 1962, but this has been extended several times. The new deadline is March 31.

In its order last week, the commission said NBC would pay Westinghouse \$150,000, which represents the value of improvements made to the Cleveland properties over and above those made to the Philadelphia stations by NBC since 1956.

The commission's order dismissed petitions by RKO General to deny the applications and by Cleveland local No. 27 of the International Association of Theatrical Stage Employees, which sought protection of its members' pension rights at KYW-TV.

The commission said RKO General lacked standing in the case since its applications were dismissed. And it said the question raised by the union was not for commission determination.

NOW AVAILABLE FOR TELEVISION!



Featuring  
JAMES ROGERS FOX, M. D.  
Internist, Educator, Author



*DOCTOR'S HOUSE CALL IS ENDORSED WITHOUT RESERVATION BY THE AMERICAN MEDICAL ASSOCIATION, a unique distinction which authenticates and gives authority to the fascinating and literally vital material it presents. Each program carries this endorsement along with the official seal of the AMA.*

*Originally produced for KSTP-TV, Minneapolis-St. Paul, and steadily sponsored for two years, 260 five-minute episodes are now available for LOCAL SPONSORSHIP five times weekly on either video tape or film. DOCTOR'S HOUSE CALL is medically up to the minute.*

*Dr. James Rogers Fox is a practicing M.D., an active member of the staff of the University of Minnesota School of Medicine and author of a major volume on family health to be published this fall by the Macmillan Company.*

*Dr. Fox has been praised by an AMA publication as having*

*"a tremendous faculty for remembering details and outlining complicated subjects briefly, simply and comprehensively. . . . His topics have the interest and appeal necessary for holding a TV audience because he keeps in touch with the latest findings in medical research and draws heavily on his own clinical practice to illustrate key points."*

*Dr. Fox uses many absorbing devices to lend visual appeal to DOCTOR'S HOUSE CALL, such as "Knute," the plastic man. (above)*

*DOCTOR'S HOUSE CALL is a sponsorship natural for drug stores and chains, food stores, banks, hospitalization services, insurance companies, savings and loan associations and other enterprises who look for distinguished service television advertising.*

*The audience potential for DOCTOR'S HOUSE CALL is a very large segment of the public—both young and old—who have become extremely health conscious.*

*For further information and screening print, contact Russ Clancy, President:*

*Broadcast Sales Incorporated — 2 West 46<sup>th</sup> Street, New York, N.Y. 10036*  
*212-246-6776*



# Screen Gems buying third TV

WVUE New Orleans to be purchased for \$8 million;

Hyams cites progress towards SG's ownership goal

The purchase of WVUE(TV) New Orleans by Screen Gems Inc. was announced last Thursday (Feb. 18) by Jerome S. Hyams, executive vice president of SG. The sales price was reported at approximately \$8 million. (CLOSED CIRCUIT, Feb. 15.).

The transaction is subject to FCC approval.

Screen Gems acquired the TV station through the purchase of 100% of the stock of New Orleans Television Corp., licensee of WVUE which operates on channel 12 and is affiliated with ABC. Rust Craft Greeting Cards Inc. owned 40% of the stock and the remainder was held by nine New Orleans businessmen headed by Joseph A. Paretti, president and general manager of WVUE.

This is the third TV station Screen Gems has acquired over the past four years. It owns WAPA-TV San Juan, P.R., and KCPX-TV Salt Lake City. SG also owns and operates KCPX-AM-FM. WAPA-TV owns 33 1/3 % of WOLE-TV

Aguadilla, P.R., New Orleans is number 45 on the FCC's list of top 50 markets, but Salt Lake City is not. So the WVUE purchase will not be subject to the FCC's interim policy requiring a hearing for purchase of a top-50 market station if the purchaser already owns a top 50 station.

Mr. Hyams said the purchase of WVUE was part of a "concerted effort on the part of Screen Gems to attain a full complement of TV stations." Screen Gems is 89% owned by Columbia Pictures Corp.

Norman Louvau, vice president and general manager of the Screen Gems Broadcast Division, said the company intends to play an active role in improving television in the New Orleans market.

**Rust Craft Offer** ■ Jack N. Berkman, president of Rust Craft Broadcasting, said in a statement issued Thursday, that his company had made a "substantial offer" to the majority owners for their stock but was unsuccessful. Rust

Craft therefore decided to accept the Screen Gems offer, Mr. Berkman said, because of his company's belief in single ownership and operation.

The compensation for the stock of the station breaks down to \$4.8 million to the majority 60% owners, and \$3.15 million for the Rust Craft 40% interest.

Rust Craft, which owns four TV and radio stations (plus one UHF television grant), bought its 40% interest in 1962. It paid \$850,000 for the stock.

## Changing hands

**ANNOUNCED** ■ *The following sales of stations were reported last week subject to FCC approval:*

■ WVUE(TV) New Orleans: Sold by New Orleans TV Corp. to Screen Gems Inc. for almost \$8 million (see page 60).

■ KVET Austin, Tex.: Sold by Willard Deason to Roy A. Butler for \$535,000. Mr. Butler is an Austin automobile dealer, vice president of the Austin Chamber of Commerce and a member of the Austin School Board. Transaction includes a construction permit for TV channel 24 in Austin, granted in March 1963. KVET founded in 1946, operates fulltime on 1300 kc with 1 kw, and is affiliated with CBS.

■ WAOO Chattanooga: Sold by Gordon Gambill and associates to Martin Theaters of Georgia Inc. for over \$230,000. E. D. and R. E. Martin Jr. own WTVG (TV) Chattanooga, and WTVM (TV) Columbus, Ga. WAOO is fulltime on 1150 kc with 5 kw day and 1 kw night. Broker: Chapman Co.

■ WAIA College Park, Ga.: Sold by Metro-Atlanta Broadcasting Inc., Bernard Lipman, president, to John R. Dorsey for \$60,000. Mr. Dorsey had 50% interest in recently sold WSMD(FM) Waldorf, Md. WAIA is a daytimer on 1570 kc with 1 kw. Broker: Blackburn & Co.

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 127).*

■ WRCV-AM-TV Philadelphia: Transferred by NBC to Westinghouse Broadcasting Co. in exchange of stations (see page 58).

■ KYW-AM-FM-TV Cleveland: Transferred by Westinghouse Broadcasting Co. to NBC in exchange of stations (see page 58).

■ KWIZ-AM-FM Santa Ana, Calif.: Sold by Ernest L. and Franc E. Spencer to

## Media transaction... get our viewpoint

The buying or selling of media properties, is a highly specialized field. Blackburn & Company has an enviable reputation for providing the facts both parties need to do business in a complex area . . . facts plus an insight that comes from years of experience. Consult Blackburn first.

### BLACKBURN & Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

#### WASHINGTON, D.C.

James W. Blackburn  
Jack V. Harvey  
Joseph M. Strick  
RCA Building  
333-9270

#### CHICAGO

H. W. Cassill  
William B. Ryan  
Hub Jackson  
333 N. Michigan Ave.  
346-6460

#### ATLANTA

Clifford B. Marshall  
John C. Williams  
Mony Building  
1655 Peachtree Rd.  
873-5626

#### BEVERLY HILLS

Collin M. Selph  
G. Bennet Larson  
Bank of America Bldg.  
9465 Wilshire Blvd.  
274-8151

W. Thomas and M. Phillip Davis for \$350,000. Messrs. Davis are attorneys and have various other business interests. Kwiz began operating in 1926 and is fulltime on 1480 kc with 5 kw days and 1 kw nights. The Spencers bought it in 1932.

■ **WSAR Fall River, Mass.:** Sold by K & M Publishing Inc. to Norman Knight for \$250,000. Mr. Knight owns WEIM Fitchburg and WSRS(FM) Worcester, both Massachusetts; WTSL Hanover, WTSV-AM-FM Claremont, WHEB-AM-FM Portsmouth and WGIR-AM-FM Manchester, all New Hampshire. K&M Publishing is publisher of *Fall River* (Mass.) *Herald News* and *Schenectady* (N. Y.) *Union Star*. WSAR is 5 kw fulltime on 1480 kc.

## Double labor trouble hits KLAC-AM-FM

KLAC-AM-FM Los Angeles, a Metro-media Inc. station, made history the hard way last week when it was struck simultaneously by two unions. At 8 a.m. Tuesday (Feb. 16) picket lines of the Los Angeles local of the American Federation of Television and Radio Artists and Local 45 (also Los Angeles) of the International Brotherhood of Electrical Workers were formed at the KLAC studio-office building. Joint picket lines were also set up at a KLAC mobile unit manned by Al Lohman and Roger Barkley, disk jockeys who were doing a remote broadcast.

The transmitters were also shut down, putting KLAC off the air for 86 minutes and silencing KLAC-FM for 31 minutes. "Since then we've managed to stay on the air without any other interruption," a KLAC spokesman said. Supervisory personnel replaced the striking technicians and announcers.

Cause of the dispute, according to Claude McCue, executive secretary of the AFTRA local, and Andrew Draghi, business manager of IBEW Local 45, was an attempt by Metromedia, licensee of KLAC, to have AFTRA announcers take over the editing of tape and the operation of cartridge machines, work that has been performed by technicians at the station for over 20 years and covered by its contract with the IBEW.

**The Arguments** ■ The union spokesmen said that they are prepared for a lengthy strike to "preserve basic union conditions, the results of peaceful collective bargaining within the broadcast industry."

Alan Henry, vice president and general manager of the stations, said: "The IBEW's thinking is fallacious and a smoke screen. We have offered to guarantee employment of our present

staff of engineers for any length of time—5, 6, 7, 10 years. By this we mean we would write their names into a contract." As to AFTRA, we have a contract and we will protect it vigorously in court."

A motion of KLAC for a preliminary injunction against the picketing activities of the striking unions will be heard Wednesday (Feb. 24) by Judge Alfred Gittleson of Los Angeles Superior Court. Judge Gittleson last Wednesday (Feb. 17) denied an AFTRA motion for dismissal of the KLAC motion.

In addition to picketing the station, the two unions are also distributing leaflets requesting consumers not to patronize the business establishments of KLAC advertisers.

**Other AFTRA Fights** ■ The AFTRA local was also involved in a dispute with KFWB Los Angeles, which the union accused of discharging an announcer Joe Yocam, after 23 years, in a manner claimed to be in violation of the station's AFTRA contract. KFWB management said that when Mr. Yocam was replaced as an announcer he was offered a staff position which he refused to accept. After weeks of negotiations, AFTRA has demanded that the matter be put into arbitration before the American Arbitration Association. KFWB's reply is that this is not a proper matter for arbitration because

Mr. Yocam was a free lance rather than a staff announcer.

Another AFTRA strike is imminent, with the new target KPOL Los Angeles. A membership meeting of the union's Los Angeles local Wednesday (Feb. 17) unanimously approved a motion authorizing the local's board of directors to call that strike "at their discretion." Mr. McCue said, a "last ditch" meeting with KPOL management was to have been held Friday (Feb. 19).

Mr. McCue said that KPOL has sought substitution of its own pension plan for the AFTRA pension and welfare fund, employment of free lance announcers, expansion of announcer duties without pay increases and curtailment of AFTRA membership solicitation activities at the station.

Fred Custer, KPOL's general manager, had a somewhat different explanation. A year ago this month, he said, KPOL's staff announcers filed a decertification petition with the National Labor Relations Board to bring an end to their representation by AFTRA in collective bargaining. "AFTRA filed unfair labor charges against us, charging us with instigating the petition," Mr. Custer said. "A hearing was held and the hearing examiner's report absolved us of any blame. We are still waiting for the final report from the NLRB."

## EXCLUSIVE BROADCAST PROPERTIES!

### TEXAS

—Single station market daytimer ideal for owner-operator. Good real estate including attractive home that could be bought on lease-purchase arrangement. Station had net profit of \$13,000 in 1964. Requires a down payment of \$16,800.

**SOUTHWEST** —Fulltime radio facility serving single station trading area of 35,000. 1964 owner cash flow was approximately \$25,000. Total price of \$125,000 cash.

Contact—DeWitt "Judge" Landis in our Dallas office.

*Flornilton-Landis*

& ASSOCIATES, INC.

John F. Hardesty, President

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D.C.  
1737 DeSales St., N.W.  
Executive 3-3456

CHICAGO  
Tribune Tower  
DElaware 7-2754

DALLAS  
1513 Bryan St.  
Riverside 8-1175

SAN FRANCISCO  
111 Sutter St.  
EXbrook 2-5671

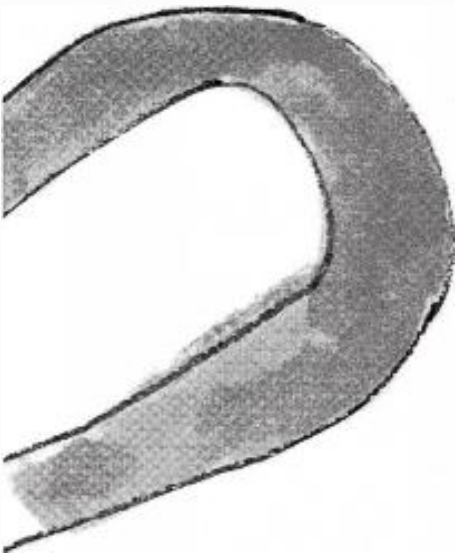
**RADIO • TV • CATV • NEWSPAPERS**

*America's Most Experienced Media Brokers*





WNBC-TV, NEW YORK • WMAQ-TV, CHICAGO • KNBC



## HOW COME NBC OWNED TV STATIONS ATTRACT MORE PEOPLE IN ONLY 5 CITIES?

In New York, Chicago, Los Angeles, Philadelphia and Washington, the NBC Owned TV stations have the biggest prime-time audiences in town, delivering more homes than anybody else.

That's not all. In each of those five cities, NBC Owned stations attract more adults all the way from sign-on to sign-off.

All of which really figures, since each of the five stations presents an outstanding combination of local community-minded programming and the NBC Television Network service.

NBC Owned TV stations lead in only five cities for one reason: five VHF stations are the legal limit—for us and everyone else. Still, a five-for-five average is a pretty good record.



LOS ANGELES • WRCV-TV, PHILADELPHIA • WRC-TV, WASHINGTON

QUICK-LOOK AVAILABLE ARIH AND NIELSEN STATION INDEX RATINGS: ARIH (DECEMBER); NEW YORK, CHICAGO, LOS ANGELES, PHILADELPHIA (AS REVISED BY ARIH), ARIH (NOVEMBER); WASHINGTON, NIELSEN (DECEMBER); NEW YORK, CHICAGO, LOS ANGELES, PHILADELPHIA, WASHINGTON, PRIME TIME: SUNDAY THROUGH SATURDAY 7:30-11:00 P.M. EASTERN AND PACIFIC TIMES; 6:30-10:00 P.M. CENTRAL TIME. AUDIENCE AND RELATED DATA ARE BASED ON ESTIMATES PROVIDED BY THE RATING SERVICES INDICATED AND ARE SUBJECT TO THE QUALIFICATIONS ISSUED BY THESE SERVICES. COPIES OF THE QUALIFICATIONS AVAILABLE ON REQUEST.



# CBS bought Yankees just to diversify

Stanton defends purchase as 'good investment' at opening of hearing on Hart antitrust bill

A Senate subcommittee hearing on a proposed sports antitrust bill last week provided the first public airings of why CBS Inc. purchased control of the New York Yankees and the circumstances leading to the acquisition. Each witness said he favored the bill.

Dr. Frank Stanton, president of CBS, was lead-off witness at the opening session Thursday (Feb. 18). In his two-and-a-half hours before the subcommittee, he defended the purchase as essentially a "good investment," said the network wasn't seeking any special business dealings or possible antitrust exemptions and indicated that the last thing the network needed was to break up its regular schedule on WCBS-TV New York and put the Yankee games on the station.

Senator Philip A. Hart, chairman of the Antitrust & Monopoly subcommittee and author of the bill that would put baseball under antitrust laws on an equal footing with professional football, basketball and hockey, spelled out at the beginning of the hearing that it was not to be an investigation of

any antitrust possibilities resulting from the sale of 80% of the Yankees stock to CBS last summer for \$11.2 million (BROADCASTING, Aug. 17, 1964).

Dan Topping, former co-owner of the Yankees and now president of the club, told the subcommittee he felt he and former co-owner Del Webb, "were doing a service to baseball, New York and the Yankees" by selling to CBS. "I think CBS will be of help to baseball," he said, "and the Hart bill will be beneficial to all sports."

**Other Offers** ■ Mr. Topping testified that he and Mr. Webb had an offer for the Yankees from Lehmann Bros., a New York investment firm, and talks were in progress when CBS first contacted him in 1963. He said two other groups had sought to purchase the team, including one that wanted 100% control and offered \$16 million.

Under the CBS agreement, Messrs. Topping and Webb each retained 10% of the Yankees and CBS has an option to pick that stock up after five years for \$2.8 million. Mr. Topping also has a five-year contract to run the club.

Dr. Stanton testified that the five-year

agreement was the longest Mr. Topping would sign and Mr. Topping told the subcommittee he hoped at the end of that time CBS would be "ready to step in" and run the team.

The CBS president said the network had been looking for opportunities to invest in firms that would be profitable, particularly if they were in nonregulated or nonlicensed areas, so that "all our eggs are not in the FCC's basket."

He said purchase of a baseball team, particularly the Yankees, seemed to fit the CBS idea of diversity. "For some time we had been looking for opportunities to invest in other fields that would be profitable," Dr. Stanton explained. There is an "affinity of management skills" between the Yankees and CBS, because baseball appeals to fans and a large audience, and that is a "major part of our activity," he said.

Dr. Stanton hit at the prospect that CBS, through the Yankees, would bring its corporate weight to bear on the other American League teams. He said he didn't think it conceivable now or in the future that baseball would offer a package favoring CBS. "I don't know how the packages could be tailored," he said, adding if one were set up for the network, "I think we would be voted against 9-1."

**Contract Clause** ■ Senator Hart cited a resolution by the board of New York Yankees Inc. that would allow Mr. Topping to approve any contracts as long as they were not for more than \$100,000 or longer than five years.

Dr. Stanton said this clause did not specifically refer to baseball broadcast rights, but was intended for such items as stadium maintenance, parking fees, etc. However, he said it probably could

## Surprise amendment offered for Hart's sports bill

A proposed amendment to the Hart sports antitrust bill came as a surprise to first-day witnesses at a Senate Antitrust and Monopoly subcommittee hearing last week (see above).

The amendment, drafted by Senator William Proxmire (D-Wis.), would require teams to divide radio and television revenues among all league members.

Dr. Frank Stanton, CBS Inc. president, said, "offhand, it looks like it is grossly unfair," but added he felt he should reserve comment until he studies the proposal.

Senator Proxmire said the amendment "would remove the incentive for team owners to switch their

franchise in order to make a quick killing on a fat radio and television contract offer."

The amendment would tie the revenue-splitting provision with allowing professional teams to continue having territorial rights.

In reading the proposed amendment, Senator Philip A. Hart (D-Mich.), author of the antitrust bill, noted that there are those in Congress who understand the necessity of permitting certain exemptions. "Some are disturbed," the senator said, "and reflect a point of view widespread in any city about to lose its franchise."

The Milwaukee Braves are to move to Atlanta in 1966 and Sena-

tor Proxmire said, "it is clear that the move was made simply because Braves' owners can obtain more money through advantageous television arrangements in Atlanta."

The Hart bill, he said, "provides four broad exemptions, which, among other things, permit territorial monopolistic franchises for TV and radio." He said a radio-TV pool arrangement provides "an excellent chance for the continuation of major league baseball in Milwaukee."

Senator Proxmire and another outspoken critic of the planned Braves' move, Representative Clement J. Zablocki (D-Wis.) may ask to testify before the Hart subcommittee.

be applicable to broadcast rights negotiations.

Dr. Stanton said he felt it was "unrealistic" to assume that the network would try to move the locally televised games of the Yankees from WPIX(TV) to WCBS-TV. Such an action, he said, would make a patchquilt of the regular network schedule in New York and the WCBS-TV profits would suffer as a result.

"One thing we've learned," he noted, "is that regularity of a schedule is important." If the schedule is broken up for baseball, "the audience doesn't like it." He said he "couldn't believe that ABC or NBC would want the Yankee games on their flagship stations any more than we do."

**Night Plan** ■ The CBS president repeated the network position that it had no interest in what the major leagues had proposed as a Monday night baseball spectacular. He said nighttime baseball on the network would probably rate only about "half as high as our average nighttime schedule." As a result, he felt, the network would not be truly operating in the public interest.

Yankee radio broadcasts are carried on WCBS New York, Dr. Stanton said, because the team and the sponsors wanted the station and had been on long before the purchase was consummated. However, he said, if the Yankees and the advertisers wanted another station, CBS wouldn't stand in their way "from a practical point of view." Mr. Topping said the Yankees had packaged their own games for the last "10 or 15 years" and then sold them to a sponsor. Currently, he said, P. Ballantine & Sons, a brewery, is the major backer and placed them on WPIX(TV) and WCBS. He said the Yankees' rights for this coverage were worth \$1.25 million this year.

The Yankee chief also defended television from those who have accused it of wrecking baseball at the turnstile. He said these critics are not being fair. Television has been a factor, he admitted, but "I don't think the competition is there, particularly in the American League."

**Baseball is Entertainment** ■ Testifying Friday, John E. Fetzer, president of Fetzer Broadcasting Co.—which has radio and TV stations in Michigan and Nebraska—president of the Detroit Tigers and chairman of the Major League Television Committee, pointed out that baseball "has never laid claim to being purely and simply a sport instead of a business."

He said baseball is in the entertainment business and has "actively engaged in competition with other forms of entertainment for the revenues which are necessary to meet the cost of operation." This competition included seek-



CBS President Frank Stanton answers queries of the Senate subcommittee

hearing on Hart antitrust bill. Yankee President Dan Topping (l) listens.

ing radio and TV revenues, but the "unfortunate consequence" of the growth of television was that "increased telecasting of major league baseball served to create and accentuate economic disparities between clubs."

These disparities, he said, ultimately brought about the creation of his committee and adoption of a "uniform policy" for television.

Mr. Fetzer traced the background of radio and television and their effect on baseball and explained the work of his TV committee.

He noted that there was "strong advertiser interest" in the proposed Monday night national game but that it came too late to be openly considered for the 1965 TV season. The committee, he said, then moved to "salvage something from the cooperative impetus which the major league teams had for the first time been able to develop in their planning."

The result was the Saturday afternoon national television program which ABC-TV will show in 1965 and has an option to carry next year. The 18 participating teams will each get \$300,000 this season; \$325,000 next year. The Yankees and Philadelphia Phillies will not take part in the package due to prior commitments.

Mr. Fetzer said he felt "it is inevitable that professional sports ultimately will go into nighttime television schedules." And he hoped baseball would be the first.

He cited station and network affiliations of the baseball owners who make up the major league committee and noted that "all three of the national television networks have connections with baseball."

## WNDT(TV) cuts staff, production activities

WNDT(TV) New York, noncommercial station, announced last week it is curtailing its production activities and reducing its staff, effective March 1, to conserve its resources "for the long haul."

The educational station will continue to produce its nightly news programs and occasional specials, according to John Kiermaier, president. The balance of its evening schedule will consist of programs distributed by National Educational Television (NET) and repeats of programs produced by WNDT. During the day an in-school program service is provided by the station in association with school boards in New York City, New Jersey and Connecticut.

WNDT recently received \$500,000 from the Ford Foundation to enable the station to meet its operating expenses until June 30, the end of its fiscal year (BROADCASTING, Feb. 1).

Meanwhile Newton Minow, former chairman of the FCC, describing a "need to balance the private and the public interest in broadcasting," called on New York broadcasters last week to come to the aid of WNDT with financial support.

He addressed the New York area awards luncheon of the National Academy of Television Arts & Sciences and urged the academy "as a group which cuts across all segments of the broadcasting business, to find a way to help WNDT, which has fallen on difficult times."



# ARB's way to measure radio

## Survey firm picks the multi-media diary kept by individuals

American Research Bureau, Beltsville, Md. last week released a 362-page report on its Detroit test of the individual, multi-media diary measurement technique. Not surprisingly, ARB concludes that the controversial system works. Now, however, the firm has a massive volume of documentation to back up its claims.

George W. Dick, ARB president, presented the findings to the Media Research Roundtable, an organization sponsored by the Chicago chapter of the American Marketing Association, at a Chicago luncheon Feb. 16. He also announced that ARB's radio service will begin with April and May surveys in five major markets and expand to additional markets according to the need and support expressed.

The syndicated radio service was to have started in January, but ARB delayed it because of a lack of industry familiarity with the multi-media diary system (BROADCASTING, Dec. 21). At that time, Mr. Dick observed "reluctance on the part of some people in the industry to enthusiastically accept the new technique. Until we do provide complete and detailed information on the technique to members of the industry," he said, "we will hold the service."

ARB produced "The Individual Diary Method of Radio Audience Measurement" to provide that substantiating information. The report covers findings of four separate survey techniques used in the Detroit study. A telephone coincidental survey was used as a control "standard" for comparisons of results of at-home listening with the two methods under study, a multimedia diary and a radio-only diary. In addition, a telephone recall survey was conducted. If the telephone recall estimates of at-home listening compared favorably with the telephone coincidental results of at-home listening, the recall estimates of away-from-home listening were to be used as a standard for validating the diary estimates of away-from-home listening.

**The Tests** ■ ARB began testing five different types of multi-media diary in the spring of 1963 to determine whether the family viewing diary, used in television audience measurement, could be

adapted to other media activity. From these tests, the firm concluded that a family diary approach is less than satisfactory for measuring the individual activities of radio listening, newspaper reading and magazine reading, but that individual diary approach does offer a way to estimate the extent of these activities. Among the four media, only TV, which remains highly centralized with group exposure at high levels, was considered best left to family measurement.

The next step was the Detroit study in February 1964 conducted in conjunction with RKO General Broadcasting, for which ARB produced a Detroit

|                 | Average minute audience ratings<br>(persons listening) Monday-Friday |                          |                |
|-----------------|----------------------------------------------------------------------|--------------------------|----------------|
|                 | Total all stations                                                   |                          |                |
|                 | Phone<br>coin.                                                       | Multi-<br>Media<br>diary | Radio<br>diary |
| 10 a.m.- 1 p.m. | 5.1                                                                  | 5.5                      | 12.7           |
| 1 p.m.- 4 p.m.  | 4.6                                                                  | 4.5                      | 9.3            |
| 4 p.m.- 7 p.m.  | 5.8                                                                  | 5.7                      | 10.5           |
| 7 p.m.-10 p.m.  | 3.3                                                                  | 4.0                      | 7.4            |
| 10 a.m.-10 p.m. | 4.7                                                                  | 4.9                      | 10.0           |

ARB's comparison of multi-media and radio-only individual diaries with the "standard" telephone coincidental technique indicates the radio-only diary produces inflated ratings.

radio audience report. The entire Detroit study was used to test the suitability of the individual approach as a method of obtaining valid estimates of exposure to several media, but particularly to radio listening. Under the individual approach, exposure estimates are delineated in terms of "persons" rather than in terms of "homes," thus, says ARB, "attaining the significant segment of the total audience missed by current methods . . . the away-from-home audience."

Early results of the Detroit study, released in April 1964 showed that more than 40% of total radio listening occurred away from home.

ARB's findings suggest that the multi-media diary compares favorably with the telephone coincidental survey technique while the radio-only diary tends to provide inflated exposure estimates. Mr. Dick said his staff has "a number of theories" to explain this difference, but he didn't offer any. The average percent difference in the number of persons listening between 10 a.m. and 10 p.m. was 112.8% greater for the radio diary than for the telephone coincidental technique, whereas the multi-media diary averaged only a 4.3% greater difference (see table).

From the Detroit study, ARB concluded that:

■ The multi-media diary estimates of at-home listening compared favorably with the "standard" telephone coinci-

dental estimates of the at-home audience.

■ The radio-only diary produced estimates of at-home listening that were significantly higher than the established "standard" for at-home measurement.

■ The telephone recall survey produced at-home estimates that were also significantly higher than the telephone coincidental results, thereby invalidating telephone recall as a standard for comparing away-from-home estimates with the diary methods.

■ Since the multi-media diary did prove capable of providing valid exposure estimates for the at-home audience, it can be assumed that multi-media diary keepers maintained a similarly accurate record of their away-from-home listening. Thus, the multi-media diary estimates for total radio listening can be assumed valid.

Since Detroit, ARB has conducted a similar survey in Washington, using what it describes as a "further refinement" of the individual, multi-media diary system. The report on that study, made during September 1964, was released last month (BROADCASTING, Feb. 1).

ARB's first syndicated radio survey is scheduled to be conducted over the four weeks of April 28-May 25 in New York, Chicago, Los Angeles, Washington and Detroit. The initial schedule calls for measurement of these markets three times a year with additional markets to be added with each succeeding survey.

## Media Statistics plans test radio study in N.Y.

Media Statistics Inc., Silver Spring, Md., the new audience-measurement firm formed by James W. Seiler and other former American Research Bureau executives, last week announced a radio test study in the 17-county New York metropolitan area.

The test will involve placement of a special, personal diary with about 6,000 persons. It was described as preparatory to starting a full-scale "Mediastat" radio service in a number of major markets.

Mr. Seiler, president of the firm, said the new techniques used will make available detailed demographic data and statistical breakdowns of the radio audience not possible with previous systems of measurement.

The system is reportedly designed to obtain separation of AM and FM radio listening, both for duplicating and non-duplicating stations, and features diary placement and pickup in areas of low telephone saturation and among ethnic groups where obtaining diaries by mail might be difficult.



## Live couldn't. Scotch® Brand Video Tape did.

### Kept ice cream from melting for KAKE-TV!

Video tape makes sure the ice cream always looks its most appealing on tv. Pleases the sponsor, Steffen's Dairy. Brings in the customers. And makes the commercials less expensive to produce.

Used to be at KAKE, Wichita, the ice cream dishes were set up under the lights prior to the 10 p.m. news. But began to melt before the mid-program commercial. Adding an extra man to put the ice cream in place at the last second was considered. But going to video tape proved both more convenient and less expensive.

KAKE now tapes virtually all evening commercials by local clients in advance. Less crew is needed during the evenings. The advertiser enjoys greater control over his commercials. And the commercials themselves have live picture quality without danger of an on-the-air goof.

*KAKE is among more than 200 stations throughout the country that are utilizing 3M's video tape program to show advertisers that taped commercials best show their merchandise. Stations near you are now offering a variety of helpful reference materials as well as production service. Give them a call. Or write 3M Magnetic Products, Dept. MBX-25, St. Paul, Minn. 55119.*



Magnetic Products Division **3M** COMPANY

"SCOTCH" AND THE PLAID DESIGN ARE REG. TMS OF 3M CO. © 1965 3M CO.



*Of course, St. Louis television is a brand new ball game.  
Look at the stars playing on our team.*



**DAVID JANSSEN**

*Man of the Year on Television\**



**ELIZABETH MONTGOMERY**

*Woman of the Year on Television\**

No wonder it's KTVI's year in St. Louis. With ABC Champions like these backing our exciting, new local team, we've got an unbeatable combination going to bat every day.

\*As selected by  
Radio-Television Daily  
in its 1964 All-American Awards.

**THE EXCITING NEW**  
**KTVI**  
*Channel* **2**

ST. LOUIS  



# Will business be 'great' or merely 'good'?

THAT'S THE QUESTION WITH LEVELING OFF NEXT FALL A POSSIBILITY

The big question about the national economy for 1965 is not whether but how much it will continue to grow.

This was also true a year ago, but in 1965 a cautious second question is being asked: Isn't there a chance that the rising curve will begin to level off toward the end of the year?

Economists believe the answer to that second question will determine whether 1965 is a "great" year or a "good" year. In general, it may also mean the difference between "good" and "very good" gains in broadcast billings as well.

Conservative estimates anticipate that TV business will increase 7-10% over 1964 and that radio sales will advance by 4-6%, with all elements—spot, network and local—contributing to the total gains in both media.

**May Not Happen** ■ The possibility of a flattening out, however, is generally regarded as little more than that—a possibility. Economists see much to encourage the belief that it probably won't happen—at least not in 1965.

The possibility of a steel strike starting May 1 is stimulating a great deal of industry build-up that could take some of the zip out of the economy later on. In the meantime, however, it is generating a lot of production, and in many fields consumption rates are high enough to keep the inventory accumulation below danger levels.

Automobile sales, which reached a record 7.7 million in 1964, are continuing to forge ahead. Experts who a year ago were wondering where they'd find enough buyers to match 1963's record, are now talking about selling 8.5 million cars in 1965. Automobile production,

meanwhile, spurred by the steel strike threat, has been boosted and lately has been running at an annual rate of about 10 million.

Retail sales moved up handsomely in 1964 and their gains are continuing; post-Christmas business was uncommonly good. Personal income is up and unemployment is down. Sales of both durable and nondurable goods have been continuing upward.

Moreover, the new federal budget anticipates substantial expansions in federal spending, particularly for higher social security payments and for medicare. And the freeing of additional consumer spending money through elimination or reduction of excise taxes on many articles is regarded as a sure thing.

**Strike Possibility** ■ On the negative side in assessing 1965 are (1) the possibility that a steel strike will occur and prove protracted; (2) the fact that the 1964 income tax cut was worked out in such a way that the withholding rate was too low in 1964, so that millions of taxpayers will have to dig into savings—or borrow—to meet the unusually high tax bills due by April 15; and (3) the possibility that the government may feel constrained to tighten its credit policies to meet the nagging balance-of-payments problem.

In addition, experts note that con-

---

## PERSPECTIVE '65

### 1964 best year for radio-TV

Page 70

### Big year seen in television

Page 72

### More research to help radio?

Page 72

### What's ahead in Washington

Page 82

### Station sales set new records

Page 90

### Success stories of 1964

Page 94

---



# 1964 record: best yet for both media

THE STRONG GAINS IN BILLINGS: TELEVISION 11.3% RADIO 9.2%

Whatever the promise of 1965, the performance of 1964 marked it as the best year in radio and television history. Combined time sales of the two media totalled \$2.3 billion last year, a rise of more than \$223 million over the volume of 1963.

In 1964 television networks and stations sold \$1.55 billion in time, compared with \$1.39 billion in 1963; radio sold \$777 million, up from \$711 million.

These are BROADCASTING estimates of net time sales, after all frequency and promotional discounts but before deduction of commissions to advertising agencies and station representatives. They are comparable to reports issued

annually by the FCC. The FCC's reports for 1964 will not be made public until late in 1965.

Television network time sales rose \$24 million in 1964; spot was up \$84 million; local rose nearly \$50 million, the largest one-year gain for local in TV's history.

Radio network time sales inched ahead of 1963 by \$590,000, but radio spot was up \$13.5 million and local business increased by \$51 million.

Tabulations of BROADCASTING's 1964 survey of time sales were prepared by the Washington accounting firm of Sinrod & Tash. Similar surveys have been conducted annually by the magazine for some 20 years.

## TELEVISION TIME SALES 1948-1964

| Year  | National Network | % change from previous year | National Non-Network | % change from previous year | Local        | % change from previous year | Total         | % change from previous year |
|-------|------------------|-----------------------------|----------------------|-----------------------------|--------------|-----------------------------|---------------|-----------------------------|
| 1948* | \$ 2,500,000     | .....                       | .....                | .....                       | \$ 6,200,000 | .....                       | \$ 8,700,000  | .....                       |
| 1949  | 10,796,000       | .....                       | \$ 7,275,000         | .....                       | 9,460,000    | .....                       | 27,530,000    | .....                       |
| 1950  | 35,210,000       | +226.1                      | 25,034,000           | +244.1                      | 30,385,000   | +221.2                      | 90,629,000    | +229.2                      |
| 1951  | 97,558,000       | +177.1                      | 59,733,000           | +138.6                      | 51,304,000   | + 68.8                      | 208,595,000   | +130.2                      |
| 1952  | 137,664,000      | + 41.1                      | 80,235,000           | + 34.3                      | 65,171,000   | + 27.0                      | 283,070,000   | + 35.7                      |
| 1953  | 171,900,000      | + 24.9                      | 124,318,000          | + 54.9                      | 88,474,000   | + 35.8                      | 384,692,000   | + 35.9                      |
| 1954  | 241,224,000      | + 40.3                      | 176,766,000          | + 42.2                      | 120,131,000  | + 35.8                      | 538,122,000   | + 39.9                      |
| 1955  | 308,900,000      | + 28.1                      | 222,400,000          | + 25.8                      | 149,800,000  | + 24.7                      | 681,100,000   | + 26.6                      |
| 1956  | 367,700,000      | + 19.0                      | 281,200,000          | + 26.4                      | 174,200,000  | + 16.3                      | 823,100,000   | + 20.8                      |
| 1957  | 394,200,000      | + 7.7                       | 300,500,000          | + 6.9                       | 174,000,000  | - 0.1                       | 868,700,000   | + 5.5                       |
| 1958  | 424,500,000      | + 7.7                       | 345,200,000          | + 14.9                      | 181,300,000  | + 4.2                       | 951,000,000   | + 9.5                       |
| 1959  | 445,800,000      | + 5.0                       | 424,200,000          | + 22.9                      | 200,600,000  | + 10.6                      | 1,070,600,000 | + 12.6                      |
| 1960  | 471,600,000      | + 5.8                       | 459,200,000          | + 8.3                       | 215,800,000  | + 7.6                       | 1,146,600,000 | + 7.1                       |
| 1961  | 480,300,000      | + 1.2                       | 468,500,000          | + 2.0                       | 211,200,000  | - 2.1                       | 1,160,000,000 | + 1.2                       |
| 1962  | 521,500,000      | + 8.6                       | 539,500,000          | + 15.2                      | 242,500,000  | + 14.8                      | 1,303,500,000 | + 12.4                      |
| 1963  | 537,900,000      | + 3.1                       | 600,700,000          | + 11.3                      | 256,100,000  | + 5.6                       | 1,394,700,000 | + 7.0                       |
| 1964† | 562,098,000      | + 4.5                       | 684,996,000          | + 14.0                      | 305,858,000  | + 19.4                      | 1,552,952,000 | + 11.3                      |

\*In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations." Hence figures for that first year of television financial reporting are not comparable with figures for time sales in ensuing years

†1964 figures estimated by BROADCASTING.

tinued growth seems to be relying more and more heavily on consumer durables, inventories, business plant and equipment spending and residential construction (and that residential construction has slipped a bit in the past year or two). In these circumstances they are beginning to wonder where continuing strong gains can come from.

"That," Dr. David M. Blank said last week, "is the way the worry starts."

Dr. Blank, who is head of the CBS Office of Economic Analysis, does not appear to be greatly worried. Nor do

most other economists concerned with broadcasting and advertising.

In a report to CBS management last month Dr. Blank summarized the outlook this way:

"As we look ahead to 1965, the prospects are for still another year of considerable rise. However, there is some apprehension that most of the 1965 advance may take place in the first half of the year, with the rate of advance of the economy slowing down during the second half.

"In fact, 1965 may well be the year

when analysis of the possibility of a cyclical downturn becomes important again. Adding further uncertainty to the outlook at this point are the very recent sharp rises in inventory accumulation, owing mainly to the possibility of a steel strike this spring, and the recent worsening in the country's balance-of-payments position."

**Gains Seem Sure** ■ Although most of that summary deals with negative aspects, it still looks for "considerable" expansion in 1965, taking the year as a whole—the almost-sure good with the

# RADIO TIME SALES 1935-1964

| Year              | National Network | % change from previous year | Regional Network   | % change from previous year | National Non-Network | % change from previous year | Local         | % change from previous year | Total         | % change from previous year |
|-------------------|------------------|-----------------------------|--------------------|-----------------------------|----------------------|-----------------------------|---------------|-----------------------------|---------------|-----------------------------|
| 1935 <sup>1</sup> | \$ 39,737,867    |                             | <sup>1</sup>       |                             | \$ 13,805,200        | .....                       | \$ 26,074,476 | .....                       | \$ 79,617,543 | .....                       |
| 1936 <sup>2</sup> | .....            | .....                       | .....              | .....                       | .....                | .....                       | .....         | .....                       | .....         | .....                       |
| 1937              | 56,192,396       | +41.4                       | \$2,854,047        | .....                       | 23,177,136           | +67.4                       | 35,745,394    | +37.1                       | 117,908,973   | +48.1                       |
| 1938              | 56,612,925       | + 0.7                       | <sup>2</sup> ..... | .....                       | 28,109,185           | +21.6                       | 32,657,349    | - 8.7                       | 117,379,459   | - 0.6                       |
| 1939              | 62,621,689       | +10.6                       | <sup>3</sup> ..... | .....                       | 30,030,563           | + 6.8                       | 37,315,774    | +14.2                       | 129,968,026   | +10.7                       |
| 1940*             | 71,919,428       | +13.1                       | 1,869,583          | .....                       | 37,140,444           | +23.8                       | 44,756,792    | +20.0                       | 155,686,247   | +20.5                       |
| 1941              | 79,621,534       | +10.7                       | 2,752,073          | +47.2                       | 45,681,959           | +23.0                       | 51,697,651    | +15.5                       | 179,753,217   | +15.4                       |
| 1942              | 81,744,396       | + 2.7                       | 3,444,581          | +25.2                       | 51,059,159           | +11.8                       | 53,898,916    | + 4.2                       | 190,147,052   | + 5.8                       |
| 1943              | 99,389,177       | +21.6                       | 6,256,508          | +81.6                       | 59,352,170           | +16.2                       | 64,104,309    | +18.9                       | 228,102,164   | +20.0                       |
| 1944              | 121,757,135      | +22.5                       | 7,612,366          | +21.7                       | 73,312,899           | +23.5                       | 84,960,347    | +29.3                       | 287,642,747   | +26.1                       |
| 1945              | 125,671,834      | + 3.2                       | 8,301,702          | + 9.1                       | 76,696,463           | + 4.6                       | 99,814,042    | +17.5                       | 310,484,046   | + 7.9                       |
| 1946              | 126,737,727      | + 0.8                       | 8,043,381          | + 3.1                       | 82,917,505           | + 8.1                       | 116,380,301   | +16.6                       | 334,078,914   | + 7.6                       |
| 1947              | 127,713,942      | + 0.8                       | 7,012,689          | -12.8                       | 91,581,241           | +10.4                       | 147,778,814   | +27.0                       | 374,086,686   | +12.0                       |
| 1948              | 133,723,098      | + 4.5                       | 7,329,255          | + 4.3                       | 104,759,761          | +14.4                       | 170,908,165   | +15.6                       | 416,720,279   | +11.4                       |
| 1949              | 128,903,467      | - 3.6                       | 5,994,858          | -18.2                       | 108,314,507          | + 3.4                       | 182,144,301   | + 6.5                       | 425,357,133   | + 2.1                       |
| 1950              | 124,633,089      | - 3.3                       | 6,897,127          | +15.0                       | 118,823,880          | + 9.7                       | 203,210,834   | +11.6                       | 453,564,930   | + 6.6                       |
| 1951              | 113,984,000      | - 8.5                       | 8,481,000          | +23.0                       | 119,559,000          | + 0.6                       | 214,519,000   | + 5.6                       | 456,543,000   | + 0.6                       |
| 1952              | 102,528,000      | -10.0                       | 7,334,000          | -13.5                       | 123,658,000          | + 3.4                       | 239,631,000   | +11.7                       | 473,151,000   | + 3.6                       |
| 1953              | 92,865,000       | - 9.4                       | 5,192,000          | -29.2                       | 129,605,000          | + 4.8                       | 249,544,000   | + 4.1                       | 477,206,000   | + 0.9                       |
| 1954              | 78,917,000       | -15.0                       | 4,767,000          | - 8.2                       | 120,168,000          | - 7.3                       | 247,478,000   | - 0.8                       | 451,330,000   | - 5.4                       |
| 1955              | 60,268,000       | -23.6                       | 3,809,000          | -20.1                       | 120,393,000          | + 0.2                       | 272,011,000   | + 9.9                       | 456,481,000   | + 0.7                       |
| 1956              | 44,839,000       | -25.6                       | 3,585,000          | - 5.9                       | 145,461,000          | +20.8                       | 297,822,000   | + 9.5                       | 491,707,000   | + 7.7                       |
| 1957              | 47,951,000       | + 6.9                       | 3,709,000          | + 3.5                       | 169,511,000          | +16.5                       | 316,493,000   | + 6.3                       | 537,664,000   | + 9.3                       |
| 1958              | 42,786,000       | - 8.7                       | 3,733,000          | + 0.6                       | 171,939,000          | + 1.4                       | 323,207,000   | + 2.0                       | 541,665,000   | + 0.9                       |
| 1959              | 35,633,000       | -23.4                       | .....**            | .....                       | 188,143,000          | + 9.4                       | 359,138,000   | +11.1                       | 582,914,000   | + 7.6                       |
| 1960              | 35,026,000       | - 1.7                       | .....              | .....                       | 202,102,000          | + 7.4                       | 385,346,000   | + 7.3                       | 622,474,000   | + 6.8                       |
| 1961              | 35,837,000       | + 2.3                       | .....              | .....                       | 197,352,000          | - 2.4                       | 384,053,000   | - 0.3                       | 617,242,000   | - 0.9                       |
| 1962              | 37,326,000       | + 4.2                       | .....              | .....                       | 208,455,000          | + 5.6                       | 419,468,000   | + 9.2                       | 665,249,000   | + 7.8                       |
| 1963              | 41,797,000       | +12.0                       | .....              | .....                       | 220,227,000          | + 5.6                       | 449,717,000   | + 7.2                       | 711,741,000   | + 7.0                       |
| 1964†             | 42,387,000       | + 1.4                       | .....              | .....                       | 233,996,000          | + 6.2                       | 500,966,000   | +11.4                       | 777,349,000   | + 9.2                       |

<sup>1</sup>Nationwide and regional networks combined.

<sup>2</sup>Data not available.

†1964 figures estimated by BROADCASTING. All others are from FCC.

\*Figures prior to this date not comparable in all categories.

\*\*Regional network calculations discontinued in 1959.

possible bad. The year's gains may not equal last year's, Dr. Blank feels, but he expects them to be significant in any case. Moreover, he is more optimistic now than when he wrote that report.

"I'm becoming more encouraged with each week that passes," he said. "At the worst, the outlook is for some flattening off in the growth curve during the second half. At best, it can keep going up and up substantially."

Broadcasting and advertising economists vary in how much they think general advertising and specific media gains

will amount to in 1965. But the consensus appears to expect that total advertising expenditures, which rose 6% to almost \$14 billion in 1964, will increase about that much again in 1965.

Television is expected to exceed the gain rate of advertising as a whole, while radio is expected to equal—or at least approach—the total advertising rate.

The 7-10% increase generally expected for television derives from forecasts that network will rise 5-8%, spot 8-10% and local 5-10%.

In radio, the expectation of a 4-6% overall increase is based on predictions that network and spot will go up by about that extent and local by 3-5%.

The outlook is also regarded as optimistic for magazines, which gained an estimated 8% in 1964, and newspapers, which added about 6% to their national advertising revenues.

In predicting gains, the forecasters did not overlook the problems and question-marks facing radio-TV (some of the chief of which are examined in separate stories on page 72).



# TV outlook: network, spot, local all up

## COLOR TELEVISION AND CATV TWO SUBJECTS STIRRING SPECIAL ATTENTION

Television never seems to run out of challenges, old and new. Many of the issues of 1954 or 1964 are still with TV, and new challenges are emerging to test the medium's ingenuity in 1965.

But the knotty issues facing television, as seen by a group of advertising and TV sales executives in a discussion of prospects for 1965, cannot obscure an overriding impression: TV will have another banner year with comfortable rises in local, network and national spot business.

In addition to the perennial challenges confronting television in the past—rising costs, clutter, accommodating small-budget advertisers, improved research data—the issues of color television and community antenna TV appear to be attracting special interest and curiosity of a growing number of both agency and TV sales officials.

There is an inclination to view color as an opportunity, provided a sufficient number of programs and commercials can be produced at an attractive cost for the audience reached.

CATV is regarded mainly as a fuzzy area, over which ground rules should be established so that agencies and stations could understand clearly the accepted functions and responsibilities of

such systems.

These two areas are regarded as troublesome ones but many feel they should be studied more carefully to assess their impact on TV advertising.

**Some Problems Solved** ■ Against this backdrop of asserted stumbling-blocks are some assurances that television in 1964 has made progress toward resolving some issues. Agencies generally are heartened by developments in the piggyback area, claiming the issue was clarified, though some station representatives feel that the interpretation opened a new flood-gate of network TV participation sales.

The emergence of ABC-TV on a ratings parity with the other TV networks is hailed by agencies, who point out that this fosters competition and consequently tends to keep prices from spiraling.

The tobacco industry's establishment of guide rules for cigarette advertising is cited as a positive gain.

The buyers' problems, of course, do not always coincide with those of the sellers. Television sales officials voice concern over what they called "increased encroachment" by the government in the area of programing and its continued interest in the question of

clutter. Spot sales reps deplore the expanded use of network participations by some advertisers, and some, though by no means all, feel the piggyback ruling assists networks and hurts spot TV.

On one point all facets of the TV business are agreed—TV expenditures in 1965, barring some unforeseen economic upheaval, will climb comfortably over 1964 levels.

The Television Bureau of Advertising estimates that television billing will rise about 7% over 1964, with network spending rising about 5%; spot TV about 8% and local TV about 10%. With complete figures for 1964 not yet available, TVB estimates that last year TV billing increased by about 10% over 1963, with network gaining by 7%; spot by 11% and local by 15%.

Other industry officials are slightly more optimistic than TVB, with the majority mentioning gains of 10% or more in overall TV billing this year.

**Problem Areas** ■ Among the present and potential problem areas mentioned by television officials are:

**Programing:** A need exists to provide more quality programs of a diversified nature to continue to attract audiences of all kinds. There is some ap-

# Radio outlook: research could add luster

## CAUTIOUS OPTIMISM MARKS 1965 PREDICTIONS OF AGENCIES, NETWORKS

Solid efforts to overcome radio's traditional depressant and perennial scapegoat—failure to measure its complete audience—lie behind an outlook of guarded optimism for radio in 1965.

For years everybody talked about radio rating methods and nobody did much about them in a coordinated industry-wide way. Then the Radio Advertising Bureau and the National Association of Broadcasters stepped into the vacuum with the All-Radio Methodology Study (ARMS), designed to seek techniques for more complete measurement on a broadly acceptable basis.

While most agency men viewing radio's prospects for 1965 regard ARMS as only a beginning in measurement reform, a majority see it as a distinct ray of hope in an area they unanimously consider dimly lit.

**Big Project** ■ The \$200,000-plus ARMS project has retained an indepen-

dent research firm, Audits & Surveys, and is slated to go into field work in Philadelphia in March or April. Eight different techniques, including existing



commercial systems, will be tested. Also included is a technique, developed by Metromedia, which is said to have indicated radio audience levels may be 60% higher than usually shown.

If agencies are calling for more sophisticated audience information they also say they are laying out more in radio expenditures than last year—

generally 5 to 10% more—and there is an underlying current of opinion that the medium is continuing on a resurgent path with obstacles present but not insurmountable.

Inadequate ratings stand at the fore of agency criticism of radio, but they do not stand alone. A number of media officials called attention to the "sameness" of radio formats throughout the country and doubted that much could be done in the current year to diversify programing.

**Another Target** ■ Also drawing fire from some agency men and most representation firms as "degrading" and damaging to the overall performance of the industry is the dual rate system of many stations. Charging one rate to local users and another to national advertisers is, in the opinion of many, self-defeating.

Others view radio as a "misunder-

prehension that networks are attempting to woo younger people at the expense of older audiences which are more responsive to advertising.

**Costs:** There is concern, which has been expressed for some years, that higher television costs (of both programs and facilities) are reducing the medium's efficiency. There is a need to keep prices down to more reasonable levels to maintain the volume of present advertisers and brands and attract new advertisers and brands.

**Research:** There is a need by advertisers for more sophisticated research of both the qualitative and the quantitative dimensions of TV. Additional demographic data is indicated. More research is needed in the area of commercials—who listens to them and how well are they remembered?

**Overcommercialization:** Stronger network/station product protection policies should be implemented. Many advertisers still feel there are too many promotional announcements and credits which contribute to undue clutter.

Other points stressed by television officials are: the medium should encourage use by small-budget advertisers who too often cannot be accommodated by stations and networks; the high fatality of new network programs each season should somehow be reduced as a means of lowering overall costs; the tendency toward "copy-cat" programming should be reversed and an effort toward "all-family" entertainment on television should be reinforced.

The following is a sampling of advertising agency comments on TV's 1965 problems and prospects:

**Rate Problem** ■ Continued rate increases in television still is the main problem in the industry, according to Herbert Zeltner, senior vice president and media director of Lennen & Newell, New York. He could not foresee any solution to this issue this year.

Mr. Zeltner also voiced concern over the lack of "good one-minute availabilities" in prime time. He felt that



this scarcity tended to keep prices up by "building up" pressure for the available minutes attractive to advertisers.

Television spending at L&N will increase "somewhat," he indicated, attributed largely to generally rising costs.

The "annual escalation" in television time costs is the major problem currently facing the medium, according to William G. White, vice president and associate media director, Cunningham & Walsh, New York.

Mr. White pointed an accusing finger at what he termed "the back room boys" at networks and individual sta-

tions who "develop enlightening statistics intended to prove . . . that circulation increases offset higher rates."

In other problem areas, Mr. White denounced the networks for turning their station-break positions into "six-minute intermissions" and then "piously disclaiming any responsibility in clutter problems."

Mr. White also found fault with "opportunistic station operators who transparently 'pre-empt' a few long-term advertisers in order to provide 'one-time-onlys' for some Johnny-come-lately wishing a two-week schedule," but added that "C & W has taken steps to stop this practice whenever . . . it develops."

**Same Troubles** ■ The problems facing television this year are the recurring ones, according to Frank B. Kemp, senior vice president and media director of Compton Advertising, New York. He lists them as follows: high degree of failure of new programs on television (approximately two-thirds each season); overcommercialization and rising costs in the face of an audience that is remaining static.

He acknowledges that these problems are "not easy to solve," but hopes that in 1965 they will "not get worse."

Mr. Kemp voices the view that in 1965 Compton clients will allot the same percentage of its expenditures to TV and in terms of dollars—\$76.3 million in 1964—the figure would rise. He envisioned "no massive shift of

*(Continued on page 74)*

stood" medium, expected to do the things television does. This according to many media officials overlooks radio's basic strength as a "frequency" medium.

Sales representatives see expanded use of national spot radio by automobile manufacturers, the insurance industry and cosmetic companies as cause for renewed optimism and a bright year in 1965 but worry over tobacco industry billings—important to television but perhaps even more critical to the health of national radio—continues to give radio men pause.

The smoking and health issue was weighing heavily on the industry at this time last year and justification for that concern was borne out, according to some representation firms, by a significant decline in their billing from tobacco companies.

With the recent ban imposed by the British government on all cigarette advertising over television, a new, if more moderate scare, was thrown into U. S. broadcasters.

**Better Image** ■ There's a consensus among agency men that while radio's "image" is improving it is far from

satisfactory. Contributing to its sometimes questionable stature, they say, is continuing intramedium competitive selling rather than a common avowal of radio's benefits. This, coupled with rate-cutting practices, they say detracts needlessly from radio's reputation.

As in past years potential radio users are looking for more and better documented success stories.

These are gradually accumulating at all levels—network, spot, local—and network authorities in particular cite the diversity of their successful clients as one of the major changes from network radio's "good old days."

In radio's heyday, CBS Radio President Arthur Hull Hayes recalled, "soaps and soups" were the backbone of network business and when Procter & Gamble pulled out, the network economy rattled. Now, with clients ranging from curtain rods and fruit juices to power tools and watch springs, there is more stability.

"We have our eggs in more baskets," Mr. Hayes noted, "If there's a steel strike a power-tool client may cancel, but we still have the peach business and others. If there's a crop failure we

might lose the peach business but not the rest. It's a stabler, healthier situation this way."

**Networks Prosper** ■ The radio networks as a group made money in 1963 and they report further gains in 1964, indicate business is running ahead of the pace this year (after a slow January in some cases) and look for additional advances in 1965.

Robert Pauley, president of ABC Radio, who said that last October his network showed a 21.2% dollar-volume increase as compared to a four-network average of 9.5%, predicted ABC Radio's dollar volume will continue to show gains on the order of 20%.

Robert Hurleigh, president of Mutual, said Mutual's January and February business also is running 20% ahead of last year. He noted that Mutual had turned a profit for about four years and said its overall outlook is "upbeat."

NBC Radio and CBS Radio did not disclose figures but it is known that for some years both have shown profits, and all indications are that they too are

*(Continued on page 78)*



## TV OUTLOOK: NETWORK, SPOT, LOCAL ALL UP continued

brands in or out of the medium."

A factor that could decrease the amount of money allocated to television might be a scarcity of "good time periods," because of "clutter."

"It's obvious that the TV business is good—so good, in fact, that availabilities are short, and I think we can expect they will remain that way," according to Bill Murphy, vice president in charge of media and research at Papert, Koenig, Lois, New York.

He says "clutter is still a big problem" with stations jamming too many commercials into every half-hour. Stations are alleviating the squeeze by taking more 10-second spots, he says.

"Piggybacks contribute very little to clutter," Mr. Murphy believes. "The argument on piggybacks is over now

ways for advertisers or brands with relatively small or fixed budgets to use TV effectively and efficiently (the piggyback problem); beginning to provide advertisers with qualitative and meaningful measures of the medium's intrinsic and inter-media sales effectiveness; "democratizing" broadcasting (television) so that present "unicameral rule" (broadcasters alone) becomes "multi-cameral" (includes agencies and advertisers) in formulating broadcasting policies and practices.

Agencies, according to Mr. Accas, are concerned that the cost and audience questions may not find satisfactory answers in 1965, adding that "galloping profit motives" seem likely to drive costs up at an increasing rate and that the quality and diversity of programing

down closer to that of print. This effect, he says, is apparent in daytime TV as well as nighttime, where a seller's market has developed.

Mr. Pinkham also sees danger for television in what he considers a tendency in network programming to woo younger audiences. "There's a need," he states, "for more stimulating and adult shows."

Among other negative factors facing the television buyer, he considers a decrease in product protection of significance.

"While costs go up," he says, "there are, at the same time, fewer guarantees of protection for competing advertisers."

In the area of research, Mr. Pinkham again compares print to television, contending that "far more sophisticated research" is being done for national magazines than for network television.



Mr. Murphy

Mr. Zeltner

Mr. Accas

Mr. Kemp

Mr. White

Mr. DePierro

and I don't think there'll be any more piggyback spots on the whole than there are right now."

Mr. Murphy says he sees no indication that the networks have tried to solve their clutter problem. "There seem to be more program promos tacked on the ends of shows and contributing to the clutter story." He also noted that the networks have not as yet been successful in negotiating with unions to shorten show credits. The clutter problem will not soon be solved, he feels, "since all the elements still exist."

**Increase in TV** ■ Gene Accas, vice president, network relations, Leo Burnett Co., New York, says his agency's projection is for an approximate 10% increase in TV expenditures in 1965. He cautions that this anticipated rise could be reduced if prices "get out of line"; if there is a further deterioration of stations' product-protection policy and if there is a "more stringent or unrealistic change in practices regarding multi-product commercials."

Television's problems in 1965 are essentially those of prior years, he says and include: holding costs (program and facilities) at reasonable levels; maintaining ability to deliver large audiences efficiently; providing

may not continue to attract audiences at the levels to compensate for, or overcome, the cost spiral.

He sees some hopeful signs that stations and networks recognize that the realistic view of piggyback commercials is that they are right for some advertisers and wrong for others. He stresses that television must offer workable ways to TV users and must do so without cost penalty or undue clutter.

Mr. Accas reports that on several occasions, Burnett has publicly called for the creation of an organization that would include equal representation of broadcasters, advertisers and agencies to construct meaningful and usable ground rules, policies and practices for the many facets of television. He hopes that in 1965 specific forward steps will be taken to implement this recommendation.

**Cites Costs** ■ Richard A. R. Pinkham, senior vice president for media and programing at Ted Bates, New York, cites traditional agency complaints of high costs and uncertain efficiency as deterrents to greater use of TV in 1965, but nevertheless expects Bates to increase its TV billings this year by approximately 10%.

Mr. Pinkham sees higher television costs driving the medium's efficiency

Spot television also gets a critical eye from the Bates official. There's growing concern among agencies, he says, over commercial performance at local stations:

"Stations are getting very lax in many cases about the affidavits they send us. We're not worried so much about whether commercials actually ran, but whether they ran properly. That is whether the right commercial was used and whether it ran in the right place."

Mr. Pinkham sees some change that network television pricing could become more attractive to the advertiser with more effective three-network competition based on ABC-TV's rating resurgence in the present season. The effect here, he explains, is to hold prices down.

He thinks network sales departments are going to be forced into providing more complex rating information because agencies are increasingly turning to computer operation. Computers, he continues, must be fed more meaningful demographic data than is now available.

Among television problems which he feels were effectively straightened out in the past year is the piggyback commercial controversy. "The stations, already making tremendous profits, saw



## ***WHO says eastman representation is best?***

- ... not one single competitor!
- ... but a lot of good radio stations do.
- ... and, privately of course, many timebuyers.
- ... and numerous media directors, account executives and ad managers.

## ***WHY?* BECAUSE WE WORK AT IT HARDER!**

We are dedicated exclusively to Spot Radio and sell this great medium with knowledge, conviction, and enthusiasm.

We like what we are doing better than anything else we can think of. Our enthusiasm shows through and is contagious.

But most of all it is because we are determined to be the best—to give each of our fine stations the best selling we can currently devise—to give each of our agency customers the most complete information and fastest service available.

In any field of endeavor "BEST" can only be achieved by wanting it very much—having the experience, the skill and the imagination to get there—and being willing to work longer and harder than any competitor.

Sincerely, we do.



**robert e. eastman & co., inc.**  
*Representing America's Best Radio Stations*

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



a chance to make even more by charging premiums for piggybacks, but it now appears they didn't get away with it."

**Sees Increases** ■ Dr. E. L. Deckinger, vice president for planning and development, Grey Advertising, believes that expenditures for television will increase at a rate at least equal to that of 1964 because of the generally strong economy.

He cites rising costs and clutter as the two main problems that have faced television in the recent past, and he feels they will continue to plague the medium because there are no apparent solutions on the horizon. Increased costs are tied in with rising costs in labor and other source materials, he

said, while the growth of multi-set homes is producing "greater audience fragmentation." Clutter remains an issue, Dr. Deckinger continues, with many opinions but no facts.

"For example, is a piggyback commercial more objectionable to the public than a one-minute commercial?" he asks. "Does integration cause any difference in consumer reaction?"

Though not a problem, color opportunity is a subject of "vital interest" to advertisers, he says. Color growth can be the spark for a resurgence in set sales, a substantial boost to color effectiveness and a significant spur to the economy.

**Program Need** ■ Anthony DePierro, vice president and media director of

Geyer, Morey, Ballard, New York, says the major problem facing television is development of an adequate supply of new programs conceived with family entertainment in mind.

He points to NBC-TV's *Walt Disney and Bonanza*; ABC-TV's *Bewitched*, and CBS-TV's *Gomer Pyle*, *Danny Kaye* and *Dick Van Dyke* as prominent examples of the kinds of program he'd like to see more of.

Geyer, Morey, Ballard anticipates an increased television outlay of 10-15 percent in 1965 but, according to Mr. DePierro, there are factors which limit still further expenditures in the medium.

"The lack of satisfactory programs at the proper cost efficiency, he states, "will deter us from increasing television even more dramatically this year." GMB billed approximately \$14.8 million in TV in 1964—\$8.1 million in network, \$6.7 million in spot.

Mr. DePierro considers clarification of the piggyback commercial problem among the major achievements of the industry in 1965.

"Agencies and advertisers," he says, "are now more fully acquainted with what they can and cannot do."

**Commercial Measurement** ■ The rising cost of time, especially in sports programming, is the principal problem facing television in 1965, according to George Burrows, media director, N. W. Ayer & Son, Philadelphia.

Mr. Burrows says advertisers are concerned also about the growth of CATV and of UHF, because of the effect each could have on diluting basic audience measurements.

In the same area, Mr. Burrows feels there is a "lack of real information" as to who sees television commercials: the "program audience itself is measured, but not the sponsor audience."

Another problem, according to Mr. Burrows, is the scarcity of prime time minutes in specific markets where the advertiser wishes to test for "commercial effectiveness."

More often, he says, only fringe time is made available.

He also sees a need for networks to offer "regional packages" to advertisers in much the same way that some national magazines run regional editions.

"The piggyback situation seems to have settled down," he feels. "Advertisers don't seem to be jumping into piggybacks the way it seemed they would at this time last year."

A spokesman for Parkson Advertising says that television's major problem during 1965 will be a need for "better programming," though he indicated there is really "not much of a chance."

Parkson will use more TV during the year, he said, particularly because of new product introduction and enlargement of current scheduling.

During 1964, according to the spokes-

## Bigger television budgets TVB's goal for 1965

The Television Bureau of Advertising intends to concentrate in three areas in 1965 in its effort to encourage expanded spending in television during the year.

Norman E. Cash, president of TVB, last week issued the following blueprint of TVB's plans during 1965:



Mr. Cash

"There are three ways in which the television industry can grow . . . and TVB will be active in all three. First, with the larger advertisers who are now placing the vast majority of their advertising dollars on television, TVB will be working to show the importance of increased total advertising budgets to off-set the increased competition for all products. With these advertisers, the bureau will illustrate the relationship between television and sales and profits . . . the final measure of any corporate effort.

"With those advertisers with only a smaller share of their budget invested in television, the bureau will work to show additional areas in which television can be used, and ways in which the cost-per-thousand can be reduced by having the same commercial message accomplish several different objectives at the same time.

"And with the many non-advertisers, industries and associations that have yet to see their need for going to the total public so that their indus-

try may better compete with all others, the bureau will be taking the case histories of others who have already moved ahead with their problems through television.

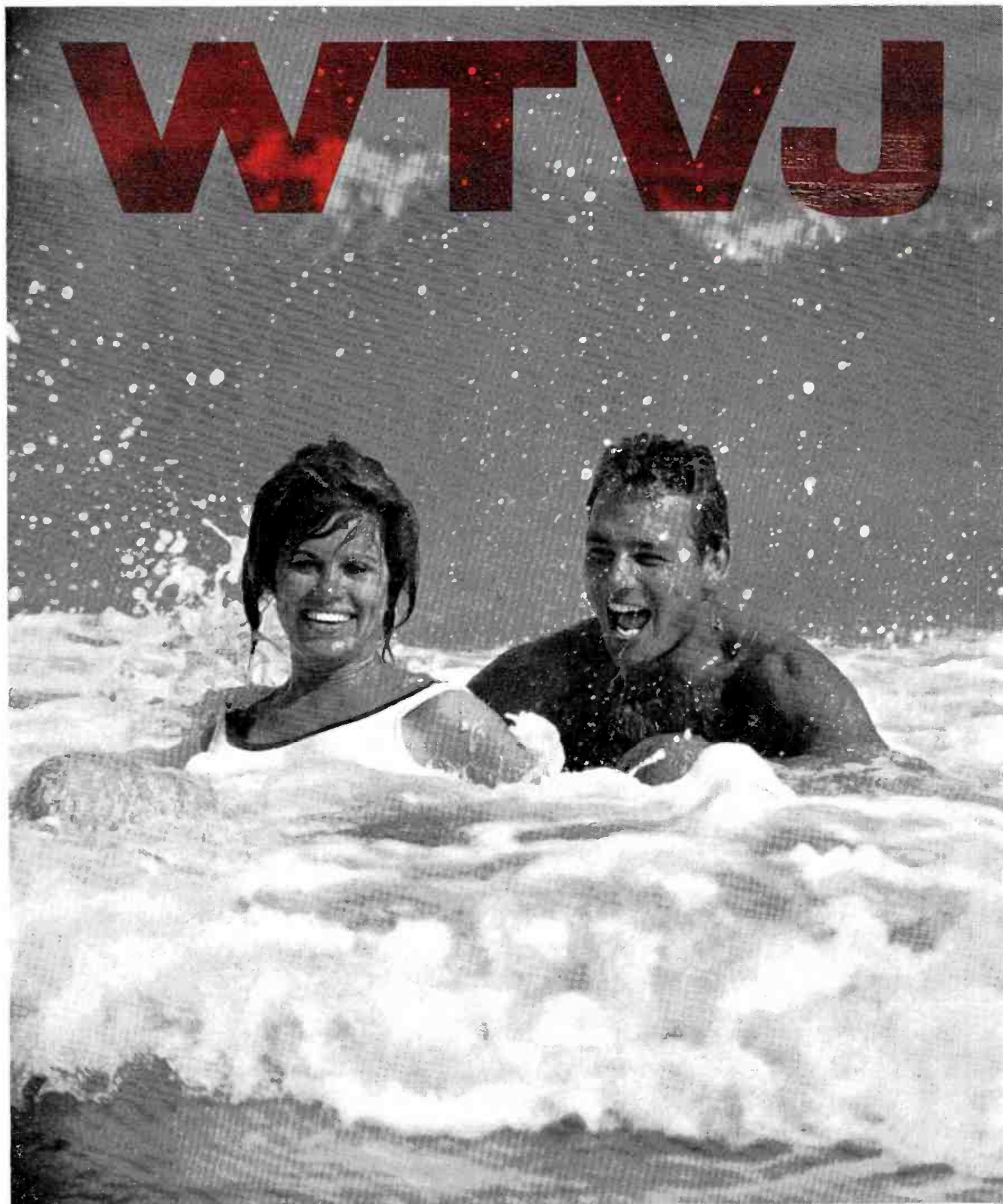
"On the local level (although these high-share, middle-share and no-budget companies may be national or local), the bureau feels it can make an important sales contribution by helping to train the individual salesmen of its members . . . the men responsible for the day-to-day local selling effort. TVB plans a series of workshop meetings with these local salesmen to discover new and better local selling techniques.

"In Detroit, TVB is now opening a new office to serve the automotive complex, service which until now has had to come from either New York or Chicago offices.

"On all levels, national and local, network and spot, TVB believes there is an increasing need to accelerate the progress of commercial creativity, for the better understanding of how television works and the ways in which to best put the medium to work.

"We said years ago that the more an advertiser—any advertiser—knows about television, the better he will use it, the better his results will be—and the more television he will use. Our 1965 sales efforts will be with this point of view in mind and we welcome any manufacturer or retailer or association or industry that feels its growth is not as rapid as it should be."

Only the sunshine covers South Florida better than



WTVJ / South Florida's largest daily circulation / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate





## TV OUTLOOK: NETWORK, SPOT, LOCAL ALL UP continued

man, several problems confronting the industry were lessened. He cites strengthened advertising codes for cigarettes and for children's toys. He also says that the industry is advancing in the area of self-regulation, rather than leaving itself open to increased government regulation.

**Costs are Problem** ■ "It is getting harder and harder to justify the rising cost of TV time to those advertisers who have until now 'gone along' with TV even though they have never really been enthusiastic users," according to an authority at Sullivan, Stauffer, Colwell & Bayles, New York.

Some clients, this spokesman says, seem confused over CATV, particularly as to how it will affect their advertising. There have been reports, he notes, "that some CATV operators are cutting out commercials, but SSC&B has not yet been able to substantiate them."

He sees a need for more color programming as well as documentation in "a rising color market" in 1965. This

agency source also deplores what he calls a trend toward *Peyton Place* (ABC) programming: "Running more of this type of program is playing right into the government's hands."

In his opinion, the piggyback situation has "calmed." But he feels that if time costs continue to increase, piggybacks also may well increase.

**Attrition Heavy** ■ A media executive at a major agency calls attention to increasing "client restlessness" at the combined prospect of high cost and high risk. With the rate of new-program attrition at close to 60% a year, he says, advertisers are more interested in spreading their commitment to television over a broader program base.

Audiences are sampling network program offerings more than they used to, and, he feels there doesn't appear to be as much program loyalty on the part of the viewer as there once was. All this, he says, contributes to risk.

"The clutter business is still with us," he believes, and doesn't show signs of

diminishing." But his major criticism is directed at "copycat" practices of programming people who "continue to imitate the previous season's successes."

A senior media official at another major agency thinks the most serious problem facing network television—one which he says had grown more serious during 1964—is "priority treatment" given the large advertiser to the detriment, and sometimes exclusion of the medium-sized and smaller sponsors.

Network television, he suggests, must find some way to make its product available to everyone. This executive, who estimated his agency's television billings would increase 15-17 percent in 1965, thinks the medium "will eventually have to face up to some method of assuring sponsors equal opportunity."

He sees some movement toward more "participation" selling by the networks and considers this a healthy sign. But he advocates an "absolute magazine concept" of network sales, where every advertiser would have an equal shot at any given position, as the only proper solution to the problem.

## RADIO OUTLOOK: RESEARCH COULD ADD LUSTER continued

moving ahead of last year's pace.

All four networks apparently feel that when more complete measurements of the radio audience are available, sales will come easier—and at least some feel that rates will then go up—not just network rates, but station rates as well.

**Need Changes** ■ ABC Radio's President Pauley said he saw a pressing need for creativity, not only in radio

Officials of the other networks say they're willing to change with the times but think they're giving their affiliates what the affiliates and their audiences really want—primarily news and information programming.

Stephen B. Labunski, in his first week on the job as executive vice president in charge of the NBC Radio network, was reluctant to go into detail on plans and policies, but he appeared to share

public taste, "the public appetite for information is on the increase." The number of high school and college graduates is greater than ever and growing, he noted, and events throughout the world are increasingly important to Americans. "For a long time to come," he predicted, "people are going to want more and more information—and a network is able to move in on information in a way nobody else can."

Mutual's President Hurleigh said that in his view any network must be a service organization. On the basis of



Mr. Millar



Mr. Vedder



Mr. Pinkham



Mr. Mameloveg



Mr. Fuller



Dr. Deckinger

research (which he said is "not capitalizing on the exciting, scientific methods of today") but also in other areas. He criticized "people in all levels who show a lack of courage to attempt new things and experimentation."

ABC Radio, he noted, has introduced its new drama programming concept with *Theater 5*. He said such innovations necessarily proceed slowly ("we are trying to change a trend") but that the number of stations taking the series is growing at a gradual but sure pace.

this view. He said networks "provide a vital service in covering the news," keeping the people informed about world events and at the same time enabling affiliates to concentrate more on local and regional news coverage.

"I foresee an even greater emphasis on news and information by network radio in the years ahead," Mr. Labunski asserted.

**Want News** ■ CBS Radio's President Hayes felt that, while networks must be prepared to change with changes in

what affiliates want he could not foresee any significant changes ahead in Mutual's essentially news programming, except that "we may go more heavily into sports." As for drama, he thought that television could not be surpassed as a drama medium.

Here's a sampling of important agency viewpoints on radio's immediate problems and prospects:

**Is Radio Big Time?** ■ Ted Bates & Co., New York, which placed approximately \$6.1 million in radio during





## Whatever you sell in Boston, call Katz

Whether your yardstick is ratings, success stories or an unshakable faith in your own common sense, WMEX is now the number one radio buy in Boston — and, appropriately enough, it is now represented by The Katz Agency, 666 Fifth Avenue, New York 10019. Call Judson 2-9200

*Radio choice of the New Boston*



1964—almost all of that amount in network—expects its radio expenditures could be up 5-10% in the current year.

Richard A. R. Pinkham, senior vice president and director of media and programing at the agency, considers radio a medium of "relatively good impact and moderately low cost" but thinks it has a long way to go to become one of the "big-time" media.

His principal concerns are with program format and research: "There's a crying need to broaden the fare. We know who's listening to that rock and roll stuff—it's the teen-agers."

The responsibility for bringing new program forms to radio, he feels, may lie with the networks: "You're not going to get the local guys to stop spinning those records." The job of the radio salesman, as he sees it, is to convince the timebuyer that there's something other than teenagers in the audience.

"If radio is going to get back to the big-time it's got to discipline itself in its commercial practices, he says. He notes a "ridiculous" amount of commercials packed into the heavy listening hours, especially in newscasts.

Mr. Pinkham considers the chances that radio will improve in the areas mentioned as "rather dim" in 1965, but sees some hope in the efforts of the Radio Advertising Bureau and the National Association of Broadcasters in the field of radio research. In spite of the faults he cites, he calls radio "underused and underestimated."

**Network Good Buy** ■ A more widespread use of radio by Young & Rubicam clients in 1965 is projected by James H. Fuller, broadcast supervisor, media relations, at Y&R in New York. He said there is "widespread interest" in radio at Y&R's media department. He envisions expanded use of network radio, which he calls an "economical buy," and of spot radio to supplement network sponsorship.

Radio's problem continues to be that it has not been measured adequately, according to Mr. Fuller. There is no doubt that radio's reach is extensive but many advertisers still insist upon documentation of the medium's effectiveness in reaching different kinds of audiences, he adds.

"It's a problem that isn't easily solved though there have been some interesting proposals offered to measure radio," Mr. Fuller says. "There is no doubt that radio's dollars haven't followed the listener."

Radio simply is "not sold correctly" and "people don't understand it," says Herb Maneloveg, vice president in charge of media at BBDO, New York.

It is not sold correctly or understood in advertising because people attempt

to think of it in television terms, Mr. Maneloveg says, adding that too few people think of radio in its most successful role: That of a frequency medium giving an advertiser a "plus" in its major advertising efforts—but also as a medium with limitations. Radio, for example, he says, shouldn't be considered only in terms of mass audience appeal.

**Measurement Need** ■ "Radio's major problem in 1965," according to Blair Vedder of Needham, Harper & Steers Chicago division, "is one of developing a standard, valid measurement of its audience on both a local and a national scale."

Mr. Vedder, who is the agency's vice president in charge of media and programing, says this problem has been major "throughout the post-TV years."

A secondary vexation, he feels, has been "insufficient advertiser expenditure information for the medium"—advertisers and agencies just don't know how much investment is placed in the medium.

But chances of "diminishing the audience measurement problem in 1965 are excellent," Mr. Vedder says, noting that "more manpower, interest and money are being put behind" efforts than in previous years.

The agency, which last year placed 15% of its billings in radio, expects to do about the same in 1965.

William H. Millar broadcast media supervisor, Geyer, Morey, Ballard, New York, says radio's problems continue much the same as in the past—"an absence of reliable national audience measurements generally accepted by the majority of agencies and advertisers."

"It is difficult to build for and present to clients plans calling for increased expenditures when available media research data is inadequate," he asserts.

Mr. Millar says GMB is generally "pessimistic about solving the research problem."

"Existing plans," he says, "indicate a small increase of radio during 1965."

Asked if any radio problems had been eliminated in 1964, Mr. Millar said: "None to our knowledge."

**How Big?** ■ Radio's main problem is audience measurement, according to Dr. E. L. Deckinger, vice president for planning and development, Grey Advertising, New York. Agencies, he says, want to know the answers to these questions: How big is radio? How many people hear a given commercial? What are the demographic characteristics of listeners?

Available audience measurement of radio today may give indications that are helpful, he feels, but it would be "erroneous to confuse helpful data with

accurate information."

Closely related to audience measurement is the problem of evaluating radio's cost to the advertisers. He stresses that he is not saying that radio's costs are too high or too low, but is questioning just what the price of radio should be in relation to the audience obtained since the size of the audience really is not known.

He calls rates another problem in radio, pointing out that with availability of local rates, an agency may find itself competing with its own clients through retailers and distributors. He recommends a "one price system."

Nevertheless, Dr. Deckinger expects Grey to use more radio advertising in 1965 than last year but says it would be "impossible to predict the exact amount at this time."

Dr. Deckinger does not believe that any of the problems facing radio can be solved in 1965 though he voiced hope progress can be made. He feels that the ARB-ARF radio measurement experiment in Detroit "shed new light on the problem but did more to emphasize our degree of ignorance than our degree of knowledge."

A variety of complex problems continue to plague radio, according to George Burrows, director of Media, N. W. Ayer & Son, Philadelphia.

"There is a real need for reliable information on radio," Mr. Burrows says. "Radio lacks a standard reference source for competitive activity in its own medium."

He feels there is "a desperate need for a clear-cut policy on radio rates"—that "too many stations seem to be making under-the-table deals with advertisers and not charging the rates they list on their rate cards. You just never know what you're getting from radio," in his view.

Radio can be a most effective and efficient means of advertising a product provided that the schedule is heavy and an appropriate "creative platform" is devised, according to Paul Roth, media director of Kenyon & Eckhardt. He pointed out that K & E recently completed a substantial radio campaign for a household product which had "excellent" results based on sales.

Radio cannot be sold on the basis of ratings, Mr. Roth declared, "because adequate measurement does not exist." Salesmen must redouble their efforts to sell radio to the large companies, particularly those with a growth brand, and persuade them to use radio in high frequency in various flights throughout the year.

For many brands a successful approach is a substantial use of radio in combination with network TV, according to Mr. Roth. K & E intends to make expanded use of radio in 1965, he added.



**COLOR!**  
**COLOR!**  
**COLOR!**

**3,011 HOURS OF COLOR IN 1964!**

**Sports ■ Studio Productions ■ Feature Films ■ News ■ Syndicated Features**

... and we are pleased to announce that the commercials of 60 different advertisers appeared in color in 1964!

WGN Television originates and sells more color than any other station in the nation.

**WGN  
IS  
CHICAGO**

**the most respected call letters in broadcasting**



# Washington: Where the rules are written

## ACTIONS PROMISED IN 1965 COULD LEAVE DEEP MARKS ON THE FUTURE

While it's on Main Street that the broadcaster finds the advertising revenues to operate and perhaps show a profit, it's on Pennsylvania Avenue in Washington, D. C., that the decisions are made that determine the way, even whether, he operates. And 1965 is shaping up as a year of important decisions for broadcasting—by the FCC and by Congress. Community antenna television, the FCC's multiple-ownership rules, network program ownership, cigarette-advertising restrictions, political broadcasting—these are only some of the issues that will come under gov-

munity antenna television industry, too, for that matter. But there are questions hanging over the commission at this time—questions involving President Johnson, the nature and make-up of the commission itself, and Congress—that cause one to ask how much of that muscle is real, how much illusion.

The issues are plain enough.

The commission is getting ready to do battle with the networks over the number of prime-time shows they can own or control and over the question of whether they should continue in the domestic syndication business.

way of accomplishing this is to limit CATV's to a role as an auxiliary service tending the needs of underserved areas.

**Contest With '64** ■ All of this generates an atmosphere contrasting sharply with that surrounding the commission in early 1964. At that time, the most notable commission activity was a retreat—its decision to abandon its proposal to set limits on the time that stations could devote to commercials (BROADCASTING, Jan. 20).

But will the votes be found in 1965 to transform proposals, some of them

### WHO'LL BE THE SEVENTH COMMISSIONER?



Mr. Henry



Mr. Bartley



Mr. Hyde



Mr. Cox



Mr. Lee



Mr. Loevinger



It's his decision

ernment scrutiny in the months ahead. Deeply involved in these matters is the National Association of Broadcasters, whose Washington staff tries to serve as spokesman for the nation's broadcasters—a sometimes incredibly difficult task—serving the conflicting interests of groups within the association. What follows is a report on what lies ahead for broadcasting in Washington this year. First, the FCC:

The FCC has moved into 1965 showing plenty of muscle, apparently ready and eager to take on the titans of the broadcasting industry—and of the com-

It appears determined to engage multiple owners on the question of how many stations any one individual or company may own. The commission has already outraged important group owners by imposing—an interim policy—a virtual freeze on the sale of VHF's in the top-50 markets to anyone owning top-50 VHF stations (BROADCASTING, Dec. 21).

And the commission is working feverishly on fashioning a policy for fitting the burgeoning CATV industry into the nation's television structure. Some commissioners feel that the best

still vague and shapeless, into tough rules? And what kind of regulatory policy does this activity presage for the majority of broadcasters whose consuming interest is not, say, buying or selling a VHF station in the top 50 markets but showing a profit and staying out of trouble with the FCC? Will the commission be a strict regulator? Will it hold broadcasters to their promises? Will it plunge back into the commercialization controversy or attempt to stimulate more local live programming?

Actually, the commission was no paper tiger in 1964. It lifted the li-

**weather or not—  
LOUIS ALLEN  
lets people know about it**

Louis Allen is a rare meteorologist. He not only talks about the weather, he does something about it. No ordinary weather reporter, Allen is recognized as one of the nation's leading weather scientists. In addition to his broadcast chores, he runs the highly successful Allen Weather Corp. which supplies detailed forecasts to utilities and navigational advice to steamship companies.

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



**News Authority in the Nation's Capital**

**abc wmal radio and television abc**

Daren F. McGavren Co.

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.



censes of nine stations, punished 33 others with fines or short-term licenses. It adopted tough new AM allocations rules designed to curb AM growth in well-served areas. It even began charging applicants filing fees and ordered NBC to trade back to Westinghouse Broadcasting Co. the Philadelphia stations it said the networks obtained by coercion.

Indications are the commission will continue to be a tough cop in enforcing its rules. And there should be no doubting the sense of urgency behind the commission proposals that will create the major controversies in 1965. But, there are those questions. . . .

**President's Role** ■ The President must be considered not because anyone expects him to exert any kind of direct pressure—the fact that his family has important broadcasting interests in Texas should be enough to guarantee a scrupulous hands-off policy by the White House. But he will have to make at least one, possibly two, FCC appointments this year. Frederick W. Ford's spot has been empty since Dec. 31. And rumors persist that Democratic Commissioner Lee Loevinger will depart before the year is out, a federal judgeship his next assignment. (The term of Commissioner Robert T. Bartley, another Democrat, expires June 30, but he is expected to be reappointed. And speculation that Chairman Henry would leave has all but ended. He says frankly he wants to remain.)

The appointment of two new commissioners could have considerable effect on the fate of proposals and policies now under consideration. The importance that will attach to even one new member was demonstrated two weeks ago when the commission split 3-3 on the question of whether to inquire into the commercial practices of renewal applicants whose records show a wide discrepancy between promise and performance (BROADCASTING, Feb. 15). Whether this vestige of the proposal to limit commercial time by rule is to be rejuvenated or allowed to wither away will be up to the new member.

No one professes to know what kind of role the President wants the FCC to play. But indications are that he feels government agencies in general should perform a more restricted role than that which the more active members of the commission regard as appropriate for the FCC. Administration officials familiar with the President's feelings about the bureaucracy say he favors agencies that are lean and efficient and that hold business under no tighter regulatory rein than necessary.

**Stay Out of Programing** ■ In addition,

one official said, the President would not want government doing anything that would "impair" freedom of expression. If there were serious concern about programing, the official went on, the President would prefer to arrive at a solution through a conference with industry leaders "rather than through compulsion."

Thus, if the President exerts any pressure through his appointments it will probably be on the side of restraint. The commission, then, could be expected to continue to leave broadcasters alone in the areas of commercialization and



local-live programing. But it should be pointed out that appearances can be deceiving and labels misleading. After all, it is the strange alliance of New Deal-New Frontier Democrat Lee Loevinger and conservative Republican Rosel H. Hyde that is a principal reason the commission stayed out of those areas last year.

One matter of presidential concern of direct application to the commission involves government questionnaires. The President feels there are too many of them asking too many irrelevant questions. This feeling is reflected in the hard look the commission's proposed program reporting form for radio is getting at the Bureau of the Budget. And it could result in major revisions in the form for TV which, though not in final shape, is far more complicated.

Even if the commission were to vote on the hard issues tomorrow, in the absence of any new commissioners, there is no certainty what the results would be—with the possible exception of the proposal to curb network ownership of prime time programs. There appear to be at least four solid votes for that measure, as drafted by the staff.

Predictions are risky beyond that, first, because not even the rough outlines of policy on multiple-ownership rules changes and CATV have been reduced to paper; second, because even on issues about which there is agreement in principle, commissioners often display a penchant for fragmentizing over details. The program reporting form, for instance, has been in the works for more than five years.

The same fate could befall the effort to adopt new multiple-ownership rules.

There is practically unanimous agreement on the part of commissioners that the rules are inadequate and probably inequitable. But this has been the feeling of commissioners down through the years, and nothing has been done.

The commission, this time, appears to be more determined than ever before. But one doesn't have to look far to see differences cropping up among the members. For instance, Commissioner Loevinger, a former head of the Justice Department's antitrust division, believes major broadcast companies should be prevented from spreading their holdings through the nation's richest markets. But in a series of recent votes, he indicated that he does not agree with Chairman Henry and Commissioner Cox that small companies owning a number of outlets in minor markets within a region necessarily constitute a concentration-of-control problem.

**Notice Expected** ■ The commission will, however, probably issue a proposed notice of rulemaking in the next few months. Pressure for action is building up as a result of the interim action freezing sales of top-50 market VHF's. It's assumed that the proposed rules, whatever they are, will be adopted as interim policy in place of the freeze.

Community antenna television—which looms as the major issue before the commission this year—poses at least as complex a problem as multiple-ownership. How much protection should CATV's afford television? Should cross-ownership of CATV's and television in the same market be allowed? Should "leapfrogging" of TV signals be barred? If so, how?

The six commissioners are now split three ways on the basic approach to date. Chairman Henry and Commissioner Cox see CATV as a threat to free television, at least to its development in markets now without their own television stations, and would take steps to protect it, probably to the extent of limiting CATV to an auxiliary service. Commissioners Loevinger and Bartley, on the other hand, are more inclined to let the free play of the market decide which service, if not both, the public would get. Commissioners Hyde and Robert E. Lee occupy a middle ground.

**Jurisdiction** ■ In any case, the lines of commission jurisdiction over CATV will certainly be laid down this year. Some commissioners — Chairman E. William Henry and Commissioners Cox and Lee—think the commission already has authority over all CATV's—those that do not use microwaves as well as those that do. But unless the commission is willing to antagonize influential members of Congress who take a narrower view of the agency's authority, it will be Congress that ultimately provides the framework within which the

## Must stations give free time to answer paid views?

The last echo of the last hurrah of the 1964 political campaign has long since faded into the distance. But the FCC is still confronted with complaints about the fairness with which broadcasters dealt with political issues. And in the days ahead it will have to come to grips with a question growing out of one of the most controversial interpretations it has placed on its fairness doctrine—the one that deals with a station's obligation to provide free time to respond to views expressed on sponsored programs.

At issue is the complaint filed by Democratic National Committee Chairman John M. Bailey against 10 radio stations for refusing to provide free time during the 1964 political campaign for replies to broadcasts in one or more of such sponsored series as *The Twentieth Century Reformation Hour*, *The Dan Smoot Report*, *Manion Forum* and *Life Line* (BROADCASTING, Feb. 8).

The Democrats' complaint was filed under the commission's ruling, issued in the Cullman Broadcasting Co. case, that once a station presents one side of a controversy on a sponsored program it cannot reject an otherwise suitable presentation of a contrasting view simply because paid sponsorship cannot be obtained (BROADCASTING, Sept. 23, 1963).

However, the commission has limited the application of the ruling to situations in which the station has not presented, and does not intend to present, a contrasting view in other programming. The object, the commission said, is to avoid leaving

the public uninformed.

Thus far, the commission has not been confronted with a situation in which a station aired one side of a controversy in a sponsored program and then refused to present a contrasting view. In many cases, stations have quickly given free time for replies. In others, stations have successfully contended that they discharged their fairness doctrine obligation in other programming.

**No Time for Reply** ■ The complaint filed with the FCC by the Democratic National Committee said that some 850 stations had been contacted in connection with the controversial programs. And of these, the committee said, the 10 about which it was complaining were the only ones that neither offered time nor said they had covered the other side themselves. Most of these latter, however, offered to sell time.

In some of the 10 cases the issue is blurred by questions of judgment. Some stations held that they did not regard the Democratic committee as a proper spokesman. (To this, a committee representative replied, "Well, let them get somebody who is, then. The other side should be heard.") And at least one, KGMS Sacramento, Calif., contended it had presented a contrasting view to a program criticizing U.S. foreign policy when it aired news from material supplied by the State Department. Another, KTRR Rolla, Mo., said it had not received a request in connection with a specific issue or program.

One of those offering to make time available on a paid basis only was WGB Red Lion, Pa., which carried all of the sponsored programs about which the Democrats complained. In one letter to the committee, the station said that, "according to the news we hear, your coffers are now full again. Our very modest token fees will not embarrass your treasury."

A spokesman for WGB said last week that the station would "make an issue" of the Democrats' complaint. He said the station would be "put out of business if it had to give free time to every one who walks down the pike."

The issue will have repercussions in Congress. The Senate Communications Subcommittee is planning an exhaustive hearing on the fairness doctrine (BROADCASTING, Feb. 15). Senator John O. Pastore (D-R. I.), subcommittee chairman, has taken the same position as the commission on the matter of free-for-paid time, and is credited by some with inspiring the commission's ruling. He has said that the use of the airwaves for expressing controversial views should not be limited to those who can afford to buy time.

But on the other side of the Hill, a counter drive is underway. Representative J. Arthur Younger (R-Calif.), a member of the House Commerce Committee's subcommittee on communications has introduced legislation (HR 925) that would exempt broadcasters from the requirement of giving free time for replies to sponsored programs.

commission will regulate the CATV industry. Congress—or key members of it—will probably be heard also on other issues coming before the commission. The commerce committee's of both Houses sometimes serve as a kind of court of appeals for broadcasters distressed by commission actions. This was true last year when the House Commerce Committee, after taking testimony from broadcasters, voted out a bill to bar the commission from adopting a commercial time standard rule. The House later passed the bill, but it died in the Senate. The commission, however, had already received the message and dropped the rulemaking.

Congressmen are reported to be joining broadcasters in complaining to the commission about the freeze on the sale of top-50 market VHF's (CLOSED

CIRCUIT, Feb. 8). And it's likely that the networks will soon have the ear of Senators and House members in connection with the commission's proposal on network program procurement policies. Congress has been hearing from CATV owners and broadcasters on the CATV issue for years.

**Other Issues** ■ Besides the issues that have captured broadcasters' attention in recent months, there are a number of others that have been simmering on the back of the stove and are now beginning to come to a boil. The commission, for instance, may finally take action soon on "loud" commercials. A policy statement is expected, along with a proposed notice of rulemaking and a further inquiry into some of the problems involved in writing a rule. It's understood the commission will ask for

help on how to draft a rule to prevent staccato delivery of commercials.

The commission is also moving ahead on a fringe problem of the multiple-ownership issue—that involving financial houses that technically violate the rules by owning 1% or more of two or more broadcasting companies controlling more stations than any one individual is permitted to own. Group owners have asked for an administrative conference on this matter, and the commission is expected to grant the request.

And, who knows, this may even be the year in which the commission acts on a proposed rule to allow more daytimers to operate before sunrise and on requests by clear channel stations to operate experimentally with power in excess of the 50 kw limit. Both issues



have been plaguing the commission for years.

The commission will adopt its proposed new table of assignments for UHF, which greatly expands the number of ETV assignments, and it will probably take other steps in its continuing campaign to promote the growth of upper-band television. Proposals advanced last year to require networks to provide UHF's with programming or to distribute equally among themselves the VHF and UHF affiliates in the top 18 markets, however, appear to have been shelved.

Thus, the commission has no end of

certain to be aired, but CATV, depending on the FCC and other factors, may be allowed to slide into next year.

Full scale hearings on any two of these topics would constitute an eventful year on Capitol Hill for broadcasters, but as developments last week showed, the 89th Congress's interest in radio and television is even broader (see stories this issue).

There is a hearing already underway probing antitrust implications, if any, in network ownership of professional sports teams and another into regulation of height and placement of radio and TV towers.

is likely to influence the amount of attention the Congress gives CATV the rest of this year.

**Political Probe** ■ The examinations of the fairness doctrine and all its ramifications bode a most controversial investigation for the lawmakers involved. However carefully drawn the issues, however carefully the probers step, they will be unable to avoid either charges of censorship or the whole broad issue of political extremism. The FCC's application of the fairness doctrine has created an awkward regulatory problem for stations and the commission staff alike, especially weather stations must afford free time for answers to controversial positions expressed on paid programs.



Representative Harris



Representative Rogers



Senator Magnuson



Senator Pastore

**BROADCASTING IN THEIR PLANS:** These four will figure prominently in radio and television news from the Hill during the coming months. Representative Oren Harris will investigate cigarette advertising; Representative

Walter Rogers will reopen his investigation of editorializing and the fairness doctrine; Senator Warren Magnuson plans his own cigarette legislation; Senator John O. Pastore plans a study of political broadcasting.

issues and problems, as is customary. The question that only time can answer is whether the commission has the muscle to complete the tasks it has begun.

## FCC can't ignore wishes of Hill or vice versa

As indicated, the FCC, though an "independent" agency, cannot ignore the wishes of Congress. And Congress this year cannot ignore broadcasting. Matters affecting broadcasting are due to preoccupy Congress in 1965 to an extent unmatched in recent years.

Community antenna television regulation, cigarette advertising limits and responsibilities in political broadcasting (fairness)—three areas of paramount concern to broadcasters—are headed for consideration by the House and Senate communications subcommittees in the months ahead.

Two—cigarettes and fairness—are

The Congress has been asking the FCC to figure out all the regulating problems involved in CATV, make sure everybody who has a stake in it gets a chance to say his piece, resolve all differences and then present a tidy legislative package to Capitol Hill to insure passage.

The key legislators who bear scars from the last congressional battle with CATV (the Senate rejected a regulation bill by one vote after a bruising fight in 1959) are wary of anything like that happening again, but they're finding that the matter won't resolve itself. Broadcasters, cable system operators, program copyright holders, antenna manufacturers and the like are scrapping for either tight or loose regulation.

The Senate Communications subcommittee has warned the FCC to be prepared to discuss CATV at a policy review hearing this Thursday (Feb. 25). It will be the first public Capitol Hill airing on CATV since the 1959 debacle, and what the FCC tells the panel

To this will be added, if concern expressed by some senators is valid, an examination of extremism in American political life. Whether they like it or not, the people responsible for a group of widely syndicated radio programs have given them both a religious and a political cast, and they are identified in the minds of many people as representing the "radical right wing." However the principals behind these programs see themselves, they and their programs are tangled within the fairness doctrine problem.

Representative Walter Rogers (D-Tex.), again expected to be chairman of the House Communications subcommittee, has promised to reopen the hearing he concluded in 1963 on broadcast editorializing and the fairness doctrine. He is accused of trying to drive programs of this kind off the air because of strong conservative support for his opponent in the last election.

The Democratic National Committee has just filed fairness complaints against

**MOVIES  
7 NIGHTS  
A WEEK  
including  
FIRST RUNS**



# ***EXCLUSIVE!***

## **ALL ON CHANNEL 2, BALTIMORE**



**"ROMPER ROOM"**  
with Miss Sally  
9:00 to 9:30 A.M.  
Monday through Friday

Only WMAR-TV programs movies 7 nights a week—featuring many first runs—selected from 7 Arts, 20th Century and Screen Gems, including the new Columbia Post '50 Group 2 package!

Baltimore-originated "Romper Room" is one of the most popular children's shows in the Channel 2 area!

"The Woman's Angle" is the only 5-day-a-week women's service program in Baltimore . . . featuring interviews, cooking, homemaking and decorating ideas!

"Dialing for Dollars" . . . Baltimore's morning viewing habit . . . has been a top-rated daytime program in Baltimore for years!

Only Channel 2 in Baltimore television offers these daily features . . . time-tested and proven any way you want . . . audience composition . . . cost per thousand . . . ratings . . . success stories!

Pick your audience from these "reliables" . . . the shows that have kept advertisers happy . . . year after year . . . the shows that move merchandise in this giant 43-county market!



**"DIALING FOR DOLLARS"**  
9:40 to 10:00 A.M.  
Monday through Friday



**"THE WOMAN'S ANGLE"**  
with Sylvia Scott  
1:00 to 1:30 P.M.  
Monday through Friday

In Maryland Most People Watch

**WMAR-TV** 

CHANNEL 2, SUNPAPERS TELEVISION  
TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by THE KATZ AGENCY, INC.



10 radio stations that carry these programs and refused to comply with Democratic requests for free time to reply.

And almost simultaneously, Senator John O. Pastore (D-R. I.), chairman of the Senate Communications subcommittee, revealed his intention to conduct a broad and thorough study of fairness and political broadcasting. The guidelines for that review have not been made public, but senators on the investigating panel said in a closed hearing that the probe was likely to involve political extremism and the right to express political views. The senators are sure to narrow their field to avoid charges of limiting free expression, but they will have to deal with the broadcaster's responsibilities as a licensee when presenting controversial viewpoints.

**Smoking Problems** ■ If the fairness tangle is complicated, the smoking and health issue may be a relief. Controversial as it is, it runs along relatively simple economic lines. For the advertising media, the main hope is that federal regulations on cigarettes will avoid requiring health warnings in cigarette advertising. Broadcasters see them as virtually impossible, especially in shorter-than-a-minute spots.

The cigarette manufacturers also would like to avoid having to label their products as health hazards, but more and more it appears this is the price they are willing to pay to prevent local and state restrictions on their advertising and marketing practices.

Both the House and Senate commerce committees have legislation pending on cigarettes. The Senate group under Senator Warren G. Magnuson (D-Wash.), probably will start first, although Representative Oren Harris (D-Ark.), at whose committee's request the Federal Trade Commission has held off its own regulations, intends to get into the matter just as soon as his legislative decks can be cleared. Unless the Congress acts soon or requests further delay, the FTC has pledged to make effective both its labeling and advertising rules July 1.

**After the Big Three** ■ Activity on these broadcasting matters is being supplemented by the Senate Antitrust and Monopoly subcommittee. Its review of the CBS Inc. purchase of the New York Yankees is stirring up speculation whether the Congress is interested in putting some restraints on the networks.

Network regulation has been on the Senate communications panel's agenda over the years but hasn't been taken up in any depth for quite some time. There is little doubt, however, that should the

FCC adopt a position on network control and request legislation from the Congress, it would be considered promptly.

Lengthening broadcast license terms from three to five years, a long-time goal of the National Association of Broadcasters, again is being requested in legislation offered both Houses. Senator Pastore has hinted that he might favor such a change.

However many of these and other broadcasting-related issues the Congress confronts this year, the attitude on Capitol Hill toward the administration controlling the executive branch just isn't what it used to be half a dozen years ago when one party held the White House and another ran the Congress. The electric days of the House Legislative Oversight subcommittee's public brawls with the Eisenhower administration over improper influence in

### Thank you notes lag

Secretaries at the National Association of Broadcasters have been unable to keep up with demand as they type personal "thank you" notes from NAB President Vincent T. Wasilewski.

Since Mr. Wasilewski was named to the job of the NAB boards in late January, more than 1,000 letters of congratulations have crossed his desk. In a one-week period more than 350 acknowledgements were sent out, but the work load is just beginning to slacken.

high places and ex parte contacts at the FCC seem unlikely to reoccur while the Democrats are in power both in the executive and legislative branches.

And, barring an enormous Republican surge in the 1966 elections, the Democrats seem destined to retain this power for another four years. Even though Republicans occupied the White House for eight years of the past 12, the Democrats have controlled the Congress without pause since 1955.

Throughout this Democratic span, Senator Magnuson has been chairman of the Senate Commerce Committee and Senator Pastore has headed the Communications subcommittee. Representative Harris was chairman of the old House Transportation and Communications subcommittee in 1955 and 1956 and succeeded to the chairmanship of the full Commerce Committee in 1957. Representative Rogers was chair-

man of the House Communications subcommittee in 1963 and 1964 and is in line to head it again in this Congress.

The President and the congressional committee chairmen belonging to the same party doesn't insure agreement on everything. They avoid embarrassing each other when they can, but each is historically jealous of power and jurisdiction.

Sometimes, as in the failure of the Congress to suspend equal time requirements for the 1964 presidential elections, they see eye-to-eye and are willing to accommodate each other, thus broadcaster hopes for suspension were throttled in the Senate cloakroom last August.

Other times, party loyalty aside, matters get sticky, as in the embarrassment of FCC Chairman E. William Henry (a Democrat) and the majority of commissioners who supported his fight to establish standards and time limits on commercials. In that case, Representative Rogers mustered overwhelming support in the House for his bill to block the FCC move (it was a proposed rulemaking). The FCC quietly withdrew its proposal, but the vote was cast anyway, to the broadcaster's favor.

It's important, however, not to underestimate the extent to which congressmen regard and protect their prerogatives. And if a federal agency, especially one of the regulatory panels that the lawmakers consider their own creatures, steps far enough out of line, people like Representative Harris behave like parents who see their children misbehave.

They spank. Representative Harris has been fighting hard to reconstitute his special investigating subcommittee, the one that delved so vigorously into broadcast rating in the early 1960's. Now that the ratings matter is nearly wrapped up (a subcommittee report is expected soon), he feels, and he has the support of his Commerce Committee, that a greater oversight function is needed. Somebody has to watch the regulatory agencies, and this is Congress' job, specifically, Mr. Harris feels, the Commerce Committee's.

An issue worrying many congressmen is that government is getting too big for them to keep track of, and as it grows it assumes more and more powers that have not been, as the congressmen say, delegated by the elected representatives of the people.

The panel won't be aimed at the FCC alone, nor at just the FTC either, but at all the regulatory agencies the Commerce Committee watches. What will turn up under this new and more intense scrutiny, though, could be of interest to broadcasters.



# Just What Does a TV Computer Programmer Do?

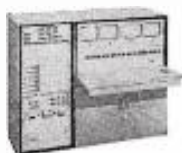
First thing it does is go to work saving money—if it's Tarzian's new Automatic Programmer for Television (APT). APT starts paying its own way immediately by eliminating make goods caused by operator error. It can't get flustered—can't panic. Prime time, or any time.

With a Tarzian computer programmer, productions run smoother . . . faster. At APT's command, intricate combinations of switches, fades, dissolves, supers, pre-rolls, previews, etc. are executed precisely as required by your programming. With NO mistakes. And all automatically, free-

ing station personnel for more productive effort. APT speaks your language, too. All this solid state workhorse needs to go into action is the information right off your program log. No confusing translation into computer lingo. And anyone who can read the log can load it into the computer. It's really that simple.

APT is a true computer—not just an automation switcher. It was designed solely for television—not modified from some other use. It's all solid state. It interfaces readily with existing equipment. And, it costs less than a VTR.

*First computer programmer designed specifically for television by a major television manufacturer.*



*A call or letter brings our brochure with all the details.*

**S A R K E S**  
BROADCAST EQUIPMENT DIVISION



**T A R Z I A N**  
BLOOMINGTON, INDIANA

# Programatic®

## Has a Pocketful of Programming Plans



IT FIGURES...SOMEDAY A SMART OUTFIT WILL COME  
ALONG AND OFFER YOUR RADIO STATION A MUSIC  
AND EQUIPMENT SERVICE THAT EXPANDS AND CON-  
TRACTS AS YOUR NEEDS DO, REFLECTING EXACTLY  
YOUR AND THE STATION'S WISHES...WELL,

*it just happened!!*



*Sophisticated* **ROCK**

**diplomatic** SERVICE

*Westrend*

WE NOW OFFER YOU

THAT TRIED AND TESTED FORMULA OF STAND-  
ARDS THAT MAKES FRIENDS EVERYWHERE.

FOR ALL THOSE YOUNG AT HEART.

DELIVERS HOURS OF SERIOUS MUSIC FOR THOSE  
WITH A DEEP LOVE AND UNDERSTANDING OF  
THE WORKS OF THE MASTERS.

BRINGING YOU THE FRESH SOUND WITH A  
COUNTRY AND WESTERN FLAVOR.

IN MONO OR STEREO, OF COURSE!

WHEN YOU PERFORM ANY OF THESE SOUNDS ON  
SUPERB, FOOL-PROOF, PROGRAMATIC EQUIP-  
MENT, YOU HAVE AN UNBEATABLE "SUCCESS"  
COMBINATION!

YOU'LL GET THE TOTAL FLEXIBILITY OF "LIVE-LOCAL" PROGRAMMING - WITH THE ECONOMY  
OF NATIONAL MASS PRODUCTION AND AUTOMATION. CALL, WIRE, PHONE FOR INFORMATION.

PROGRAMATIC HAS DONE A BOLD THING. WE MAKE THE  
SERVICE FIT YOUR DIMENSIONS.

YOU TELL PROGRAMATIC WHAT YOU NEED, HOW YOU  
NEED IT AND WHEN YOU NEED IT. WE'VE GOT IT. OR  
WE'LL GET IT. OR WE'LL CREATE IT.

YOU TELL PROGRAMATIC WHAT YOU'D LIKE TO SEE  
HAPPEN IN RADIO PROGRAM AUTOMATION, WE'LL CREATE  
THE PROGRAMMING TO FIT YOUR NEEDS.

FOREGROUND, BACKGROUND, ALL AROUND. YOU NAME  
THE SOUND, AM OR FM, PROGRAMATIC WILL SERVE YOU!

PROGRAMATIC BROADCASTING SERVICE  
50 EAST 42ND STREET  
NEW YORK CITY 10017

YES, PLEASE TELL ME MORE -

☐ O-VATION MUSIC ☐ SOPHISTICATED

☐ DIPLOMATIC SERVICE ☐ WESTREND

AND, OF COURSE, ABOUT PROGRAMATIC  
AUTOMATION.

NAME \_\_\_\_\_

STATION \_\_\_\_\_ TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**people**  
+  
**money**  
=  
**a major market**

**ORLANDO  
DAYTONA BEACH  
CAPE KENNEDY**

the Mid-Florida Urban Complex  
has MORE of both

**WESH-TV**  
**FLORIDA'S CHANNEL 2**

**FLORIDA'S No. 3 MARKET**

REPRESENTED BY THE KATZ AGENCY, INC./NBC

## SALES SUCCESSES BRING NEW ADVERTISERS continued

paper and magazine advertising as well as radio, Mr. Steen notes that in a "recent study among JAL passengers, it was, very happily, discovered that 77% of the JAL passengers in the markets where we have used the quality radio we mentioned had recalled hearing the JAL commercials."

Japan Air Lines is happily staying on the air in the U.S.

### FM 1964—Campaign 2: Rand McNally tests

Use of FM radio has worked so well for the retail stores of Rand, McNally & Co., Chicago, in special promotions such as European maps that the big map publishing firm is considering use of the medium on a more regular basis. The purpose is to sell the company's domestic publications to the general consumer market, a small part of its great overall volume.

Gerald E. Jones, general manager of Rand, McNally's four retail stores and store manager of its retail outlet in Chicago, said the first successful use of FM took place about six years ago when he headed the store in San Francisco. He said both classical and popular music formats were tried but classical drew 75% of the listener response. The company also has retail stores in New York and Washington, D. C.

Mr. Jones said that in his new position in Chicago he tested a special free map offer last summer on WFMT(FM) there to build identification for the company's retail outlet in the downtown area. Over a two-week period a series of only ten 30 second spots drew more than 500 requests for the maps and many of these have resulted in additional new business.

In September the promotion was repeated with nearly equal success on FM in Washington, he said, and in early December a two-week Christmas gift traffic promotion was aired on FM in Chicago, San Francisco and Washington with "good results." Store sales increases ranged up to 13%, he said.

### TV 1964—Campaign 1: Winemaker a salesman

When a sponsor and its agency team up and produce a phrase for their commercials that catches the public's fancy, there is a reasonable certainty that a successful campaign is being run.

In the case of United Vintners Inc. and its agency, Honig-Cooper & Harrington, both San Francisco, they found the magic ingredient in 1960, improved

on it in 1961 and in 1965 are still riding the crest of the wave generated by "that little old winemaker, me."

The basic idea was developed by the agency from earlier animated commercials which were based on interplay between a winemaker, who represented the wisdom of Italian Swiss Colony (which was founded in 1881 by Italian and Swiss immigrants), and his son, who represented the young, modern approach.



That little old winemaker

After a year, the boy and the animation were dropped leaving the old winemaker, who is played by Ludwig Strossel, now in his 70's. His voice is supplied by Jim Backus.

**Many Types** ■ Italian Swiss Colony advertising is complicated since the brand name covers a variety of wines. As a result the spots are used to sell the entire line with a tag segment for the individual wine to be promoted. Early in the campaign only 60-second spots and a few ID's were used. Today a number of 20-second spots have been produced for certain products.

More than 200 winemaker commercials have now been produced by Screen Gems and the spots are placed on about 200 stations, primarily on a spot basis.

Since Italian Swiss Colony began using the little old winemaker, sales have increased more than 10% each year, even though the total wine market has increased only a fraction of that figure. Today Italian Swiss Colony is putting \$3-4 million annually into television.

But beyond sales, the little old winemaker has been an attention-getter. Surveys have shown that 72% of TV viewers in major cities can recognize his photograph and identify him.

If this type of success continues,



*Created by the hand of experience*



## ***RCA-7295B 4 1/2-INCH IMAGE ORTHICON***

### **Unmatched picture quality in black-and-white pickup**

- **NEW MICRODAMP CONSTRUCTION.** Reduces microphonic noise in the output signal by isolating the target-to-mesh assembly from the effects of external acoustical noise and camera vibration, and by damping out internally induced vibration on the target.
- **REDUCED CHANCE OF "WASHED OUT" PICTURES.** Opaque black coating on lower part of tube prevents "washed out" pictures due to extraneous light.
- **HIGH AMPLITUDE RESPONSE FOR SHARP RESOLUTION** (800 TV lines).
- **HIGH SIGNAL-TO-NOISE RATIO** (75:1 at 4.5 Mc)
- **IMPROVED BACKGROUND UNIFORMITY**, with very good half-tone signal reproduction.
- **FIELD-MESH CONSTRUCTION.** Produces uniform signal output and focus. Reduces unwanted bright edges and geometric distortion.
- **HIGHER SIGNAL OUTPUT LEVELS** with lower microphonics.
- **MORE STABLE SENSITIVITY CHARACTERISTICS.**

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.



**The Most Trusted Name in Electronics**

AVAILABLE THROUGH YOUR AUTHORIZED RCA BROADCAST TUBE DISTRIBUTOR  
FOR NAME AND ADDRESS OF YOUR LOCAL DISTRIBUTOR WRITE OR CALL YOUR  
NEAREST RCA DISTRIBUTOR PRODUCTS SALES OFFICE—NEW YORK, NEW YORK:  
36 W. 49th St., (212) MU 9-7200; NEEDHAM HEIGHTS 94, MASSACHUSETTS: 80 "A" St.,  
(617) HI 4-8480; WASHINGTON 6, D. C.: 1725 "K" St., N.W., (202) FE 7-8500;  
ATLANTA, GA.: 134 Peachtree St., N.W., (404) JA 4-7703; CLEVELAND, OHIO: 1621  
Euclid Ave., (216) CH 1-3450; CHICAGO, ILL.: Merchandise Mart, (312) 467-5900;  
DALLAS 7, TEXAS: 7901 Carpenter Freeway, (214) ME 1-3050; KANSAS CITY 14, MO.:  
7711 State Line, (816) EM 1-6462; HOLLYWOOD, CALIFORNIA: 6363 Sunset Boulevard,  
(213) 461-9171; SAN FRANCISCO 2, CALIFORNIA: 420 Taylor St., (415) PR 5-5135-6-7.

sponsor and agency may have to change the catch phrase to "that little old money-maker, me."

## TV 1964—Campaign 2: Mogen David gets results

Proof that Mogen David Wine Corp.'s record use of local spot television during the Christmas holiday season paid off unusually well for the Chicago company is the firm's new TV drive starting Sunday (Feb. 28) to build greater volume of sales this spring.

"Dealer and consumer reaction to our holiday program was exceptionally good," according to Bernard Wiernik,



Mr. Wiernik, president and chief executive officer of Mogen David, who reported that "we had a strong 'feedback' from consumers who were enthusiastic about our unique approach to TV commercials compared with that of other wine advertisers.

They especially liked the touches of humor and fantasy we incorporated in our new spots."

Because of this consumer interest, he said, the same TV spots will be repeated in the spring drive which will cover about 100 markets. Agency is Edward H. Weiss & Co., Chicago. Magazine color ads plus new point-of-sale materials also will be included in the spring campaign.

Mogen David pioneered in the use of network and spot TV as an advertiser in its product category but the company's use of TV for this past holiday was the heaviest to date, Mr. Wiernik pointed out. The result was the "most successful" holiday drive ever launched, he said. Mogen David's budget now runs an estimated \$4 million plus.

Fourth quarter 1964 sales for Mogen David set new highs, Mr. Wiernik reported, and January sales this year set a record of nearly 40% over January 1964. Consequently, Mogen David's new pre-Easter drive will be the "biggest spring marketing program in the company's history," he said.

## TV 1964—Campaign 3:

### Cereal sells on video

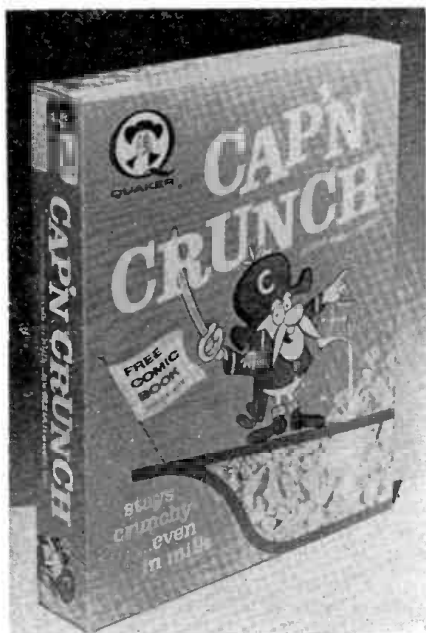
Breakfast cereal firms have been very heavy in television for years and nearly a hundred brands are battling for position with TV expenditures totaling over \$50 million a year. Usually, though, they mix TV with other media, especially for new introductions which are described as both very risky and very expensive.

Quaker Oats Co., Chicago, through Compton Advertising there, however, decided to fight fire with fire last year and to use nothing but television for the debut of Cap'n Crunch, a new ready-to-eat cereal aimed entirely at the youth market. The result: production cannot keep up with demand.

Quaker Oats ranks among the top six cereal firms but its total TV spending of around \$4 million is only a fraction of that spent by the two giants, Kellogg's and General Mills. Quaker, though, pulled all stops in budgeting for the all-TV debut of Cap'n Crunch last summer on a spot basis in some 50 markets.

Any possible use of other advertising media is still at least six months away, it was indicated last week, in view of





Package sells the Captain

TV's continuing impact. The drive now is adding network TV as well, with exposure Saturday mornings on all three TV networks.

**Suited to TV** ■ The product's jovial and adventuresome character, Cap'n Crunch, is especially suited to televi-

sion, Larry Baker, product manager, said. "Kids respond quite warmly to television," he said, noting that TV brings him to life for them.

Apart from the "first" Quaker claims for all-TV introduction, the campaign involves other innovations considered unique for the product category at this time. The commercials are all in color. Of the five versions, one runs 90 seconds. Quaker also was able to introduce both regular and large size simultaneously through TV, a marketing function that normally is separated by as much as a year and requires separate drives.

Cap'n Crunch and his color commercials are the work of Jay Ward Studios, Hollywood. The product was tested in 13 markets before the national introduction last year and achieved 87% awareness in six weeks time. "This was quite a phenomenal figure," Mr. Baker noted.

TV and Cap'n Crunch appear to be the best of shipmates. Of TV, Mr. Baker said, "we're happy with it so we're buying it," of the Cap'n: "he's proved to be quite a salesman."

In fact, Mr. Baker added, in many markets the grocery stores report they are "12 to 40% out of stock" and that means almost too much sales success if the pipelines won't stay full.

## TV 1964—Campaign 4: Another cotton drive

The National Cotton Council of America is aiming at two groups in the 13-week network TV flight it will begin next month. Using daytime programs on ABC and NBC, the cotton council will feature two new 60-second commercials; one devoted to 100% cotton apparel for the 18-25 age group and one based on 100% cotton apparel used in high fashions. The spots were produced by Elliot, Unger & Elliot, New York.

The cotton council, through Fuller & Smith & Ross, New York, and with a TV budget of about \$1.2 million, is going into its fourth year of using television. In 1962 it began with a spot campaign in 31 major markets. Spot and network were used in 1963. Then in 1964 the council went to network only, a practice it is continuing this year.

The television campaigns are paying off. Surveys show the "commercials are doing an excellent job in increasing viewers' awareness of cotton's points of superiority," says Richard T. Alexander, ad manager for the cotton council.

In 1964 there were two cycles for



## *If you had the Quality touch*

You'd find five VideoTape machines mighty handy to have on a tight production schedule. Though it is unlikely the following situations would occur simultaneously, we'd be ready if they did...

- No. 1 VTR — Editing special commercial tape.
- No. 2 VTR — Feeding program into conference room for client.
- No. 3 VTR — Playing back interview on "Julie Benell Show."
- No. 4 VTR — Recording "Hootenanny" program for ABC-TV.
- No. 5 VTR — Taping commercial in one of station's three studios.

The flexibility which five VideoTape recorders provides is not confined to mobility alone. It permits us to handle the most complex technical requirements, including the use of three machines at once for A-B Roll or other special effects. It's a good feeling to have that versatile — that Quality Touch — in production. You'll like it! For details, call Petry... or contact our Operations Manager, Jim Pratt.

## **WFAA-TV**

*The Quality Station serving the Dallas-Fort Worth Market*  
ABC, Channel 8, Communications Center /  
Broadcast Services of The Dallas Morning  
News/Represented by Edward Petry & Co., Inc.



council spots. The spring flight of 143 spots was concentrated on CBS-TV morning shows, and both prime-time and daytime series on ABC-TV. The nine-week fall cycle of 68 spots on those two networks was centered on daytime programs.

Another network flight will be on this fall, beginning in August and running through September, but networks and programs have not been set.

## TV 1964—Campaign 5: Arnold builds sales

"Distributor reaction is very important to us. Our distributors understand TV. They see our ads there, and they talk about them." This is how Lester Rounds of Arnold Bakers Inc. explains the Greenwich, Conn.-based firm's preference for television.

Arnold is estimated to have put \$1.7 million in TV last year. Sales are at an all-time peak and the company says its television advertising has produced "very satisfactory" results.

Arnold, through West, Weir & Bartel, New York, uses 60, 20, and 10-second taped commercials produced by MGM. The firm keeps a large pool of these announcements, with a core of spots featuring basic products and additions from time to time as new products are added to the line.

Geographically, Arnold aims for blanket coverage in its primary, Maine-to-Virginia distribution area, through spot campaigns on stations in the major markets. Other markets in the company's national sales pattern are also covered, though not as extensively. Plans call for expansion on all fronts. Both longer runs and more spots are foreseen in the primary area, with increased efforts in national sales areas pegged to growing distribution.

Arnold has been in television since the early '50's. The firm sponsored Faye Emerson before she started a network show and such other early programs as *Life Begins at 80*, *The Robert Q. Lewis Show* and *Captain Video*.

Gloria Okon is Arnold's TV spokeswoman. She first appeared in 1959 on a WPIX-TV weather show in New York, and is now used in all TV spots.

## TV 1964—Campaign 6: Laundry wins friends

Firms that don't have an enormous advertising budget sometimes have to accomplish with ID's and 10-second spots, what other firms seek to gain with 60-second spots.

The Evans Laundry and Dry Clean-

ers in Omaha, through Bozell & Jacobs, made "good use of a 10-second spot" and found that the services being advertised in these commercials gained 8% in the first two months of the campaign.

The Evans drive, placed on KMTV (TV) Omaha, was designed to see if the professional laundry could regain business that had been lost to the coin laundries, and the private home and apartment house washers and dryers. Evans concentrated on the family bundle (sheets and pillow cases).

The spot showed a basket of dirty laundry and then a stack of clean, folded white goods. The audio simply said: "Evans takes your laundry like this . . . and returns it like this."

The laundry found that each commercial produced calls requesting the service that had been shown on television. "We've spent twice as much money on newspapers and gotten less results," said Bob Thurmond, president of Evans.

Evans's advertising budget runs about \$20,000 a year and TV is destined to see the bulk of this appropriation from now on.

## TV 1964—Campaign 7: Hamilton-Beach plunge

The Hamilton-Beach division of Scovill Manufacturing Co., Racine, Wis., will take the heaviest advertising plunge in its history this spring—with emphasis upon spot television—as the direct result of its highly successful holiday TV drive for the company's new electric knife. Sales far outstripped all expectations (MONDAY MEMO, Jan. 18).

Arnold O. Wolf, vice president and general manager of Hamilton-Beach, disclosed the new and expanded TV plans last week while relating that the company's use of television for the holiday knife promotion had been considered "experimental" when first undertaken. He added, however, that "now we know it's worthwhile."

The new Hamilton-Beach drive will involve spot TV in a much larger number of markets, Mr. Wolf said, expanding the campaign to national scope compared to that of the holiday season when a more restricted list of markets was used. The drive will be concentrated in the second quarter of the year aimed at Mother's Day, Fathers Day and June brides. Agency is Clinton E. Frank Inc., Chicago.

Mr. Wolf noted that electric appliances have become highly seasonal items in the gift trade and thus year around advertising is not considered ap-



Carving lesson

propriate. This, however, heightens the importance of the seasonal promotions when undertaken.

"Our products are highly demonstrable," Mr. Wolf explained, making them particularly suited to television which he considers an extension of personal selling. In addition to the electric knife, he said, the new spring drive will also promote Hamilton-Beach's line of blenders, mixers and its "gourmet center," a combination-tool unit.

## Commercials in production . . .

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

Paul Kim & Lew Gifford Productions Inc., 342 Madison Avenue, New York 10017.

Burly Biscuit Division, Quaker Oats Co., Elizabeth, N. J. (chocolate chip cookies); one 60 for TV, animation on film. Julia Whalen, production manager. Agency: J. Walter Thompson, New York. Don Brown, agency producer.

Campbell Soup Co., Camden, N. J. (Chicken & Stars); one 60 and one 30 for TV, animation on film. Julia Whalen, production manager. Agency: BBDO, New York. Chan Buck, agency producer.

General Foods Corp., White Plains, N. Y. (Post Fruit-in-the-Box); one 60 for TV, live on film. Julia Whalen, production manager. Agency: Benton & Bowles, New York. Lou Hanousek, agency producer.

SCM Corp., New York (office machines); three 60's for TV, live on film, color. Julia Whalen, production manager. Agency: BBDO, New York. Bert Mangel, agency producer.

Snazelle Productions Inc., 155 Fell Street, San Francisco 94102.

Chrysler Motors Corp., Detroit (Simca 1000); five 60's and one 30 for radio, voice only. Ernest E. Snazelle Jr., production manager. Agency: Richard N. Meltzer Advertising, San Francisco. John Metzger, account executive and agency producer.

Kimball Trailer Home Sales, Oakland, Calif. (trailers); two 60's for TV, live on film. Ernest E. Snazelle Jr., production manager. Agency: Resor-Anderson-Etcetera Inc., Oakland. James Resor, agency producer.

“THAT’S 99”

**rust**   
corporation of america

Eastern Division  
195 Mass. Avenue  
Cambridge, Mass.

Washington, D.C.  
13205 May Court  
Silver Spring, Md.

Western Division  
2921 South 104th St.  
Omaha, Nebraska

RUST FM STEREO TRANSMITTERS • AUTOLOG • RUST REMOTE CONTROL



## Golters please note

the first annual  
**MGM-TV Golden Lion  
Golf Tournament**  
will be held in  
connection with the  
**N.A.B. Convention**  
Sunday, March 21, 1965  
Washingtonian  
Country Club  
Gaithersburg, Md.  
**Open to N.A.B. Members**  
**Trophies and Prizes**  
**Buffet and Drinks**  
Shuttle bus from  
Sheraton Park Hotel  
beginning at 7 a.m.  
Plan to join your friends  
at the fun outing  
and golf tournament  
rain or shine



MGM-TV Representatives  
can answer any question,  
except your handicap

## FINANCIAL REPORTS

### Cox net income up more than gross

Cox Broadcasting Corp. gained 54% in net income and 46% in revenues over its 1963 performance according to a yearend statement last week.

Television operation accounted for 76% of revenues, radio for 18% and the community antenna operations of its subsidiary, Cox Cablevision, contributed 6% to the consolidated gross.

J. Leonard Reinsch, president, said the increases could be attributed to the operation of properties acquired in the past year and to improvements in existing facilities.

Cash flow for the company—net income plus depreciation and amortization—amounted to \$4.4 million or \$1.81 a share.

Year ending Dec. 31:

|                     | 1964       | 1963       |
|---------------------|------------|------------|
| Earned per share    | \$1.32*    | \$1.04†    |
| Revenues            | 21,358,629 | 14,589,344 |
| Income before taxes | 6,850,445  | 4,341,490  |
| Income taxes        | 3,642,525  | 2,261,448  |
| Net income          | 3,207,920  | 2,080,042  |

\*Based on average of 2,436,000 shares outstanding.

†Based on average of 2,000,000 shares outstanding.

### Wometco earnings up 37% in 1964

Wometco Enterprises Inc., Miami, last week announced record per-share earnings of \$1.37 for the year ended Jan. 2, 1965, up 37% over fiscal 1963.

Net income rose 39.8% to \$3,053,597, compared with \$2,185,026 in 1963, and gross income climbed 41.1% to \$31,991,705, compared to \$22,677,534 in 1963.

Wometco has radio, TV, vending and theater interests in Florida.

|                                            | 53 weeks<br>ended<br>1/2/65 | 52 weeks<br>ended<br>12/28/63 |
|--------------------------------------------|-----------------------------|-------------------------------|
| Per share earnings                         | \$1.37                      | \$1.00                        |
| Gross income                               | 31,991,705                  | 22,677,534                    |
| Income before<br>income taxes              | 5,603,597                   | 4,135,026                     |
| Federal, state and<br>foreign income taxes | 2,550,000                   | 1,950,000                     |
| Net income                                 | 3,053,597                   | 2,185,026                     |

### Financial notes . . .

■ The Boston Herald-Traveler Corp. reports 1964 net income of \$1,865,454, or \$3.46 a share, compared to \$1,367,431, or \$2.59 a share in 1963. Consolidated net revenue was \$36,839,978 in 1964, compared to \$35,266,991 the year before. The firm publishes the morning and Sunday *Herald* and the evening *Traveler*, and is licensee of WHDH-AM-FM-TV Boston. Newspaper advertising revenues were \$513,038

higher than 1963 and broadcasting net revenue was \$1,052,546 greater in 1964 than in 1963.

■ Sales of RKO General Broadcasting are up 10% and earnings up 11% over 1963, according to the 1964 annual report of General Tire and Rubber Co. RKO General's operations contributed \$63,189,323 in volume and a net income of \$6,979,257.

### Wrather buys interest in Teleprompter

Jack Wrather, president of Wrather Corp. and former principal stockholder in Transcontinent Television Corp., last week bought 12¼% interest in Teleprompter Corp., a major community antenna TV system operator.

Mr. Wrather's interest in Teleprompter—91,026 shares purchased at \$10.125 per share for a total of \$921,638—was acquired from Western Union Telegraph Co. on Monday (Feb. 15). On that day an additional 7,100 shares of Teleprompter changed hands with the stock moving up ¾ and closing at 10.

Wrather Corp. owns several TV shows including *Lassie*; Muzak Corp., and Disneyland hotel, Anaheim, Calif.

A Western Union spokesman said the decision to sell the Teleprompter holdings was in conformity with its policy of maintaining investment in companies which could add to its technical operations or be a customer for its services. Since Teleprompter has gone heavily into CATV, he said, the investment was no longer consistent with that policy.

Teleprompter is one of the nation's largest owners of CATV with 16 systems serving more than 60,000 subscribers.

### Screen Gems sets record in first half

Screen Gems reported last week that net earnings for the first half of fiscal 1965 reached a record high.

Jerome Hyams, president of SG, indicated that this favorable trend should continue, noting that historically earnings for the second six-month period exceed those of the first.

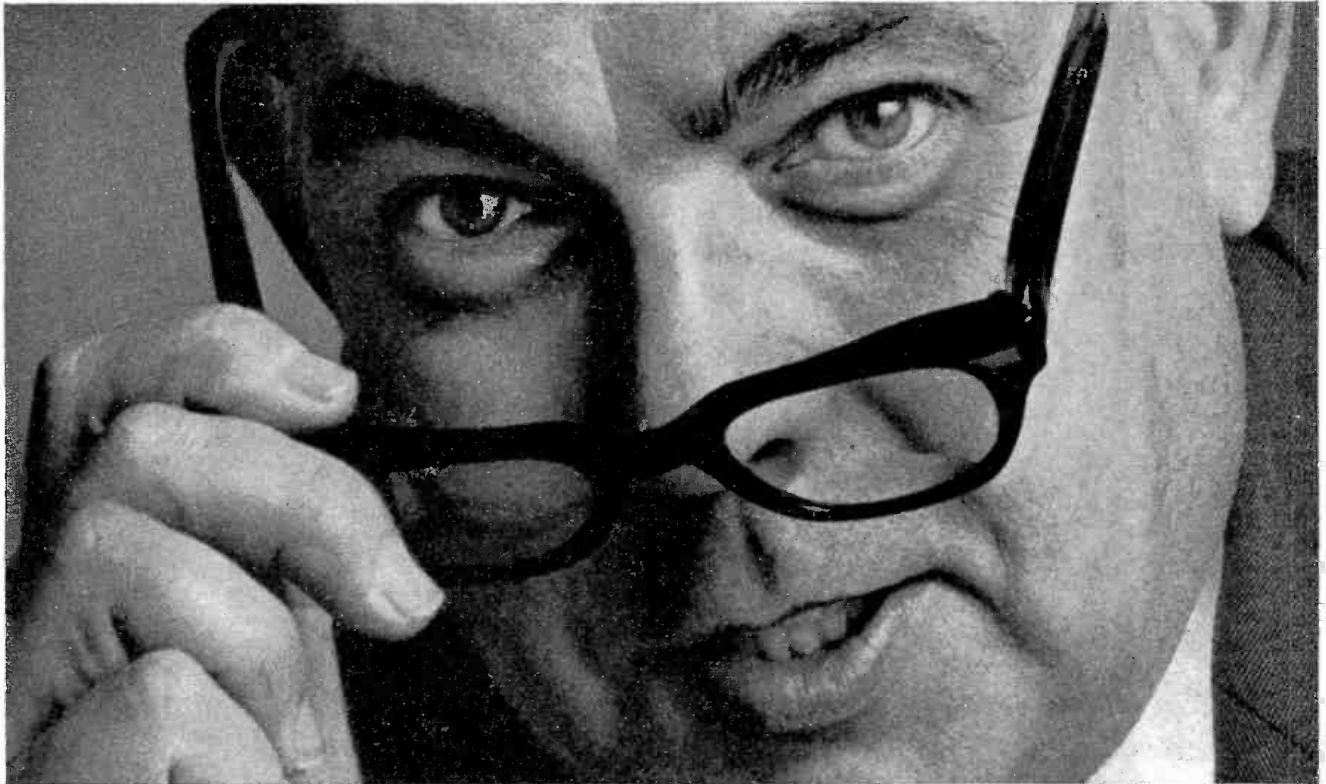
For the six months ended Dec. 26, 1964 and Dec. 30, 1963:

|                                                         | 1964       | 1963       |
|---------------------------------------------------------|------------|------------|
| Earnings per share                                      | \$0.61     | \$0.55*    |
| Net earnings                                            | 1,829,000  | 1,758,000  |
| Gross income                                            | 31,703,000 | 29,410,000 |
| Estimated federal,<br>state and foreign<br>income taxes | 1,783,000  | 1,717,000  |

\*Adjusted as a result of 5-for-4 stock split in August 1964.



# "It's there in hours...and costs you less..."



## that's why I always specify Greyhound Package Express!"

When you want something in a hurry (as you so often do)... specify Greyhound Package Express. Your shipments go anywhere Greyhound goes... on regular Greyhound buses... via fast, frequent Greyhound schedules. This means you can ship to thousands of communities not reached by any other form of public transportation. It means you can ship anytime—twenty-four hours a day, seven days a week,

week-ends and holidays. And it means your shipments get there *faster*, because they get moving *sooner*! Save time! Save money! Save trouble, too! 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 today: Greyhound Package Express, Dept. 8-B, 140 S. Dearborn St., Chicago 3, Ill.

### Save hours and minutes! Save dollars and cents!

| For Example:              | Buses Daily: | Running Time:   | 20 lbs. | 30 lbs. | 40 lbs.* |
|---------------------------|--------------|-----------------|---------|---------|----------|
| NEW YORK—<br>PHILADELPHIA | 32           | 2 hrs. 0 mins.  | \$1.40  | \$1.55  | \$1.85   |
| LOS ANGELES—<br>SAN DIEGO | 37           | 2 hrs. 30 mins. | 1.15    | 1.25    | 1.45     |
| CHICAGO—<br>MILWAUKEE     | 15           | 1 hr. 50 mins.  | 1.35    | 1.55    | 1.80     |
| ATLANTA—<br>BIRMINGHAM    | 10           | 3 hrs. 45 mins. | 1.65    | 1.85    | 2.10     |

\*Other low rates up to 100 lbs.



One of a series of messages depicting another growing service of The Greyhound Corporation.

# Tall-tower issue: up in the air

Oren Harris says it's Congress's job to decide policy, but FCC and FAA defend plan to cluster towers where they'll provide less air hazard

The chairman of the House Commerce Committee warned the FCC and the Federal Aviation Agency last week that the Congress ought to establish policy guidelines for the height and location of radio and television towers.

The two federal agencies, said Representative Oren Harris (D-Ark.), seem embarked on a joint move to "drive all these structures to antenna farms" without concern for the broadcast allocations system.

The FCC is sitting on a proposed rulemaking that would establish procedures for creating antenna farms—geographic areas where antenna towers could be grouped.

If tall towers were grouped, the FCC and the FAA agree, they could be allowed greater height. But grouping towers, say some broadcasters, presents other problems, among them short-spacing co-channel stations and altering the TV allocations plan.

**Halaby Admonished** ■ Representative Harris admonished FAA Administrator Najeeb Halaby for not supporting a resolution on tower heights that Mr. Harris has introduced. The congressman said he had hoped "we would get a little more help" than that offered in Mr. Halaby's testimony.

Both Mr. Halaby and FCC Chairman E. William Henry said their agencies had cooperated for years in handling tower matters and that in view of the FCC's proposed administrative remedy (the antenna farm rulemaking), which they both favor, they thought the Harris resolution, HJRes 261, was unnecessary.

That, to Representative Harris, was the point. He would rather this matter weren't handled by "administrative fiat" to the benefit of certain (unnamed) interests, the congressman said.

Views of the federal agencies were aired during a hearing last Thursday (Feb. 18). Representatives of broadcasting and aviation trade associations were to appear Friday.

In prepared comments, the National Association of Broadcasters largely supported the Harris proposal, although NAB President Vincent T. Wasilewski

expressed reservations to its 2,000-foot above ground ceiling.

Prepared comments of the Association of Maximum Service Telecasters urged amendment of the resolution to focus the problem, as AMST sees it, on "the basic attitude and approach of FAA and other aeronautical interests to sharing of airspace with broadcasters."

**What's in Resolution** ■ The Harris resolution, worded as the wish of the House and the Senate, provides a 2,-

the courts sustained without congressional direction in 1944. But now it would have congressional assent.

Representative Harris asked Administrator Halaby why he preferred administrative action to congressional policy? The resolution didn't seem to solve the problem, came the reply.

The measure, Representative Harris explained, only puts a height limit on towers—the FCC-FAA coordinating procedure already has been worked out.

**Concern for Allocations** ■ "My con-



Federal Aviation Agency Administrator Najeeb E. Halaby (r) reviews for FCC Chairman E. William Henry some of the navigation and safety problems pilots have with tall broadcast antenna towers. In the background is R. G.

Armstrong of the airspace department, Aircraft Owners and Pilots Association. The animated discussion occurred prior to a House Commerce Committee hearing last week on tower heights and locations.

000-foot limit for any broadcast tower unless consultation with the FAA, the Department of Defense and other interested parties show its erection would not constitute an aviation hazard (BROADCASTING, Feb. 8). It is intended, Representative Harris explained, that the interagency consultations that have been conducted for years would continue. The measure places final say on towers in the FCC, an authority that

cern is that you were embarked on driving all these structures to antenna farms," the congressman continued. He is "very concerned" with what would happen to TV allocations, he said, and when he referred to broadcasting, Representative Harris explained, he wasn't talking only about great metropolitan centers; he meant many smaller areas needing service. He said he knew that broadcasters cannot comply with FCC

requirements for service by operating from antenna farms.

In his presentation to the committee, Administrator Halaby said that antenna towers—not just tall ones—pose navigation problems for flyers, primarily noncommercial pilots flying by visual flight rules (VFR). Towers are getting taller, and they are supported by lengthy guy wires. The structures are “long, narrow and lacy . . . difficult to color effectively to increase the contrast of the tower with its background.” There is a “fight for height going on,” he said, and some broadcasters want only to have the highest tower in the country “to brag about it.”

There’s nothing to indicate the safety problem will diminish; the growth of aviation and broadcasting will make the problem more acute, he said. He also said growing use of community antenna television aggravated the problem because CATV’s aren’t regulated. (Fred J. Stevenson, immediate past chairman of the National Community Television Association, commented later that tower firms won’t sign a contract with a CATV until it has received FAA approval for construction.) The FCC, Chairman Henry testified, checks out CATV microwave relay towers with the FAA but isn’t presently responsible for nonmicrowave CATV’s.

**Wants Broadcaster Alternatives** ■ The FAA chief, in rejecting the Harris resolution, suggested telecasters “explore alternatives to increasing tower height as an answer to the need for extended television coverage. . . . Perhaps the solution lies in the use of communications satellites.”

Chairman Henry maintained that “antenna towers of adequate height are essential to a realization of the maximum use of radio in the public interest.” He noted his agency’s coordination with the FAA on tower matters (the FCC automatically refers applications for construction permits to the FAA and doesn’t approve one without FAA views in hand) but observed that “complex problems are arising.”

The continuing trend toward more and higher towers, he said, “has indicated that establishing antenna farms to accommodate such structures may be advisable.” Farms would provide simplified flight requirements for aviation and permit authorization of greater height while minimizing the need for protracted hearings on tall tower proposals, Chairman Henry said. This, he added, would be especially beneficial to UHF operators in simplifying home antenna orientation problems.

**Farm Rules Ready** ■ He pointed out that the FAA already has rules on an-

tenna farms and the FCC is considering initiating its own, in coordination with the FAA. “We hope to act on this matter shortly, and will, of course, consider any pertinent information developed in these hearings,” Chairman Henry said. It is understood the FCC held off issuing its antenna-farm rules at the request of Representative Harris.

The pending Harris resolution only re-establishes existing FCC-FAA procedure, and because only two towers extend over 2,000 feet, Mr. Henry said, the measure isn’t needed. The FCC chairman urged passage of another tower proposal, one the FCC requested to give it jurisdiction over abandoned broadcast towers (BROADCASTING, Jan. 18).

**NAB View** ■ Mr. Wasilewski reviewed NAB’s past work on tower matters in coordination with federal agencies and aviation groups and noted that broadcasting applicants are often frustrated “by the failure or unwillingness of government agencies to express their views and reasons [for holding up tower height approval] on the public record.”

He said it is essential that primary jurisdiction over antenna towers remain in the FCC and that any legislation recognize that the FAA’s role is purely advisory. Because the FCC “has developed a television allocation plan which relates tower heights and power output with service area and coverage, the NAB would tend to suggest that legislation omit a ceiling. But, continued Mr. Wasilewski, he was sure its inclusion wouldn’t create insurmountable problems “providing that it is understood clearly that there may be certain meritorious exceptions justifying a tower in excess of this height.”

**And AMST** ■ The AMST attacked the antenna farm concept. It also called for amendment of the resolution to require that objections to towers demonstrate the proposed structure “would in fact be a hazard or menace [to air navigation] assuming no changes in existing aeronautical procedures and uses” and that such adjustments couldn’t be made without creating a hazard or menace “or a truly serious disruption to appropriate and necessary use of the airspace.”

Edgar F. Czarra Jr., counsel to AMST, said that too often “the prevailing attitude on the part of aviation is: We used the airspace first and we are going to parcel out to broadcasters and others as little of our preserve as possible.”

Aviation isn’t being as cooperative as it should be, he continued. TV towers “rarely, if ever,” he said, present real

questions of aviation safety. “What are presented are questions of aviation convenience.”

The AMST, Mr. Czarra said, favors antenna farms where appropriate, but “there must be adequate provision for more than one farm in a given area, or for non-farm tall towers.” These towers are needed by UHF stations, which must be close to the population center to be served, and to provide “economical statewide educational television coverage.”

## A way to seed vacant channels

**FCC aim: translators in unoccupied assignments to extend present TV service**

The FCC has proposed a liberalization of its television translator rules as a means of extending television service into underserved markets.

The commission suggested permitting the licensing to regular TV stations, and to others on a special showing, of translators using up to 100 watts power to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments.

The proposal was seen as one way of providing viewers in small markets with a first service, or first choice of services, without making them rely on community antenna television. Comments on the proposed rule change are due March 15.

VHF translators are now limited to one watt in power. UHF’s are already authorized to operate on up to 100 watts of power, but they are limited to operation in the top 14 frequencies—70-83—a constraint the new proposal would remove. Translators, receive signals of regular stations, convert—or translate—them to another channel, amplify and then rebroadcast them at comparatively low cost.

**Longer Range** ■ The proposal would also eliminate the prohibition against broadcasters establishing VHF translators outside their Grade B contour. Officials said it would enable them to locate such translators outside the main station’s normal service area provided assigned channels were available.

The commission apparently sees the translators as possible “seed” stations,



declaring that the translators would have the opportunity to convert to regular TV stations. However, if a new applicant sought the channel for a regular station, the translator licensee would have to abandon the facility, unless he chose to file a competing application.

A commission official noted that the present system has led to clusters of low-power translators filling out holes in service contours, but has not provided for the development of full-fledged television stations.

The commission said the proposal grows out of the realization that, al-

though 90% to 95% of the people are estimated to be able to get at least one TV service and about 75% to get two or more signals, there are many small communities still without regular TV broadcast service.

"The commission believes that TV service can be brought to these isolated towns and rural areas by means of such translators, without adverse effect on regular TV service," the notice said.

The commission noted that a 100-watt UHF translator costs about \$6,000 and a 100-watt VHF translator "some-what more."

## Plumbicon cameras ready

**Visual will market Norelco manufactured light weight solid-state color and black and white models**

Visual Electronics Corp., New York, announced last week that it is marketing a new line of solid-state color-TV and black-and-white cameras manufactured by North American Philips Co.

The cameras use the Philips Plumbicon TV pickup tube that North American said more than a year ago would be introduced in this country. The black-and-white Plumbicon tube was developed by its associate Philips Holland (CLOSED CIRCUIT, July 1, 1963; BROADCASTING, Sept. 30, 1963). The cameras using the tube now are being manufactured at North American's studio equipment plant in Mount Vernon, N. Y.

In its announcement, Visual Electronics, a major supplier of professional broadcasting equipment in this country, said camera production is in progress and that some cameras "will actually be delivered to a major TV network and independent stations" before the National Association of Broad-

casters annual convention and equipment exhibit next month.

A report that CBS-TV was the network in question could not be confirmed. A spokesman for the network noted only that a definite decision had not been made. CBS Engineering said the advances made with the Plumbicon were "encouraging."

**Ready for Convention** ■ The new "Norelco" cameras will be shown at the NAB convention, according to Robert T. Cavanaugh, general manager of North American Philips studio equipment, and James B. Tharpe, president of Visual.

At the time of first reports of the tube's introduction to the U.S., CBS, which has been acting as adviser to Philips in adaptation of a camera using the Plumbicon tube, anticipated a color camera approximately the size of a normal black-and-white camera (about 100 pounds) and a black-and-white camera as light as 40 pounds. It had been noted that the camera's light

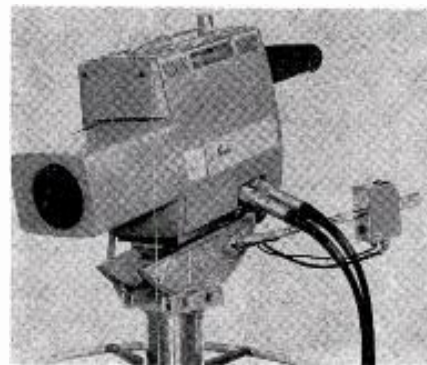
weight would make it easily transportable for on-location shooting in crowds and that its sensitivity would limit its use in normally lighted rooms where color cameras previously have not been practical. Also cited was a low noise level making the camera specially suited for video-tape recordings.

According to spokesmen at Visual Electronics, the Norelco color camera unit with all accessories will be priced competitively at about \$65,000. The camera uses a three-tube system.

The color tube carries a warranty of 500 hours, though its life expectancy is placed at "several thousand hours." It was noted also that the rack console, which is part of the color unit, is of standard size.

Mr. Cavanaugh described the tube as a vastly improved photo conductive pickup device (specially deposited lead oxide material) in which the image lag was greatly reduced. The tube measures 8 inches in length and is slightly over 1 inch in diameter, or "a fraction of the size" of the image orthicon tubes now used.

General Electric also has been working with a similar lead oxide tube in its camera development.



The Plumbicon camera

## Army demonstrates 7-channel laser beam

The U. S. Army last week packed seven New York TV signals into a single, pencil-thin laser beam and the pictures showed up on television screens just like at home.

In what was admittedly an illustration of the laser's tremendous potential for handling vast chunks of radio spectrum traffic, the experiment was considered a practical demonstration of what up to now had been considered theoretical possibilities. The test, using a low voltage modulator, received the seven New York VHF stations and transmitted them across a 10-foot room on a single laser beam. The pictures were considered the equivalent in detail and bright-

**CATV's ONLY EXCLUSIVE AND PIONEER BROKER**

**Over \$95,000,000 in Sales in Six Years**

**DANIELS & ASSOCIATES, INC.**

2930 EAST THIRD AVENUE  
DENVER, COLORADO 80206  
(303) 388-5888

NAB Convention Headquarters—Madison Hotel

## 1964 set sales and production reach new peak, EIA reports

The sale and production of black-and-white television sets in 1964 reached new highs, with factory sales to distributors reaching 7.6 million units (compared to 6.8 million in 1963), and with production reaching an all-time peak of 8.1 million (compared to 7.1 million in 1963).

Year-end figures released by the Electronic Industries Association last week similarly shows that radio set sales and production also continued to climb. Excluding auto radios, there were 10.7 million receivers sold by manufacturers to distributors, compared to 9.9 million in 1963; and total production of 19.1 million compared to 18.2 million in 1963.

For the entire year there were 1,462,981 color TV sets produced, and 2,080,195 radio receivers with FM.

Sales and production in December continued to move above the previous month except in color TV pro-

duction which fell from 153,611 in November to 145,677 in December, and FM set production, which fell from 271,497 in November to 257,638 in December.

Twelve months figures as reported by EIA:

| SALES      |               |           |              |             |
|------------|---------------|-----------|--------------|-------------|
| Period     | Monochrome TV | Color TV  | Radio        | (with FM)   |
| 1964       | 7,684,960     | —         | 10,771,276*  | —           |
| 1963       | 6,828,383     | —         | 9,975,309    | —           |
| PRODUCTION |               |           |              |             |
| 1964       | 8,107,404     | 1,462,981 | 19,176,361** | (2,080,195) |
| 1963       | 7,130,351     | —***      | 18,281,395   | (1,544,918) |

\*Excluding auto radios.

\*\*Includes 8,313,378 auto radios.

\*\*\*No comparable figures for 1963.

ness of the same programs received on a home set.

Army electronics scientists acknowledged that the programs could have been laser-transmitted over many miles, instead of the width of the room. They pointed out, however, that lasers—an acronym for "light amplification through stimulated emission of radiation"—are subject to fog, rain, clouds and other barriers just like any light beam. The Army is working on an optical beam wave guide to surmount these shortcomings, it was said.

Lasers are expected to be used for point-to-point traffic and especially for space communications.

The experiment at Fort Monmouth was by the Army Electronics Command.

ment. The company said that the increased complexity of color TV is the reason for the new products. Included in the "Coloraxial" line are three coaxial antennas, two coaxial preamplifiers, indoor and outdoor antennas, a matching transformer kit, lengths of coaxial cable with factory fittings and a complete coaxial kit. Dealers can offer

installation for as little as \$24.70 or a conversion of existing installations for \$17.70, the company said.

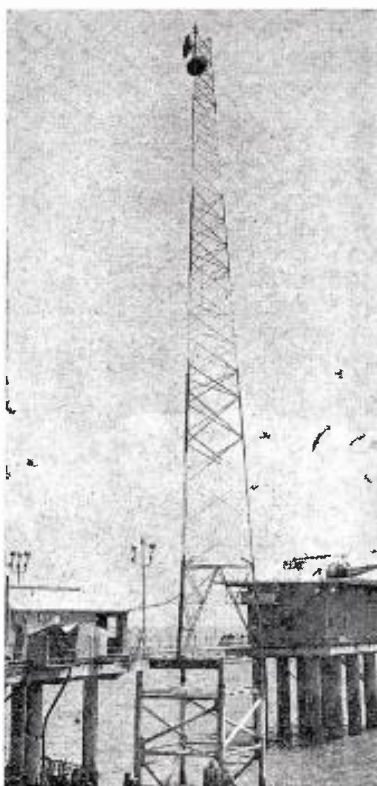
**ETV installations booklet** ■ A new booklet describing the requirements and benefits of ETV installations, is available free from Blonder-Tongue Laboratories, 9 Alling Street, Newark, N. J. 07102.

## Technical topics . . .

**Phase monitor** ■ Vitro Electronics Division of Vitro Corp. of America, Silver Springs, Md., is offering a newly developed phase monitor which allows AM stations with directional-antenna systems to monitor phase and loop-current indications. It will be exhibited at the National Association of Broadcasters convention in March.

**New transmitter** ■ Collins Radio Co., Dallas, has introduced a new 250 kw high frequency AM transmitter designed for the shortwave broadcasting field which features automatic tuning. The unit can shift frequencies in 3.95-26.5 mc range in 26 seconds or less, a function that previously took 10 to 15 minutes.

**Color gear** ■ Jerrold Electronics Corp., Philadelphia, has introduced its new line of coaxial color TV reception equip-



## ROHN TOWERS "STAND UP" to Hurricane Hilda!

A series of ROHN micro-wave towers, used on Shell Oil Company offshore platforms near the Louisiana coast, took on the full fury of "Hurricane Hilda" and withstood the test!

Designed for 50 pound windload per square foot, these towers stood up to winds known to have been well in excess of this. For towers proved in design, engineering and construction, specify ROHN. Complete tower, lighting kit, microwave reflector, and tower accessory catalogs and specifications available on request. Representatives world-wide.

Write — Phone — Wire for Prompt Service

**ROHN Manufacturing Co.**

Box 2000, Peoria, Illinois

Phone 309-637-8416 — TWX 309-697-1488

"World's Largest EXCLUSIVE Manufacturer of Towers; designers, engineers and installers of complete communication tower systems."

# Network schedules still being juggled

'Perry Mason' and 'Bonanza' to battle it out again, latest proposals from ABC and NBC

CBS-TV, which a few weeks ago started circulating its first 1965-66 season program "proposals" to advertisers (BROADCASTING, Feb. 8), last week announced its first major arrangements with stars Raymond Burr (*Perry Mason*), Danny Kaye and Lucille Ball. All will return next fall, CBS indicated.

In a surprise decision, it was reported that *Mason* will be scheduled in the Sunday, 9-10 p.m. period opposite the high-rated *Bonanza* on NBC-TV. It was noted by some observers that during *Mason's* early high-rated run on

CBS it had outfought *Bonanza* in the ratings on Saturdays until *Bonanza* was moved to Sundays.

Further knowledge was shed on ABC-TV and NBC-TV fall plans. ABC in particular appeared to be moving quickly, announcing new advertiser commitments (see page 40) and apparently standing firm on its broad plan of replacing but some 25% of its current nighttime schedule.

NBC's governing board of affiliates—the NBC-TV affiliates Board of Delegates—received a preview of that net-

work's proposed programming and issued an enthusiastic announcement to all affiliates (see opposite page).

**NBC Schedule** ■ Though no announcement was made of the schedule shown to the affiliate delegates, it was said to be made up of the following program components and approximately in this sequence:

Sunday: 6:30-7:30 *Bell Telephone Hour*; 7:30-8:30 *Disney*; 8:30-9 *Branded*; 9-10 *Bonanza*, and 10-11 *Wackiest Ship in the Army*.

Monday: 7:30-8 *Kissin' Cousins*; 8-8:30 *Mr. & Mrs.*; 8:30-9 *Kildare I*; 9-10 *Andy Williams/Kraft Music Hall*; 10-11 *Run For Your Life* with Ben Gazzara.

Tuesday: 7:30-8 *Camp Runamuck*; 8-8:30 *Please Don't Eat the Daisies*; 8:30-9 *Kildare II*; 9-11 Movies (against the high-rated *The Fugitive* 10-11 on ABC).

Wednesday: 7:30-9 *The Virginian*; 9-10 *Bob Hope-Chrysler Theater*; 10-11 *I Spy*.

Thursday: 7:30-8:30 *Daniel Boone*; 8:30-9:30 *Laredo*; 9:30-10 *McClusky* and 10-11 *Dean Martin*.

## First results of that newspaper poll on TV

"Based on thousands of ballots from all over the country, nearly 11 times as many viewers think that present TV programs as a whole are 'terrible' as think they are 'great,'" according to a byline column circulated to subscribing newspapers last week by Bell-McClure syndicate, for publication over the past weekend (Feb. 20-21).

The column, by Harold Stern and Jack Boyle, reported first results from a continuing series of newspaper polls on "what TV viewers think," conducted by the North American Newspaper Alliance and the TV Time Service.

It said viewers who responded to the opening checklist poll were divided as follows: 2.1% said present TV programs are "great"; 16.1% said they were "enjoyable"; 33.5%, "so-so"; 26.1%, "not so hot" and 22.2%, "terrible."

Ranking "great" and "enjoyable" votes as favorable, "so-so" as neutral and "not so hot" and "terrible" as unfavorable, the column said 18.2% were favorable toward TV, 33.5% neutral and 48.3% unfavorable.

**Heavy Mail** ■ The column said response to the first ballot was "over-

whelming," "mail continues to pour in" and that "in the interest of providing the largest possible base from which to draw our figures, it has been decided to delay reporting on the second part of our first ballot until next week." The second part asked readers to indicate and explain why they would like to see more or less of various types of programming.

"If present trends continue," the column said, "the public's preferences in regard to specific categories of shows will provide additional shocks."

NANA authorities said last week that approximately 3,500 ballots had been received in the first poll, which they said was carried in about 20 newspapers (see editorial, BROADCASTING, Feb. 8). They said a number of newspapers had since been added to this group and reiterated their hope that total subscribers might reach 150, although they said returns were so heavy that compilation was already becoming a formidable task.

Last week's column said returns from the first ballot "indicate that answers are coming from the more

adult and sophisticated readers-viewers" — that "the opinions expressed are both literate and legible." This was taken to suggest "that the bulk of those returning their ballots fall into that segment of the population most often said to be unrepresented on television."

Most frequently mentioned objections to present TV programs were said to include canned laughter, sameness of programs, "the low moral tone" (with highest percentage of objections on this score said to come from the Midwest), "infantile level of programs" and too much situation comedy.

Among the most frequent positive reactions were listed "it is free"; "viewers just like TV, whatever is on"; "it is relaxing" and "the specials."

The new ballot to be printed with the past weekend's report asked readers to name up to three commercials that they "like most" and explain why, and to name up to three that they "like least." It also asked them to indicate their age, sex and occupation as well as give name and address and indicate whether they might be quoted.



Friday: 7:30-8 *My Mother, the Car*; 8-8:30, *Hank*; 8:30-9:30 *Convoy*; 9:30-10 *Mr. Roberts*; 10-11 *The Man from U. N. C. L. E.*

Saturday: 7:30-8 *Flipper*; 8-8:30 *I Dream of Jeannie*; 8:30-9 *Get Smart*, and 9-11 *Movies*.

On ABC ■ ABC-TV had a schedule but with a qualification of how firm it might be at this time. It follows:

Sunday: 7-8 *Voyage to the Bottom of the Sea*; 8-9 *The FBI Story*; 9-11 *Movies*.

Monday: 7:30-8:30 *12 O'Clock High*; 8:30-9 *No Time for Sergeants*; 9-9:30 *Shenandoah Man*; 9:30-10 *Farmer's Daughter*; 10-11 *Ben Casey*.

Tuesday: 7:30-8:30 *Combat*; 8:30-9 *McHale's Navy*; 9-9:30 *F Troop*; 9:30-10 *Peyton Place I*, and 10-11 *The Fugitive*.

Wednesday: 7:30-8 *Ozzie & Harriett*; 8-8:30 *Patty Duke Show*; 8:30-9 *Gidget*; 9-10 *Big Valley*; 10-11 *Burke's Law*.

Thursday: 7:30-8 *Shindig*; 8-8:30 *Donna Reed*; 8:30-9 *Okay Crackerby*; 9-9:30 *Bewitched*; 9:30-10 *Peyton Place II*; 10-11 *Long, Hot Summer*.

Friday: 7:30-8 *Flintstones*; 8-8:30 *Thompson's Ghost*; 8:30-9 *The Addams Family*; 9-9:30 *Legend of Jesse James*; 9:30-10 *Peyton Place III*; 10-11 *Will Kanner*.

Saturday: 7:30-8:30 either *Jimmy Dean* or *King Family*; 8:30-9 *Two's Company*; 9-10 *Lawrence Welk*, and 10-11 *Hollywood Palace*.

ABC-TV will increase its color to some 4½ hours, including movies shown in color, per week. When the movie is in black-and-white, ABC's colorcasting comes to about 3 hours weekly. Color added: *The FBI Story*, *The Big Valley* and *Gidget*. *The Flintstones* is now in color along with some movies.

Also reported was a decision by ABC to program at least one evening hour per week to news and public affairs programing, pre-empting a show in the regular entertainment schedule.

CBS-TV also said that Miss Ball's *The Lucy Show* will move up next season from the current Monday, 9-9:30 slot to the 8:30-9 period. Danny Kaye is expected to return to his Wednesday 10-11 period. In announcing the annual general conference of CBS-TV executives and CBS-TV network affiliates for May 5-6 in Beverly Hills, Calif., (Beverly-Hilton hotel) James T. Aubrey Jr., president of CBS-TV said last week in a letter to affiliates that CBS planned "to present the most complete preview we have ever offered of a fall program schedule."



## Four Star a go go on tape

In the first of several planned projects in the syndication of taped programs, Four Star Distribution Corp. has announced it has acquired the worldwide TV rights to *Hollywood A Go Go*, a 60-minute musical show produced and telecast by KHJ-TV Los Angeles, an RKO general station.

The program spotlights vocal groups and entertainers, such as the Walker Brothers, The Sinners and the Gazzari dancers (in photo) and guests including Joe and Eddie, Rick and Donna, the Serendipity Singers,

Carol Conners, Round Robin and Bobby Sherman. Disk jockey Sam Riddle is host. Al Burton is executive producer and Joe Agnello is director.

Len Firestone, vice president and general manager of Four Star Distribution reported that sales in advance of its official release to stations have been made to WPIX(TV) New York, WTTG(TV) Washington and WGN-TV Chicago. He said another taped program in the game category will be announced for syndication by Four Star within a month.

## Leadership forecast by NBC-TV group

NBC-TV next season will assume "clear leadership" in nighttime entertainment, thus breaking what has now become a virtual three-way evening ratings tie among the TV networks.

This flat, though enthusiastic, prediction was made last week in a wire to managers of that network's affiliates by the board of delegates of the NBC-TV Affiliates Executive Group. The board, headed by its chairman, A. Louis Read, WDSU-TV New Orleans, and vice chairmen Otto P. Brandt, KING-TV Seattle, and David M. Baltimore, WBRE-TV Wilkes-Barre, Pa., released the text of the telegram following a presentation in New York of NBC's plans for the new season (see opposite page).

The delegates said that they were so "impressed" with what they had seen in a two-day meeting that, "rather than wait for the normal distribution of the minutes of the meeting, we are taking

this means of giving you this immediate report.

"We are convinced that building on its present strong nighttime entertainment position, NBC's program and promotion plans will break the current three-way tie in evening audience and bring the NBC network and its affiliates clear leadership in nighttime entertainment in the 1965-66 season."

The delegates said that they had never before seen such "enthusiasm from NBC network people and the NBC management," an enthusiasm which they said appeared "wholly justified." They said:

"You [affiliates] can look forward to a new season where NBC will be first in entertainment, first in news and first in sports."

Other affiliate board delegates signing the wire were George Comte, WTMJ-TV Milwaukee (secretary-treasurer of the board); Charles A. Batson, WIS-TV Columbia, S. C.; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Gordon Gray, WKTV(TV) Utica, N. Y.; Owen Saddler, KMTV(TV) Omaha; James Schiavone, WWJ-TV Detroit;

Willard Schroeder, WOOD-TV Grand Rapids, and Irving C. Waugh, WSM-TV Nashville. Walter D. Scott, executive vice president in charge of NBC-TV; Mort Werner, vice president, programs, and Don Durgin, vice president, sales, represented NBC in the presentation.

## Younger questions KGO-TV fairness

Should a broadcaster be required to provide equal time when he presents a non-news program that features a political figure who potentially is a candidate for elective office?

That's a question Representative J. Arthur Younger (R-Calif.) intends to pose when the House Commerce Committee gets around to a hearing on the FCC's fairness doctrine. The congressman thinks equal time should be made available.

He's been discussing this in correspondence with David M. Sacks, vice president and general manager of KGO-TV San Francisco, an ABC-owned station. At issue is the 30-minute KGO program *Jesse Unruh: Politician*, shown Jan. 30. Mr. Unruh, a Democratic party power in California, was the subject "because we believe he epitomizes the capable and effective political



Representative Younger

careerist," said Mr. Sacks. "His party and other affiliations had nothing to do with our choice."

Representative Younger, second ranking Republican on the committee, says Mr. Unruh, speaker of the state assembly, "is sure to be a gubernatorial candidate in 1966," and the program was "a huge buildup for him." This isn't consistent with what the Congress had in mind when it enacted exemptions from Section 315's equal time requirements for bona fide news programs, interviews, documentaries and the like in 1959, he said.

If the format had been a news interview where people with different views could have questioned Mr. Unruh, it would have been different, the California congressman contended. But this was "a special program designed to enhance one individual whom everyone knows is a candidate."

Mr. Sacks said Mr. Unruh isn't a candidate and the question isn't pertinent. KGO, he said, isn't going to offer 1966 Republican gubernatorial candidates or primary candidates equal time. The choice of Mr. Unruh had "no political overtones and is a followup to a KGO editorial, 'The Politician,' aired last year," he said.

"Only an oblique, reportorial reference" is made to Mr. Unruh's "possible candidacy," Mr. Sacks said.

## Right-wing monitor group folds its tent

Lack of financial support has forced the National Council for Civic Responsibility to abandon its monitoring of what it considers right-wing radio broadcasts. The council also has given up production and syndication of *Spot-*

*light*, a five-minute program it offered one to three times weekly to counter the monitored material.

Dewey Anderson, executive director of the Public Affairs Institute, Washington, said last Wednesday (Feb. 17) that news of the council shutdown had caused such a stir among the organization's supporters that it was conceivable the project could be resumed. Mr. Anderson, founder of the institute, parent of the national council, said the organization needed an annual budget of \$500,000 to continue the work it started last fall (BROADCASTING, Oct. 26, Sept. 28, 1964).

When it became clear earlier this year that the council wouldn't be able to raise its budget through contributions, Mr. Anderson met with Dr. Arthur Larson, council chairman, and decided to suspend activity and hope that the 10 to 15 local groups that have sprung up and modeled themselves after the national organization could carry on. Letters were sent to council supporters outlining this decision 10 days ago, Mr. Anderson said.

The response, however, has been an urgent plea to review this position, Mr. Anderson said, and an anonymous donor, a foundation, has promised to put up about \$125,000. These developments will require him to talk again with Dr. Larson who already has returned to his duties as director of the World Rule of Law Center, Duke University, Durham, N. C., and to writing a book.

## CBS News announces its first 'live documentary'

CBS News will unveil its previously noted "live documentary" technique (BROADCASTING, Dec. 21, 1964) on *T-Minus Four Years, Nine Months, 30 Days*, a one-hour report on the government's plan for landing a man on the moon by 1970.

The program, whose title refers to the time remaining until 1970, will be video-taped from 3-4 p.m. EST, March 1, but will be covered as if it were a live telecast. It will be shown on CBS-TV the same day at 10-11 p.m. EST.

In using the live documentary technique, Walter Cronkite at the Goddard Space Flight Center, along with commentators in four other U. S. space centers, will attempt to capture an hour in the average working day on the moon project.

CBS-TV announced Thursday (Feb. 18) that Colonel John H. Glenn Jr., first American to orbit the earth, will join Mr. Cronkite at the flight center in Greenbelt, Md., as commentator on *T-Minus Four Years, Nine Months, and 30 Days*.



**KING FEATURES SYNDICATE**  
235 E. 45th St., New York, N.Y. MU 2-5600



## Bill would allow buying of TV time for ETV

Representative James C. Cleveland (R-N.H.) introduced legislation in the House last week to authorize federal funds for the purchase of commercial television time for educational programs by state education authorities.

The measure would amend the National Defense Education Act of 1958 and provide other educational services in a \$1 billion package.

Intending to benefit public and private school children without becoming embroiled in church-state controversies, Representative Cleveland also has another goal. "I would also hope that to the extent state boards of education purchase time on commercial television, the broadcast of programs considered detrimental to the young would be reduced." Youngsters, he continued, "are going to watch television anyway, and I am sure that educational programs can be made highly entertaining as well as instructive."

States would be free to work out their own programs. Half the funds (to be distributed over a five-year period) would be outright grants and half would go to states on a 50-50 matching basis.

## Eight stations set up daily news exchanges

A regional eight-station network in the mountain states is applying the conference-call technique to news stories. The network, created by Wes Vernon, news director of KSL Salt Lake City, produces at least one story a day from each of the stations.

The conference call is set for 4 p.m., giving the participants voice and beeper items for evening and nighttime newscasts. In the network: KSL; KIMN Denver; KCBN Reno; KPHO Phoenix; KOB Albuquerque, N. M.; KBOI Boise, Idaho; KGVO Missoula, Mont., and KOVE Lander, Wyo.

## KMOX claims first for endorsement

KMOX St. Louis has been credited with being the first CBS Radio-owned station to endorse a political candidate. Robert Hyland, vice president of CBS Radio and general manager of KMOX, presented an endorsement, on the air, of St. Louis mayoral incumbent Raymond R. Tucker.

Asked about the broadcast, CBS

## 'Time' to march on TV

The *March of Time*, top news documentary radio series of the 1930's and 1940's, is coming back this fall as a TV series of half-hour programs. According to a joint announcement by Weston C. Pullen Jr., vice president of broadcasting for Time Inc., and David L. Wolper, president of Wolper Productions. An association has been formed to produce the new TV series that will "range around the world and across the spectrum of human experience." Following leads from the 500 correspondents for *Time* and *Life* magazines, Wolper camera crews will travel the globe to film material for the series. Filming is to start in April, with the series to be ready for broadcasting in the 1965-66 season.

Radio President Arthur Hull Hayes said in New York that the right of any owned station to editorialize or to endorse a candidate for political office had long been explicit under FCC policy. He also noted CBS President Frank Stanton's statement last Sep-

tember at the CBS Radio Affiliates Convention. Dr. Stanton said: "We believe that individual stations should increasingly take stands on national and international issues and seriously consider, at this stage of our growth in broadcast editorials, the matter of endorsing political candidates."

## Medical TV show syndicated by BSI

Broadcast Sales Inc., New York, announced last week it has acquired domestic and foreign syndication rights to 260 five-minute episodes of *Doctor's House Call* and has completed sales in 12 markets. The series originally was taped for showing on KSTP-TV Minneapolis-St. Paul and is available on both tape and film.

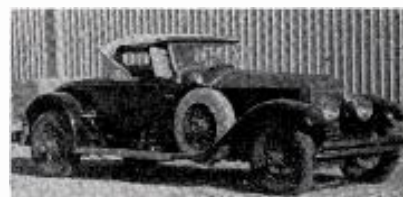
Russ Clancy, BPI sales president, said the series carries the endorsement and official seal of the American Medical Association. It presents medical and health information in laymen's terms. Initial sales have been made in Washington; Amarillo, El Paso and Beaumont-Port Arthur, all Texas; Zanesville, Ohio; Parkersburg, W. Va.; Huntsville, Ala.; Sioux City, Iowa; La Crosse, Wis.; Quincy, Ill.; Mason City, Iowa, and Mankato, Minn.



1926 20.5 English Rolls Royce Touring

**Use these unique  
Rolls Royces in  
your promotions!**

**Attention-attracting  
Rolls Royces are  
"naturals" for  
smart promotions!**



1925 Rolls Royce Silver Ghost Roadster

These Rolls Royces are in excellent condition, have new tires, can be driven anywhere.

The 1926 20.5 hp English Rolls Royce Touring, Barker Body, is a sensational car and would be a "conversation piece" in any city.

The 1925 Rolls Royce Silver Ghost Picadilly Roadster has a Brewster body. Excellent condition. A real attention-attractor.

I also have many other cars, including a 1923 Stanley Steamer (9,000 miles); 1936 Cord Phaeton; 1929 Model "A" Roadster; 1934 Packard Straight 8 Sedan.

For details  
contact:

**JAMES C. LEAKE**  
MUSKOGEE, OKLAHOMA

P.O. Box 1618  
Phone MUrray 7-6311



**NOW**  
Metropolitan Atlanta  
Coverage

WITH  
**WBIE**

MARIETTA, GA.

**10,000 WATTS**  
**1080 KC**

**Good Music, Local News  
& Sports**

**GOOD AVAILABILITIES**

**CONTACT:**

**Paul H. Raymer Co.**

"COMPELLING...  
hauls off with  
striking power!"  
—Life Magazine

**TOM  
COURTENAY**  
**MICHAEL  
REDGRAVE**  
in

**THE  
LONELINESS  
OF THE  
LONG DISTANCE  
RUNNER**

ANOTHER QUALITY  
MOTION PICTURE FROM  
**WALTER READE / STERLING, INC.**  
241 E. 34TH STREET, N.Y.C. 10016



## A scheme to capture CBS

**Texan's plan: conservatives  
would buy enough stock  
to force editorial changes**

A campaign to influence the editorial policies of major news media toward a more conservative bent is on the verge of getting underway, and its first target is CBS.

The plan, which has evolved since the elections last November, proposes that conservative-minded persons with financial resources invest in public corporations in the newspaper, magazine, radio and television field, and by pooling their proxies elect directors to the boards of these companies. The ultimate goal is to replace present management with a more conservative one.

The scheme is the brainchild of David W. Dye, a 38-year-old businessman of Lubbock, Tex., who acknowledges that he is a staunch conservative of the Goldwater persuasion. He is understood to have the backing of substantial financial figures in the Southwest and West.

Mr. Dye has submitted an outline of

his plan under the name "Medias Unlimited Inc." to the Securities and Exchange Commission in Washington and is awaiting clearance before proceeding to put it into operation. SEC officials had no comment last week and neither did CBS.

In the brochure that he submitted to the SEC, Mr. Dye argues that pressure can be applied to media management through the purchase of stock in publicly owned corporations by like-minded investors.

"Medias Unlimited Inc. will re-introduce responsibility, morality and integrity into the medias [sic] of public information in the United States," the brochure says.

"Medias Unlimited Inc.," it continues, "will marshal the forces of all concerned Americans and act as clearing house or liaison point for all voting strength dedicated to responsible journalism and news reporting."

Even if "responsible" investors are unable to elect any directors, Mr. Dye commented to BROADCASTING last week, "they will be able to have their say at stockholders meetings."

**Most Important** ■ The reason CBS was picked as the initial target, Mr. Dye says, is because "all the television in the free world has CBS film."

In the booklet, CBS is referred to in these words:

"In our opinion, CBS has been one of the worst offenders of responsibility and decency. CBS is the most influential

## ABC offers help to New York drama school

In a move to "contribute to the pool of available young actors and directors rather than just draw from it" ABC last week announced it will offer financial support of \$50,000 a year to the American Academy of Dramatic Arts. In addition ABC will donate \$12,000 annually in scholarships that would cover tuition for 16 students at the academy.

In return ABC-TV will have the right to record and televise at least three student productions each year, plus first rights to the academy's Children's Theater presentations and the American Theater Hall of Fame presentations for use on either the network or its owned-and-operated stations.

The agreement potentially covers a 10-year period and ABC officials said they had every intention of carrying through for at least two years and most likely longer.

In the initial program ABC will work with the drama school in arranging auditions for scholarship stu-

dents in New York, Chicago and Los Angeles as part of a nationwide auditioning process. The first auditions are scheduled for this summer.

Worthington Miner, vice president of the American Academy, explained that until now the 80-year-old New York-based organization has been limited to that city in its operation for a lack of financial aid. He added "The academy has always been self-sustaining; this is the first organization that has come to the support of the academy."

The agreement does not give ABC-TV exclusive rights to the services of any of the individual students but among the television networks it will have sole rights to reports on all students made by the academy and to otherwise private performances arranged by the school.

MGM, according to the academy, is close to signing a similar agreement which would give it comparable exclusive privileges among film companies.

single media in the United States. We feel CBS has abdicated responsibility and truth and in propagating ideologies in subtle and effective ways that are not in the best interests of the American people."

The booklet says 50,000 people each buying 200 shares of CBS—or 1 million people each buying 10 shares—would gain outright control.

The brochure asks that sympathizers buy as much CBS stock as possible, that all information be sent to Medias Unlimited, that current CBS stockholders be contacted, and that contributions be sent to Medias Unlimited.

CBS stock, the booklet points out, is an "A" investment according to Standard & Poor, and can be sold on the market any time, used as "fine" collateral, and has paid dividends each year for many years. "As a by-product of making an investment," the brochure states, "you can help to remove the management of CBS."

**The Organizer** — Mr. Dye identified himself as 100% owner at the present time of Medias Unlimited Inc., with his wife and mother as directors of the company. He said he already owns a "few" shares of CBS stock and implied he intends to make his voice heard at the next annual CBS stockholders meeting. He said he was in the import-ex-

port business, ran a bookkeeping service for local businessmen, and also was "in the advertising business." This last, he explained, involved the production of advertising strips and posters for use on automobile bumpers and other outdoor locations (school bus shelters are one example, he said).

He was born in California, he said, and formerly lived in Dallas, moving to Lubbock in 1952. He attended Southern Methodist University, he said. Disclaiming any official position in the local or state Republican movement, he said he had worked for Richard Nixon in 1960 and Barry Goldwater in the 1964 campaign.

No mailings of the booklet have gone out, Mr. Dye emphasized. He indicated that he was being advised by "highly competent" lawyers. He expressed the belief that his booklet might have to be revised before it is found acceptable by SEC.

Despite Mr. Dye's contention that he is alone in this venture sources in northwest Texas said that he has the backing of several multi-millionaires in the Southwest and on the West Coast. Mr. Dye acknowledged that there are "friends" and organizations to whom he turns when he needs cash. At the present, Mr. Dye says, his capital consists of "about \$125."

## Is due process violated by TV?

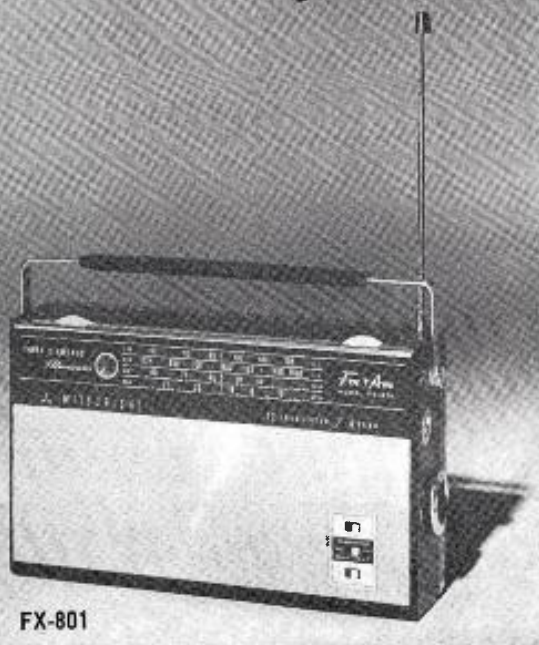
Bar association says yes  
in petition to Supreme  
Court in Estes case

"Does the introduction of television into a state criminal trial, contrary to the principles of Canon 35 of the canons of judicial ethics of the American Bar Association, over the objections of the defendant, violate the due process and equal protection clauses of the 14th Amendment.

Yes, the ABA said Friday in its "friend of the court" petition to the U. S. Supreme Court. The ABA asked that a finding on this issue be made supporting Canon 35 when the court rules on the appeal of Billie Sol Estes. Mr. Estes contends he didn't get a fair trial in Texas because TV was allowed over his protests. Canon 35 bans radio and photographic coverage of trials as well as TV.

Both Texas and Colorado allow

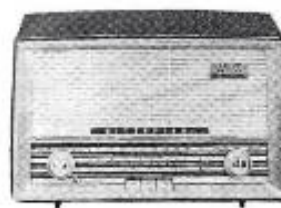
There's a lot more  
to this portable  
than meets the eye



This is a Mitsubishi portable. Unlike those of many other makers, this portable embodies the technology of a completely integrated electrical manufacturer.

What does all this mean to you? Simply this: Anything less than consistently superior performance can not be tolerated by the manufacturer. Mitsubishi's reputation, not only for quality portables, but for the most advanced communications equipment, the most dependable electricity generating systems, depends upon the satisfaction you receive from **any** product you use bearing the Three Diamonds mark—including the familiar portable radio.

With 44 years' experience in electricity, Mitsubishi has gained a reputation for quality and integrity in **all its products**. Keep this in mind next time you go shopping for that new portable.



**MITSUBISHI ELECTRIC CORPORATION**  
Head Office: Mitsubishi Denki Bldg., Marunouchi, Tokyo. Cable Address: MELCO TOKYO

## Programing issue raises Loevinger's blood pressure

The inclusion of a programing issue in an otherwise routine FCC order setting two mutually exclusive TV applicants for hearing drew a bitter denunciation from Commissioner Lee Loevinger last week.

He said addition of the issue could be attributed only to wanton arrogance on the part of the commission and to its stubborn determination "to supervise programing."

Chairman E. William Henry, on the other hand, defended the commission's action as reasonable and proper.

The vote indicated that only three commissioners—Robert T. Bartley and Kenneth A. Cox, besides the chairman—supported inclusion of the hearing issue. Commissioner Rosel H. Hyde said he concurred in the action but dissented to the statement of issues, and Commissioner Robert E. Lee said he concurred in the result—an indication he disapproved of the issues also.

At issue are the applications of Chapman Radio and Television Co., licensee of WCRT-AM-FM Birmingham, and Anniston Broadcasting Co., licensee of WHMA Anniston, Ala., for channel 70 in Anniston.

Although both applicants will have to make a showing on programing, the controversy principally involves Chapman. The programing issue was

added with respect to Anniston mainly to provide for a more complete comparison between the two.

Chapman's program proposal is being questioned because it is identical with those the company has submitted in applications for UHF channels in Gadsden and Tuscaloosa, both Alabama. (The company has dismissed the Gadsden application but is seeking another UHF channel in Homewood, Ala.)

**Identical Needs** ■ Chapman defended the identical proposals on the ground the needs of the residents of the three cities—all within the central section of Alabama—were similar. The commission, however, said Chapman would have to prove the proposals met the needs.

Commissioner Loevinger, who often opposes commission intrusion into programing, said: "There is no basis in law, in logic or in experience for assuming that the programing needs of the three cities all located in the central part of a single state and ranging in population from 34,000 to 64,000 are likely to be different."

He said there is "even less excuse" for specifying the issue as to Anniston. That applicant, he noted, has been broadcasting in Anniston for 25 years. If it has not become familiar with community needs in that time "it must be managed by remarkably

obtuse individuals," he said.

"There is no rational foundation for specifying a programing issue in this proceeding," he added, "except bureaucratic hubris and an obdurate determination to supervise programing by one device or another regardless of the commissioner's lack of qualification, the burden it imposes upon applicant or the degree to which it may in fact frustrate the public desire." (Hubris is defined in Webster's New International Dictionary, second edition, as "wanton arrogance, or violence, arising from passion or recklessness; insolent disregard of moral laws or restraints.")

Chairman Henry, in a statement supporting the commission action, cited differences among the three cities for which Chapman filed identical program proposals. Anniston, he said, is adjacent to Fort McLellan, while Tuscaloosa is the seat of the University of Alabama and Gadsden has neither an Army base nor a major university.

Nevertheless, he said he would accept Chapman's judgment that the cities were basically similar if he felt it was based "upon a serious attempt to ascertain the programing needs of the three communities." But, he added, "nothing in the three applications persuades me that Chapman has made such an attempt."

judges to determine if TV coverage will be allowed despite Canon 35.

The ABA argued in its brief that the "impact of television on each of the trial participants seriously interferes with the exercise" of the fundamental rights of due process, counsel, impartial jury and judge and the right of confrontation of witnesses. "By acceding to media requests in selecting peti-

tioner [Estes] for trial on television," the ABA claimed, "the trial court deprived him of the equal protection of the laws."

**Constitutional Grounds** ■ The ABA held that provisions of the Sixth Amendment of the Constitution are involved therefore as well as the fourteenth. The ABA also explained its interest in the Estes appeal concerns only the

Canon 35 issue.

"The fact of petitioner's notoriety cannot justify the prejudicial introduction of a vast electronic audience into the courtroom," the ABA said, "while other defendants are spared this intrusion."

The brief contended that the mere "selection" of a particular criminal case for television "automatically" denies the defendant equal protection of the laws. "The type of trial a person receives should not depend on the incidental fact that he is famous or that the crime he is accused of inflames the community," the brief held. "Equal protection of the laws demands, therefore, that television be excluded from the courtroom in all cases," it concluded.

Concerning the effects of TV coverage on jurors and judges, the ABA brief said that once a trial begins it would be very hard to keep the participants from seeing the nightly rebroadcasts of "selected portions" of the day's proceedings. It noted that "jurors spend frequent evenings before the television set. The obvious impact of witnessing repeated trial episodes and

*More than a decade of Constructive Service  
to Broadcasters and the Broadcasting Industry*

**HOWARD E. STARK**

*Brokers—Consultants*

50 EAST 58TH STREET

NEW YORK, N. Y.

ELDERADO 5-0405



hearing accompanying commentary, episodes admittedly chosen for their news value and not for evidentiary purposes, can serve only to distort the jurors' perspective."

The ABA also said judges should not have to decide whether or not to admit TV into court because of the "severe pressures" involved in such a decision as well as in "policing the courtroom once access has been allowed and in appearing as one of the prime actors in the television drama." The ABA said the judge also would become too involved in TV's technical aspects, "almost as if he were a part of the crew."

As for the defendant's right of confrontation with the witnesses against him, ABA held that this right plus those of cross-examination and rebuttal would be "stripped of all meaning" when a case is on TV. "Already reluctant, the potential witness facing the possibility of being televised will be that much more unavailable."

TV also could harm a defendant's right to counsel, the ABA claimed, since lawyers even subconsciously could become more concerned with their image to the outside world than their obligation to the client. "What might normally be courtroom drama can easily turn into a prejudicial spectacle at the camera's prompting," the brief said.

Even if not in sight, TV would "destroy" the courtroom's proper atmosphere "for dispassionate adjudication of human rights," the ABA said. "It is not the noise and disturbance which is at issue, rather it is the inevitable psychological impact of the television lens."

## Radio series sales . . .

*Jimmie Fidler in Hollywood* (Jimmie Fidler): WABB Mobile, Ala.; KLLA Leesville, La., and KGEE Bakersfield, Calif.

*July 4, 1776* (Woroner Productions): WLAP Lexington, Ky., and WBSM New Bedford, Mass.

*The First Christmas* (Woroner Productions): WWOM New Orleans; KVIM New Iberia, La.; KOMB Tulsa, Okla., and WBSM New Bedford, Mass.

*Tips on Tots* (Woroner Productions): WLAP Lexington, Ky., and WNOE New Orleans.

*Points on Pets* and *Your Green Garden* (Woroner Productions): WINZ Miami and WNOE New Orleans.

*Anniversaries in Sound* (Triangle): KLZ Denver; WSIX Nashville; WJLK Asbury Park, N. J.; WRTL Rantoul, Ill.; WHIS Bluefield, W. Va.; WCMJ Ashland, Ky.; WKBH LaCrosse, Wis.; KMCD Fairfield, Iowa; KQAG Austin and KYSM Mankato, both Minnesota.

## Broadcasters thanked for JFK films, tapes

The John Fitzgerald Kennedy Library has received 156 reels of audio and video tape, and film footage from 102 stations. Report to National Association of Broadcasters came in letter from Mrs. Jacqueline Kennedy thanking broadcasters for their efforts to stock the library.

Mrs. Kennedy said the broadcasting collection will be "an important part of the library's educational and scholarly resources." She expressed thanks of the Kennedy family for the "warm interest and public spirit that prompted your organization and its member stations to make this significant contribution."

The NAB collection of late President's broadcasts began at the request of the White House in November 1963 and ended Feb. 10. The collection is being stored in vaults of National Archives in Washington until the library is ready to receive it.

## 'Route 66' syndicated

Screen Gems has placed 116 one-hour episodes of *Route 66* into syndication and has made initial sales to WNEW-TV New York, WTRG-TV Washington and KTLA-TV Los Angeles, it was announced last week by Robert Seidelman, vice president in charge of syndication.

The series was on CBS-TV for four years, starting in 1960-61. It starred Marty Milner and George Maharis and was produced by Herbert B. Leonard on locations throughout the U. S.

## Film sales . . .

*Stoney Burke* (United Artists TV): KTHV-TV Little Rock, Ark.; KDAL-TV Duluth, Minn., and KJEO-TV Fresno, Calif.

*Man and the Challenge* and *Men into*

*Space* (United Artists TV): KVVU-TV Amarillo, Tex.

*Science Fiction Theatre* (United Artists TV): KFDA-TV Amarillo, Tex.

*Sea Hunt* (United Artists TV): XETV-TV Tijuana-San Diego.

*Highway Patrol* (United Artists TV): KRIS-TV Corpus Christi, Tex.; KPHO-TV Phoenix; WILX-TV Lansing, Mich., and XETV-TV Tijuana-San Diego.

*Bat Masterson* (United Artists TV): WLOS-TV Asheville, N. C.

*Ann Southern* (United Artists TV): WGR-TV Buffalo, N. Y.

*Call Mr. 'D'* and *The Millionaire* (CBS Films): KATU-TV Portland, Ore.

*December Bride*, *Navy Log*, *Whirlybirds* (CBS Films): WIBF-TV Jenkintown, Pa.

*Deputy Dawg* (CBS Films): WIMA-TV Lima, Ohio.

*Have Gun, Will Travel* (CBS Films): KCOP-TV Los Angeles; WICU-TV Erie, Pa.; WTVY-TV Dothan, Ala.; KHSL-TV Chico, Calif.; KTRV-TV Sioux City, Iowa, and KHQ-TV Spokane, Wash.

*Honeymooners* (CBS Films): WJAC-TV Johnstown, Pa., and WHAS-TV Louisville, Ky.

*Marshall Dillon* (CBS Films): KNTV-TV San Jose, Calif., and KTIV-TV Sioux City, Iowa.

*Our Miss Brooks* (CBS Films): KHSL-TV Chico, Calif.

*Phil Silvers* (CBS Films); WKBN-TV Youngstown, Ohio, and KMTV-TV Omaha, Neb.

*San Francisco Beat* (CBS Films): WCHS-TV Charleston, W. Va.

*True* (CBS Films): KIRO-TV Seattle, and KHVH-TV Honolulu.

*Wanted Dead or Alive* (CBS Films): WISC-TV Madison, Wis., and WFMJ-TV

CR 7-0040/TR 9-1037

## Management Consultants to Broadcasters



ROBERT H. FORWARD & ASSOCIATES  
COMMUNICATIONS CONSULTANTS/GATEWAY WEST  
1801 AVENUE OF THE STARS, LOS ANGELES, CALIF. 90067

Youngstown, Ohio.

**Century II** (20th Century-Fox TV): WKXN-TV Saginaw, Mich.; WJIM-TV Lansing, Mich.; KATC(TV) Lafayette, La.; WISC-TV Madison, Wis.; KTVH(TV) Wichita, Kan., and WHO-TV Des Moines, Iowa.

**The Best of Charlie Chan** (20th Century-Fox TV): CKLW-TV Detroit; KOIN-TV Portland, Ore., and WOI-TV Ames, Iowa.

## Program notes . . .

**New strides** ■ ABC Radio says *The Joyce Brothers Show*, its daily strip of five-minute features syndicated nationally through its special program features service, tripled its billings and doubled its station lineup in three weeks. Forty-one new stations signed since Jan. 21, the network said.

**Airborne project** ■ A 30-minute, color documentary on the impact of general aviation is being produced by WFBG-TV Altoona, Pa. The program will cover private and business planes, government installations and navigation equipment, employment related to aviation, connection of private and commercial air service, air safety and learning to fly and acquiring a pilot's license.

**Meat value** ■ Six new video-tape programs, each four-and-one-half-minutes, which dramatize nutritional values of meat-plus menu ideas have been completed by the National Live Stock and

Meat Board, 36 South Wabash, Chicago, for use by TV stations. Tapes were produced at WGN-TV Chicago.

**'Adventure' reruns** ■ CBS-TV announced last week that selected episodes of *The Great Adventure*, dramas in American history will be rerun on the network to replace *On Broadway Tonight* (Fri., 8:30-9:30 p.m.) for seven weeks, starting March 19. *Adventure* was on CBS-TV during 1963-64 season.

**Cat back** ■ Top Cat, a cartoon series, will be presented on NBC-TV on Saturdays 9-9:30 a.m. EST, beginning April 3. The series was presented on ABC-TV until March 30, 1963, after which date it went into syndication.

**More Tom Jones** ■ Embassy Pictures has submitted to TV networks a new entry, *The Further Adventures of Tom Jones*, as a projected half-hour weekly series for the 1966-67 season. The comedy-drama, based on a character created by Henry Fielding, had its pilot script written by Tudor Gates, a contributor to British TV. Embassy said a program could be patterned on the cliff-hanger concept and as in the case of ABC-TV's *Peyton Place* be serialized.

**Spanish audio for TV** ■ WSOL Tampa, Fla., in order to serve the heavy Spanish-speaking market in the Tampa-St. Petersburg area, simulcast the Gasparilla Day Parade (Tampa's Mardi Gras) given in honor of Spain's dashing

pirate, Jose Gaspar, in its entirety with WTVT(TV) and WFLA-TV, both Tampa-St. Petersburg. This was the first time in that area that the Spanish-speaking people were able to see a program on TV and hear the same program in their native language.

**Vatican special** ■ The problems facing Pope Paul VI and the Roman Catholic Church will be detailed in a color news special on NBC-TV entitled *The Pope and the Vatican*, to be telecast March 29 (10-11 p.m. EST).

## FOI funds from NAB

The National Association of Broadcasters has given a \$2,000 grant for 1965 to the Freedom of Information Center, located at the University of Missouri. In 1964, the NAB gave the center a \$1,000 grant. The center is a clearing house on freedom of information matters for all media and prepares regular reports on FOI activities.

## WLBW-TV buys film package

Tom Welstead, vice president and general manager, and Lin Mason, program director of WLBW-TV Miami, last week announced that they have completed arrangements for the purchase of a 102 film package from MCA TV for \$400,000.

The station plans to air the films in prime time beginning early next fall.

## INTERNATIONAL

# TV timebuying in Europe: It's wild

## A U.S. AGENCYMAN RETURNS CONVINCED THAT LIFE HERE IS SIMPLER

**DATELINE EUROPE:** a report on the status of commercial TV in Europe by Charles F. Adams, executive vice president of MacManus, John & Adams. The accompanying article is excerpted from an address before the Advertising Club of Los Angeles.

Commercial television in Europe is a frustrating, badly understood and unrewarding instrument—but it is expanding in all directions and absolutely impossible to ignore.

Nine out of the ten largest American advertising agencies now have substantial operations in Europe, ranging all the way from Interpublic's multicited complex to small one-branch setups. N. W. Ayer & Son is the only one yet to take the plunge.

America's 22d-largest agency has also decided to move into Europe. Mac-

Manus, John & Adams is opening a 12-man office in Zurich. And although we have previously had an affiliate organization, this will be the first European venture of our own. Our board of directors sent me to Europe last fall on a look-see tour, and the information I now have is largely the result of that trip.

So far, the European adventure has been, for most agencies, a little like hitting a golf ball in a tiled bathroom—very exciting and very dangerous. The reasons for their entries have, I believe, been three-fold.

First, there is the definite promise of profit. West European advertising expenditures have been rising by some 10% each year, and in 1965 they will round off at about \$6 billion. This would make the European industry

comparable to the U. S. in 1950—and the volume is certainly sufficient to permit profitable operations.

**It Can Be Cold Outside** ■ Second, many agencies feel they must protect their domestic U. S. business which is rapidly moving into the Common Market. The specter of other agencies having access to client management through the international side is simply too stunning and too horrifying. And so, the American agencies are going over with their clients.

And finally, there is the hope of having access to other domestic clients through involvement with them on the international front. In other words, the expectation is that it will serve as a device for U. S. new-business prospecting.

But American agencies face a host of problems in Europe including a serious



MJ&A's Adams  
There are baffling perplexities

shortage of talent, an almost unbelievable lack of knowledge about media and markets, a terrifying hodge-podge of commission systems, and a set of national and local restrictions that would discourage a gypsy band. That gets us to the subject of the European screen. European television is an advertising medium of such baffling perplexity that it almost boggles the imagination. First of all, commercial television is now banned entirely in France, Belgium, the Netherlands, Denmark, Norway and Sweden. It is legal in West Germany, Spain, Italy and, for the first time last fall, Switzerland. And, in England it is legal on one of two channels.

All European networks, both commercial and noncommercial, are government-owned, and the manner in which time is parceled out and coverage is determined is worth examining. It is refreshing in at least one way—it makes the job here seem quite simple.

Let's look first at West Germany. There are just two German networks, one of which is new. West Germany has 9 million sets in operation. But only 52% of these are equipped to receive the new second network. Yet, it is such a seller's market that network No. 2 sets its rates at seven times network No. 1—a differential which is still in operation. Network No. 2 is sold out—but network No. 1 will surely get around to hiking its rates as soon as the red tape clears—because it's overbooked by about 400%.

Sept. 1 or Forget It ■ Here's how

you buy time on these German networks. Time is assigned only once a year. The agencies must have their requests in by Sept. 1. The government then announces its allocation on Nov. 1. The time in between is given over to bargaining between agencies and the authorities. Programing and commercial time are then frozen until the following year.

Look at Spain. Here the government not only owns the networks but produces 100% of the programs. Each year, the government distributes a "catalogue" of the programs that will be available and the rates. The best programs are usually available only as part of a package, which varies according to program popularity, and to get them you have to also buy some less desirable spots. A lot of the time is bought up by speculators who then resell it at a profit. As a result, agencies sometimes deal more with the man who has "cornered the market" than the network. There's only one channel, so you can guess who is in the driver's seat.

The problem with television in Greece is quite simple—there isn't any.

There are about six million sets in Italy. Television here is commercial, but only for 20 minutes a day. And every day there is one 15-minute, all-commercial break where they just get it all out of their system at once. It's a sort of a diarrhea of salesmanship that would probably have a Nielsen of .001. Commercial placement is, of course, a monopoly and time can be purchased only through the official office in Turin.

**Commercials With Your Soup** ■ Switzerland is a heart-breaker. Commercial television debuted in 1964, but commercials can appear for only 12 minutes a day and only between 6:30 and 8 p.m., the traditional dinner hour. But 80% of all Swiss viewing is done not on the Swiss channel, but on German, Italian and French channels. Swiss television is in all three languages, just to add further confusion.

The Netherlands is currently debating whether or not to go commercial.

Then there's France. Currently France has but one channel—government owned—and no commercials. However, more than one-third of the country is covered by commercial TV that is beamed into France in a sort of extra-legal manner from Luxemburg and Monaco. So you can buy one of these if you can figure out who they're reaching.

A second French channel is scheduled to bow soon—and the guessing is that it will be at least partly commercial. Agency people feel that DeGaulle will give in to commercial TV after the elections [in late 1965] have given him



## Save him from RHEUMATIC FEVER

Here are two ways:

1. If your child has a bad sore throat, don't wait — it might be "strep." Call your doctor. Treatment of "strep" infections usually can prevent rheumatic fever and the heart damage it sometimes causes.

2. Give to your Heart Fund. Your Heart Fund dollars support research and community service programs which can wipe out rheumatic fever and save thousands of young lives.



More will LIVE

the more you GIVE

## HEART FUND



his second term. Perhaps then he can admit he made a mistake earlier.

**... Also Selected Short Ads** ■ There is one other aspect of the European screen that I have not yet mentioned—the theater screen.

Cinema advertising, because of the exhausting frustrations of television, assumes great importance. Virtually all of the movie houses screen commercials—and they are a major medium. European advertising people speak of the same cinema problems as do American television people—audience attention, commercial clutter, piggybacking, etc. And indeed the problems are similar—because, in the theater as in the home, commercial time is a great time to get something to eat and to use the rest rooms.

## Saudi Arabia network to start this year

NBC International reported last week that the first two TV stations in a projected 13-station network in Saudi Arabia at Jedda and Riyadh will be receiving broadcast equipment shortly and

should be opened later this year.

This progress report was issued last week during a meeting in New York between George A. Graham Jr., vice president in charge of NBC Enterprises and Sheikh Annas Youssef Yassin, the Saudi Arabian ambassador to the United Nations. NBC International is providing management services to this project, including the training in the U. S. of Saudis for positions with the networks. Twenty-three Saudis are now receiving training and at least 30 more will come to this country, according to Mr. Graham.

## Screen Gems notes forward steps overseas

Screen Gems announced last week that considerable progress has been achieved in its international production-distribution activities in Germany, France, Canada and Australia.

Lloyd Burns, vice president in charge of international operators, said Screen Gems and Studio Hamburg have sold *International Express*, 13 half-hour dramatic programs to the North German Television Network (NWF) in Ham-

burg. An English-language version of the series is being prepared for sale to English-speaking countries, he added.

In addition, SG is proceeding in Germany with pilot production of a half-hour situation comedy, *Like Father, Like Son*, and intends to produce a half-hour dramatic series, *Les Thibaults*, in France or Germany or both this summer. In Canada, SG plans to go into pilot production of an English version of *La Cour Est Overte*, now on the French-language CBC-TV, and into a French version of *People In Conflict*, now on the English language CTV Network. In Australia, the pilot film of *The Cruise of the Sea Spray*, half-hour adventure series, co-produced by Screen Gems (Pty.) Ltd. (Australia) and Pacific Films, Melbourne, is in the final stages of editing.

## International film sales . . .

*Dr. Kildare* (NBC International): Hungarofilm, Hungary; Ceskoslovensky Filmexport, Czechoslovakia; Film Polski, Poland.

*Wild Kingdom* (NBC International): Ceskoslovensky Filmexport, Czechoslovakia.

## FATES & FORTUNES

### BROADCAST ADVERTISING

Walter W. Bregman and John J. Kinsella, account supervisors, and Thomas W. Laughlin and Richard Stanwood, associate creative directors, named VP's at Leo Burnett Co., Chicago.

Bradley H. Roberts, VP and senior account director of Needham, Harper & Steers, Chicago, promoted to director of account executive department.

James R. Bridwell, John F. Deacon and Robert L. Lundin, account executives at Gardner Advertising, St. Louis, promoted to account supervisors.

John E. Tierney, eastern sales manager for Pepperidge Farm Bakery Division, Norwalk, Conn., named general sales manager for all bakery products.

Dick Wallace named account executive for The Meeker Co., New York, television division.

A. Robert Sarchiapone, sales promotion specialist at Young & Rubicam, New York, named copy supervisor.

Joseph S. Tanski Jr., radio-TV producer for McCann-Marschalk, Cleveland, joins D'Arcy Advertising, St. Louis, in similar capacity. Grant Atkinson, with Fred A. Niles Communications Center, Chicago, joins D'Arcy, there, as broadcast producer succeeding

Robert Lewis who moves to Leo Burnett Co.

Kenneth F. Stratton, with CBS Radio Spot Sales, Chicago, named manager of that city's radio division of Adam Young Inc. Phillip A. Stumbe, with Robert E. Eastman & Co., New York, and Edward J. Doherty, join sales staff of Adam Young, that city. Jerry Lyman, with NBC Los Angeles, joins Adam Young, there, with radio sales staff.



Mr. Armstrong



Mr. Conboy



Mr. Doherty

Victor Armstrong, William O. Conboy and John T. Doherty, VP's and account group heads at Ted Bates & Co., New York, elected senior VP's.

Pierre R. Megroz, account executive with Henry I. Christal Co., New York, appointed New York sales manager.

Elmer M. Shankland, VP-executive

director of Investors Advisory Institute Inc. and financial columnist for *Forbes* magazine, both New York, joins Doremus & Co., that city.

Ruth Sanders Berenstein, director of merchandising and research for KMPC Los Angeles, named radio research and promotion manager of H-R Representatives Inc., New York.

Howard Bright, sales manager of WJPS Evansville, Ind., joins Ball Advertising, Evansville, as account supervisor.

Jack Lind, account executive with Benton & Bowles, New York, joins Muller, Jordan & Herrick Inc., advertising agency, that city, as project supervisor in audio visual department.

Harry Barton, with company for past three years, named director of advertising and merchandising for Chun King Corp., Duluth, Minn., succeeding Tom Scanlon, who joins Naegle Sign Co., Minneapolis, as manager.

Jesus Perez, art director for Cole, Fischer, Rogow, Los Angeles, and Jason Kirby, art director with Revlon Inc., New York, join Carson/Roberts, Los Angeles, as art directors.

Orville Sheldon, art director at Foote, Cone & Belding, Chicago, named VP.

Phillip J. Lincoln, marketing supervisor at Wade Advertising, Chicago, promoted to account executive on Toni

Co. account. **Lee Wolf**, account service coordinator, named assistant account executive. **Gene Mayfield**, product manager with Bowey's Inc., Chicago flavoring extract manufacturer, and earlier assistant brand manager with Procter & Gamble Co., joins Wade as marketing supervisor.



Mr. Waterman

**Phil Waterman**, local and regional sales manager for KTUL-TV Tulsa, Okla., named general sales manager for WCAX-TV Burlington, Vt.

**Jack Waite**, VP with Grey Advertising, New York, joins Street & Finney advertising agency, that city, as VP and account supervisor on Colgate-Palmolive account. **Charles F. Bennett**, account supervisor on C-P account, named VP.

**Miles J. Turpin**, director of marketing services for Grey Advertising, Los Angeles, elected VP.

**William B. Fors**, formerly assistant retail advertising manager of *Detroit Free Press*, joins Young & Rubicam, Chicago, as senior account executive.

**Frank M. Smith Jr.**, manager of sales development at CBS Television Sales, New York, named to newly created post of general sales executive, there.



Mr. Smith

**Pat Healy**, with Scope Advertising Agency, New York, joins production department of Ries Cappiello Colwell Inc., that city.

**Frank G. Scott**, advertising manager of Dole Corp., San Jose, Calif., joins Botsford, Constantine & McCarty Inc.,

## Bodden elected

New officers of Wisconsin Broadcasters Association elected at Feb. 11 meeting. **Robert J. Bodden**, WMIR Lake Geneva, president; **Bernie Strachota**, WRIT-AM-FM Milwaukee, VP radio; **Howard Dahl**, WKBT(TV) La Crosse, VP TV; **Richard Dudley**, WSAU-AM-TV Wausau, treasurer, and **Glen Holznecht**, WJPG Green Bay, secretary. Elected to board were: **Ray Kessenich**, WTRW Two Rivers; **Hugh Dickie**, WTMB Tomah; **Tony Moe**, WKOW-TV Madison; **Roger Le Grand**, WITI-TV Milwaukee, and **Bruce Wallace**, WTMJ-AM-FM-TV Milwaukee.

San Francisco, as member of food account management team with primary responsibility on California Prune Advisory Board account.

**James R. Boswell**, production employee of WFAA-TV Dallas-Fort Worth, named to local sales staff.

**James H. Cohill**, account supervisor, and **Joel J. Davis**, director of media, at Fletcher Richards Co., New York, elected VP's.

**Victor Kaufman**, treasurer of Cole & Weber Inc., Seattle-based advertising and public relations firm, Tacoma, Wash., elected chairman of board. **Jack L. Sugg**, in charge of agency's Oregon operations, and **Richard M. Wilkins**, in charge of agency's New York office, both named executive VP's of firm.

**John Kershaw**, program director at WPTX Lexington Park, Md., joins sales staff of WTRX Flint, Mich.

**Bernard A. Sweet**, account executive at Donald A. Hodes Advertising Inc., Worcester, Mass., named media director.

**Miles J. Turpin**, director of marketing services for Grey Advertising, Los Angeles, elected VP.

**Ronald M. Gilbert**, sales manager of CBS Spot Sales, New York, joins AM Radio Sales Co., that city.

## THE MEDIA



Mr. Terrell

Tampa, Fla.

**Jim Terrell**, station manager of KTVT(TV) Dallas-Fort Worth, was elected to board of directors of WKY Television Systems, Oklahoma City. WKY owns WKY-AM-TV Oklahoma City; KTVT(TV), and WTVT(TV)

**Major General George P. Sampson**, retired deputy director of Defense Communications System, appointed director of operations for Communications Satellite Corp., Washington.

**Hugh K. Boice Jr.** named manager of KTHI-TV Fargo, N. D., replacing **Robert C. Lukkason** who died in auto accident there Jan. 31. Mr. Boice for 17 years was VP-general manager of WEMP Milwaukee.

**Peter J. Vanden Bosch**, general manager of WJBL Holland, Mich., named VP of Ottawa Broadcasting Corp., licensee of WJBL-AM-FM.



Mr. Martin

**Robert B. Martin**, program manager at WGBS Miami, and previously program manager for WJBK Detroit and WJW Cleveland (all Storer stations), named station manager for WRCV Philadelphia.

**Howard Grafman**, manager for Allied Artists TV, Chicago, named president of Century Broadcasting, there (KSHE [FM] Crestwood, Mo., and KMAP [FM] Dallas).

**W. Michael Joyce**, assistant to executive VP, named operations manager at Meredith-Avco, New York. **Herbert**

# WILLIAM F. BUCKLEY, JR.

## NEWS & COMMENTARY

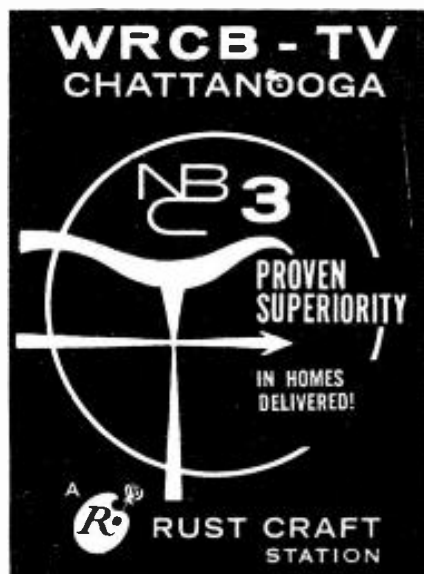
NOW ON THE AIR  
IN 93 MARKETS!

- \* 3 5-Minute Programs Per Week
- \* Sparks Fly — Listeners React!

Stir up leadership and arouse a new interest in your station. Write, Call, or Wire for audition tape, and rate for your market . . .

ACT TODAY!

STEPHEN ASSOCIATES, Inc.  
420 Lexington Ave., N. Y. 10017  
212 — LE 2-1816 - 17





## Seven new faces on NAB radio board



Mr. Thurston



Mr. Woodland



Mr. Smith



Mr. Trace



Mr. Allen



Mr. Lemme



Mr. Morris

Thirteen broadcasters last week were elected to two-year terms on National Association of Broadcasters radio board. Their terms will begin March 24, closing day of NAB's annual convention. Of 13, six were seeking second terms on board. Two board members seeking terms, **Kenneth R. Giddens**, WKRQ Mobile, Ala., and **John J. Coyle**, KVIL Dallas, were not reelected.

New board members and their stations are (current board members in parentheses):

District 1: **Donald A. Thurston**, WMNB North Adams, Mass. (Carleton D. Brown, WTVL Waterville, Me.).

District 3: **Cecil Woodland**, WEJL Scranton, Pa. (Cecil Woodland).

District 5: **Charles C. Smith**, WDEC



Mr. Turner



Mr. Smith



Mr. Gaither



Mr. Lee



Mr. Dudley



Mr. Krelstein

Americus, Ga. (Kenneth R. Giddens).

District 7: **Gene Trace** WBBW Youngstown, Ohio (Gene Trace).

District 9: **Edward Allen Jr.**, WDR Sturgeon Bay, Wis. (Richard D. Dudley, WSAU Wausau, Wis.).

District 11: **John H. Lemme**, KLTF Little Falls, Minn. (John H. Lemme).

District 13: **David H. Morris**, KNUZ Houston (John J. Coyle).

District 15: **Hugh E. Turner**, KTIM San Rafael, Calif. (Hugh E. Turner).

District 17: **Lester M. Smith** KJR

Seattle (Ray Johnson, KMED Medford, Ore.).

Directors-at-large:

Class A market AM: **Frank Gaither** WSB Atlanta (Jack W. Lee, formerly WPRO Providence, R. I.).

Class B market AM: **Jack W. Lee**, WSJZ Huntington, W. Va., (Willard Schroeder, WOOD Grand Rapids, Mich.).

Class C market AM: **Richard D. Dudley**, WSAU Wausau, Wis. (Ben Sanders, KICD Spencer, Iowa).

FM stations: **Harold R. Krelstein**, WMPS-FM Memphis (Ben Strouse, WWDC-FM Washington).

**Wender**, formerly with Touche, Ross, Bailey and Smart, New York accounting firm, joins Meredith-Avco as controller.

**Paul B. Marion**, managing director of WBT-AM-FM Charlotte, N. C., elected VP of parent corporation, Jefferson Standard Broadcasting Co. **Frank F. Bateman**, WBT-TV technical operations manager, that city; **Thomas B. Cookerly**, WBT general sales manager; **James G. Babb Jr.**, WBT-AM-FM sales manager, and **Robert L. Rierison**, WBT program operations manager, all named assistant VP's of Jefferson Standard Broadcasting.



Mr. Lynch

**Jerry Lynch**, general manager of KBYE Oklahoma City, elected VP of Great Empire Broadcasting Corp., licensee of KBYE; KFDI Wichita, Kan., and KXLR North Little Rock, Ark.

**John S. Riggs**, president of Radio Elmira (N. Y.) Inc.

(WELM), elected chairman of board. Succeeding him as president is **William J. Griffiths**, general manager and executive VP of corporation.

**Jack Brandt**, assistant manager and program director of WITZ Jasper, Ind., named manager of WHON Centerville, Ind.

**Jerry Bell**, public relations director for Ackerman Associates Inc., Oklahoma City advertising and public relations agency, named general manager of KJEM-AM-FM, that city.

**Dave Reaban**, operations manager at KGUN Tucson, Ariz., joins KOLD-TV, that city, in similar capacity.

**Robert H. Temple**, general sales manager at KTVI-TV St. Louis, joins KUTV-TV Salt Lake City as station manager.

### PROGRAMING

**Charles S. Adorney**, VP and director of art department at Cunningham & Walsh, New York, named VP and executive art director at Skyline Films

Inc., that city.

**Joe Servello**, with university division of instructional services at Pennsylvania State University, University Park, Pa., named art supervisor at WPSX-TV Clearfield, Pa., noncommercial operated by university. **Robert C. Dudley**, producer-director for instructional and evening programming and special projects producer at KUON-TV Lincoln, Neb., noncommercial, named producer-director at WPSX-TV.

**Greg Garrison**, television director, named to direct *Dean Martin Show*, being produced by NBC-TV for next season.

**Al C. Ward** named associate producer of *12 O'Clock High*, succeeding **Charles Larson** who will produce *The FBI*. Both programs are QM Productions series.

**Dave Hull**, disk jockey at KRLA Pasadena-Los Angeles, signed by MCA-TV as host of new daytime game show, *Quick as a Wink*.

**Al Hart**, former program manager of



KABL San Francisco, named program manager of KNBR, that city. **Fred Seiden**, with KABL, joins KNBR as production director.

**Alan Landsburg**, producer of *Biography* and *Men in Crisis* for Wolper Productions, named executive producer of new *March of Time*, half-hour documentary series to be produced by Wolper in association with Time-Life Broadcasting (see page 115).

**Hal Williamson**, director of promotion and publicity, Official Films, New York, resigns to form partnership with producer-actor Thor Arngim in development and production of broadcast, theatrical and motion picture ventures.

**Francis Ballard**, formerly program coordinator for *Word for Word* on NBC-TV, joins WSAV-AM-FM-TV Harrisonburg, Va., as continuity director.

**Robert Lee Chesson III**, announcer at WITN-TV Washington-Greenville, joins WGHP High Point, both North Carolina, is similar capacity.

**Gene Phillips**, with WTX New Orleans, moves to WDCY Minneapolis-St. Paul, as announcer on morning show, replacing **Mort Crowley** who joins KXOK St. Louis. All stations are licensed to Storz Broadcasting Co.



Mr. Cannon

**Lee Cannon**, central division manager of Screen Entertainment Co., TV film distributors, appointed to newly created position of national spot sales manager. He will continue with headquarters in Chicago.

**Fred Winton**, with Mark Century Sales Corp., New York, named VP

**Van Anderson**, news director at KPAR-TV Abilene, Tex., named program director at KGBC Galveston, Tex. responsible for sales and service for South. **F. C. Beck**, with Mark Century Corp., New York, named VP in charge of production.

## Collins chosen

**Clifton W. Collins**, Ephrata, Wash., re-elected president and secretary of National Association of Microwave Common Carriers and **Charles W. Fibley Jr.**, Corning, N. Y., re-elected VP and treasurer.

Also re-elected was board of directors: **Frank Valentine**, **Bruce Merrill**, **James Clungness**, **Robert Clark** and **William Calsam**; **Brown Walker** was added to board on resignation of **Frank Spain**.

**Lionel J. Monagas**, producer-director for WHY-TV Wilmington, Del., and WUHY-TV Philadelphia, both noncommercial, named production manager for stations succeeding **Bruce Beale**, who was appointed program director for stations.

**Patrick T. Kenny**, promotion manager for WSPD-TV Toledo, Ohio, joins Focus Unlimited as VP and production director in Perryville, Ohio.

**Bill Arhos**, producer-director at KLRN-TV San Antonio, noncommercial, named production manager, there.

**Ken Ovenden**, formerly with WEEI Boston, joins Society of European Songwriters, Authors and Composers Inc., as New England representative.

**Harvey Olsen**, director of news and special events at WHNB-TV New Britain-Hartford, Conn., named program manager, succeeding **Philip Corvo**, who resigns.

**Don Elliot**, disk jockey at KOIL Omaha, appointed commercial production director.

## NEWS

**Walter Sheridan**, former special assistant to U. S. attorney general, joins NBC News, Washington, as special correspondent.

**Patrick O'Reilly**, producer of *The Big News* at KNXT(TV) Los Angeles, named assistant news director. Replacing him is **Pete Noyes**, co-producer of show. **Howard Gingold**, KNXT news writer, succeeds Mr. Noyes as co-producer.

**James Brian**, with WNAK Nanticoke, Pa., named news director at WRSC State College, Pa.

**Edward T. Adams**, photographer on Associated Press' New York staff, sent to Viet Nam on special assignment. **Edwin Q. White**, Tokyo newsman, joins AP's Saigon staff.

**Phil Thomas**, news director at KIOA Des Moines, Iowa, joins news staff of KIMN Denver.

**David McConnell**, on staffs of WMAL and WTTG(TV), both Washington, joins news staff of WTOP, that city.

**Charles E. Evans**, with KVI Seattle, joins news staff of KEX Portland, Ore.

**Fred Neil**, assistant news director and sports director at WCBM-AM-FM Baltimore, appointed news director.

**Ed Fleming**, newscaster at WTVJ(TV) Miami, joins news staff of KRON-TV San Francisco.

## EQUIPMENT & ENGINEERING

**Gil Grossinger**, former assistant director of Pierce School of Radio and Television, and director of instruction for radio and television training of

America School, joins Harman-Kardon Inc., subsidiary of Jerrold Corp., Philadelphia, as national service manager.

**Caywood C. Cooley Jr.**, general manager, elected VP in charge of community antenna television division of Teleprompter Corp., New York.

**Dr. Lloyd F. Ryan**, formerly business development specialist for radio-television division of General Electric Co., named assistant to director, ITT Research Institute, Chicago.

**Marlen P. Roberts** elected VP-manufacturing and **Carl J. Wenzinger Jr.** named VP-sales of Dage-Bell Corp., Michigan City, Ind. Mr. Roberts has been general manager of Dage Television Co., division of Dage-Bell. Mr. Wenzinger was national sales manager of Dage Television. Also promoted at Dage-Bell were **M. Carlos Kennedy**, VP-engineering and **James B. Kelly**, controller-assistant secretary. Both held similar posts at Dage Television.



Mr. Carney

**Edward J. Carney**, advertising promotion manager for Distributor Products Division of International Telephone and Telegraph, joins industrial and commercial departments of DuMont Laboratories Division of Fairchild Camera and Instrument

## SPOTMASTER

RS-25



## Tape Cartridge Racks

RM-100



... from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.

Write or wire for complete details.

*Spotmaster*

**BROADCAST ELECTRONICS, INC.**  
8800 Brookville Road  
Silver Spring, Maryland

## Loucks, NAB pioneer-attorney, dies

**Philip G. Loucks, 65**, Washington broadcast - communications lawyer and former chief executive of National Association of Broadcasters, died in Washington Wednesday (Feb. 17) after suffering heart attack at lunch. He was buried in his hometown of York, Pa., Feb. 20.

Mr. Loucks was managing director and general counsel of NAB from 1930 to 1935. He was also general counsel of FM Broadcasters Inc. from 1940 to 1945 when FMBI was merged into NAB. Since 1944 he has been member of board of Broadcasting Publications Inc., publisher of **BROADCASTING** and **TELEVISION** magazines.

During his youth and college days, Mr. Loucks served as news reporter for *York Dispatch*, *Harrisburg Patriot* and *Evening News*, both in Pennsylvania; for United Press and General Press Association in Washington. He had attended Dickinson Law School and while in Washington he studied at Georgetown Law School, receiving his law degree in 1925. He was admitted to District of Columbia Bar in 1927.

While at NAB, Mr. Loucks was responsible for moving association's headquarters from New York to Washington, instituting regular news bulletin, and invigorating organization to such extent that its membership increased three-fold in his first two years. He was twice recalled to NAB as counsel to assist in its reorganization.

He served under four presidents while directing affairs of NAB; late Walter J. Damm (WTMJ Milwaukee), late Harry Shaw (WMT Cedar Rapids, Iowa), late Alfred J. McCosker (WOR New York) and J. Truman Ward (WLAC Nashville, Tenn.).

He guided FMBI from its inception until 1945 when it was merged with the NAB.



In his law practice Mr. Loucks was associated for various periods with Arthur W. Scharfeld, Joseph F. Zias, Maurice M. Jansky and more recently Carl H. Imlay.

Born in Jacobus, Pa., Aug. 8, 1899, son of Addison P. and Elizabeth Catherine (Geiselman), pioneer Pennsylvania Dutch family, Mr. Loucks was graduated from York, Pa., high school in 1917, going from there to York Collegiate Institute, and transferring in 1919 to Dickinson College, Carlisle, Pa. During his school years he was basketball and track star.

He was a member of National Press and University clubs in Washington, of York Country Club and Lafayette Club in York, and of New York Athletic Club.

Mr. Loucks is survived by his wife, Marguerite Livingston Loucks of "Roundtop," Wrightsville, Pa., whom he married in 1925; daughter, Mrs. Warren Evans; son, Michael Philip Loucks; brother, Myles Loucks; sister, Mrs. Helen Shenberger, and two grandchildren.

of National Library Week, and from 1951-60 manager of publicity, CBS News, appointed director of press information and promotion, ABC News. He succeeds **Frank J. Little**, who joins Biderman, Tolks and Associates, New York, as account executive.

**Mrs. Rose Blyth**, director of community development for Community Television of Southern California, licensee of KCET(TV) Los Angeles, non-commercial, rejoins PR staff of California Institute of Technology March 1 as director of television, radio and film activities.

**Charles Andrew**, associate editor of *Southern Textile News*, Charlotte, N. C., named publicity director of WSOC-TV, that city.

**Peter L. Mandell**, traffic manager at WTEV(TV) New Bedford, Mass.-Providence, R. I., named promotion manager, succeeding **George L. Sisson Jr.**, who resigns.

**Edward Klettner**, VP and director of advertising for J. B. Williams Co., New York, named chairman of advertising advisory committee of American Cancer Society, that city. Other members of advertising committee include: **Rex Budd**, director of advertising at Campbell Soup Co., Camden, N. J.; **Robert M. Gray**, advertising and sales promotion manager of Humble Oil & Refining Co.; **A. Dexter Johnson**, assistant VP and advertising manager, Eastman Kodak Co., Rochester, N. Y.; **George T. Laboda**, director of media, Colgate-Palmolive Co., New York; **William B. Lewis**, chairman of board, Kenyon & Eckhardt Inc., New York; **Donald H. McGannon**, president of Westinghouse Broadcasting Co., New York, and **C. Wrede Petersmeyer**, president of Corinthian Broadcasting Co., New York. Mr. Klettner is also president and chairman of board of Parkson Advertising Agency, New York.

## ALLIED FIELDS

**Edward A. McDermott**, who resigned as director of Office of Emergency Planning, Executive Office of President, has become member of Washington law firm of Hogan & Hartson.

**Ron Curtis**, formerly station and sales manager of KBTR and general manager of KDAB, both Denver, has opened Nationwide Broadcast Services with national headquarters there. Firm will handle radio-TV personnel.

**David F. Wolfe**, consultant in marketing research, joins Marketscope Research Co., New York, as VP and direc-

Corp., Clifton, N. J., as advertising promotion manager.

## INTERNATIONAL

**Dr. Eduard Grosse**, director at J. Walter Thompson, Frankfurt, West Germany, named managing director of Foote, Cone & Belding, there.

**Herman Burkart** named western sales manager of KVOS-TV Ltd., Vancouver, B.C.

**Raymond David**, general supervisor of religious, institutional and school

broadcasts in French for Canadian Broadcasting Corp., Montreal, named assistant general manager for CBC French-language networks at Montreal.

**Richard J. P. Thompson**, chief video engineer with British Broadcasting Corp., named director of video engineering at Teleradio Advertising Corp., New York, and **J. Evan Scheib**, with ABC, named chief technical engineer for Teleradio.

## FANFARE

**Beryl L. Reubens**, recently director



tor of technical services. **Arthur Mandell**, with Alfred Politz Research, that city, joins Markscope as project director.

**Terri Brady**, former media director of Fletcher Richards, Calkins & Holden, Los Angeles, and more recently on executive staff of *Queen for a Day*, appointed research director of KHJ-TV Los Angeles.

## DEATHS

**Nat King Cole**, 45, popular singer and jazz pianist, died Feb. 15 in St. John's hospital, Santa Monica, Calif., of lung cancer. Mr. Cole was first Negro to have own weekly television series, on NBC-TV in 1956. It was cancelled after one year for lack of national sponsor. Among survivors are his wife, Maria, and five children.

**William Pennell**, 58, veteran announcer for CBS and NBC died Feb. 11 in San Bernardino, Calif., of heart disease. Mr. Pennell had been announcer for John Charles Thomas, Walter Winchell, *The Camel Caravan* and other network programs. For past 10 years he had own syndicated program, *Bill Pennell reads the Bible*.

**Arnold Manoff**, 50, TV film writer who was blacklisted in the 1950's, died Feb. 10 at Roosevelt hospital, New

York, of heart ailment. Mr. Manoff, although he never appeared before House Un-American Activities Committee when several film writers and directors were questioned for Communist activities, was blacklisted from writing under own name. Among survivors are his two sons, Thomas and Michael; and two daughters, Dina and Mrs. Eva Russo.



Mr. McElroy

**Ralph J. McElroy**, 54, president of Black Hawk Broadcasting Co., died Feb. 15 of embolism at Rochester, Minn. He had been ill since he returned from Florida vacation Feb. 6. Services and interment took place in Waterloo, Iowa, Feb. 18.

Mr. McElroy founded Black Hawk group in 1947 with KWWL Waterloo; in 1953 KWWL-TV Waterloo began operating. In 1957 KAUS and KMMT(TV) Austin, Minn., and in 1962 KLWW Cedar Rapids, Iowa were added. He started in radio with WMT Cedar Rapids as salesman and air personality. He is survived by his wife, Betty, stepson and two sisters.

**John Hayes Hammond**, 76, pioneer inventor in radio, television and radar, died Feb. 12 at Doctors Hospital, New

York, after a brief illness. Among other things, he had patents for telephone amplification, remote guidance systems, devices for radio and telephone communication and system to prevent enemy jamming of radio orders during wartime. In 1923 he sold patents to RCA which were predecessors of modern radio tube and that year was appointed engineering consultant to RCA, position he held until his death.

**Carl L. Stahl**, 47, manager of Dallas office of Associated Films, died Feb. 9 in that city after long illness. He had been with Associated since 1946, and had been Dallas office manager since 1949.

**Henry Kulky**, 53 television actor featured as Curley in *Voyage to the Bottom of the Sea*, died Feb. 12 in Oceanside, Calif., after heart attack. He had appeared as regular in *The Life of Riley* and *Hennesey* series.

**William H. Hogle**, 60, news supervisor and commentator of CFRN-AM-TV Edmonton, Alta., died on Feb. 13 of a heart attack.

**Gerald Burke**, 53, pianist and organist with Lawrence Welk Orchestra, died Feb. 13 in Santa Monica, Calif., of kidney disease. He had been with orchestra since it was formed in 1934.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 11 through Feb. 17 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

#### New TV stations

##### APPLICATIONS

Concord, Calif.—Jerry Bassett Inc. UHF channel 42 (638-844 mc); ERP 276 kw vis., 68.3 kw aur. Ant. height above average terrain 536.32 feet; above ground 196.17 feet. P.O. address c/o Jerry Bassett, 74 A. Street, Concord. Estimated construction cost \$351,268.24; first year operating cost \$324,000; revenue \$348,000. Geographic coordinates 38° 01' 49" north latitude, 122° 00' 04" west longitude. Studio location Concord; trans. location Contra Costa County Calif. Type trans. GE TT 25A; type ant. GE TY-25D.

Legal counsel Fletcher, Heald, Rowell, Kenahan & Hildreth, Washington; consulting engineer Jerry Bassett Inc., Concord. Principals: Jerry Bassett (1.917%), James M. Christensen (3.835%), Benjamin D. Gaynor (3.068%), Roi N. Peers (3.835%) and others. Ann. Feb. 10.

Springfield, Ohio — Southwestern Ohio Television Inc. UHF channel 76 (842-848 mc); ERP 39.8 kw vis., 5.37 kw aur. Ant. height above average terrain 335 feet; above ground 340 feet. P.O. address c/o J. A. Sheridan, 11 West Main Street, Fairborn, Ohio. Estimated construction cost \$329,000; first year operating cost \$250,000; revenue \$270,000. Geographic coordinates 39° 59' 24"

north latitude, 83° 47' 02" west longitude. studio location Moorefield Township, Ohio; trans. location Clark County, Ohio. Type trans. RCA TTU-2A; type ant. RCA TFU-27DH. Legal counsel Welch & Morgan, Washington; consulting engineer George C. Davis, Washington. Principals: Joseph A. Sheridan, Ralph Kocher, J. Frederick Doyle, Paul J. Sheridan, L. Edwin Hoppes and Earl E. Shoemaker (each 10.5%). Dwight K. Sheridan (21.1%), Ronald E. Shoemaker, Forrest J. Hogue and William R. McCarty (each 5.3%). Principals have no other broadcast interests. Ann. Feb. 15.

Rosenberg, Tex.—D. H. Overmyer Broadcasting Co. UHF channel 17 (488-494 mc);

## EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
Radio And TV Stations  
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 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



ERP 1,842 kw vis., 460.5 kw aur. Ant. height above average terrain 1,414 feet; above ground 1,471 feet. P.O. address c/o R. F. Adams, 41 East 42nd Street, New York. Estimated construction cost \$1,147,744; first year operating cost \$320,000; revenue \$350,000. Geographic coordinates 29° 34' 36" north latitude, 95° 30' 38" west longitude. Studio location Rosenberg; trans. location Stafford-Missouri City Division, Tex. Type trans. RCA TTU-50B, type ant. RCA TFU-46K. Legal counsel Fly, Shuebruk, Blume and Gaguine, New York; consulting engineer Paul Godley Co., Little Falls, N. J. Principal: D. H. Overmyer (100%). Mr. Overmyer has applied for UHF station in Toledo, Ohio, and through various Overmyer companies has applications pending for WATL-TV (ch. 36) Atlanta; WNOP-TV Newport, Ky.; UHF channel 55, Stamford, Conn.; UHF channel 29, Dallas; plans to file for assignment of WAND-TV Pittsburgh. Ann. Feb. 12.

Charlottesville, Va.—Charlottesville Broadcasting Corp. UHF channel 25 (536-542 mc); ERP 14.9 kw vis., 8.05 kw aur. Ant. height above average terrain 1,240 feet; above ground 348 feet. P.O. address c/o Donald G. Heyne, Box 1230, Charlottesville. Estimated construction cost \$129,500; first year operating cost \$160,000; revenue \$150,000. Geographic coordinates 37° 59' 00" north latitude, 78° 28' 54" west longitude. Studio location Charlottesville; trans. location Carter Mountain, Albemarle county, Va. Type trans. RCA TTU-1B; type ant. RCA TFU-21DL. Legal counsel Cohn and Marks, Washington; consulting engineer Lohnes and Culver, Washington. Charlottesville Broadcasting Corp. is licensee of WINA-AM-FM Charlottesville. Ann. Feb. 11.

Rhineland, Wis.—Alvin E. O'Konski. VHF channel 12 (204-210 mc); ERP 316 kw vis., 31.6 kw aur. Ant. height above average terrain 1,647 feet; above ground 1,707. P.O. address c/o House Office Building, Washington. Estimated construction cost \$600,000; first year operating cost \$360,000; revenue \$460,000. Geographic coordinates 45° 39' 39" north latitude, 89° 13' 36" west longitude. Studio and trans. location both Rhineland. Type trans. RCA TT 35; type ant. RCA TW-15 A12-P. Legal counsel Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington; consulting engineer Creutz & Snowberger, Washington. Mr. O'Konski is Republican representative from Wisconsin 10th congressional district, Ann. Feb. 12.

## New AM stations

### APPLICATIONS

Newberry, Mich.—T. Stewart Backus tr/as Newberry Broadcasting Co. 1450 kc, 250 w, 500 w D. unl. P.O. address Box 82, Carsonville, Mich. Estimated construction cost \$18,532; first year operating cost \$42,000; revenue \$50,000. Principal: T. Stewart Backus (100%). Mr. Backus has Carsonville business interests. Ann. Feb. 11.

Dresden, Tenn.—Weakley County Broadcasters Inc. 1360 kc, 500 w D. P.O. address Box 300, Dresden. Estimated construction cost \$13,470; first year operating cost \$36,000; revenue \$40,000. Principals: Ralston Lewis Stanton (51%) and Michael R. Freeland (49%). Mr. Freeland has 100% interest in Camden Broadcasting Co., licensee of WFVL Camden, Tenn., and 50% interest in Carroll Broadcasting Co., licensee of WKTA-FM McKenzie, Tenn. Mr. Stanton is manager of WKTA-FM. Ann. Feb. 11.

Friona, Tex.—Farmer County Broadcasting Co. 1070 kc, 250 w D. P.O. address Box 895, Friona. Estimated construction cost \$16,590; first year operating cost \$24,000; revenue \$32,400. Principals: H. K. Kendrick, B. J. McDonnell, Joe Shields, Frank A. Spring and William H. Sheehan (each 20%). Messrs. Kendrick, Shields and Spring have interest in Friona Clearview Co. Inc., Friona CATV. Mr. McDonnell is engineer and salesman for KMUL Muleshoe, Tex. Mr. Sheehan is attorney. Ann. Feb. 9.

## Existing AM stations

### CALL LETTERS ASSIGNED

■ WRCH New Britain, Conn.—Central Connecticut Broadcasting Co. Changed from WHAY.

■ WZBN Zion, Ill.—Z-B Broadcasting Co.

■ KBIA Burlington, Iowa—Des Moines County Broadcasting Co.

■ WJIC Salem, N. J.—Salem County Radio.

■ WWDR Murfreesboro, N. C.—Murfreesboro Broadcasting Corp.

■ WDKD Kingstree, S. C.—Santee Broadcasting Inc.

■ WHRN Herndon, Va.—Coastal Broadcasters Inc.

## New FM stations

### ACTIONS BY FCC

Charleston, Ill.—Friendly Broadcasters Inc. Granted CP for new FM on 92.1 mc, channel 221A, 2.65 kw. Ant. height above average terrain 142 feet. P.O. address 1125 Judson, Evanston, Ill. Estimated construction cost \$11,119; first year operating cost \$10,000; revenue \$12,000. Principals: William L. Kepper (73%), Philip H. Thompson (17%) and Marvin Homer (10%). Friendly Broadcasters is licensee of WEIC Charleston. Action

nel 269, 712 w. Ant. height above average terrain 432.46 feet. P.O. address Box 312, Huntsville. Estimated construction cost \$3,923; first year operating cost \$2,000; revenue \$3,000. Principal: Verla Cauthen (100%). Huntsville Broadcasting is licensee of KSAM Huntsville. Ann. Feb. 11.

## Existing FM stations

### CALL LETTERS ASSIGNED

■ KARL-FM Carlsbad, Calif.—Carlsbad

## ETV fund grants, applications

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ Tempe, Ariz.—Arizona State University: \$141,295 to expand facilities of \*KAET-TV (ch. 8).

■ San Bernardino, Calif.—San Bernardino Valley Joint Union Junior College District: \$67,907 to expand educational TV facility on channel 24.

■ Tampa, Fla.—University of South Florida: \$295,538 to activate channel 16.

■ Columbia, N. C.—University of North Carolina: \$120,517 to activate channel 2 to rebroadcast programs from \*WUNC-TV Chapel Hill, N. C. Total project cost: \$241,034.

■ Bethlehem, Pa.—Lehigh Valley Educational Television Corp.: \$200,000 to

activate channel 39. Total project cost: \$448,917.

Following applications for federal fund grants have been received by Department of Health, Education and Welfare:

■ San Diego—San Diego State College: To establish educational TV facility on channel 15. Total project cost \$328,442.

■ Oklahoma City—Independent School District I-89: To expand operation of \*KOKH-TV (ch. 25). Total project cost: \$586,471.

■ Columbia, S. C.—South Carolina Educational Television Commission: To establish educational TV facility on channel 31. Total project cost: \$976,534.

■ Sneedville, Tenn.—Tennessee State Board of Education: To establish educational TV facility on channel 2. Total project cost: \$881,468.

Feb. 10.

Vincennes, Ind.—Vincennes Sun Co. Granted CP for new FM on 96.7 mc, channel 244, 2.89 kw. Ant. height above average terrain 110 feet. P.O. address c/o Howard N. Greenlee, 619 American Bank Building, 302 Main Street, Vincennes. Estimated construction cost \$13,506; first year operating cost \$4,750; revenue \$5,800. Applicant is licensee of WAOV Vincennes. Action Feb. 10.

Beattyville, Ky.—Rev. Forest Drake. Granted CP for new FM on 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 264 feet. P.O. address Beattyville. Estimated construction cost \$10,100; first year operating cost \$5,900; revenue \$7,300. Action Feb. 10.

Hobbs, N. M.—Permian Basin Radio Corp. Granted CP for new FM on 95.7 mc, channel 239, 36.3 kw. Ant. height above average terrain 113.75 feet. P.O. address Box 40, Hobbs. Estimated construction cost \$19,742; first year operating cost \$12,000; revenue \$24,000. Principals: Charles R. Scott (98%), Nell R. Scott (1%) and James D. Scott (1%). Permian Basin is licensee of KHOB Hobbs. Mr. Scott is president and general manager of KHOB. Action Feb. 15.

### APPLICATIONS

Dublin, Ga.—C. Theodore Kirby tr/as Laurens County Broadcasting Co. 92.7 mc, channel 224A, 3 kw. Ant. height above average terrain 220 feet. P.O. address Box 967, Dublin. Estimated construction cost \$9,400; first year operating cost \$1,200; revenue \$1,200. Principal: C. Theodore Kirby (100%). Laurens County Broadcasting is licensee of WXLI Dublin. Ann. Feb. 15.

Meridian, Miss.—New South Broadcasting Co. 97.1 mc, channel 246, 40.3 kw. Ant. height above average terrain 186 feet. P.O. address Box 5797, Meridian. Estimated construction cost \$36,416; first year operating cost \$30,000; revenue \$30,000. Principals: Frank E. Holladay and Joseph W. Carson (each 50%). New South Broadcasting is licensee of WOKK Meridian. Messrs. Holladay and Carson each have 33⅓% interest in WLSM Louisville, Miss.; 26% interest in WNSL-AM-FM Laurel, Miss.; 26% interest in WACT Tuscaloosa, Ala.; 50% interest in WVMI Biloxi, Miss. Ann. Feb. 11.

New Albany, Miss.—Vernon K. and Wynne Wroten d/b as New Albany Broadcasting Co. 103.5 mc, channel 278, 36 kw. Ant. height above average terrain 79 feet. P.O. address Box 808, New Albany. Estimated construction cost \$15,605; first year operating cost \$5,500; revenue \$10,000. Principals: Mrs. Wynne (49%) and Vernon K. Wroten (51%). New Albany Broadcasting is licensee of WNAU New Albany. Ann. Feb. 9.

Huntsville, Tex.—Verla Cauthen tr/as Huntsville Broadcasting Co. 101.7 mc, chan-

Broadcasters. Changed from KCLB(FM).

■ KRYT-FM Colorado Springs, Colo.—William S. Cook.

■ WGLC-FM Mendota, Ill.—Vanco Broadcasting Co.

■ WANY-FM Albany, Ky.—Albany Broadcasting Co.

■ WPKE-FM Pikesville, Ky.—East Kentucky Broadcasting Co.

■ KPEL-FM Lafayette, La.—Radio Lafayette Inc.

■ WTCM-FM Traverse City, Mich.—Midwestern Broadcasting Co.

■ WHSY-FM Hattiesburg, Miss.—Hub City Broadcasting Inc.

■ KLEA-FM Lovington, N. M.—Lea County Broadcasting Co.

■ KKIT-FM Taos, N. M.—Art Capitol Broadcasting Co.

■ WCHO-FM Washington Court House, Ohio.—Court House Broadcasting Co.

■ WCEF-FM Parkersburg, W. Va.—Franklin Broadcasting Inc.

■ WLEO-FM Ponce, P. R.—Ponce Broadcasting Co.

■ WPAB-FM Ponce, P. R.—Portorican American Broadcasting Co. Inc.

## Ownership changes

### ACTIONS BY FCC

KWIZ-AM-FM Santa Ana, Calif.—Granted transfer of control of licensee corporation, Voice of Orange Empire Inc., from Ernest L. Spencer (50.33% before, none after) and Franc E. Spencer (0.03% before, none after) to Davis Broadcasting Co., owned by W. Thomas Davis and M. Philip Davis (each 50%). Consideration \$350,000. Messrs. Davis are attorneys and have nonbroadcasting interests including farming, cattle ranching, and sale and manufacturing of food supplement products. Action Feb. 18.

KAHR Redding, Calif.—Granted acquisition of negative control of licensee corporation, High Fidelity Stations Inc., by Thomas P. Kelly and David H. McLaughlin (each 33⅓% before, 50% after), through purchase of stock from Paul N. Bowman (33⅓% before, none after). Consideration \$1,200. Action Feb. 10.

KUPI Idaho Falls, Idaho—Granted assignment of license from Eugene F. Klaas, to Charles J. Saunders. Consideration \$85,000. Mr. Saunders, through Saunders Broadcasting Co., is licensee of KCLS Flagstaff, Ariz., and is permittee of KVLSTV Flagstaff. Action Feb. 12.

### APPLICATIONS

WBRC-AM-FM-TV Birmingham, Ala.—Seeks relinquishment of positive control of licensee corp., Taft Broadcasting Co., by Ingalls and Taft families through sale of stock of licensee corp. (10.72%) to general

# PROFESSIONAL CARDS

## JANSKY & BAILEY

Consulting Engineers  
2411 - 2419 M St., N.W.  
Washington 37, D. C. 296-6400

## JAMES C. McNARY

Consulting Engineer  
National Press Bldg.  
Wash. 4, D. C.  
Telephone District 7-1205  
Member AFCE

—Established 1926—

## PAUL GODLEY CO.

Upper Montclair, N. J.  
Pilgrim 6-3000  
Laboratories, Great Notch, N. J.  
Member AFCE

## GEORGE C. DAVIS CONSULTING ENGINEERS RADIO & TELEVISION

527 Munsey Bldg.  
Sterling 3-0111  
Washington 4, D. C.  
Member AFCE

## COMMERCIAL RADIO EQUIPMENT CO.

Everett L. Dillard, Gen. Mgr.  
Edward F. Lorentz, Chief Engr.  
PRUDENTIAL BLDG.  
DI 7-1319  
WASHINGTON, D. C. 20005  
Member AFCE

## A. D. Ring & Associates

42 Years' Experience in Radio  
Engineering  
1710 H St., N. W. 298-6850  
WASHINGTON 6, D. C.  
Member AFCE

## GAUTNEY & JONES

CONSULTING RADIO ENGINEERS  
930 Warner Bldg. National 8-7757  
Washington 4, D. C.  
Member AFCE

## Lohnes & Culver

Munsey Building District 7-8215  
Washington 5, D. C.  
Member AFCE

## KEAR & KENNEDY

1302 18th St., N.W. Hudson 3-9000  
WASHINGTON 6, D. C.  
Member AFCE

## A. EARL CULLUM, JR.

CONSULTING ENGINEERS  
INWOOD POST OFFICE  
DALLAS 9, TEXAS  
MEloose 1-8360  
Member AFCE

## GUY C. HUTCHESON

P.O. Box 808 CRestview 4-8721  
1100 W. Abram  
ARLINGTON, TEXAS

## SILLIMAN, MOFFET & KOWALSKI

1405 G St., N.W.  
Republic 7-6646  
Washington 5, D. C.  
Member AFCE

## GEO. P. ADAIR ENG. CO.

CONSULTING ENGINEERS  
Radio-Television  
Communications-Electronics  
901 20th St., N.W.  
Washington, D. C.  
Federal 3-1116  
Member AFCE

## WALTER F. KEAN

CONSULTING RADIO ENGINEERS  
Associate  
George M. Sklom  
19 E. Quincy St. Hickory 7-2401  
Riverside, Ill. (A Chicago suburb)  
Member AFCE

## HAMMETT & EDISON

CONSULTING RADIO ENGINEERS  
Box 68, International Airport  
San Francisco 28, California  
Diamond 2-5208  
Member AFCE

## JOHN B. HEFFELFINGER

9208 Wyoming Pl. Hiland 4-7010  
KANSAS CITY 14, MISSOURI

## JULES COHEN & ASSOCIATES

9th Floor, Securities Bldg.  
729 15th St., N.W., 393-4616  
Washington 5, D. C.  
Member AFCE

## CARL E. SMITH

CONSULTING RADIO ENGINEERS  
8200 Snowville Road  
Cleveland 41, Ohio  
Phone: 216-526-4386  
Member AFCE

## VIR N. JAMES

CONSULTING RADIO ENGINEERS  
Applications and Field Engineering  
345 Colorado Blvd.—80206  
Phone: (Area Code 303) 333-5562  
DENVER, COLORADO  
Member AFCE

## A. E. Towne Assocs., Inc.

TELEVISION and RADIO  
ENGINEERING CONSULTANTS  
420 Taylor St.  
San Francisco 2, Calif.  
PR 5-3100

## PETE JOHNSON

Consulting am-fm-tv Engineers  
Applications—Field Engineering  
Suite 601 Kanawha Hotel Bldg.  
Charleston, W.Va. Dickens 2-6281

## MERL SAXON

CONSULTING RADIO ENGINEER  
622 Hoskins Street  
Lufkin, Texas  
NEptune 4-4242 NEptune 4-9558

## WILLIAM B. CARR

Consulting Engineer  
AM-FM-TV  
Microwave  
P. O. Box 13287  
Fort Worth 18, Texas  
BUtler 1-1551

## RAYMOND E. ROHRER & Associates

Consulting Radio Engineers  
436 Wyatt Bldg.  
Washington 5, D. C.  
Phone: 347-9061  
Member AFCE

## E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT

Box 220  
Coldwater, Michigan—49036  
Phone: 517-278-6733

## JOHN H. MULLANEY and ASSOCIATES

A Division of Multronics, Inc.  
Multronics Building  
5712 Frederick Ave. Rockville, Md.  
(a suburb of Washington)  
Phone: 301 427-4666  
Member AFCE

## OSCAR LEON CUELLAR

CONSULTING RADIO ENGINEER  
AM-FM-TV  
411 Phoenix Title Bldg. 623-1121  
Directional Antennas Design  
Applications and Field Engineering  
Tucson, Arizona 85701  
Member IEEE

## E. E. BENHAM & ASSOCIATES

Consulting Engineers  
6725 Sunset Blvd., Suite 408  
Hollywood, California  
HO 6-3227

## Service Directory

## COMMERCIAL RADIO MONITORING CO.

PRECISION FREQUENCY  
MEASUREMENTS  
AM-FM-TV  
103 S. Market St.,  
Lee's Summit, Mo.  
Phone Kansas City, LaClede 4-3777

## CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV  
445 Concord Ave.,  
Cambridge 38, Mass.  
Phone TRowbridge 6-2810

## PAUL DEAN FORD

Broadcast Engineering Consultant  
R. R. 2, Box 50  
West Terre Haute, Indiana 47885  
Drexel 8903

## 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 213-682-2792

## GROBOWSKI & ASSOCIATES

1500 Massachusetts Ave., N. W.  
387-3311  
Washington, D. C. 20005

## SPOT YOUR FIRM'S NAME HERE

To Be Seen by 100,000\* Readers  
—among them, the decision-mak-  
ing station owners and manag-  
ers, chief engineers and techni-  
cians—applicants for am, fm tv  
and facsimile facilities.  
\*ARB Continuing Readership Study

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 17

|    | ON AIR           | CP's | NOT ON AIR | CP's | TOTAL APPLICATIONS<br>for new stations |
|----|------------------|------|------------|------|----------------------------------------|
| AM | Lic. 4,004       | 52   | 71         | 401  |                                        |
| FM | 1,232            | 69   | 225        | 285  |                                        |
| TV | 550 <sup>a</sup> | 41   | 95         | 203  |                                        |

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 17

|               | VHF              | UHF | TV  |
|---------------|------------------|-----|-----|
| Commercial    | 509 <sup>a</sup> | 163 | 672 |
| Noncommercial | 59               | 56  | 115 |

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Dec. 31, 1964

|                                                 | AM    | FM    | TV  |
|-------------------------------------------------|-------|-------|-----|
| Licensed (all on air)                           | 3,958 | 1,176 | 555 |
| CP's on air (new stations)                      | 51    | 94    | 31  |
| CP's not on air (new stations)                  | 68    | 198   | 83  |
| Total authorized stations                       | 4,077 | 1,468 | 669 |
| Applications for new stations (not in hearing)  | 183   | 192   | 72  |
| Applications for new stations (in hearing)      | 65    | 49    | 63  |
| Total applications for news stations            | 248   | 241   | 135 |
| Applications for major changes (not in hearing) | 193   | 61    | 39  |
| Applications for major changes (in hearing)     | 28    | 4     | 9   |
| Total applications for major changes            | 221   | 65    | 48  |
| Licenses deleted                                | 0     | 1     | 0   |
| CP's deleted                                    | 1     | 4     | 0   |

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

public. Families at present control 54.56% of licensee corp., following sale, would have 43.84% interest. Next largest stockholder owns less than 3.5% and only eight other shareholders have more than 1% individually (BROADCASTING, Feb. 15). Also see WKYT-TV Lexington, Ky.; WDAF-AM-FM-TV Kansas City, Mo.; WGR-AM-FM-TV Buffalo, N. Y.; WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WNEP-TV Scranton, Pa., all below. Ann. Feb. 10.

WPMB Vandalia, Ill.—Seeks acquisition of positive control of licensee corp., Peter Mark Broadcasting Co., by H. A. Davis (49% before, 98% after) through purchase of stock from Wilbur J. Meyer (51% before, 2% after). Consideration \$27,000. Ann. Feb. 10.

WKYT-TV Lexington, Ky.—Seeks relinquishment of positive control of licensee corp., Taft Broadcasting Co., by Ingalls and Taft families through sale of stock of licensee corp. (10.72%) to general public. Families at present control 54.56% of licensee corp., following sale, would have 43.84% interest. Also see WBRC-AM-FM-TV Birmingham, Ala., above. Ann. Feb. 10.

WDAF-AM-FM-TV Kansas City, Mo.—Seeks relinquishment of positive control of licensee corp., Taft Broadcasting Co., by Ingalls and Taft families through sale of stock of licensee corp. (10.72%) to general public. Families at present control 54.56% of licensee corp., following sale, would have 43.84% interest. Also see WBRC-AM-FM-TV Birmingham, Ala., above. Ann. Feb. 10.

WGR-AM-FM-TV Buffalo, N. Y.—Seeks relinquishment of positive control of licensee corp., Taft Broadcasting Co., by Ingalls and Taft families through sale of stock of licensee corp. (10.72%) to general public. Families at present control 54.56% of licensee corp., following sale, would have 43.84% interest. Also see WBRC-AM-FM-TV Birmingham, Ala., above. Ann. Feb. 10.

WROC-AM-FM-TV Rochester, N. Y.—Seeks assignment of license from Veterans Broadcasting Co. Inc., owned by Rust Craft Broadcasting of New York Inc., to Rust Craft Broadcasting of New York Inc. No consideration involved. Application is contingent upon grant of application for transfer of control of Veterans Broadcasting from original stockholders to Rust Craft Broadcasting of New York Inc. Rust Craft stations include WSTV-AM-FM-TV Steubenville, Ohio; WRCB-TV Chattanooga, Tenn.;

WROW-TV Augusta, Ga.; WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla.; WVUE-TV New Orleans (40%); WWOL-AM-FM Buffalo, N. Y., and WJKS-TV Jacksonville, Fla. Ann. Feb. 10.

WKRC-AM-FM-TV Cincinnati—Seeks relinquishment of positive control of licensee corp., Taft Broadcasting Co., by Ingalls and Taft families through sale of stock of licensee corp. (10.72%) to general public. Families at present control 54.56% of licensee corp., following sale, would have 43.84% interest. Also see WBRC-AM-FM-TV Birmingham, Ala., above. Ann. Feb. 10.

WTVN-AM-FM-TV Columbus, Ohio—Seeks relinquishment of positive control of licensee corp., Taft Broadcasting Co., by Ingalls and Taft families through sale of stock of licensee corp. (10.72%) to general public. Families at present control 54.56% of licensee corp., following sale, would have 43.84% interest. Also see WBRC-AM-FM-TV Birmingham, Ala., above. Ann. Feb. 10.

KDOV Medford, Ore.—Seeks assignment of license from Medford Broadcasters Inc. to Viking Broadcasters of Oregon Inc., owned by Robert A. King (45%), Nancy S. King (44%), Victor M. Ives (6%) and Carol L. Ives (5%). Consideration \$48,000. Kings and Ives also own KWUN Inc., licensee of KWUN Concord, Calif. Application is contingent upon grant of application for transfer of control of Medford Broadcasters Inc. to W. H. Hansen. Ann. Feb. 11.

WAND-TV Pittsburgh—Seeks assignment of CP from Agnes J. Reeves Greer to D. H. Overmyer Communications Co. Consideration \$28,000. Agnes Greer is controlling stockholder of Dover Broadcasting Co. Inc., licensee of WJER Dover-New Philadelphia, and WCNS-AM-FM Canton, both Ohio; West Virginia Radio Corp., licensee of WAJR-AM-FM Morgantown, W. Va.; WKJF Inc., licensee of WKJF-FM Pittsburgh. For Overmyer broadcast interests, see new TV stations, applications, Rosenberg, Tex. Ann. Feb. 12.

WNEP-TV Scranton, Pa.—Seeks relinquishment of positive control of licensee corp., Taft Broadcasting Co., by Ingalls and Taft families through sale of stock of licensee corp. (10.72%) to general public. Families at present control 54.56% of licensee corp., following sale, would have 43.84% interest. Also see WBRC-AM-FM-TV Birmingham, Ala., above. Ann. Feb. 10.

KROB Robstown, Tex.—Seeks assignment of license from George Leon Gossage

(100%) to Coastal Bend Broadcasting Corp., owned by George Leon Gossage (51%) and W. A. Raeke (49%). Consideration \$17,828.57. Ann. Feb. 10.

## Hearing cases

### OTHER ACTIONS

■ Commission gives notice that Dec. 21, 1964 initial decision which looked toward granting application of Great Northern Broadcasting System for new FM on Channel 270 (101.9 mc) at Traverse City, Mich., became effective Feb. 9 pursuant to Section 1.276 of rules. (Text to be printed by GPO in weekly pamphlet.) Action Feb. 16.

■ Commission gives notice that Dec. 23, 1964 initial decision which looked toward granting application of Radio WBOW Inc. for new FM on Channel 298 (107.5 mc) at Terre Haute, Ind., became effective Feb. 11 pursuant to Section 1.276 of rules. (Text to be printed by GPO in weekly pamphlet.) Action Feb. 16.

WEPA-TV, WEPA-TV Inc., Erie, Pa.—Designated for consolidated hearing applications of WEPA-TV Inc. for mod. of CP to change from channel 66 to channel 24, and Jet Broadcasting for new TV on latter channel. Action Feb. 10.

Fox River Communications Inc., Kaukauna, Wis.—Designated for hearing application for new daytime AM on 1050 kc, 1 kw, DA; issues are to determine whether grant would create concentration of control of media of mass communication in Wisconsin contrary to public interest. Applicant stockholders, officers and directors have interests in WSAU-AM-FM-TV Wausau and WFHR-AM-FM Wisconsin Rapids and five newspapers in Wisconsin. Chairman Henry and Commissioner Cox dissented. Action Feb. 10.

■ By memorandum opinion and order, commission, on its own motion, designated for consolidated hearing applications, to relocate transmitters in "ant. farm" area and increase ant. height of Minneapolis stations of Time-Life Broadcast Inc. (WTCN-TV, ch. 11), Midwest Radio-Television Inc. (WCCO-TV, ch. 4), and United Television Inc. (KMSP-TV, ch. 9); issues include air safety determination with respect to all three applications and, in case of United, whether circumstances would warrant waiver of minimum spacing requirements of Sect. 73.610(a) of rules adn, if so, whether applicant should be required to provide "equivalent protection" to WAOW-TV (ch. 9), Wausau, Wis., on basis of standards set forth in Docket 13340; denied WEAU-TV (ch. 13), Eau Claire opposition to United's application; made Association of Maximum Service Telecasters Inc., which opposed co-channel short separation proposed by United, Federal Aviation Agency and Department of Aeronautics of State of Minnesota party to proceeding. Commissioner Cox concurred in result. Action Feb. 10.

■ By memorandum opinion and order, commission denied petition by Mid-America Broadcasting Co. Inc. (KSLN-TV, channel 34), Salina, Kan., for reconsideration of October 28, 1964 action which granted, with non-duplication condition, application of Wichita Television Corp. Inc. for new UHF TV translator on channel 74 to serve Salina by rebroadcasting programs of its station KCKT-TV (ch. 2), Great Bend. Commission remains of view that importance of furnishing notice of off-air network service is sufficient to justify grant of this application. Commissioner Bartley not participating. Action Feb. 10.

■ By memorandum opinion and order, commission (1) designated for consolidated hearing following applications for new daytime AM's on 940 kc, 1 kw—Lebanon Valley Radio; Cedar Broadcasting; Lebanon Valley Broadcasting Co., all Lebanon, Pa.; Catonsville Broadcasting Co., Radio Catonsville Inc.; Commercial Radio Institute Inc., all Catonsville, Md.; made WPEN Carlisle, Pa., party to proceeding; (2) denied petition for relief by Radio Americana Inc. and dismissed with prejudice, for failure to prosecute, its application for new daytime AM on 940 kc, 1 kw, DA, in Baltimore, and terminated proceeding in Docket 12345; BP-12962; and (3) dismissed related pleadings by WHYL and Cedar Broadcasters. Commissioner Cox absent. Action Feb. 10.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in Henderson-Boulder City, Nev., TV channel 4 proceeding in Dockets 15705 et al., denied



petition by Charles Vanda to enlarge issues to determine site availability as to applicant Vegas Valley Broadcasting Co. Action Feb. 17.

■ In proceeding on applications for 1110 kc in Pasadena, Calif., area in Dockets 15751-15766, granted petition by Voice of Pasadena Inc. to extend time to Feb. 19 to file oppositions to petition of Pasadena Broadcasting Co. to enlarge issues as to Voice of Pasadena. Member Nelson not participating. Action Feb. 17.

■ By memorandum opinion and order in proceeding on applications of Saul M. Miller and A-C Broadcasters for new AM's in Kutztown and Annville-Cleona, Pa., respectively, in Dockets 14425, 14440, denied informal request by Miller to suspend processing this proceeding until further pleadings are filed concerning his financial proposal. Action Feb. 16.

■ Granted petition by Broadcast Bureau to extend time to Feb. 19 to file exceptions to initial decision in proceeding on AM application of Ottawa Broadcasting Corp. (WJBL), Holland, Mich. Action Feb. 16.

■ Members Berkemeyer, Nelson and Pincock adopted decision (1) granting application of Ponce Broadcasting Corp. for new AM in Cayey, P. R., on 1080 kc, 250 w, unil. conditions include no pre-sunrise operation with daytime facilities pending decision in Docket 14419; and (2) denying application of Abaco Radio Corp. to increase daytime power of WMLA Arecibo, P. R., on 1070 kc from 500 w to 5 kw, continued nighttime operation with 500 w. (Text to be printed by GPO in weekly pamphlet.) Feb. 4, 1964 initial decision looked toward this action. Action Feb. 16.

■ Granted petition by Broadcast Bureau to extend time to Feb. 25 to file replies to joint request by Charles L. Hamilton, Sr., and Mildred B. Hamilton and Richard C. Brandt for simultaneous approval of agreement; dismissal of Brandt's application; and grant of Hamilton's application for new FM in Newton, Iowa. Action Feb. 16.

■ By memorandum opinion and order and by separate order, respectively, granted motions by Broadcast Bureau to reopen record and add issues in proceedings on applications of Wide Water Broadcasting Co. Inc. and Radio Voice of Central New York Inc. for new AM's in East Syracuse and Syracuse, N. Y. and Connecticut Coast Broadcasting Co. for new AM in Bridgeport, Conn., remanded proceedings to hearing examiner and consolidated cases for presentation of evidence pursuant to five common issues added and for evaluation of such evidence in supplemental initial decisions to be issued with respect to both proceedings. Member Nelson not participating in either action; Member Kessler concurring in result of memorandum opinion. Action Feb. 15.

■ Denied petition by KPDQ Inc. to dismiss without prejudice its application to increase power of KPDQ Portland, Ore., from 1 kw to 5 kw, continued operation on 800 kc, D. Action Feb. 15.

■ By memorandum opinion and order denied petition by Demopolis Broadcasting Co. Inc. (WXAL), Demopolis, Ala., to enlarge issues in proceeding on application of Bigbee Broadcasting Co. for new AM in Demopolis, Ala. Member Berkemeyer dissented; Member Kessler not participating. Action Feb. 12.

■ By memorandum opinion and order in Henderson-Boulder City, Nev., TV channel 4 proceeding in Dockets 15705 et al., denied petition by Boulder City Television Inc. to delete financial issue as to its application. Member Kessler dissented. Action Feb. 12.

#### ACTIONS ON MOTIONS

##### By the Office of Opinions and Review

■ In Paterson, N. J., UHF-TV proceeding in dockets 15089 et al., granted petition by Trans-Tel Corp. to extend time to Feb. 17 to file reply to Broadcast Bureau opposition to joint petition for reconsideration, approval of agreement resolving conflicts, dismissal of Spanish International Television Inc., and Bartel Broadcasters Inc., applications and grant of Trans-Tel application. Action Feb. 10.

##### By Chief Hearing Examiner

###### James D. Cunningham

■ Designated Examiner Jay A. Kyle to serve as presiding officer in proceeding on applications of Time-Life Broadcast Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), all Minneapolis (dockets 15841-3); scheduled prehearing conference for March 19 and hearing for April 20. Action Feb. 17.

■ Designated Examiner Sol Schildhouse to serve as presiding officer in proceeding on AM applications of Lebanon Valley Radio, Cedar Broadcasters and Lebanon Valley Broadcasting Co., all Lebanon, Pa., Catonsville Broadcasting Co., Radio Catonsville Inc., and Commercial Radio Institute Inc., all Catonsville, Md. (dockets 15835-40); scheduled prehearing conference for March 18 and hearing for April 19. Action Feb. 17.

■ Designated Examiner Elizabeth C. Smith to serve as presiding officer in proceeding on FM applications of American Homes Stations Inc., Thomas Harvey Moffitt, tr/as Orange County Broadcasters and Orlando Radio & Television Broadcasting Corp., Orlando, Fla. (dockets 15830-2); scheduled prehearing conference for March 18 and hearing for April 26. Action Feb. 17.

■ Designated Examiner David I. Kraushaar to serve as presiding officer in proceeding on applications of WEPA-TV Inc. (WEPA-TV), Erie, Pa., to change from channel 66 to channel 24 and Jet Broadcasting Inc., for new TV station to operate on channel 24 in Erie (dockets 15844-5); scheduled prehearing conference for March 17 and hearing for April 26. Action Feb. 17.

■ In Chicago TV channel 38 proceeding in dockets 15668 et al., granted Broadcast Bureau petition to hold hearings in Chicago, in lieu of Washington, with respect to added issue concerning Chicagoland TV Co. program proposal. Action Feb. 17.

■ In proceeding on applications of Brown Radio & Television Co. for renewal licence of station WBVL Barbourville, Ky., and Barbourville-Community Broadcasting Co. for new AM station in that city in dockets 15769-70, granted Barbourville-Community petition for hearing in Barbourville, in lieu of Washington, on April 20. Action Feb. 16.

##### By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of Prattville Broadcasting Co. and Billy Walker for new AM stations in Prattville, Ala., in dockets 14878-9, granted Prattville Broadcasting request to continue Feb. 16 evidentiary hearing to April 6, at Prattville. Action Feb. 11.

■ In proceeding on applications of Ultravision Broadcasting Co. and WEBR Inc., for new TV stations to operate on channel 29 in Buffalo, N. Y., in dockets 15254-5, granted applicants' joint motion to continue Feb. 12 further prehearing conference to March 19. Action Feb. 11.

■ Pursuant to agreements reached at Feb. 9 prehearing conference in proceeding on applications of Princess Anne Broadcasting Corp. and South Norfolk Broadcasting Co. for new AM stations in Virginia Beach and Chesapeake, both Virginia, respectively, in dockets 15778-9, continued March 4 evidentiary hearing to April 8. Action Feb. 9.

##### By Hearing Examiner Thomas H. Donahue

■ Formalized ruling previously made continuing indefinitely hearing that was scheduled to be heard on Feb. 18 in Hazleton, Pa., on application of Radio 13 Inc., for renewal of license of WHZN Hazleton, to accommodate appropriate action on applicant's motion to terminate proceeding as moot (docket 15684). Action Feb. 16.

■ In proceeding on applications of Dubuque Broadcasting Co. and Telegraph-Herald for new FM stations in Dubuque, Iowa, in dockets 15442-3, granted Dubuque request to continue Feb. 15 hearing to March 22. Action Feb. 12.

##### By Hearing Examiner Isadore A. Honig

■ Upon request by Broadcast Bureau and with informal consent of other parties, further extended time from Feb. 16 to Feb. 26 to file proposed findings and from March 1 to March 15 for replies in proceeding on applications of Community Radio of Saratoga Springs New York Inc. and A. M. Broadcasters of Saratoga Springs Inc. for new AM stations in Saratoga Springs, N. Y. (dockets 15587-8). Action Feb. 16.

■ On own motion, continued Feb. 17 hearing to later date to be fixed by further order, pending disposition of joint request for approval of agreement by applicants in FM proceeding — Midwest Television Inc. (WMBD-FM), and Peoria Journal Star Inc., Peoria, Ill. (Dockets 15745-6). Action Feb. 9.

■ In Springfield, Ill., TV channel 26 proceeding in dockets 15449-50, (1) on own motion, dismissed as moot motion by Midwest Television Inc. to enlarge issues against Springfield Telecasting Co., and (2) formalized by order ruling made at Feb. 10 hearing conference and granted motion by Springfield Telecasting to dismiss its pleadings which were filed Dec. 28, 1964 contemporaneously with its request to dismiss its application. Both actions were nunc pro tunc as of date of Review Board's action

dismissing Springfield application. Action Feb. 9 and Feb. 10.

##### By Hearing Examiner H. Gifford Irion

■ In Henderson-Boulder City, Nev., TV channel 4 proceeding, in dockets 15705 et al., granted petition by Charles Vanda for leave to amend his application with respect to Sections III and V. Action Feb. 11.

##### By Hearing Examiner Jay A. Kyle

■ Pursuant to Feb. 15 informal conference in proceeding on applications of Lorenzo W. Milam & Jeremy D. Lansman and Christian Fundamental Church for new FM stations in St. Louis, in dockets 15815, 15617, specified March 3 date for the filing of proposed findings and March 12 for replies. Action Feb. 15.

##### By Hearing Examiner Forest L. McClenning

■ In proceeding on applications for 1110 kc in Pasadena, Calif., area in dockets 15751-15766, granted petition by Western Broadcasting Corp., for leave to amend its application to provide certain technical data as to proposed daytime DA pattern and to compliance with Sec. 73.187 of rules inadvertently omitted in application as originally filed; and by separate order, denied petition by Pasadena Broadcasting Co. to enlarge issues with respect to Pacific Fine Music Inc. application. Action Feb. 15.

■ Granted petition by Broadcast Bureau to extend time from Feb. 8 to Feb. 15 to file proposed findings and from Feb. 23 to Feb. 26 for replies in proceeding on applications of Nelson Broadcasting Co. and WBNR Inc., for new FM stations in Newburgh, N. Y. (Dockets 15591-2). Action Feb. 9.

#### BROADCAST ACTIONS

##### by Broadcast Bureau

###### Actions of Feb. 16

WJNC-FM Jacksonville, N. C.—Granted SCA on sub-carrier frequency of 67 kc.

WNBE-TV New Bern, N. C.—Granted mod. of license to reduce aur. ERP to 50 kw.

KBK-TV Bakersfield, Calif.—Granted mod. of license to reduce aur. ERP to 19.1 kw (DA).

WLBW-TV Miami—Granted mod. of license to reduce aur. ERP to 47.9 kw, and change type aur. trans. (main trans. and ant.).

WJW-TV Cleveland—Granted mod. of license to reduce aur. ERP to 30.2 kw, and change type aur. trans. (main trans. and ant.).

WCBG Chambersburg, Pa.—Granted CP to install new trans. as main nighttime trans. (second main trans.); use present main trans. as main daytime.

WOOK Washington—Granted CP to make changes in ant. system (auxiliary); conditions; without prejudice to whatever action commission may take on pending application by United Broadcasting Inc., for renewal of WOOK license and related applications.

■ Granted licenses for following UHF TV translator stations: K79AU, Millard County School District, Delta, Utah; K79AY, Phillips County TV Association Inc., Phillips county, Mont.; K70DH, K74CM, KDAL Inc., Aitkin and Brainerd, Minn. (BLTT-651-2).

■ Granted CP's to install new auxiliary trans. for the following stations: WPTR Albany, N. Y.; KLCN Blytheville, Ark.

###### Actions of Feb. 15

■ Granted renewal of licenses of following TV translator stations: K04CB, Plush T. V. Inc., Plush, Ore.; K11GB, McNary Utilities Co., McNary, Ariz.; K04AI, K06AE, K07AP, Prescott TV Booster Club, Prescott, Ariz.; K72AP, K76AK, K80AM, Navajo Tribal Council, Window Rock, Ariz.; K05BV, Silver Peak TV District, Silver Peak, Nev.

American Homes Stations Inc.; Orange County Broadcasters, and Orlando Radio & Television Broadcasting Corp., Orlando, Fla.—Designated for consolidated hearing applications for new FM stations in Orlando, to operate on channel 286 (105.1 mc)—American Homes with ERP 89.67 kw, ant. height 482.8 ft.; Orange County with ERP 100 kw, ant. height 490 ft., and Orlando Radio & Television with ERP 100 kw, ant. height 436 ft.

WJBO-FM Baton Rouge, La.—Granted CP to change frequency from channel 268 (101.5 mc) to channel 273 (102.5 mc), continued operation with ERP 100 kw; ant. height 440 ft.; remote control permitted.

WCFM-FM Ashland, Ky.—Granted CP to change operation on channel 229 (93.7 mc) from ERP 2.75 kw, ant. height 200 ft. to ERP

*Continued on page 138*

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
  - DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only).
  - 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.
- APPLICANTS: If tapes, films or packages larger than No. 10 envelope submitted, \$1.00 charge for mailing (Forward remittance separately, please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Southern New York—Experienced manager with sales experience—top salary & benefits—send photo & full particulars. Box B-185, BROADCASTING.

Manager, strong on sales, good voice, for small-town midwest daytimer. In sales, looking for that moveup? This could be it! References, resume to Box B-229, BROADCASTING.

Aggressive manager for South Carolina station. Send background. Box B-263, BROADCASTING.

Expansion into CATV and FM has created opening for aggressive station manager strong on sales. Texas-Oklahoma area native preferred. Box B-266, BROADCASTING.

Established Midwest station 100,000 city wants manager strong on sales, programing, leadership. Prefer college trained young man anxious to grow with aggressive, well financed organization. Confidences respected. Box B-301, BROADCASTING.

Join and grow with successful small market group. Immediate opening for selling, sober manager. Outstanding incentive plan. Professional and credit references required. Contact Ralph Hooks, Dixie Stations, P.O. Box 46, DeRidder, Louisiana. Phone 9080.

## Sales

How would you like to join the team of a swinging operation that is showing fabulous gains in sales volume. You will be furnished a good account list and plenty of sales aids. You will work with one of the top radio salesmen in the business. If you want to go places in radio don't pass up this opportunity to join the lively ones. This is a group operation offering a young energetic salesman plenty of room to grow and prosper. Send complete resume, picture if you have one, and salary requirements to Box B-179, BROADCASTING.

Experienced salesman for highly rated Southeastern New York station. Excellent opportunity. Mail complete story to Box B-187, BROADCASTING.

Western Penna. TV station wants creative radio-TV salesman. Immediate on-air account list. This is a five figure opportunity. Box B-189, BROADCASTING.

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box B-214, BROADCASTING

Want a permanent position? Metropolitan two station market, South Plains, has opening for salesman. Desire a good strong personality who can keep accounts serviced and sold. No uphill sales job, station is recognized and respected. Manager needs more free time. Salary, commission, expenses. Box B-305, BROADCASTING.

Sales representative Michigan fulltime AM, 50 kw FM, capable of handling small-town accounts. Box B-324, BROADCASTING.

Salesman for Western Florida city. \$100 per week plus percentage. Opportunity to grow for aggressive individual. Send resume. Box B-339, BROADCASTING.

Fast growing adult good music station need's mature salesman. Excellent opportunity for hard working family man. Guaranteed draw against top commissions. Write. Commercial manager, KLAIV Radio, P.O. Box 1510, Las Vegas, Nevada, 89101.

## Sales—(Cont'd)

Experienced salesman with management ability. Salary plus commission. WBRD AM-FM, Bradenton, Fla.

Major Midwest 7 station chain operation has immediate opening for trained, aggressive salesman. Protected active account list assures immediate earning potential. Salary plus commission arrangement. Paid vacation, hospitalization and insurance program, retirement plan as fringe benefits. Send complete resume and photo to WGEE, 4800 East Raymond St., Indianapolis, Indiana.

Lansing, Michigan is a land of great opportunity. We need a young, creative, imaginative, salesman to grow with our station. Send resume and photo to Chuck Mefford, WITL. Good starting guarantee plus commissions.

Saleswoman for station featuring women's programs, WOMN, Salary (open) and commission. Write to Suite 426, Decatur Federal Building, Decatur, Georgia.

Promotions in growing AM group leave opening for two experienced salesmen interested in advancement. Single station markets, Oklahoma and Texas locations. Send complete resume to Galen Gilbert, Box 346, Neosho, Mo.

Video sales engineer—Ampex Corporation has immediate opening for salesman with broad experience in broadcast and CCTV studio equipment EE Degree or equivalent required. Do not phone, send complete resume with salary requirement to Mr. R. Sirinsky, 947 York Road, Abington, Penna. All replies handled confidentially. An Equal Opportunity Employer.

## Announcers

First phone combination man, mid-Atlantic metropolitan market. Good starting salary. Excellent working conditions. Box A-53, BROADCASTING.

Bright, mature morning personality needed now by stable, expanding adult-programed Virginia station. Some sales experience helpful. Box B-108, BROADCASTING.

Immediate opening, Michigan-announcer first phone middle of the road format, salary open dependent on experience. Send tape, picture, and resume. Box B-210, BROADCASTING.

Desire sales experience? If you want an opportunity to develop in sales and are willing to learn, Southwest metropolitan station has an opening for you. Must have previous radio experience. Write Box B-306, BROADCASTING.

Good mature voice for good music format—must have first phone, excellent pay. Send tape and particulars immediately. Box B-310, BROADCASTING.

Newsman, qualified through experience or schooling, wanted for long established full-time kilowatt, strong in news coverage. 3 newsmen on staff, new mobile unit in operation. Pleasant, prosperous, Illinois city. Better than average situation as to pay, working conditions, extra benefits and opportunity. Give details of experience, training, references to Box B-327, BROADCASTING.

Immediate opening for experienced announcer to work at long established Penna. station. Must have good news background and board experience. Send salary requirements, news & dj audition tape and references in initial correspondence. Box B-329, BROADCASTING.

## Announcers—(Cont'd)

Experienced announcer for 5 kw 24 hour Pacific Northwest regional with good music format. Two million in primary coverage. Must have first phone. Send tape, references to: Mr. John Sherman, Operations Manager, Radio station KARI, Bellingham, Washington.

Experienced announcer. Housing for single or married couple without children. If you are now in New Mexico or adjoining state airmail information to KRSN. KRSN-FM stereo, Los Alamos, New Mexico.

Immediate opening for young man willing to work hard for low pay in small station in small market. Pop music—non rock sound. Opportunities to gain experience in all phases of small market operation, including sales and news. Send, tape, picture and complete details in first letter by air mail to Birt Hilson, KSEW, Box 258 Sitka, Alaska.

Mid-day man, experience, stable, authoritative voice. Send photo, reference names, tape. KTFT, Twin Falls, Idaho.

Immediate opening for young single announcer with third class license, experienced or with training. KVWM AM & FM, Showlow, Arizona.

Have opening for relief announcer. Station WAMD, Aberdeen, Md.

Top announcer for top station in market . . . We want a professional on his way up . . . looking for a stepping stone to better things. We will give you the experience and training . . . in return for a better than average voice. Send tape to Roger Carter, WGKV, Charleston, West Virginia.

Need experienced announcer—Send audition tape to WHRT, Hartselle, Ala.

Announcer. live singing personality, top 40 operation, WHSL Wilmington, N.C.

Immediate opening for morning man. Should be capable with good work record. Please furnish tape, references, resume. WILO-AM-FM, Frankfort, Indiana.

Experienced format morning man. Personality with few words and production sense. Tape and resume immediately. Cody Owens, WITL, Lansing, Michigan.

Country music station wants good, friendly personality, not cornball, to announce also sell. Contact James Dick, WIVK, Box 10207, Knoxville, Tennessee.

Wanted: Announcer-salesman, minimum 2 years experience announcing, will train in sales. Have plans for right young man. Contact John Slatton, WJBB, Haleyville, Alabama.

Quality, big coverage station requires top notch all around announcer who knows and likes good popular music of the non rock type. \$120 for 40 hour week. Send tape and resume to Winslow Porter, WJTO, Bath, Maine. Studio fire destroyed all tapes and correspondence from previous applicants. We do not know who applied. If you mailed previous application just send letter. Position still open.

Immediate opening for professional, bright sounding, morning man. Good music format, no news TV talent opportunities. Send air check, photo, resume and requirements to Program Director, WOC Radio, Davenport, Iowa.

Wanted: Announcer—first ticket necessary. Immediate opening in growing market within 100 miles of Washington, D. C. Excellent opportunity in summer resort area. WPTX, Lexington Park, Maryland.

## Announcers—(Cont'd)

**Wanted:** Negro deejays, and operations manager capable writing good selling copy and doing outstanding production for top 40 format station. Send complete resume, references, photo, min. expected starting salary, and copy samples and 7½ ips audition tape with first letter. Jack Garrison, WRAP. Box 598, Norfolk, Va.

**Immediate opening for announcer-copywriter** also first phone announcer engineer. Good music format AM & FM. No drifters or loafers. Send resume, tape, references and starting salary to Radio station WROA, Gulfport, Mississippi.

**Top 40 dj with first phone for swinging all night show** Contact Jim Smith, WSAI, Cincinnati.

**Radio announcer-salesman.** \$100 weekly minimum guaranteed. Capable salesman can make \$7,500 annually. Send audition tape, complete data. J. A. Gallimore. WSNW, Seneca, S. C. No phone calls.

**We're looking for a bright young pro.** Good voice, experience to work for top rated modern station in brand new facilities. Rush tape & resume to WSPT Radio, Stevens Point, Wisconsin.

**Experienced man for sign-on shift.** The more tricks you have in your bag the more we can pay you. Write all to WTWA, Thomson, Georgia.

**First phone combination man.** Good music, religious emphasis format. Immediate opening. WVOC, Box 17, Battle Creek, Michigan.

**Announcer—some experience immediately.** WVOS, Liberty, New York.

**Experienced announcer with good voice and first phone needed.** Business is so good we must expand. Job is immediately available so join a real going operation. Call Cliff Willis, Program Director, 219-936-4096, Plymouth, Ind.

**Announcers, newscasters, DJs!** Professional coach will train you quickly for profitable radio, television, network! Amazing techniques revealed. Low-cost, taped home instruction. Highly effective, fast! Also beginners. Hal Fisher, 678 Medford, Patchogue, L. I., New York 11772.

**Looking for a job?** You'll get better, faster results if FACTOR transfers your 15 minute demonstration tape to LP records. Five records of your tape only \$22.95. Send airmail for overnight service. Factor, Pawleys Island, S.C.

## Technical

**Chief engineer experienced for Southeastern New York station—excellent pay—send information immediately.** Box B-186, BROADCASTING.

**Chief engineer FM Stereo station with SCA,** limited announcing. New RCA transmitter. Good opportunity in central Indiana market. Box-215, BROADCASTING.

**Wanted: Engineer, announcer.** First ticket. Good station in West. Permanent position for right man. Station prefers man between 30 and 40 years old. Married with family. Write for details. Box B-323, BROADCASTING.

**Need good combo man—1st phone announcer** who has good working knowledge of equipment. Can do maintenance, both preventative and corrective and run good air shift. For such a man we offer top salary for small market and good job security. All applications will be considered. Contact Johnny Mitchell, KWCL, Oak Grove, La.

**1st phone man for transmitter watch.** Opportunity for announcing later on . . . depending on ability. Station WAMD, Aberdeen, Md.

**Technician 3rd class—board operator.** Permanent immediate opening. WSBC, Chicago. MO 6-9060.

## Production—Programing, Others

**Upper Midwest radio-TV group** (five stations) has openings for newsmen, sports director and news-sports combinations. Opportunity for advancement in both radio and TV. Retirement plan and other fringe benefits for stable man. Send full resume, tape, photo and salary requirements first letter. Box-140, BROADCASTING.

## Production—Programing, Others

### Continued

**Ambitious young broadcast newsmen** (or women) who want to obtain an MA and a year's experience with a national network. This is the best graduate study-internship program in the country. Send a detailed resume, references and a letter telling why you want to do graduate work in Journalism. Box B-204, BROADCASTING.

**Good production man, good announcer—** knowledge of sports helpful. Must be experienced, willing to work and have pride in doing the best possible job. We don't need bodies, we want a radio man! We can offer you permanency, a nice California town in which to live and \$500.00 a month. Send air check including commercial productions and complete resume. Box B-221, BROADCASTING.

**Program director to take over all programing** for dominant community station in three-station Minnesota market. Need imaginative, creative, detail man who can implement station programing policies, supervise announcing staff, copy and traffic, organize promotions, and work with management on improvement of all phases of station sound. Selected air work. Applicants will be checked carefully. Will talk salary when you show what you will do for me. Box B-299, BROADCASTING.

**Wanted: Professional news administrator.** To operate five man news department in market of 13,000. Big station. Beautiful facilities. Talk format. Four station owned news cruisers. FX lines. You must be familiar with weather, sports, and farming, and experienced managing other newsmen gathering local and area news. This is a big job for good pay. Dale Low, KWIX, Moberly, Missouri.

**Production—Virginia's leading Top 40 operation** wants an experienced production man well versed in format promotions and capable of turning out above average work for an above average salary. Don't telephone, but send non-returnable tape and resume to Roger Clark, Program Director, WGH, Norfolk, Virginia.

**Wanted—News director with experience** radio station WMIR, Lake Geneva, Wisconsin. Phone 414-248-6656.

**Newsman to gather, edit and voice news** only for news minded station. Send tape and resume to WOMN, Suite 426, Decatur Federal Bldg., Decatur, Georgia.

**Women's director and traffic.** Send sample scripts and tape to WOMN, Suite 426, Decatur Federal Building, Decatur, Georgia.

## Situations Wanted—Management

**Station or sales manager: Nothing succeeds** like success. This one has wide successful experience in sales & management. Will consider only above average compensation. Box B-272, BROADCASTING.

**Sales manager—seeking small market management opportunity.** Will invest. 12 years experience. Announcing, sports, programing and sales. College graduate, 31, family & excellent character. Employed Southeast. Box B-295, BROADCASTING.

**Manager, Midwest, 40, family, 18 years radio** veteran. Space here inadequate to cover capabilities. Box B-308, BROADCASTING.

**Good taste! Success!! Mr. Owner,** have you been looking for someone of maturity and integrity, experienced but modern in thought, with a record of success and good taste to manage your station? I am available for large, medium or small market, and at the right price. Lets talk. Write Box B-143, BROADCASTING.

## Sales

**Salesman with many years experience** open on notice. Prefer Southeast. Sober, reliable. Can give and take orders. Box B-81, BROADCASTING.

**Sales manager in every sense of the word.** Successful background includes personal sales and training. 11,000 minimum. Box B-271, BROADCASTING.

## Sales—(Cont'd)

**Former dj wants start in sales/copywriting** in Jersey or N. Y. state, college grad. Salary plus commission available March 1. Box B-285, BROADCASTING.

**Looking for successful station-sales manager?** Seventeen years experience with solid record in programing, sales, and management. Interested in re-locating. Top position. Box B-287, BROADCASTING.

**Idea-man seeks promotion/sales manager-** ship, medium. Ten years broadcasting. Married, 25, college, employed, major, five figures. Box B-300, BROADCASTING.

## Announcers

**DJ, good board, solid news, commercials,** happy sound. Box B-135, BROADCASTING.

**Bright sounding dj-announcer, authoritative** newscaster, dependable, third phone, will relocate. Box B-224, BROADCASTING.

**DJ, 17, Illinois area.** Weekends: I'm your summer replacement. Rock or good; some experience. 3rd phone endorsed. Box B-265, BROADCASTING.

**Newsman who can gather and write—dj—** first phone—production—currently employed will move for right offer—family man—resume, sample copy and tape. Box B-268, BROADCASTING.

**Top man, top chain in top Southwest market** wants to come back to Midwest. Versatile and stable. Can handle all formats—radio or television. Box B-269, BROADCASTING.

**Announcer/newsman — authoritative — dj —** bright sound—experienced—tape—married—relocate. Box B-270, BROADCASTING.

**Experienced announcer, good production** man, tight board, currently in a major Southern market. Good references, hard worker available. Box B-276, BROADCASTING.

**Major cities. Potential wasted. Adult music.** Excellent ratings. Authoritative news. Write and rewrite. College. Possible television. Box B-281, BROADCASTING.

**Announcer seeks first position.** College radio experience. Masters degree in music. Third phone. Veteran. Am worth a chance. Try me. No Obligation. Box B-282, BROADCASTING.

**Young man, speech background desires** start. Intelligent, adaptable, ambitious, willing to learn. Box B-292, BROADCASTING.

**DJ—wants to swing.** Two years middle of road experience. Single. Box B-297, BROADCASTING.

**Versatile young announcer desires position** in Washington, D. C. metropolitan area, or East coast. Experience includes AFRTS (PD, newscaster, disc jockey). Tape and resume available. Box B-302, BROADCASTING.

**DJ, news and sports.** College graduate, third phone, some experience. Box B-304, BROADCASTING.

**Announcer dj, with tight production and** brite sound. Resume and tape. Box B-311, BROADCASTING.

**Announcer—newsman; smooth mature voice,** energetic, dependable, sales experience. Box B-312, BROADCASTING.

**Top announcer for Canadian network** desires to live in better climate. Knowledgeable in all periods of serious music; also swing and jazz, 15 consecutive years of own deejay programs. Experienced newscaster. Southwest or Florida preferred. Will fly down for personal interview. Box B-317, BROADCASTING.

**Experienced adult morning man.** Programmer, news, sales, would like twin cities or upper Midwest. Tapes and resume available. Box B-321, BROADCASTING.

**Announcer, broadcasting school graduate.** Midwest. Endorsement. Some experience, hard worker. Box B-322, BROADCASTING.

**Top 40 or middle road dj, announcing** school graduate, 29, 3rd phone also capable sports. TV. Box B-326, BROADCASTING.



## Announcers—(Cont'd)

Sincere warm announcer, not a floater or prima donna, family man. Box B-335, BROADCASTING.

Young dj top 40 experience. Tight production. Available immediately. Box B-336, BROADCASTING.

Gospel dj, professional gospel singer, announcer-dj. Bright sound, family man. Willing to relocate, 3rd class license. Box B-337, BROADCASTING.

Soul brother dj single, bright sound, not floater, 3rd phone, will relocate. Box B-338, BROADCASTING.

Employed 300,000 market! Vet., 7 years experience all phases. Married, dependable. Box B-340, BROADCASTING.

Experienced top 40 dj available, first phone. \$90. Box B-341, BROADCASTING.

Creative dj, first phone, program director, college, no rock, 50 kw of ambition. Paul Pagano, 164 Pine St., Berlin, New Hampshire.

Small market manager wishes to aid man- Friday to advance. Available in March. Experienced in announcing, news, production, sales, office procedures—strong on sports—3rd phone endorsed, college grad., 27. Desires position with opportunity for advancement. Call 614-773-2244 or write Mgr., P.O. Box 244, Chillicothe, Ohio.

Experienced, dependable, ambitious. Primarily top forty or good music. I like SW Ohio—but for right price, you can tell me where to go. Reply Bill Burkett, 4 Lylburn Rd., Middletown, Ohio. 513-422-1660.

Country & western announcer & entertainer with years of experience, now available. Write Vern Young, 580 S. Main, Salt Lake City or call CY 8-2563.

Announcer, 1st phone, year experience, young, single, relocate anywhere. Ryan, 2311 Rio Grande, Austin, Texas—GR 2-6053.

Experienced dj-newsman with 1st phone. Good top 40 production and dependable. Can take on PD or assistant duties. Prefer Midwest. Phone 515-843-4221, 10 a.m.-5 p.m.

First phone, experience. John Bowles, 502-447-2779.

West Coast serfer desires top 40 position, preferably New England, could be new twist. College grad. Partial completion of Masters degree in radio/TV. Just out of school, experience limited but diversified. Stable. Married, 1st phone. Want to work 8 days a week. Don Barrett, Box 921, Santa Monica, California.

## Situations Wanted—Technical

First phone engineer will do announcing. Recent Grantham school graduate seeking a start in broadcasting. Box B-279, BROADCASTING.

Experienced first class engineer-announcer available in central California 1 April. Strong radio-TV maintenance background. Professional production. Some TV switching experience. Personal interview at my expense. Box B-303, BROADCASTING.

Presently chief engineer 50 kw directional. Thirteen years radio and TV. Mature first phone. Particularly qualified in maintenance and personnel supervision. Desire supervisory opportunity in Northern Florida. No announcing. Box B-315, BROADCASTING.

1st phone inexperienced interested in learning technical end of broadcasting in Washington, D. C. area. Box B-325, BROADCASTING.

Experienced first phone technician wants job immediately. Some announcing, some sales. Anywhere West. Johnny Jay, 1005 East 6th Street, Long Beach, Calif.

## Production—Programing, Others

Assistant Program Director, 50,000 watt clear-channel outlet seeking 1st position. 15 years experience all phases radio programming. Consider opportunity above location. Box B-165, BROADCASTING.

## Production—Programing, Others

### Continued

Farm directors position wanted. Member NATRFD. Experienced radio & TV. Box B-180, BROADCASTING.

Aggressive, dependable, hard working pd. production top 40, sports play by play, sales background. Six years experience, ready to move up. Interested in Midwest medium market challenge. Broadcaster with know-how to make you #1 in area. Box B-264, BROADCASTING.

Need creativity? Double your measure, double your money. Hire two heads for the same price as one, satirist—personality wants location with major responsible organization. 15 years experience. Send for tape, resume. All replies answered if potential stated. Box B-274, BROADCASTING.

Production man available specializing in money making commercials. My audition speaks sales. Box B-277, BROADCASTING.

Newsman: Presently news director in medium size market. Northwestern University grad., service completed, five years experience, gather, write, on-air work. Wish to relocate in larger market. Box B-286, BROADCASTING.

Mature Virginia broadcaster seeking programmer—morning man—station operations position. Married, 29, 12 years experience. Programmer, morning man, newsman, award-winning newscaster, continuity, limited sales, and television. References excellent. Box B-293, BROADCASTING.

Radio-TV sportscaster now staff Los Angeles radio network station seeks Baseball play-by-play this coming season. Available seasonal or year round. Box B-294, BROADCASTING.

Program director with administrative abilities and ambition to boot! Former top 50 market experience with 1st phone. Contemplating move to large market as PD or announcer. Present salary \$125 per week. Box B-298, BROADCASTING.

Veteran newsman — sportscaster! Gather, write, air! Strong play-by-play! Box B-309, BROADCASTING.

Experienced woman newscaster/newsgatherer/writer for Eastern kilowatt. 3rd ticket. Also experienced other air communications. Box B-331, BROADCASTING.

Hello Colorado: Us four kids want to live in the very best state. Our daddy says ok, but only if he gets a good job. All we want is a place for horses and our coming brother or sister. Daddy works in Chicago and has lots of experience. Make us happy. Write Box B-332, BROADCASTING.

## TELEVISION

### Help Wanted—Sales

Western Penna. TV station wants creative radio-TV salesman. Immediate on-air account list. This is a five figure opportunity. Box B-189, BROADCASTING.

Account executive. Experienced television salesman major market. Top opportunity and remuneration. Complete resume to Box B-283, BROADCASTING.

Needed: A guy that knows how to sell TV time to both big agency and small retailer. Top ten market. Top dollar potential. It will help if you're young, three years radio or TV experience. Hungry, but not starving. Sociable but sober. Aggressive but not hasty. Reply to Box B-343, BROADCASTING.

### Announcers

Staff announcer wanted. Experienced TV announcer for KENS-TV, San Antonio, Texas. Send tape, resume to Al Dullnig, Program director.

### Technical

Engineering supervisor, major Midwest TV station. Requires exceptional individual to operate modern, unionized shop. Technical knowledge and supervisory experience essential. Starting salary \$10,000. Box B-289, BROADCASTING.

## Technical—(Cont'd)

Transmitter supervisor/assistant chief—strong on GE transmitter, high band VHF. Texas Gulf coast market. Excellent opportunity for advancement and benefits. Airmail complete resume to Box B-330, BROADCASTING.

Technicians, for new multiple TV transmitter/studio installation. Construction experience desirable. Contact D., Weise WTTW-WXXW, 1761 E. Museum Drive, Chicago, Illinois.

Engineer, first phone. TV studio operation and maintenance background. Write Chief Engineer, Box 1859, New Haven, Conn.

## Production—Programing, Others

Upper Midwest radio-TV group (five stations) has openings for newsmen, sports director and news-sports combinations. Opportunity for advancement in both radio and TV. Retirement plan and other fringe benefits for stable man. Send full resume, tape, photo and salary requirements first letter. Box B-141, BROADCASTING.

Big Ten Journalism school needs young TV newsmen who can prove his ability as a reporter, writer and cameraman to teach students in class room and laboratory. High pay, hard work, unusual opportunity. Box B-205, BROADCASTING.

Producer-director. Immediate opening for creative man. Midwest TV station. Should be experienced in handling switcher, video tape, other program elements. Send resume to Box B-280, BROADCASTING.

Film editor also opportunity to work into Television cameraman position. Include full details with wage required in original application. Box B-307, BROADCASTING.

News director, KIFI-TV, Idaho Falls, Idaho.

Experienced radio-Television newsmen wanted for NBC affiliate in Midwest. Send tape, resume and photo to Bob Werly, WSJV-TV, WTRC, Elkhart, Indiana.

## Situations Wanted—Management

Successful general manager—15 years management of TV stations in million to two million dollar annual billing class. Top agency network contacts. Strong sales background. Available approximately May 1 due to station sale. Box B-314, BROADCASTING.

## Announcers

Four years experience, college, draft free family. Looking for Eastern market with opportunity. Prefer AFTRA. Available now. Phone 703-434-2162 or Box B-205, BROADCASTING.

Kids shows . . . dance parties, etc. Proven TV-radio family friend. Best references . . . Now West coast top 40 radio but desire return to TV. Box B-275, BROADCASTING.

Experienced Canadian network TV announcer-newscaster wishes to relocate in warmer climate. 39 years old, with 20 successful years in the business. Superior background qualifications. Would prefer the Southwest or Florida. Will fly down to investigate serious offer personally. Dignity and permanence mandatory. Box B-316, BROADCASTING.

Four years experience, college, draft free family. Looking for Eastern market with opportunity. Prefer AFTRA. Available now. Phone 703-434-2162 or Box B-209, BROADCASTING.

## Technical

Young family man—1st phone (radar endorse), amateur, private pilot—seeking progressive opportunity. 12 years experience. Past Navy ET, TV tech., amateur equip. sales, radio combo and radio CE Present employment—6 years studio engineer. Box B-114, BROADCASTING.

Bored with industrial electronics. Have four years Navy electronics; civilian technical school; four years civilian electronics including heavy ground radar; 1st class FCC radio telephone. Box B-284, BROADCASTING.

## Technical—(Cont'd)

Chief engineer experienced in construction of VHF-UHF desires to relocate. College graduate, management capabilities. Box B-320, BROADCASTING.

Highly experienced television, radio. All phases, VTR. Remotes off air pickups, intercity microwave, directionals. Can modify install and maintain. Presently chief, good health and work record. Want supervisory position in South Central, South West. Write Box 574, Route 1, Yuma, Arizona.

## Production—Programing, Others

Young producer-director seeking position with ETV station. Background in television-radio-film. College graduate. Now employed in major market instructional and community operation. Box B-193, BROADCASTING.

Producer-director seeks challenge. 8 years combined experience at major affiliate and UHF independent. Wide remote experience. Interested in production manager opening or new station with management opportunities in near future. Top references. Box B-198, BROADCASTING.

Attention all independents and small-medium affiliates. Thoroughly experienced (12 years) career man now ready for program director position. Formerly production manager with top Eastern station, now with large independent. Sales oriented program ideas and overall formats ready for presentation. Heavy remote experience in sports and special events. Excellent references. Box B-199, BROADCASTING.

Director. Experienced ETV & Commercial television. Degree. Box B-262, BROADCASTING.

Graduating Northwestern Radio-TV film, winner MCA fellowship in writing for performing arts, author university film, thirteen years professional actor. Seeking position production or writing. Box B-288, BROADCASTING.

Producer-director, six years experience all phases radio-television production — Live-film-video tape. 4½ as producer-director. Any area considered. Resume and references, Box B-313, BROADCASTING.

Production man. Young, hard-working and enthusiastic, desires to relocate. With same station 8½ years. Experience in live programming, commercial facilities, musicals, westerns, major news and sporting events. Scheduling knowledge. Box B-328, BROADCASTING.

Male copywriter—efficiently expert—market minded—operationally original. Three years last station terminated by family emergency. Professional music, motion picture background assures talent-tailored copy. An energetic, congenial 45, prefer Southern U. S., but secure, interesting future primary. No canned presentations—original samples developed from your marked ad pages. Radio considered, but only low decible. Malmberg, Box 3102, Daytona, Florida 32018.

A creative director-announcer who likes hard work? Impossible! Well, not quite. Call 319-652-3144.

## WANTED TO BUY—Equipment

Tower 350' or larger to be cut down. Self supporting—insulated—to take 100' stick. Retherford Broadcasting, Inc., Box 1207, Mesa, Arizona. 969-2203.

Wanted: 2 (type 70B) 3 Speed RCA transcription turntables w/cabinets (middle West area). Send price, condition, location to Dale Sloan, 2678 Dibblee, Columbus, Ohio 43204.

Educational college radio station needs cartridge tape machine. Write WMMC, MacMurray College, Jacksonville, Illinois.

Need immediately a used 15 kw natural gas or diesel generator. Contact Jim Bonnette—874-7956, Toledo, Ohio or write WMGS Rt. 1, Perrysburg, Ohio.

Need 10 kw FM amplified on west coast. Any condition considered. Box B-296, Broadcasting.

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. \$125.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California 832-3527.

Bargain for sale: Operating 5 kw Western Electric model 405-B-2 AM transmitter with spare parts. Goodwill Industries, N. G. Cohen, 301-772-7720, 8421 Ardmore Rd., Landover, Maryland.

For Sale—3 year old Gates four-channel studioette. Excellent condition. Original cost \$895.00. First \$500.00 takes it FOB. Available January 1, 1965, KCOM Commanche, Texas.

Whatever your needs in used broadcast equipment, contact us first. The complete source and clearing house for used equipment requirements. . . Broadcast Equipment Supply Co., Box 3141, Bristol, Tenn.

FJ 14-channel multiplex equipment. Nordberg diesel stand-by 120-volt AC power. Full particulars available from R.N. Patrick Manager—Purchasing Department. Plantation Pipe Line Company, P.O. Box 18616, Atlanta, Georgia.

250 Items . . . Used broadcast and CCTV equipment. Monitors, cameras, etc. Write for free five page listing. General Television Network, 901 Livernois Ave., Ferndale, Michigan 48220.

Federal type FTR-193-A transmitter with a GEL type FMC-S exciter and GEL type SCX-B Stereo generator and 2 subcarrier generators for 67 and 42 kc by GEL type FMX-1 and original exciter. This equipment is in current operation, and has received FCC type acceptance as a system, \$4,500. Box B-334, BROADCASTING.

RCA type BTA-10F AM transmitter with 5 kw cutback with spare tubes and crystals for 990 kc, \$5,500. Box B-333, BROADCASTING.

RCA FM superturnstile BM-18-A tunes 88 to 97 mc. Power gain 12 times. Complete. Excellent. William Bruring, 518 State, LaCrosse, Wisconsin.

New and reconditioned remote pick up (aural) equipment, Fire & Police receivers, FM 2-way radios, World Wide Co., Phone 817-594-5172, Box 43, Weatherford, Texas.

We have in stock ready to deliver, used audio consoles, transmitters, audio equipment. Write for quotations, Contelco, 457 W. 28th St., Hialeah, Florida.

RCA TG-25 special effect generator new \$300.00 18 master monitors TM-5 MI-2135 used \$150.00 each. 536 Pardee Street, Hazleton, Penna. FOB.

For sale: RCA PFH 12AP superturnstile, channel 10 TV transmitting antenna. Now stored on trestles. Good condition. Will sell as is, where is. Excellent bargain for the first caller. Phone B Haurylak, National Airlines, Inc., Miami, Florida. 633-6311.

Four (4) Collins recorder play back cartridge systems plus two (2) record amplifiers. One year four months old. Excellent condition. Reason for selling—converting to transistorized equipment. Gates level devil —M5546A compressor expander amplifier. Used approximately one year. Excellent condition. One (1) brand new Simpson modulation meter. Contact Sonny C. Harrill, Chief engineer, Radio station WSPF, Hickory, N.C. Phone: area code 704-328-1338.

Collins 734A 3 kw FM xmitter with Harkins FME-50 multiplex modulator: misc. 5kw RF components, plate & filament transformers, chokes; WE 25 B audio console. Write for complete list . . . Box 1207, Mesa, Arizona. Phone 969-2203. Retherford Broadcasting, Inc.

FOR SALE—Used General Electric type BT-1-B 250 watt, FM transmitter. Good condition. Passed recent proof of performance. Best offer. WLAD, Danbury, Connecticut.

Good used 250 watt Raytheon AM transmitter Excellent main or standby use. \$600. Contact R. H. Morgan, WTTR, Westminster, Md.

Steel and Tower Erection and Maintenance Co., Box 263 A, Route 9, Old Annapolis Rd., Pasadena, Md.. CL 5-4831.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog, Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 2,000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steiner St., San Francisco

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N.Y. 11229

Tiger month promotion. Write for complete details free. Beautiful tigers. \$30.00 dozen. Shipped 18 in a carton, FOB, Charlotte. Tiger tails \$25.00 per 100, FOB Charlotte. Send order and check to P. O. Box 8588, Charlotte, North Carolina, or phone 333-3456.

Original comedy material. Fresh. Hilariously funny. Listings, 10c. Don Frankel, P. O. Box 983, Chicago, 60690.

Easter promotion. Write for complete details free. Six foot Easter Bunny, assorted Easter colors. \$13.95 each, shipped 2 in a carton FOB, Charlotte. Send order and check to P. O. Box 8588, Charlotte, North Carolina or phone 333-3456.

Boost your billings with your own Hollywood reporter, pennies a day. Full production services for any format monaural and stereo. Also gag file of 100 luffs \$2.98. Mar-Kee Productions, Box 38, Concord, California.

Free star interviews! Record from telephone! For phone number, write: PO. Box 907, Beverly Hills, California.

Giant Easter Bunnies! Beautiful pastel co'ors —Plush—45" tall—Do Christmas business now! FOB \$15.00—each—SOS—270 Northcrest —Chattanooga, Tennessee—998-3346.

Gospel Music Time. Syndicated, open-ended. \$1.00 deposit required for audition tape. Box 71, Sumner, Washington.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

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

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

## INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 10, June 16, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin March 16-April 20-May 25-June 29 & Aug. 3. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods. proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting 814 H St. NW, Washington 1, D. C.

## RADIO—Help Wanted

### Announcers

## WOMAN WANTED

Top station in one of the top 3 markets wants personable female DJ for nite time to attract male audience. No routine performers wanted. Send photo, tape, resume & references.

Box B-184, BROADCASTING

### SAN FRANCISCO

good music station needs a strong masculine voice with a First Class license. Close to \$12,000.00 per year, five day week. Send tape and background notes to

Box B-291, BROADCASTING

## EVENING PERSONALITY KOMA

50,000 watts Okla. City

If you're a young broadcaster on his way up; have been polishing your talents in a smaller or medium market in the tradition of Dick Biondi or Johnny Rabbit, we want to hear from you. Our evening audience of several million requires a heads-up type personality capable of handling character voices, telephone contests and a smooth well prepared show. First class license essential. Air Mail tape of your work, resume and picture to:

Deane Johnson

Director of Programing  
KOMA (A Storz Station)  
Box 1520 — Oklahoma City

## Announcers—(Cont'd)

### WANTED

Articulate British Top 40 disc jockey with definite British or Welsh dialect and manner.

Box B-290, BROADCASTING

## Production—Programing, Others

### GIRL FRIDAY WANTED

Eastern Radio & TV executive wants competent Girl-Friday type secretary, free to travel, must have excellent shorthand and typing speeds, excellent salary, interesting job and travel allowance. Apply with background details, experience, age, references, recent photo to:

Mr. John Burden  
Remuda Ranch  
Wickenburg, Arizona

### RADIO NEWS DIRECTOR

For more than a year, we've been hunting for a man to take direction of our five-man news staff so that our present director can devote himself full time to public affairs projects. The man we seek writes with verve and color. He has a flair for editing. He wants to guide others in the pursuit of enterprise stories. He automatically sees local angles in national stories. He believes that his first responsibility is to provide the public with the information it most eagerly demands; stories that excite the public interest are stories to which he gives his primary attention. But he believes also that he must give the public information which the public does not seek—information on subjects related to city, state, and federal government, for example. You can see that we're looking for a man who's at least as much of a newsman as he is a radioman. Does all this fit you? Then send us a letter, a resume, and writing sample. (No tapes for now thank you.) We're in no hurry; you'll probably continue to see this ad for quite some time.

Roy Wetzel, Radio Station WBBF,  
850 Midtown Tower, Rochester,  
New York 14604

## TOP PRODUCTION MAN WANTED FOR TOP AM STATION

We will pay excellent salary plus generous fringe benefits for competent man to head our production and copy dept. Contact J. M. Ryder, WQUA, Moline, Ill.

## Promotion

## ARE YOU A PROMOTER?

If so, one of the nation's outstanding stations in a top major market needs you! Only an experienced, aggressive BROADCAST AUDIENCE PROMOTION man need apply. This is your opportunity for an unlimited future. All replies strictly confidential.

Box B-253, BROADCASTING

## Situations Wanted

### Announcers

## ATTENTION STATION MANAGERS . . .

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio  
3911 Pacific Highway  
San Diego 10, Calif.

## Production—Programing, Others

Erudite, witty phone talk star. Beats "Crane-Carson." Program now a success. Tapes, pix. resume. interview. State \$ potential. (12 thou).

Box B-273, BROADCASTING

## TELEVISION—Help Wanted

### Sales

## SALESMAN . . .

with proven ability needed for rich top 60 market station. Person selected will be ambitious, determined, hardworker, confident of ability to raise station billing. He'll have the best credit, character and sales references. This permanent opportunity will provide high five figure potential to right man. Send complete resume and recent picture to:

Bill Snyder

WQAD TV

3003 Park 16th St., Moline, Ill.

## Technical

## CHIEF ENGINEER FOR TELEVISION GROUP

Outstanding opportunity for overall chief engineer with new multi-station UHF group. He must have complete command, and excellent experience in advanced television developments—particularly UHF. In addition, he must have comprehensive knowledge of AM and FM techniques. He must be an experienced administrator and management-oriented. He must be able to supervise new construction from ground up. He'll be New York headquartered, with considerable travel involved. Send resume and salary requirements to:

Box B-342, BROADCASTING



## Technical—(Cont'd)

### CHIEF ENGINEER WANTED

Outstanding opportunity for chief engineer at one of the nation's great TV stations. Midwest location in one of the nation's top 15 markets. Must be experienced administrator as well as having knowledge of latest broadcasting developments, such as color, video tape, etc. Applicant must be management oriented.

Box B-93, BROADCASTING

### Director of Broadcast ENGINEERING

Multiple Radio-TV operation Midwest has immediate need for director of engineering to supervise current technical operation of all stations and supervise any new construction. Only experienced professional engineers need apply.

Box B-240, BROADCASTING

## EMPLOYMENT SERVICE

### NATIONWIDE BROADCAST SERVICES

Immediate openings nationwide for qualified, dependable announcers; disc jockeys; newsmen/engineers; salesmen; copywriters; and traffic girls. Also, Program Director, Sales Manager, and General Manager positions in key markets. Here is your opportunity to move up to a better, higher paying job in radio or TV. Write for application.

### NATIONWIDE BROADCAST SERVICES

925 Federal  
Denver 4, Colorado

Note: Station Inquiries For Personnel Invited.

### BY BROADCASTERS—FOR BROADCASTERS

#### The AMPS Agency

Now specializing in radio and TV personnel. Serving all the radio & TV stations in California, Oregon, Washington, Nevada, Arizona, Utah, Idaho, Hawaii and Alaska. We need everyone from Mgmt. down to receptionist. Send inquiry, resume, tapes where applicable to:

#### The AMPS Agency

"All Media Placement Service"

130 S. Robertson Blvd.

Beverly Hills, California 90211

Telephone OL 7-4881

Serving the West from California

### BY BROADCASTERS—FOR BROADCASTERS

### CONFIDENTIAL NEGOTIATIONS

We have jobs for exp. announcers, combomn. engineers, salesmen, newsmen, female copywriters. Nationwide service. Write for application

### CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

415 Smithfield St., Pittsburgh, Pa. 15222

■ THE ONE SERVICE DEVOTED SOLELY TO BROADCASTERS ■ JOB HUNTERS AND THOSE PRESENTLY WORKING BUT READY TO MOVE ■ MANAGERS TO TRAFFIC GIRLS ■ THE INDUSTRY'S BEST ARE IN OUR FILES ■ ■ ■ ■ ■ BROADCAST PERSONNEL AGENCY ■ SHERLEE BARISH, DIRECTOR ■ 527 MADISON AVE. ■ NEW YORK, N. Y. 10022 ■ ■ ■ ■ ■

## EMPLOYMENT SERVICE

### Continued

### MR. STATION MANAGER

If you need a qualified, reference checked employee, we have several hundred in our files. Our applicants are in all parts of the U. S.

Call or Write:

C.B.I. Placements

Radio-TV Division

641 Equitable Bldg. Denver, Colorado 80202

Phone 303 - 534-0688

### FOR SALE

#### Equipment

### FOR SALE

RCA TF6BM 6-section  
Superturndial TV Antenna  
Channel 4, 5

on the ground, may be inspected

#### BARGAIN

Contact.

Rupert Bogan, Director of Engineering

WBAP-TV

P.O. Box 1780, Fort Worth  
Texas 76101

Phone: Area code 817  
JE 6-1981

### FOR SALE

1,028' Truscon TV Tower  
40 lb. wind load  
for sale as stands

for further information contact:

Rupert Bogan, Director of Engineering

WBAP-TV

P.O. Box 1780, Fort Worth  
Texas 76101

Phone: Area code 817  
JE 6-1981

### FOR SALE—Stations

### TAMPA, FLORIDA

10,000 Watts—Non-Directional Day—1550 KC. All new equipment—furnishings—studio. Includes transmitter, property with new building. Ideal opportunity to enter Florida's largest industrial market. Low down payment—very attractive terms to good operator securing paper. Call or write John McLendon—601-948-1617 Jackson, Miss., P. O. Box 197.

### BE MY PARTNER

Successful young broadcaster with considerable experience, cash—seeking partner with similar experience and resources to invest in acquisition of Southern metro AM properties. Have staff of key employees to expand on. Write giving background, experience, resources. I will call you. Replies confidential.

Box B-133, BROADCASTING

## FOR SALE—Stations

### Continued

### CALIFORNIA DAYTIMER

Low cost operation ideal for owner-operator. Asking price of \$65,000 is about one and one-half times 1964 gross. \$19,000 down and 10 years on balance.

Box B-319, BROADCASTING

### CALIFORNIA DAYTIMER

\$95,000

\$15,000.00 down 10 years

ASSUME LIABILITIES

NO BROKERS

Box B-318, BROADCASTING

### FOR SALE

Midwest Major Market  
5,000 watt fulltimer plus FM-Stereo  
\$1,000,000 category  
Sincere Principals ONLY.  
write

Box B-278, BROADCASTING

### 25-50% Interest

Available, Calif. independent TV station. Minimum needed, \$75,000 cash. With or without services.

Will be at NAB convention.

Box B-344, BROADCASTING

### Tra Rue & Associates Inc.

Media Brokers

654 MADISON AVENUE

NEW YORK CITY

HA 1-0818

TE 2-9362

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN, TEXAS 78756

|       |        |          |        |       |
|-------|--------|----------|--------|-------|
| Pa.   | single | daytime  | \$ 50M | terms |
| Ala.  | medium | power    | 109M   | 29%   |
| M. W. | metro  | AM & FM  | 650M   | cash  |
| S. E. | metro  | fulltime | 230M   | SOLD  |
| N. E. | large  | power    | 750M   | cash  |

buying and selling, check with

✓ CHAPMAN COMPANY INC

2045 PEACHTREE RD., ATLANTA, GA. 30309

### STATIONS FOR SALE

1. SOUTHWEST. Major market. \$15,000 down.
2. SOUTHWEST. Cable television system. \$178,000. 29% down.

**JACK L. STOLL & ASSOCIATES**  
6381 Hollywood Blvd.  
Los Angeles 28, California

50 kw, ant. height 170 ft.; install new trans. and new ant.; remote control permitted; conditions.

WALO Humacao, P. R.—Granted license covering increase in daytime power, and installation of new trans.; specify type transmitter.

WEZY Cocoa, Fla.—Granted license covering installation of auxiliary trans.

WAQI Ashtabula, Ohio—Granted license for AM station; specify type trans.

KBBW(FM) San Diego—Granted change in remote control authority.

WJZB-TV Worcester, Mass.—Granted CP to replace expired permit to make changes.

WILM Wilmington, Del.—Granted CP to change ant.-trans. location of auxiliary trans.

KVFM(FM) San Fernando, Calif.—Granted CP to move ant.-trans. and studio location to Panorama City, Calif.; install new trans. and new ant.; ERP 2 kw; ant. height minus 79 ft., and make engineering changes.

WKAQ-FM San Juan, P. R.—Granted CP to make changes in ant. system (increase height); specify ant. height as 69 ft.; remote control permitted.

WOCB-FM West Yarmouth, Mass.—Granted mod. of CP to make changes in ant. system (increase height); decrease ERP to 13.5 kw, and increase ant. height to 255 ft.; condition.

KRBC-TV Abilene, Tex.—Granted request to cancel mod. of license covering installation auxiliary trans.

#### Actions of Feb. 12

Lone Pine Television Inc., Lone Pine, Calif.—Granted CP for new UHF TV translator station on channel 78, to rebroadcast programs of KABC-TV (ch. 7) Los Angeles.

KCMO-TV Kansas City, Mo.—Granted renewal of license of TV station; without prejudice to whatever action may be taken as result of proceedings in docket 15415.

KTVI(TV) St. Louis—Granted renewal of license of TV station; without prejudice to whatever action may be taken as a result of the proceedings in docket 15415.

KMOX-TV St. Louis—Granted renewal of license of TV station; without prejudice to such action as commission may deem warranted as result of its final determinations: (1) with respect to the conclusions and recommendations set forth in the report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending anti-trust matters relating to CBS Inc.

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: KDTN Dubuque, Iowa; KLID Poplar Bluff, Mo.; KUSN-AM-FM St. Joseph, Mo.; KWNT Davenport, Iowa; KXOK St. Louis; KSD-TV St. Louis.

#### Action of Feb. 11

■ Granted CP's for following new VHF TV translator stations: Smokey Valley Television District, on channel 5, Smokey Valley, to rebroadcast programs of KOLO-TV (ch. 8), Reno; KSL Inc., on channel 9, Nephi, Utah; KSL-TV (ch. 5), Salt Lake City; Costilla County TV Booster Association, on channel 11, San Luis, Colo.; KOAT-TV (ch. 7), Albuquerque, N. M.; Phillips County TV Association Inc. on ch. 10 and 11, Dodson and Wagner, Wynott, Whitewater, Lovejoy and Loring, all Montana. KRTV-TV (ch. 3), Great Falls, Mont.

#### Actions of Feb. 10

WTHI-FM Terre Haute, Ind.—Granted CP to change operation on channel 260 (99.9 mc), from ERP 7.4 kw; ant. height 330 ft. to ERP 20 kw; ant. height 410 ft.; and make engineering changes.

KBAB Indianola, Iowa—Granted license covering increase in power, and installation of new trans. (2 main trans.—daytime and nighttime).

\*KOAP-TV Portland, Ore.—Granted mod. of license to reduce aur. ERP to 5.75 kw.

KXMC-TV Minot, N. D.—Granted mod. of license to reduce aur. ERP to 43.7 kw.

WFAA-TV Dallas—Granted mod. of license to reduce aur. ERP to 30.2 kw.

WOAI-TV San Antonio, Tex.—Granted mod. of license to reduce aur. ERP to 4.27 kw (auxiliary trans. and ant.).

WTRF-TV Wheeling, W. Va.—Granted mod. of license to reduce aur. ERP to 30.9 kw.

WFTV(TV) Orlando, Fla.—Granted mod. of license to reduce aur. ERP to 47.9 kw.

WSEE(TV) Erie, Pa.—Granted CP to make changes in transmission line; ERP 282 kw (DA) vis., and 28.2 kw (DA) aur.; and license covering CP to make changes.

WAGY Forest City, N. C.—Granted CP to make changes in ant. system (increase height); condition.

WHAP Hopewell, Va.—Granted CP to install new ant. system.

WRAJ-FM Anna, Ill.—Granted CP to change ant.-trans. location; specify remote control point; increase ERP to 3 kw and ant. height to 290 ft.; and install new trans. and new ant.; remote control permitted; conditions.

KCKN-FM Kansas City, Kan.—Granted CP to increase ERP to 54 kw, and ant. height to 195 ft.

WTIC-FM Hartford, Conn.—Granted CP to install new trans. and ant.; increase ERP to contest or pay forfeiture. Action Feb. 10.

#### Action of Feb. 9

The Navajo Tribe, Sheep Springs and Maschitti Schools, Coyote Canyon School,

Tohatchi, Mexican Springs and Dezza Bluff area, all New Mexico—Granted CPs for new VHF TV translator stations, on channels 2, 9 and 11, to rebroadcast programs of KOAT-TV (ch. 7), KGGM-TV (ch. 13), and KOBT-TV (ch. 4), all Albuquerque, N. M., respectively.

#### Fines

■ Commission notified Victoria Broadcasters Inc. that it has incurred apparent liability of \$1,000 for willful or repeated violations of rules by KNAL Victoria, Tex. Violations include nighttime operation with daytime power, unauthorized daytime remote control operation, operation without licensed operator and failure to keep accurate operating log. Licensee has 30 days to contest or pay forfeiture. Action Feb. 11.

## COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Feb. 17. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states.

Madison, Ala.—Hurlis Roberts of Madison has been granted a franchise. According to Mr. Roberts, seven TV signals will be provided. Costs are estimated at \$35 for installation and a monthly fee of \$3.50.

Fillmore, Calif.—Applicants for a franchise are Southern California Cable Television, a subsidiary of Storer Broadcasting Co.; Fillmore Cablevision Corp., affiliate of Tele-Com Service Co., and General Television. All three companies promise free cable TV for schools to receive educational television.

Los Angeles—Malibu Cable Television Inc. has applied for a franchise.

Delta, Colo.—Applications for a franchise have been received from Wentronics Inc., Casper, Wyo., and Cable Television of Colorado.

Estes Park, Colo.—Transfer of a CATV franchise from George Bailey to Jack Coffee has been approved. A five-year extension of the franchise from the June 1965, expiration, also was granted.

Gunnison, Colo.—Gunnison Electronics Inc. has applied for a franchise and Colorado Televents Inc., a multiple owner of CATV systems, has applied for a permit. Under both systems educational programs from Western State College would be provided the local schools. Colorado Televents Inc. would pay the city \$2.50 per pole attachment per year and 2% of the gross income. Charges would be \$9.95 for installation and a \$5.95 monthly fee.

Seaford, Del.—Delaware Teleservice Co., an affiliate of WDOV-AM-FM Dover, Del., has offered to purchase the CATV franchise if the city council cancels its contract with Diamond State CATV Corp., under fire from city officials for what they consider poor transmissions to subscribers.

Bartow, Fla.—Universal Cablevision Inc., Cocoa Beach, has applied for a franchise.

Bradenton, Fla.—Five Beaches Cable TV Inc., Cocoa Beach, Fla., has applied for a 15-year franchise. Seven TV signals will be offered. The installation charge will be \$19.95 and the monthly charge, \$4.95. The firm proposes to pay 3% of gross income to the city for the first five years and 4% annually after that.

Daytona Beach, Fla.—WDBO-TV has applied for a franchise. Five other applications are pending.

Lake Wales, Fla.—Universal Cablevision Inc., Cocoa Beach, Fla., has applied for a franchise. The city would receive 3% of the gross receipts. Charges would include a \$25 installation fee and \$5 monthly.

Tarpon Springs, Fla.—Community TV Systems has applied for a franchise.

Winter Haven, Fla.—Universal Cablevision Inc., Cocoa Beach, Fla., has been granted a 10-year nonexclusive franchise. Charges will be about \$28 for installation and \$5 monthly.

Bloomington, Ill.—Friendly Broadcasters Inc. (WEIC Charleston, Ill.) has requested a franchise.

Hartford City, Ind.—Advanced Communications Inc. has been granted a franchise. TV signals will be brought in from Chicago; Indianapolis, Bloomington, Fort Wayne, Marion, Muncie, South Bend, and Lafayette (Purdue University), all Indiana.

Terre Haute, Ind.—The Greater Terre Haute TV Cable Co. has applied for a franchise.

Belleville, Kan.—Midwest TV Co., Worland, Wyo., has applied for a franchise. The company is owned by Thomas Mitchell.

Harrodsburg, Ky.—Applicants for a franchise are Gregg Cablevision Inc., Nashville, a subsidiary of L.I.N. Broadcasting Inc., Nashville, and RV Cablevision of Harrodsburg, a partnership composed of C. B. Rowland and Curtis Votaw. The Gregg company proposal calls for an initial payment of \$6,800 to the city plus 3% of its annual gross earnings.

Auburn, Me.—The franchise granted to Cable Vision Inc., headed by Bertrand Michaud of Lewiston, has been suspended pending results of a study by a special committee set up by the city. The committee was set up after objections to the system were heard from local citizens.

Saco City, Me.—Cumberland Cable Corp. has requested a franchise.

Ogallala, Neb.—The Ogallala Community TV Co. has been granted a nonexclusive franchise. The terms call for an installation fee of \$25 and \$6.50 monthly charge. Payment to the city will be 2% of gross income. The system will carry signals of the five Denver TV stations, KNOP-TV North Platte, Neb., KHPL-TV Hayes Center, Neb., a time-weather service and 24-hour background music. Ogallala Community TV Co. is owned by Douglas D. Kahle, who is president and 50% owner of Multi-Pix Inc., New York. Mr. Kahle also is associated with Edwin Tornburg & Co., New York, media brokers, and is owner of KLMR Lamar, Colo.

Montrose, Pa.—David E. Adams has applied for a franchise. Monthly charge would be \$4.

Pittsburgh—Cox Cablevision Corp., CATV subsidiary of Cox Broadcasting Corp., group radio-TV station owner, and the Pittsburgh Post-Gazette (50% owner of WIIC(TV) Pittsburgh before selling to Cox, and licensee of WWSW-AM-FM Pittsburgh) have formed Allegheny Cablevision Inc. to provide CATV service. Firms already making proposals: Teleprompter Corp., New York; The Hearst Corp. (WRYT-AM-FM, WTAE (TV) Pittsburgh, and Valley Cable TV Co. (BROADCASTING, Feb. 15).

Roseto, Pa.—Clar-O-View has been granted a franchise.

Sharon, Pa.—Altoona Television Cable Co., Hollidaysburg, Pa., has been granted a non-exclusive franchise.

**B**OB Watson says he's led "a singularly uneventful life" and means it. But, get him talking about his work and the question arises whether any broadcasting career could be considered "uneventful" by ordinary standards.

He loves the job precisely because it isn't uneventful. "Very exciting profession—no monotony to it—always something going on," as he puts it. "There was a saying in the early days of TV," he offers by way of illustration, "that the business has two kinds of problems: those that have to be solved immediately and those that can wait 15 minutes."

Mr. Watson is general manager of KGNC-AM-FM-TV Amarillo, Tex., where he got his start 27 years ago. He was transferred to Amarillo in 1935 as house manager for Interstate Theaters Inc. and assigned to announce a Saturday morning children's show on KGNC. Two years later the station asked him to become a staff announcer. He did, then went on to chief announcer, program director, national sales manager, station manager and general manager. He ascribes this progress to having "just outlasted everyone else," but loyalty probably had a little to do with it. Mr. Watson exemplifies the quality himself and seeks it in others. That he finds it is attested to by the number of employees who have been with the stations for 10 or more years.

Like many broadcasters, he considers advertising basic to the American way of life. "The economy produces surpluses," he says, "and advertising creates a demand for them and facilitates distribution. Without it, the system could not function."

**CATV Question** ■ And like many broadcasters, he worries about community antenna television. CATV, he feels, is "OK if used to extend service to areas which would otherwise be without it," but it takes on a different complexion entirely when it "moves into the base market of a three-station market." The issue poses a painful philosophical dilemma: he is "not in favor of any government regulation that can be avoided," but fears that CATV, unchecked and unregulated, could be a threat to the television industry as it exists today.

To his job as general manager he brings a courtly, even-tempered disposition, experience in many of the positions he now supervises and training as a radar technician in the Navy, which "helps me understand some of the technical problems," although he considers his electronic education largely a regrettable waste of the taxpayers' money.

"I made all of the usual fluffs on the way up," he admits, "such as the time I read a script about a Shriners benefit for indigent crippled children cold and it came out 'indignant crippled chil-

## Bob Watson: no monotony in broadcasting

dren'."

He's a great believer in specialization. At his stations "newsmen do *only* news; weather reporters do *only* weather; accountants do *only* accounting, and continuity handles *only* continuity. It's more expensive, but pays off in the long run."

**Never Second Best** ■ The long-run payoff Mr. Watson wants is quality. He's determined never to "settle for second best because [Amarillo] is not

one of the large markets."

His pet peeve is people who don't want to start at the bottom—"kids out of college willing to start as vice president if you can assure them that they will move up to president in a year."

He doesn't like to reminisce. "The only thing you can do anything about is tomorrow—that's what I'm interested in." Taking a look at tomorrow, he sees a colorful world for television. Color has "fabulous impact—such great impact that it has to grow!" This attitude is, perhaps, reflected in his community. He reports that a recent survey showed Amarillo market color penetration about 12.1%, which "ought to put us pretty close to the top" of the national figures.

**At Home** ■ The Watsons live in a brick, ranch-style house in southwest Amarillo. It's furnished in "comfortable contemporary" and ruled by two toy poodles, Monique and Waltzing Matilda.

Dixie Watson entered the picture playing piano for a children's show her husband-to-be announced and "things just went on from there" to their marriage in 1937. For the most part, she leaves the business strictly to him, but she's still an excellent pianist and occasionally helps out with amateur shows or other station productions requiring accompaniment.

She says her husband likes to tinker with his car (a Jaguar 3.8 sedan he drives "for relaxation") and makes a pretty good fixit man, as long as it isn't the yard that needs fixing. "But his greatest talent is adjusting the color set. and he either can't, or won't, teach me how."

The Watsons like to travel for pleasure. They make frequent trips into Mexico and also are very fond of the Virgin Islands. "There's nothing we won't eat" says Mrs. Watson, and Mexican food tops their list of favorites.

Their interest in travel is an interest in people. They've had two foreign students in their home; one, a German, through the American Field Service program and the other, a Mexican they "just ran into" on one of their trips. The Mexican is now with the United Nations. "Both of the boys were very interested in the stations," Mrs. Watson reports, and of the experience she says "we got more out of it than we gave."

"Pappy" Watson, as he's called by friends and co-workers, is a voracious reader. He reads everything, "even the backs of cereal boxes," he says, but is especially fond of whodunits. Adds his wife, "he's the only man I know who went into mourning when Ian Fleming died."

But Mr. Watson's work is his principal hobby, too. "I'm having a ball seven days a week and getting paid for it," he says. "I love it."

## WEEK'S PROFILE



Robert Martin Watson—General manager, KGNC-AM-FM-TV Amarillo, Tex.; b. May 27, 1913, Marshall, Tex.; Temple Junior College, Temple, Tex.; usher, doorman, projectionist, treasurer, manager with Interstate, Dent and Paramount theater circuits from high school to 1937; U. S. Navy, 1942-45, aviation chief radio technician, Headquarters Squadron 9-1, Atlantic Coast; KGNC Amarillo, Tex., announcer, chief announcer, program dir., national sales mgr., station mgr., general mgr., 1937-42, 1945-present; owner, KBBB Borger, Tex., 1959-62; m. Dixie Dice, Jan. 5, 1937; children—Mrs. Norma Jean Parge; boards of directors of Texas Association of Broadcasters, Kiwanis Club and Boy Scouts; chamber of commerce; VP, Panhandle branch, Texas Society for the Prevention of Blindness; Deacon, First Christian Church.



## Perspective '65

**U**NLESS all present signs prove to be misleading, radio and television will sell more advertising in 1965 than they did in 1964, which means they will break another record for business volume. But if 1965 turns out, as promised, to be a good financial year, it is certain also to be a year in which policies of far-reaching significance will be made or incubated. The radio and television businesses of 1966, or 1968, or 1970 are likely to be profoundly changed by decisions made and actions begun in Washington in 1965.

It is in this year that the government will come to grips with such major questions as the following:

Should community antenna television systems be prevented from developing into a form of competition to the broadcasting system?

Should new and tighter restrictions be placed on station purchases by multiple-station owners?

Should subscription television be authorized as a broadcast service?

The government's answers to those questions will determine whether broadcasting is to become a tightly regulated enterprise, protected from outside competition but fractionalized into small units to achieve an arithmetical appearance of internal competition, or is to remain a private enterprise under relatively loose control—and minimal protection—of government. If the trend is toward tighter regulation, the business volume reached in 1965 might just turn out to be not only higher than that of the past but higher than that of the future.

## Hidden issue

**A**LMOST everybody agrees that cable television is a big problem for free television. But broadcasters, in their efforts to contain CATV, may be losing sight of an aspect that is as fundamental as the structure upon which television is built—the spectrum allocations.

Television—live, on-the-air transmission to viewers as far as signals will reach—is the basic service. CATV is a collateral, supplementary service that cannot subsist without the programming it picks up, gratis, from the spectrum.

Without belaboring the validity of legal arguments about property rights, distortion of coverage patterns or even the wisdom of going to the government for economic protection, there are other hidden considerations that demand attention if not priority of broadcasters.

Quietly and with hardly any trade notice, other services have been moving toward pre-emption of spectrum space now occupied by television (and even FM). The emergence of cable television has given these interests new incentives.

The main thrust comes from the land mobile radio services. What are they? The trucking companies, the railroads, the manufacturers of equipment, the utilities, the police and fire departments, telephone companies, plus many others who use high frequencies and who want more space from VHF, UHF or FM (which uses VHF) bands.

Last week the FCC announced the appointment of an Advisory Committee for Land Mobile Radio Services. Chairman is FCC Commissioner Kenneth A. Cox. Its 26-man executive committee does not include a single broadcaster or broadcast engineer. Yet the principal purpose of this organization is to devise means of grabbing spectrum space assigned to broadcasting on a full or shared basis.

The ploy is that the country does not need 82 TV channels. CATV, they contend, provides a method, by wire, of feeding television service even to metropolitan areas and that the basic premise of the 1945 allocations report was

that spectrum should not be used where wire service will suffice. They argue that land-mobile services can't use wire. (No mention is made of availability of common carrier services which even broadcasters use to interconnect.)

A potent lobby is at work. It includes the National Association of Manufacturers, the Electronic Industries Association and the Associated Public-Safety Communications Officers Inc. Equipment manufacturers want the lucrative market that would open up if more spectrum were allocated these private users. Moreover they wouldn't lose the TV set business because sets are needed whether transmission is by air or by cable.

Land-mobile users want a reallocation and they have substantial support, including that of at least three FCC members, who are itching to redefine television coverage and policies. Shorter separations and more drop-ins are the objective. Or in the sights of at least two commissioners, an all-UHF system.

It's something to ponder—but not too long.

## Philip G. Loucks

**T**HE death of Philip G. Loucks leaves a painful void for the dwindling first generation in broadcasting and for generations to come. His sound judgment, personal charm and scholarly knowledge contributed more to the development of free enterprise broadcasting over a span of 35 years than the record books or court decisions show.

Philip Geiselman Loucks was 31 when he became managing director of the National Association of Broadcasters in 1930 and set up its Washington headquarters. There was no money, but there was a philosophy in which he believed, so he paid the office expense himself until he could collar enough new members to pay the freight and his \$10,000 salary. He had studied law while working for the United Press and was among the first to specialize in radio. He was twice called back to the NAB to help in its reorganization.

Mr. Louck's life was his family and the practice of law. He always had time for anyone interested in broadcasting which to him was part of journalism and had to be kept "as free as the press."

We, of this magazine, will miss Phil Loucks as a friend, counsel and co-worker. He had been a member of the board or counsel of Broadcasting Publications Inc. almost from our start in 1931. In those earlier years we might not have made it without his wise advice and helping hand.



Drawn for BROADCASTING by Sid Hix  
"Shh! I'm getting enough material for my next two Peyton Place episodes!"

# THESE ARE THE TOOLS OF THE TRADE...



... for KSTP-TV's award-winning Photo-News Department. Their expert use by a specially trained, completely equipped staff of reporters, writers, editors, photographers and technicians first made KSTP-TV news a habit for the majority of viewers. Now it's a tradition in the Northwest market.

Latest ratings confirm once again that KSTP-TV is the unchallenged news leader. At 10:00 pm, KSTP-TV reaches more homes on a seven-

day average than ALL OTHER NEWS STATIONS COMBINED ... a 51% share of all news-viewing homes.

At 6:00 pm, KSTP-TV news delivers an average 80% more homes than the second news station during the six competitive nights ... a 64% share on the six day average.\*

And the newest viewing habit is News-Weather-Sports, 6:00 to 6:30 pm Sundays (in living color like all KSTP-TV programming).

\*ARB, December, 1964

Represented Nationally by Edward Petry & Co., Inc.



**TELEVISION • CHANNEL 5 • NBC**  
**100,000 WATTS • MINNEAPOLIS • ST. PAUL**  
**HUBBARD BROADCASTING, INC.**



# UP **ROARIO** US

2380

... that's the word for "The Mouse That Roared" starring the one and only Peter Sellers playing three of his wildest roles. It's just one of the 60 great films in the newly released Columbia Post-'50 Group II already sold to more than 70 stations. For complete details contact **SCREEN GEMS**