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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Daytime TV grows to almost 28% of total billings. p31
Networks join forces to fight proposed program rule. p70
FCC jurisdiction over all CATV expected shortly. p60
All-news format: a newcomer's plan, an old hand's counsel. p76

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Radio spreads the word fastest

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

Two newsmakers put their heads together. Radio spreads the news of their meeting fastest, to people everywhere. And for advertisers, Spot Radio is the fast, effective way to tell people about your product.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT
LOS ANGELES • PHILADELPHIA • SAN FRANCISCO • ST. LOUIS



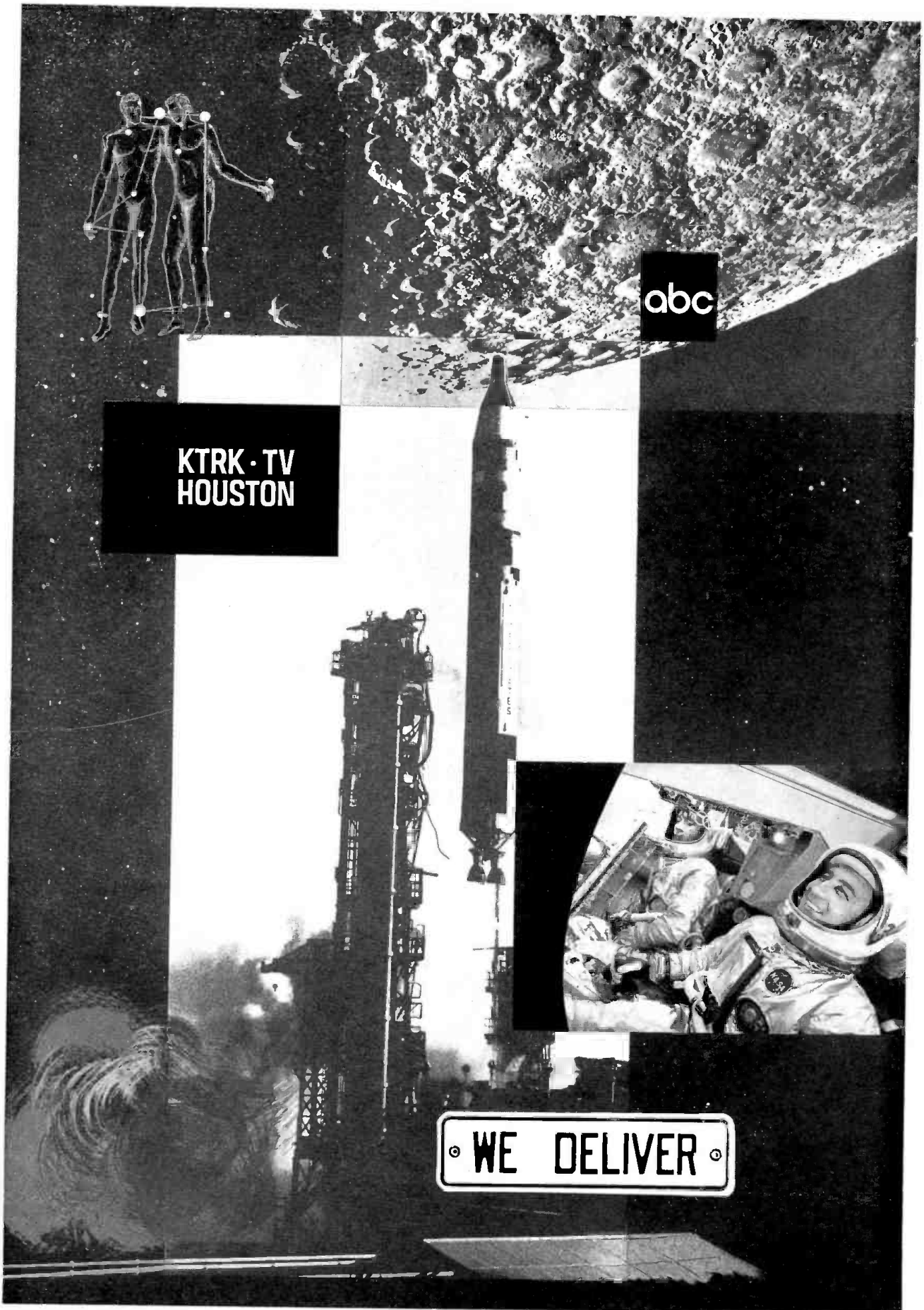
add 3 ■ s to your Log

and get automatic programming, logging and authenticating (only PROLOG can do it)

PROLOG uses your station log to give you any degree or combination of unattended, automatic, or manual-live operation you desire. PROLOG simply adds 3 squares (■) to the information you normally enter on the log. The entire log can be prepared on any standard typewriter, or you can use any of the auto-typing, Traffaccounting, IBM punch-card, and similar equipment in use today. PROLOG uses your established programming format; nothing changes unless you want to change it. That's PROLOG: simple and flexible!

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

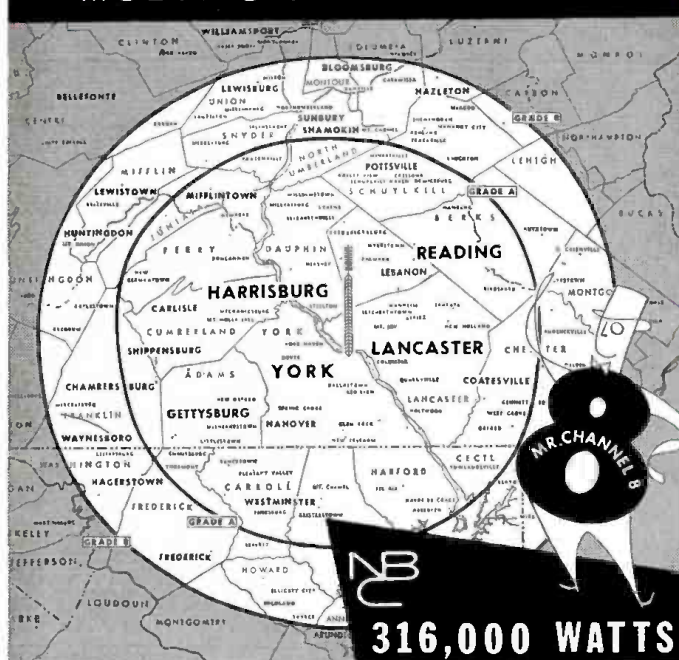




have you
only
half
the
picture?

The Bettmann Archive

MULTI-CITY TV MARKET



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

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

"Unbelievably good" results from Early Bird satellite tests indicate it has sufficient capacity to handle TV on regular, rather than intermittent, basis while simultaneously carrying some telephonic traffic. Presumably result won't be known until initial May 2 network telecasts. It's expected limited number of telephone conversations will be relayed simultaneously to determine whether capacity can accommodate both.

Original engineering expectation was that Early Bird could relay either television, requiring wide band, or 240 telephone conversations. Now it's indicated it can handle TV plus limited number of telephone connections simultaneously.

Three-star final

After 18 years on NBC Radio (6:45-7 p.m. Mon.-Fri.) Sun Oil's *Three-Star Extra* will leave network effective May 28. Ray Henle, editor-in-chief, reportedly is retiring. Whether Sun Oil will shift to television with news program or some other format isn't indicated, but it's known that Sun Oil agency (William Esty Co.) for some time has advocated shift to TV.

Although he will retire from active broadcasting, Mr. Henle, 65, reportedly will devote time to Herbert Hoover Historical Association activities and other projects that have held his interest. Plans of other members of Sun Oil team, which includes Ned Brooks, David Wills and Fred Morrison, are not known.

Nothing sacred?

Stations all over country are up in arms over new FCC rule requiring them to show financial and other records to anyone who asks (BROADCASTING, editorial, April 12). At urging of members, National Association of Broadcasters' general counsel, Douglas Anello, expects to file petition this week asking FCC to abandon or modify rule, but there's little prospect that FCC will now reverse decision that was in making more than two years. Agitation among broadcasters is such, however, that legislative campaign may be undertaken.

Petry gets WIIC (TV)

Calculated to make news in representation field will be announcement of appointment of Edward Petry &

Co. by Cox Broadcasting Corp.'s WIIC(TV) Pittsburgh. Cox acquired station last November for record figure of \$20.5 million. Petry now represents CBC's WSB-AM-FM-TV Atlanta.

Population base for U's

FCC staff is considering plan to increase flexibility in allocations of UHF channels as means of solving principal problem holding up completion of new UHF table of allocations. Problem is selection of criteria for assigning channels to small communities. Solution being considered is to assign one or more commercial U's to communities of more than 25,000 (except in bedroom towns, which would be served by big-city TV), none to smaller towns.

Commission could then make assignments on basis of demand rather than anchored assignments. Staff would assign at least as many ETV channels to each state to provide for state-wide system. Indications are that plan would result in table having two-thirds as many channels as present table's 1,600 but it would have "practical" potential for at least 2,000 assignments.

FTC's new monitor

With promotion of Charles A. Sweeny to be director of Federal Trade Commission's Bureau of Deceptive Practices (see page 10), there's speculation about successor to his old job as FTC watchdog over broadcast advertising. Best bet is John W. Brookfield, chief of FTC's Division of General Advertising. He's ticketed to get Mr. Sweeny's former title of chief, Division of Food and Drug Advertising, Bureau of Deceptive Practices, and assignment including monitoring of advertising on air and in print.

Commercials in court

Members of FCC were as stunned as anyone else—if not more so—by U. S. Court of Appeals action inserting issue on commercials on own motion into Miami channel 10 case (BROADCASTING, April 12). There is even feeling that commission should, in polite, judicial manner, tell court it had no business asking litigants in case (including commission) to file briefs on how length, frequency and loud-

ness of commercials relate to public interest considerations. One inelegant comment going rounds of commission is that judges "want to play commissioner" on commercials question. However, FCC general counsel's office has proposed straightforward reply to court's queries, and no final decision on commission's response has been reached.

Price of admission

Although no transactions are imminent it seems talking price for American Football League teams in major markets is in neighborhood of \$7.5 million. At least two team owners, one on each coast—have mentioned this identical figure in preliminary conversations with station group owners in broadcast field but with no assurance that clubs would sell or that broadcast interests would buy at such or even lower prices.

Cooperative coverage

Primer for public officials on how to handle news reporters covering major story breaking in their jurisdiction is substance of report to be issued soon by Joint Media Committee on News Coverage, group representing all media under chairmanship of Ted Koop, CBS Washington vice president. Main thrust of recommendation: Representatives of major news media ought to be called by government officials to help plan orderly coverage. Committee includes representatives of Radio and Television News Directors Association, Sigma Delta Chi, American Society of Newspaper Editors, National Press Photographers Association, and AP Managing Editors Association.

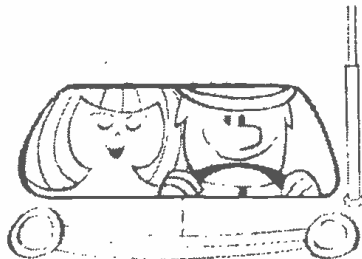
Color football

New \$900,000 mobile color unit that'll be ready for NBC football coverage next fall, is now being built to NBC design. Distinguishing feature: its size, described as "ultra super." Unit consists of two 40-foot trailers, one serving as control room, other as video booth. This NBC studio on wheels will have five RCA color cameras and all associated equipment, and planners hope to have it rolling by Sept. 1. NBC will have both National Collegiate Athletic Association and American Football League professional games in fall.

MORE PEOPLE



everywhere in Philadelphia



listen to
WIBG
Radio 99
than any other Radio Station

MORE total listeners
MORE adult listeners

MORE total homes in
MORE time periods



Represented by Katz Agency

STORER BROADCASTING COMPANY	LOS ANGELES KGBS	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK	WIBG FIRST IN PHILADELPHIA
NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

All estimated and limited as shown in reports: Based on average audience estimates, Monday to Friday, 6 AM to 12 PM, PULSE—Oct.-December 1964; Adult Audience Age 18-49 (Radio PULSE LQR 100-II—April-June, 1964) Leads all other Philadelphia stations in circulation. Day and Night, Metro and Total, NCS 61; Share of Audience Total Rated Time Periods. HOOPER—January-March 1965.

WEEK IN BRIEF

Networks high on future of daytime television. No longer advertising desert, sunshine hours accounted for 28% of combined network billings last year. CBS is ahead in daytime revenues. See . . .

SUN SHINES BRIGHT . . . 31

Everything was coming up roses at Senate hearing on James J. Wadsworth's nomination to FCC. Sweetness and light were bipartisan order of day. Wadsworth sells bonds because of possible conflict of interest. See . . .

OVER FIRST JUMP . . . 56

Pulse's Roslow rips into criteria being used by All-Radio Methodology Study in field tasks. Says they seem to 'disqualify' Pulse. Hooper's Stisser says he's pleased with ARMS choice. See . . .

ATTACKED AND DEFENDED . . . 42

Spot television billings crashed billion-dollar barrier in 1964. Television Bureau of Advertising figures show Procter & Gamble leading 1,314 advertisers who used spot last year. See . . .

TAKES \$22 MILLION . . . 34

FCC tells staff to prepare draft of proposed rulemaking which would assert commission's authority over all CATV systems. Adoption of CATV package could come in 4 to 2 vote this week. See . . .

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Stanton, Kintner and Goldenson following 'united we stand, divided we fall' theory. Join forces in attack on FCC's proposed network programing control limits. They seek ANA's support. See . . .

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ASNE committee criticizes state election returns covered by electronic journalists. Say if Network Election Service is used again, 'well-trained news agencies' should handle all states. See . . .

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Jack Harris says bridle of regulation must be put on CATV or it can destroy local stations. Charges community antenna systems are out to replace, not supplement area stations. See . . .

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WINS faces moment of truth as all-news operation gets underway in New York today. Staff, which has been enlarged to more than 40 people, is loaded with news directors from other stations. See . . .

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State regulation of CATV's by public utilities commissions remains big issue. Outlet Co. goes to court in Rhode Island claiming municipalities can't charter CATV systems there. See . . .

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Broadcasting

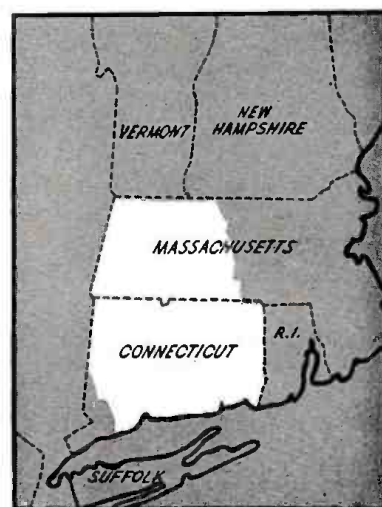
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**WTIC MEANS
GREATEST COVERAGE
TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE
IN RICH, RICH
SOUTHERN
NEW ENGLAND**



WTIC  **50,000 watts**

HARTFORD, CONNECTICUT

REPRESENTED BY THE HENRY I. CRISTAL COMPANY

Roslow ARMS attack rebutted by RAB-NAB

Radio Advertising Bureau and National Association of Broadcasters, whose conduct of All-Radio Methodology Study (ARMS) was attacked last week by Dr. Sydney Roslow of Pulse Inc. (see page 42), said Friday (April 16) that ARMS was constructed by "blue-ribbon panel" of research experts to allow "impartial analysis" of different audience-measurement systems and that Dr. Roslow showed "lack of understanding" of its design.

Statement noted that panel "unanimously" approved final survey design and that Advertising Research Foundation had approved plan of ARMS committee and Audits & Surveys Co., before it went into field. NAB and RAB said study design has been reviewed and "commended" by radio broadcasters "from every part of the country who serve on the ARMS committee."

"The only adverse comments thus far have come from Dr. Roslow," statement continued, and "we believe that he would have been in a better informed position for making a judgment had he waited until he could examine the full report of the ARMS study which is just completing its field work this week."

AB-PT owners asked to approve name change

Stockholders of American Broadcasting-Paramount Theaters Inc. will be asked to approve at company's annual meeting on May 18 proposal to change name to American Broadcasting Companies Inc.

Proposal disclosed in proxy statement mailed Friday (April 16), said name change would reflect "predominant importance" of broadcasting activities, though theater business would still continue as "substantial part" of enterprise.

Color continues major market penetration

Substantial increases in color set penetration were disclosed in 26-market list released Friday (April 16) by A. C. Nielsen Co. For comparative purpose, Nielsen compiled same 26 markets it had released last winter (BROADCASTING, Feb. 8).

Largest penetration was again re-

ported in San Diego (9.1% to 13%) and Los Angeles (9.4% to 11%). Other large jumps were recorded in Boston (3.3% to 6%), Washington (3.6% to 6%), Detroit (4.6% to 7%) and Dallas-Fort Worth (3.7% to 6%).

Guidelines on news issued by Katzenbach

Barriers to publicity in criminal cases were announced by Attorney General Nicholas deB. Katzenbach Friday (April 16) while, at same time, committee of American Bar Association announced meeting with media representatives.

ABA's special advisory committee on fair trial and free press, headed by Massachusetts Supreme Court Justice Paul C. Reardon, will meet April 26 and 27 in Washington with National Association of Broadcasters, American Society of Newspaper Editors, American Newspaper Publishers Association, and Joint Media Committee on News Coverage (which represents Radio-TV News Directors Association, National Press Photographers Association, Sigma Delta Chi, ASNE and AP Managing Editors).

Announced in speech at ASNE meeting in Washington, instructions to Department of Justice employees forbid, among other things:

- Volunteering information concerning defendant's past criminal record—but prior federal criminal convictions may be made available upon request.

- Observations about defendant's character, statements, confessions, alibis, etc., references to investigative procedures, identity, credibility or testimony of prospective witnesses, evidence or argument.

- Action to aid, encourage or assist taking of photographs or televising of defendant or accused while in federal custody.

Permissible are release of:

- Defendant's name, age, residence, employment, marital status, similar background information.

- Substance of charge, such as complaint, indictment or information.

- Identity of investigating and arresting agency and length of investigation.

- Circumstances immediately surrounding arrest, including time, place, resistance, pursuit, possession and use of weapons, and description of items seized.

Prohibitions, however, may be lifted in case of information on wanted fugitives, Mr. Katzenbach said.

After slight delay 12 TV's get renewals

FCC announced Friday (April 16) approval of 12 license renewal applications—nine of which had been tentatively approved weeks, if not months, ago.

All 12 involve television stations whose local-live programming or commercial practices had been under staff study. Vote to grant was 4-2.

Commission had withheld final decision on nine cases pending filing of dissent by Commissioner Kenneth A. Cox. He, along with Chairman E. William Henry, was in minority last week.

But commission Thursday voted renewal in two recent cases—KROC-TV Rochester and KSTP-TV St. Paul-Minneapolis, both Minnesota (see page 58)—and decided to take final action in others, including KMSP-TV St. Paul-Minneapolis.

Other stations involved are WGEM-TV Quincy, WTVH(TV) and WEEK-TV, both Peoria, and WEEQ-TV La Salle, all Illinois; WHO-TV Des Moines; WOC-TV Davenport, both Iowa; WAPI-TV and WBRC-TV, both Birmingham, Ala., and KMBC-TV Kansas City, Mo.

Wants to bring VHF to forestall CATV

Springfield Television Corp., owner of four UHF stations, asked FCC Friday (April 16) to permit UHF licensees to beam VHF competition into their areas by high-powered translators. Springfield said such competition is preferable to, and would forestall, competition from community antenna television.

Springfield supported commission's proposed rule to permit TV stations to extend their signal by use of 100-watt translators on unused channels.

Fire guts stations

Early morning fire Friday (April 16) destroyed studios and equipment of WKBH and WKBT(TV) LaCrosse, Wis., and caused estimated \$500,000 to \$1 million damage.

Only items saved from two-story building were two new RCA cameras. WKBT (ch. 8) said it will be off air indefinitely and that new equipment has been ordered from RCA. WKBH (5 kw fulltime on 1410 kc) was back on air at 7 a.m. Friday using spare control room of WLTX LaCrosse.

WEEK'S HEADLINERS



Mr. Sweeney

Daniel J. Murphy, who retired last month after 30 years at FTC. Bureau deals with prevention of false or misleading advertising. Mr. Sweeney had major role in preparation of Colgate-sandpaper case in Supreme Court (BROADCASTING, April 12), and in FTC's rule governing labeling and advertising in relation to health hazards of smoking. He has worked in government since 1930 and at FTC since 1935. He was appointed legal advisor for radio and television advertising in 1958 and held that post until becoming division chief in 1961.



Mr. O'Connor

Neal W. O'Connor, with N. W. Ayer & Son, Philadelphia, since 1949, elected president by company's board of directors. Mr. O'Connor became Ayer VP in 1961, and since 1962 has been manager of service at New York office. Mr. O'Connor succeeds **Warner S. Shelly**, president of Ayer since 1951, who becomes chairman of board and continues as chief executive officer.

William M. Jennings, member of New York law firm of Simpson, Thatcher & Bartlett, was elected chairman of board and chief executive officer of H&B American Corp. at board of directors meeting on Thursday (April 15), filling vacancy created by death of **David E. Bright**, H&B's chairman and president (see page 94). Board left office of president vacant for time being. **Mrs. David E. Bright** and **Elliott Averett**, executive VP of Bank of New York, were elected to board. New chairman said no changes are expected in present operating policies and plans of H&B American, nation's largest owner of community antenna TV

Charles A. Sweeney, chief, Division of Food and Drug Advertising, Bureau of Deceptive Practices, Federal Trade Commission, Washington, appointed director of Bureau of Deceptive Practices, succeeding

systems. Mr. Jennings, who will continue his association with Simpson, Thatcher & Bartlett, has been a director and secretary of H&B American since 1954. He is also a director of Madison Square Garden Corp., Suburban Propane Gas Corp., Symington Wayne Corp., Franchard Corp. and others and is president of New York Rangers of National Hockey League and United Hospital in Portchester, N. Y. Mr. Averett, who has been with Bank of New York since 1940, is treasurer and trustee of Seeing Eye Inc., and member of board of managers of New York Botanical Gardens.

Frank P. Fogarty, executive VP, named president of Meredith Broadcasting Co., one of six divisions of Meredith Publishing Co., with headquarters in Omaha. Mr. Fogarty succeeds **Payson Hall**, who becomes VP of printing division of McCall Corp. (CLOSED CIRCUIT, April 12). **Howard Stalnaker**, VP and



Mr. Stalnaker



Mr. Fogarty

general manager of WOW-AM-FM-TV Omaha, named as VP and member of board of directors of Meredith Broadcasting. Company owns 10 radio and television stations including WOW-AM-FM-TV.



Mr. Woodard

Charles C. Woodard Jr., associate director for two years of Peace Corps for public affairs, rejoins Westinghouse Broadcasting, New York, as VP. He resumes corporate and executive functions, including "new and expanding area of community antenna television," according to **Donald H. McGannon**, president of WBC.

Warren C. Zwicky, Washington staff attorney for Storer Broadcasting Co.,

elected VP of company and appointed Washington counsel at meeting of board of directors. Mr. Zwicky joined Storer in 1961, previously having served as partner in law firm of Jones and Zwicky.

H. Roger Tatarian named editor of United Press International, New York, succeeding **Earl J. Johnson** who retires after 44 years with UPI. Mr. Tatarian relinquishes position as executive editor that he held since 1961 and VP since 1963, to **Francis T. Leary**, who has been UPI's managing editor for four years. Mr. Tatarian joined news agency in 1938. Mr. Leary will be succeeded by **H. L. Stevenson**, who joined UPI in 1953.



Mr. Tatarian



Mr. O'Brien

Tom O'Brien, director of radio news for ABC, New York since November 1963, named VP of company. He joined network's WABC New York, in June 1961. Before joining ABC, Mr. O'Brien was news director for six years at WINS New York, and worked for eight years as announcer-newsman with NBC News. At ABC News he was executive producer of ABC Radio's coverage of 1964 election year, Inauguration of Lyndon B. Johnson and, more recently, two-man Gemini space shot.

Lee R. Zemnick, manager of CATV Systems Division of The Jerrold Corp., Philadelphia, named VP of systems marketing and operations of corporation. Mr. Zemnick joined Jerrold Electronics, division for Jerrold Corp., in 1952 as systems salesman, became manager of Pittsburgh office and later eastern regional manager.



Mr. Zemnick

For other personnel changes of the week see FATES & FORTUNES

**Time out...in our brand-new ball game in Saint Louis.
We just wanted to show you how taking an interest in
serving your viewing public pays off...in the nicest ways.**

Dear Miss Joan,
This is a thanks to you and your
dubess for showing the film two weeks
ago and how to save a child who can't
breathe.

Russell Lane, 2 1/2 years old, insisted
I sit down and watch it with him and
it saved his life the following Sunday.
Russell completely stopped breathing
and your instruction and those help
saved his life.

Thank you again and I think
that film should be shown every once in
a while.

your Dubess,
Russell Lane Bekemier
and his mother

Marvin Bekemier
R#3 Box 746
Arnold, Mo.



Miss Joan
Gomper Room
Station KTVI
St. Louis, Mo.

THE EXCITING NEW
KTVI
Channel 2

ST. LOUIS **abc** **HR**



The Embassy of Argentina

His Excellency Dr. Norberto M. Barrenechea,
Ambassador from Argentina, and Senora
Barrenechea in the Embassy dining room . . .
another in the WTOP-TV series on the
Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D. C.
Represented by TvAR
A POST-NEWSWEEK STATION

Photograph by Fred Maroon





HOW TO SQUEEZE THE MOST OUT OF A DETROIT MINUTE

The WWJ Stations play a **leading role** in their community. For many reasons: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC dating back 39 years. And home ownership by The Detroit News.

Because of this **leadership**, the WWJ Stations provide advertisers with a more receptive atmosphere for their sales messages. Consistent results through the years have proved that the way to squeeze the most out of a Detroit Minute is to spend it on the WWJ Stations. Whether you sell shampoos or stereos.

WWJ and WWJ-TV

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

THE NEWS STATIONS

DATEBOOK

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

■ Indicates first or revised listing.

APRIL

April 14-25 — MIFED, International Film, TV film and Documentary market, annual spring meeting in Milan, Italy. Information from MIFED Largo Domodossola 1 Milano (Italy). Telegrams: MIFED-Milano.

April 19—Annual meeting and luncheon of the Associated Press. Michigan Governor George Romney will be the speaker at the annual AP luncheon at the Waldorf-Astoria, New York.

April 20 — Women's Advertising Club of Chicago annual awards dinner with Marion Stephenson, NBC vice president, as speaker. Blackstone hotel, Chicago.

April 20—Deadline for Best in the West advertising competition for best ads in radio, TV and print media produced in the western U. S. and British Columbia and used between April 15, 1964, and April 15, 1965. Advertising Association of the West, 337 World Trade Center, Ferry Building, San Francisco 94011.

April 21—AT&T annual stockholders meeting. Convention Hall, Philadelphia.

April 21 — Annual meeting of stockholders of General Telephone and Electronics Corp. Sheraton-Boston hotel, Boston.

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

April 22-23—Third meeting of the executive committee of the FCC's Advisory Committee for Land Mobile Radio Services. The two-day session will include a tour and inspection of land mobile operations in the Los Angeles area with Orange and Los Angeles county public safety officials as hosts. 10 a.m., Los Angeles County Hall of Administration, 500 West Temple Street.

April 22-24—1965 annual meeting of American Association of Advertising Agencies. The Greenbrier, White Sulphur Springs, W. Va.

■ April 23—Chicago chapter of Broadcast Pioneers first annual awards dinner-dance, 6:30 p.m., Grand Ballroom, Illinois Athletic Club.

April 23 — Deadline for entries in Lulu awards competition conducted by the Los Angeles Advertising Women for best advertising, publicity, promotion and research created by ad women in the 13 western states and used between April 22, 1964, and April 21, 1965. Information and entry blanks available from LAAW, 4666 Forman Avenue, North Hollywood, Calif.

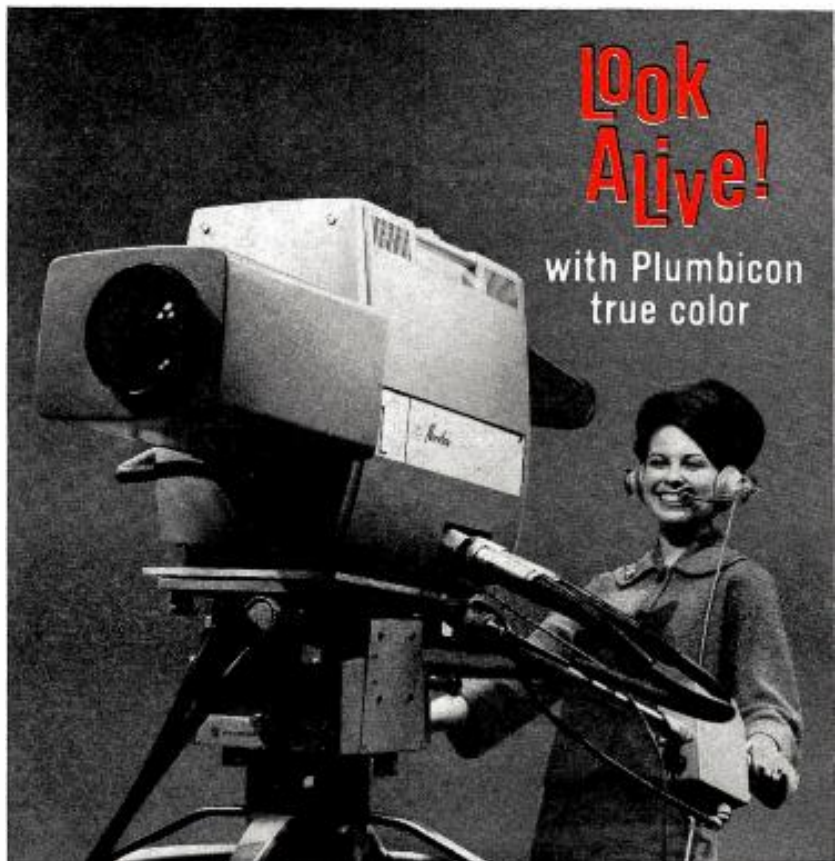
April 23—Annual meeting of stockholders of Chris Craft Industries Inc. Oakland, Calif.

April 23—15th annual radio-television conference sponsored by the Radio-Television Guild of San Francisco State College. Pierre

NAB CONFERENCE SCHEDULE

Dates and places for the National Association of Broadcasters spring radio program clinics:

- May 17-18—Hilton Inn, Atlanta.
- May 20-21—Essex House, New York.
- May 24-25—Sheraton Charles, New Orleans.
- May 27-28—Edgewater Beach, Chicago.
- June 7-8—Denver Hilton, Denver.
- June 10-11—Continental, Los Angeles.



"LOOK ALIVE in '65", says Miss Nancy Edling

LOOK ALIVE

■ and see this amazing color camera boost TV audience and time sales ■ and see operating simplicity and economy never before possible in any color camera system ■ and see the results of the Plumbicon pick-up tubes — in a lightweight, compact camera, providing unexcelled color ■ and see why major broadcasters insist on "immediate first" deliveries to re-equip their studios ■ and see why universal opinion at the NAB was: "this achievement proves color is ready for me!"

LOOK ALIVE in '65 . . .

and join the many broadcasters going Plumbicon color.

Manufactured by North American Philips Company, Inc., Studio Equipment operations in Mount Vernon, N. Y.

Sold nationally by Visual Electronics Corporation.



VISUAL ELECTRONICS CORPORATION

356 west 40th street • new york, n. y. 10018 • (212) 736-5840

LOOK TO VISUAL FOR THE FIRST NEW CONCEPT IN COLOR BROADCASTING

Salinger, featured speaker. For information, contact Steve Tolin, promotions and publicity director, SFSC, 1600 Holloway Avenue, San Francisco, 94132.

April 23—Alabama Associated Press Broadcasters meeting. Montgomery.

April 23-24—Tenth annual convention of United Press International Broadcasters Association of Texas. Baker hotel, Dallas.

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

■April 26—25th Annual presentation of George Foster Peabody Foundation awards under auspices of Broadcast Pioneers. Paul Porter, Washington communications attorney and former FCC chairman will make presentations. Awards will be presented for news, entertainment, youth programs, public service and promotion of international understanding. Hotel Pierre, Grand Ballroom, New York.

April 26—Louisiana Association of Broadcasters meeting. Holiday Inn, Lafayette.

April 26—New deadline for reply comments on the FCC's inquiry and proposed rulemaking to amend TV translator rules to permit licensing to regular TV stations and others upon a special showing of translators using up to 100 w power output to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments. Former deadline was March 25.

April 26—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Original deadline for comments was Nov. 23, 1964, but was extended to Feb. 23 at urging of 15 group owners. Latest deadline set by FCC is result of further request for extension, this time by Insurance Securities Inc., San Francisco.

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—Pittsburgh Radio-TV Club luncheon. Stephen B. Labunski, executive vice president in charge of NBC Radio network, is speaker. Pick Roosevelt hotel, Pittsburgh.

April 27—Annual stockholders meeting of Zenith Radio Corp. to be held at offices of corporation in Chicago.

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 — Audio Engineering Society convention. Hollywood Roosevelt hotel, Hollywood.

April 27-30—Alpha Epsilon Rho National Convention. University of Houston will be the host. Hotel America, Houston.

■April 28—Institute of Broadcasting Financial Management, board meeting, WGN Chicago.

April 28-May 7—House Judiciary Copyright Subcommittee begins hearing on HR 4347, copyright law revision bill, with Abraham L. Kaminstein, registrar of copyrights, first witness.

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

April 29—International Radio & Television Society's radio commercials workshop, 9 a.m.-2 p.m. Jade Room of Waldorf-Astoria hotel, New York.

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 was April 1.

■April 29-30—Second meeting of principals of group-owned TV stations in first 50 markets. WGN-TV Chicago.

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

April 29-30—Spring meeting of Oregon Association of Broadcasters. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters, Norman (Pete) Cash, president of Television Bureau of Advertising, and Oregon Governor Mark Hatfield. Village Green motor hotel, Cottage Grove.

■April 30—Adcraft Club of Detroit luncheon. Stephen B. Labunski, executive vice president in charge of NBC Radio network, is speaker. Statler Hilton, Detroit.

April 30 — 1965 American TV Commercials Festival awards luncheon. Walter Weir, chairman of executive committee at West, Weir & Bartel, heads 1965 council of judges. Waldorf-Astoria, New York.

April 30-May 1—Annual staff convention for the Ivy Network of college radio stations. Dartmouth College, Hanover, N. H.

April 30-May 1—Spring meeting of Kansas Association of Radio Broadcasters. Featured speakers are Vincent Wasilewski, president, National Association of Broadcasters, Ben Waple, secretary of the FCC, Daren McGavren of McGavren-Guild, New York, and Kansas Governor William Avery. Baker hotel, Hutchinson.

April 30-May 1—Spring meeting of Mississippi Broadcasters Association. Speakers include William Carlisle, vice president for station services, National Association of Broadcasters. Buena Vista hotel, Biloxi.

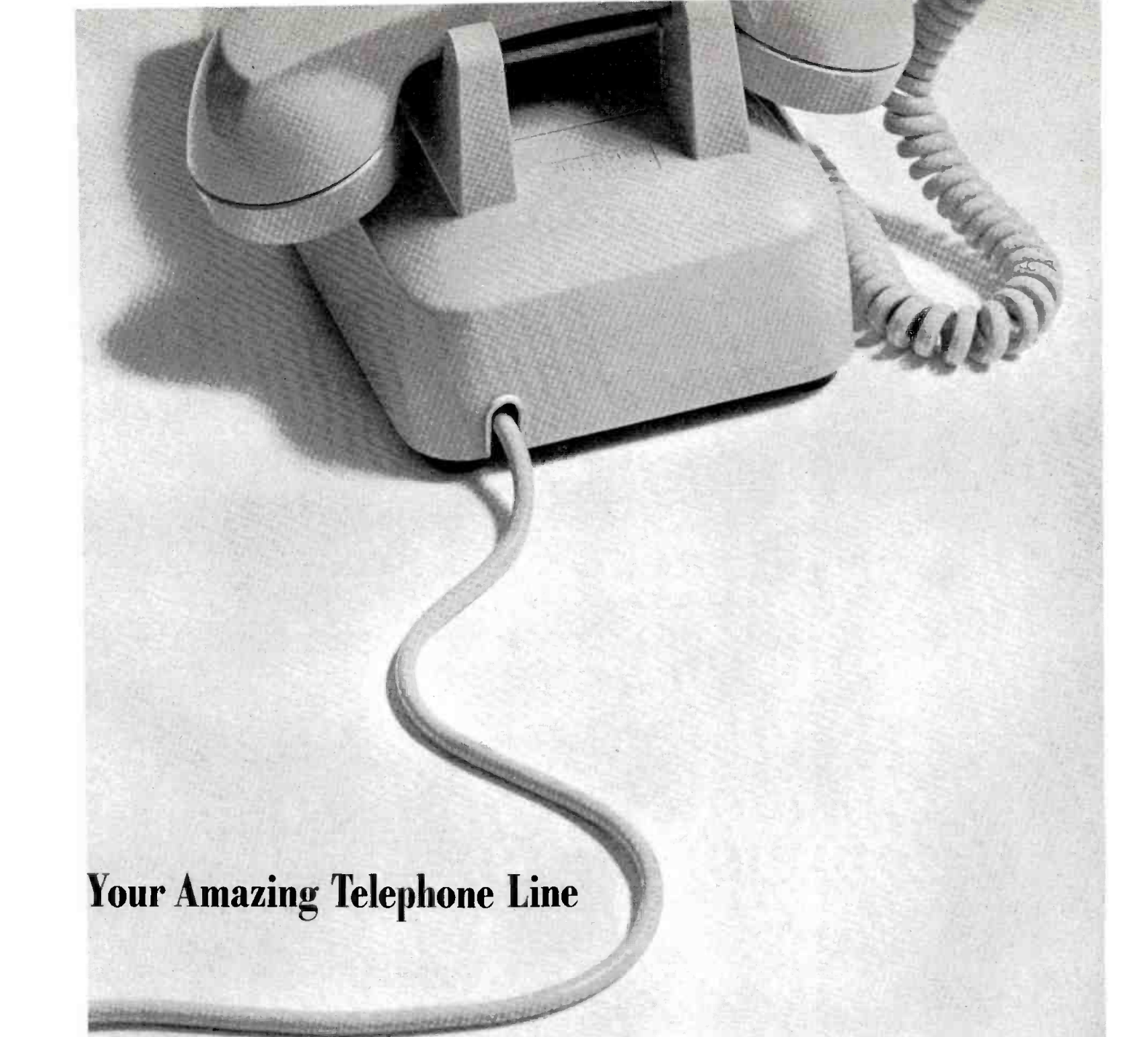
MAY

May 1—Indiana Associated Press Radio and

mccgavren-guild company, inc. announces representation of **WRTH^{*}-St. Louis, Mo.**

DAREN F. MCGAVREN DIVISION, 270 PARK AVE. NEW YORK, N.Y., 10017 MO1-2500
CHICAGO/DETROIT/ST. LOUIS/ATLANTA/DALLAS/SAN FRANCISCO/LOS ANGELES

*** IT'S BRAND NEW WITH TOTAL COVERAGE OF AMERICA'S NO. 10 MARKET.
BEAUTIFUL MUSIC—UNDUPLICATED IN ST. LOUIS—24 HOURS A DAY.**



Your Amazing Telephone Line

Because it can carry your voice so well, we've learned it's good for a lot of other uses, too!

Telephone lines carry both the deep tones of men and the lighter tones of women with fidelity. This is why you can always recognize a familiar voice over the phone.

Your telephone's wide tonal range offers other communications possibilities as well.

One of these is a portable unit which a doctor can use to transmit an on-the-spot electrocardiogram of the heart

from a patient's home phone. The "E-K-G" signals are converted to tones which are sent over the phone line to a hospital for study by a specialist. The diagnosis can then be telephoned back to the doctor.

Another probability is that someday you may pay bills by phone. You will simply insert special plastic cards into a telephone set that dials automatically, and then detail the dollars and cents by pushing numbered Touch-Tone® buttons. In this way you will ring your bank's computer, identify your account with a code number, and tell the com-

puter whom to pay and how much. Your bank will do the rest.

In fact, the things your phone can do for you, just by basically being a phone, are still not fully explored.

Its ability to transmit the tones essential to such data communications as the "E-K-G" and the bill payment suggests many remarkable new uses for your telephone line.

Our engineers are working on them. As its future unfolds, day by day, your telephone line will surely become more *personally yours* than it is even now . . . one of your most useful aids.

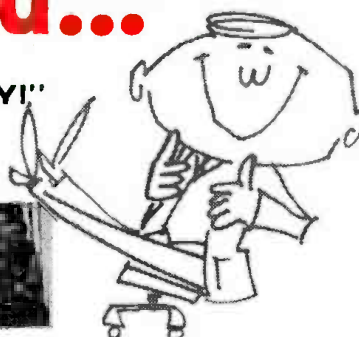


Bell System

American Telephone and Telegraph Co.
and Associated Companies

Well, just like we said...

"FOUR STAR PRODUCT PERFORMS MAGNIFICENTLY!"



THE RIFLEMAN

WBIR
IN KNOXVILLE ONCE A WEEK
MOVES STATION FROM POOR NO. 2 TO NO. 1 IN TOTAL HOMES, AND A TIE FOR NO. 1 IN RATING AND SHARE
7:00 P.M. MON./NOV. 1964 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
WBIR	595	23.0	49.0	CBS NEWS	324	13.0	30.0
WATE	427	23.0	19.0	HUNT/BRINK	570	28.0	65.0
WTVR	348	20.0	1.0	1 LEO 3 LIVES	37	1.0	2.0

INCREASES LEAD-IN'S HOMES 83%, RATING 77%, SHARE 63%

KONO
IN SAN ANTONIO STRIPPED
SOLID NO. 1 POSITION; ALMOST DOUBLES RATING OF ONE STATION AND TRIPLES THE OTHER
5:00 P.M. NOV. 1964 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
KONO	617	24.5	47.0	RNCR NOV YOGI HND	14.0	25.0	
WQAY	550	15.0	29.0	HUNT/BRINK	410	13.0	33.0
WENS	210	8.0	15.5	CBS NEWS	184	8.0	20.0

INCREASES LEAD-IN'S HOMES 68%, RATING 71%, SHARE 31%

WABI
IN BANGOR ONCE A WEEK
MOVES STATION FROM LAST PLACE TO NO. 1; OUTDRAWS COMPETITION 103.9% IN HOMES, 78.9% IN RATING
7:00 P.M. MON./NOV. 1964 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
WABI	395	25.0	46.0				
WLEZ	236	31.0	56.0				
WLEZ	236	31.0	56.0				
WLEZ	236	31.0	56.0				

OUTDRAWS FOLLOWING NETWORK SHOW IN HOMES, RATING, SHARE

KTLA
IN LOS ANGELES STRIPPED
ON INDEPENDENT STATION NO. 1 IN TOTAL HOMES AND TIED FOR NO. 1 IN RATING AND SHARE
IN THIS 7 STATION MARKET.
7:00 P.M. JAN./FEB. 1965 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
KTLA	3154	13.0	22.0	LY TO BEAVER	2129	7.0	12.0
KMT	3807	13.0	22.0	BIG NEWS	1980	14.0	25.0
KMT	3807	13.0	22.0	HUNT/BRINK	3168	11.0	19.0
KMT	3807	13.0	22.0	MOVIES	2016	7.0	12.0
KMT	3807	13.0	22.0	WY/ST. WEST	1667	5.0	9.0
KMT	3807	13.0	22.0	WY/ST. WEST	1667	5.0	9.0
KMT	3807	13.0	22.0	WY/ST. WEST	1667	5.0	9.0

INCREASES ITS LEAD-IN PROGRAM'S HOMES 80.8%, RATING 85.7%, SHARE 83.3%

WAFB
IN BATON ROUGE STRIPPED
... MOVES STATION FROM LAST TO FIRST PLACE, PRACTICALLY DOUBLES LEAD-IN'S HOMES, RATING, SHARE
5:00 P.M. NOV. 1964 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
WAFB	221	15.5	58.0	BUCKSAW BILL	130	8.0	32.0
WAFB	221	15.5	58.0	CT. MACABRE	250	17.0	48.0
WAFB	221	15.5	58.0	THEATRE			

WHBQ
IN MEMPHIS STRIPPED
SOLID NO. 1 IN HOMES, RATING AND SHARE
5:30 P.M. NOV. 1964 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
WHBQ	200	23.0	48.0	CARTOONS	484	13.0	35.0
WHBQ	200	23.0	48.0	NEWS/WEA	578	13.0	35.0
WHBQ	200	23.0	48.0	HUNT/BRINK	385	11.0	30.0

ALMOST DOUBLES LEAD-IN'S HOMES AND RATING

KTVT
IN DALLAS-F.T. WORTH STRIPPED
INCREASES LEAD-IN'S RATING 300%, HOMES 200%
6:00 P.M. NOV. 1964 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
KTVT	978	14.0	29.0	NEWS/WEA	346	5.0	15.0
KTVT	978	14.0	29.0	CBS NEWS	941	13.0	30.0
KTVT	978	14.0	29.0	HUNT/BRINK	615	9.0	26.0
KTVT	978	14.0	29.0	CHAR. & REPORT	518	7.0	21.0

ON INDEPENDENT STATION, YES FOR FIRST PLACE IN RATING AND SHARE AGAINST NEWS

WXYZ
IN DETROIT ONCE A WEEK
TAKES STATION FROM LAST TO FIRST PLACE IN FOUR STATION MARKET; INCREASES LEAD-IN'S RATING 400%
7:00 P.M. TUES./NOV. 1964 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
WXYZ	2318	16.0	34.0	COUCHMAN NEWS	400	4.8	10.0
WXYZ	2318	16.0	34.0	CBS NEWS	758	4.9	14.0
WXYZ	2318	16.0	34.0	HUNT/BRINK	1872	15.0	36.0
WXYZ	2318	16.0	34.0	WATERSON	1990	14.0	38.0

NO. 1 IN TIME PERIOD IN HOMES, RATING AND SHARE

WKBN
IN YOUNGSTOWN ONCE A WEEK
MOVES STATION FROM POOR SECOND TO NO. 1 PLACE IN HOMES, RATING AND SHARE
7:00 P.M. WED./NOV. 1964 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
WKBN	271	15.0	31.0	CBS NEWS	180	12.0	26.0
WKBN	271	15.0	31.0	WOODY WOOD	135	10.0	21.0
WKBN	271	15.0	31.0	HUNT/BRINK	248	17.0	36.0

WNAC
IN BOSTON PROGRAMMED 7 DAYS A WEEK
SOLID NO. 1 IN ITS TIME PERIOD MONDAY THRU SUNDAY
17 NIGHT AVERAGE MON. THRU SAT. 6:30 P.M. SUN. 6:00 P.M./JAN. FEB. 1965 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
WNAC	3497	26.2	46.2	NEWS/WEA	1622	11.7	33.7
WNAC	3497	26.2	46.2	MOVIE O VAL	1787	13.7	39.7
WNAC	3497	26.2	46.2	NEWS/WEA	1622	11.7	33.7
WNAC	3497	26.2	46.2	NEWS/WEA	1622	11.7	33.7

INCREASES ITS AVERAGE LEAD-IN PROGRAMS HOMES 115.6% AND RATING 106.8%

WNYS
IN SYRACUSE STRIPPED
STRONG NO. 1 IN HOMES, RATING AND SHARE
7:00 P.M. NOV. 1964 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
WNYS	717	21.8	40.0	CAR 54	290	12.0	28.0
WNYS	717	21.8	40.0	CH 5 REPORT	418	11.0	24.0
WNYS	717	21.8	40.0	HUNT/BRINK	512	19.0	44.0

INCREASES LEAD-IN BY 75%

WHIO
IN DAYTON STRIPPED
HOMES, RATING AND SHARE 2 1/2 TIMES THAT OF ITS OPPOSITION
5:30 P.M. NOV. 1964 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
WHIO	716	17.0	35.0				
WHIO	716	17.0	35.0				
WHIO	716	17.0	35.0				

MOVES STATION FROM LAST PLACE TO FIRST PLACE IN TWO STATION MARKET

KETV
IN OMAHA MON., WED., THURS., FRI.
... MOVES STATION FROM NO. 2 TO NO. 1
14 NIGHT AVG. 6:00 P.M. NOV. 1964 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
KETV	520	21.5	48.0	NEWS/WEA	249	12.2	25.9
KETV	520	21.5	48.0	HUNT/BRINK	287	16.0	46.0
KETV	520	21.5	48.0	CBS NEWS	194	6.5	16.5

ALMOST DOUBLES HOMES, RATING AND SHARE OF LEAD-IN PROGRAM

KXLY
IN SPOKANE ONCE A WEEK
... SOLID NO. 1 IN TIME PERIOD
7:00 P.M. SAT./NOV. 1964 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
KXLY	835	27.0	52.0	GLEASON	484	14.0	29.0
KXLY	835	27.0	52.0	OUT. LIMITS	410	19.0	29.0
KXLY	835	27.0	52.0	FLIPPER	895	29.0	65.0

NETWORK SHOW FOLLOWING DROPS 24.7% IN HOMES DELIVERED, 40.7% IN RATING AND 51.9% IN SHARE

HOLLYWOOD A GO GO

FOUR STAR'S NEW SMASH HIT.
EARLY REPORTS INDICATE DELIVERY
OF HUGE SHARES, HOMES AND RATINGS.



ON THE FOUR PROGRAMS NOW BEING PRODUCED IN HOLLYWOOD
ATLANTA FOR IMMEDIATE START FOR ONCE-A-WEEK PROGRAMMING

THE LAW AND MR. JONES

WTVR
IN RICHMOND
NO. 1 IN TIME SLOT. MORE THAN DOUBLES RATING
AND SHARE OF LEAD-IN PROGRAM
1:00 P.M. SUN./NOV. 1964 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
WTVR	147	15.0	31.0	GROVE AVE. BAP	86	3.0	37.0
WTVR	147	15.0	31.0	U VA FTBL HGL	95	4.0	50.0
WTVR	147	15.0	31.0	FEA FLN/B MOV	47	1.0	13.0

KING
IN SEATTLE-TACOMA
IN 5 STATION MARKET A BOOMING NO. 1 IN RATING,
SHARE AND HOMES. BEATS MOVIES AND A NETWORK
SHOW IN DIRECT COMPETITION. FOLLOWING PROGRAM
DROPS STATION TO NO. 2
7:00 P.M. THURS./NOV. 1964 ARB

Station	Rating	Share	Lead In	Station	Rating	Share	Lead In
KING	1391	23.0	48.0				
KING	1391	23.0	48.0				
KING	1391	23.0	48.0				

THE DETECTIVES

IN JACKSON, MISS. WLB
SOLID NO. 1 IN TIME PERIOD. BEATS DIRECT NETWORK COMPETITION AS FOLLOWS: HOMES 67.6%, RATING 47.4%, SHARE 33.3%. NETWORK SHOW FOLLOWING (OR. KILDARE) DROPS STATION LAST IN RATING, SHARE & HOMES

Home Rating Share	Lead In	Home Rating Share
WLB DETECTIVES 53 70 60	DR. KILDARE 469 260 46.0	
WLB DETECTIVES 53 70 60	DR. KILDARE 419 300 54.0	

IN SAN FRANCISCO KRON
IN 4 STATION MARKET MOVES STATION FROM LAST TO NO. 2 IN RATING, SHARE AND HOMES. BEATS LLOYD THAXTON AND MOVIES. INCREASES LEAD-IN'S RATING 500%, SHARE AND HOMES 300%

Home Rating Share	Lead In	Home Rating Share
KRON DETECTIVES 82 65 23.0	EXPLOSION 175 1.0 6.0	
KRON LLOYD THAXTON 530 4.0 14.8	AGENTS HUNT 588 5.0 31.0	
KRON EARLY SHOW 799 8.2 23.0	EARLY SHOW 556 8.0 25.0	
KRON WIDE WORLD SPORTS 1115 9.3 34.8	GREATEST MOVIES 567 4.0 25.0	

IN BUFFALO WGR
MOVES STATION FROM NO. 2 TO NO. 1 IN RATING, SHARE AND HOMES THE SECOND MONTH ON AIR. INCREASES HUNTLEY-BRINKLEY LEAD-IN RATING, SHARE AND HOMES.

Home Rating Share	Lead In	Home Rating Share
WGR DETECTIVES 1356 12.0 40.0	HUNT/BRINKLEY 971 13.0 30.0	
WGR CAR 54 1398 16.0 37.5	CBS EYE NEWS 921 16.0 25.0	
WGR NEWS/WEA SPORTS 542 8.0 19.0	THE SQUAD 1433 20.0 47.0	

IN HOUSTON, TEXAS KTRK
MOVES STATION FROM POOR NO. 3 TO STRONG NO. 1 IN RATING, SHARE AND HOMES IN ITS TIME PERIOD. INCREASES LEAD-IN'S RATING 27.3% THEREBY MOVING STATION FROM 2ND TO FIRST.

Home Rating Share	Lead In	Home Rating Share
KTRK DETECTIVES 586 13.5 41.5	SPTSMAN SCOR 474 11.0 35.0	
KTRK PRO REPORT 484 9.5 29.0	MEET THE PRESS 366 7.0 23.0	
KTRK PRO FOOTBALL REPORT 518 9.0 27.5	NFL FOOTBALL 754 11.0 42.0	

IN CHARLESTON, S. C. WCSC
STRONG NO. 1 AGAINST NETWORK AND SYNDICATION COMPETITION

Home Rating Share	Lead In	Home Rating Share
WCSC DETECTIVES 203 16.0 34.5	12 O'CLOCK IN 132 14.5 30.5	
WCSC PAIR WITH KERN 138 16.0 34.5		

STAGECOACH WEST

IN PHOENIX KTVK
SOLID NO. 1 IN TIME PERIOD. INCREASES LEAD-IN PROGRAM'S HOMES 58%, RATING 50%, SHARE 18%

Home Rating Share	Lead In	Home Rating Share
KTVK STAGECOACH WEST 740 8.5 40.0	WIDE WORLD SPORTS 167 5.0 31.0	
KTVK WRESTLING 172 5.0 25.0	WRESTLING 70 2.0 13.0	
KTVK NFL COUNTDOWN 92 3.0 13.5	MEET THE PRESS 70 2.0 13.0	
KTVK RAY ODOM SHOW 119 4.2 18.0	BUSINESS NEWS 70 2.0 13.0	

IN NEW YORK WNEW
IN 6 STATION NEW YORK, AFTER 15 MINUTES ON AIR AGAINST NETWORK COMPETITION, MOVES STATION FROM TIE FOR 3RD PLACE TO TIE FOR 2ND PLACE IN RATING & SHARE AND NO. 2 IN HOMES

Home Rating Share	Lead In	Home Rating Share
WNEW STAGECOACH WEST 2337 9.0 10.0	WIDE WORLD SPORTS 167 5.0 31.0	
WNEW HUNT/BRINKLEY 6148 12.0 24.0	WRESTLING 70 2.0 13.0	
WNEW HUNT/BRINKLEY 5942 11.0 22.0	MEET THE PRESS 70 2.0 13.0	
WNEW PHIL SILVERS 4954 9.0 18.0	BUSINESS NEWS 70 2.0 13.0	
WNEW GUNFIRE 1908 4.0 8.0		
WNEW W WOODPECKER 4419 9.0 18.0		

Home Rating Share	Lead In	Home Rating Share
WNEW STAGECOACH WEST 3561 7.0 21.0	WIDE WORLD SPORTS 167 5.0 31.0	
WNEW HUNT/BRINKLEY 6148 12.0 24.0	WRESTLING 70 2.0 13.0	
WNEW HUNT/BRINKLEY 5942 11.0 22.0	MEET THE PRESS 70 2.0 13.0	
WNEW PHIL SILVERS 4954 9.0 18.0	BUSINESS NEWS 70 2.0 13.0	
WNEW GUNFIRE 1908 4.0 8.0		
WNEW W WOODPECKER 4419 9.0 18.0		

THE ZANE GREY THEATRE

IN HANNIBAL QUINCY WGM
ON WEDNESDAY & FRIDAY MOVES STATION FROM LAST TO FIRST—FIRST MONTH RATED
6:00 P.M. WED & SAT. (AVERAGE)/NOV. 1964 ARB

Home Rating Share	Lead In	Home Rating Share
WGM ZANE GREY THEA 786 18.0 52.8		

IN QUAD CITY WOC
NO. 1 IN TIME PERIOD, IN TOTAL HOMES, RATING AND SHARE
6:00 P.M. SAT./NOV. 1964 ARB

Home Rating Share	Lead In	Home Rating Share
WOC ZANE GREY THEA 353 17.0 51.0		
WOC REFRESH CUP 303 15.0 46.5		
WOC PROJECT 8 28 15 45		

IN TOLEDO, OHIO WSPD
MOVES STATION FROM LAST TO NO. 1
7:00 P.M. TUES./NOV. 1964 ARB

Home Rating Share	Lead In	Home Rating Share
WSPD ZANE GREY THEA 674 22.0 46.0	DEADLINE 402 18.0 42.0	
WSPD WATCH WITH WARD 574 17.5 36.5	SCORILLA 806 18.0 41.0	

IN ATLANTA WAGA
SOLID NO. 2 IN RATING, SHARE AND HOMES. INCREASES LEAD-IN'S RATING 21.4%, SHARE 48%, AND HOMES 33.7%
7:00 P.M. THURS./NOV. 1964 ARB

Home Rating Share	Lead In	Home Rating Share
WAGA ZANE GREY THEA 364 17.0 37.5	AMOS N ANDY 723 14.0 25.0	
WAGA HARVEY KELLER 994 18.5 40.5	HUNT/BRINKLEY 1429 28.0 51.0	
WAGA NEWS/WEA SPORTS 532 9.5 21.0	WHEELMAN 807 19.0 26.0	

ENSIGN O'TOOLE

IN ORLANDO DAYTONA BEACH WESH
SOLID NO. 1 INCREASES LEAD-IN PROGRAM'S HOME 23.9%
7:00 P.M. SAT./NOV. 1964 ARB

Home Rating Share	Lead In	Home Rating Share
WESH ENSIGN O'TOOLE 476 18.0 33.0	WASHINGTON PPT 376 16.0 38.0	
WESH FLA SHOWCASE 264 14.0 28.0	HAPPY RETURNS 236 11.0 28.0	
WESH ONE STEP BETTER 461 16.0 33.0	JOHNNY QUEST 370 13.0 33.0	

IN SEATTLE-TACOMA KOMO
IN 5 STATION MARKET MOVES STATION FROM POOR NO. 3 TO SOLID NO. 1 IN RATING, SHARE AND HOMES. NOW HIGHEST 7 P.M. SHOW ON STATION MONDAY THRU SATURDAY. INCREASES LEAD-IN'S RATING 138%, SHARE 170% AND HOMES 127%

Home Rating Share	Lead In	Home Rating Share
KOMO ENSIGN O'TOOLE 1216 19.0 46.0	NEWS HOUR 533 8.0 17.0	
KOMO STAGE 5 656 7.0 17.0	EARLY EDITORIAL 1347 28.0 48.0	
KOMO FRI NIGHT MOVIE 610 10.5 25.5	CBS EYE NEWS 790 5.0 10.0	
KOMO GREATEST SHOW 175 3.0 7.0	SEA HUNT 632 11.0 23.0	
KOMO MOVIE OF WEEK 20 1.0	MARGE/FILM 24 1.0	

IN SAN FRANCISCO KRON
FIRST MONTH ON AIR IN FOUR STATION MARKET A SOLID NO. 1 IN RATING, SHARE AND HOMES. INCREASES LEAD-IN'S RATING AND SHARE 50% AND HOMES 29.5%

Home Rating Share	Lead In	Home Rating Share
KRON ENSIGN O'TOOLE 1925 15.0 33.0	6:30 RPT/SPORTS 1478 10.0 22.0	
KRON TRUE ADVENTURE 1444 12.0 25.5	SCIENCE IN ACT 552 4.0 9.0	
KRON 77.55 STRIP 1076 8.5 18.5	CBS EYE NEWS 1420 14.0 31.0	
KRON COCHRAN NEWS 1054 9.5 21.0	SHOW/MGR/SPORTS 1987 16.0 26.0	

IN DETROIT WXYZ
INCREASE LEAD-IN'S RATING 300%, SHARE 250%, HOMES 277%, AND MOVES STATION FROM LAST PLACE TO TIE FOR 2ND
7:00 P.M. FRI./NOV. 1964 ARB

Home Rating Share	Lead In	Home Rating Share
WXYZ ENSIGN O'TOOLE 1535 12.0 26.0	RON COCHRAN M 452 3.0 7.0	
WXYZ DONALD GILES 1489 14.0 31.0	CBS EYE NEWS 754 4.0 14.0	
WXYZ AT THE 100 1449 12.0 26.0	HUNT/BRINKLEY 2031 15.0 35.0	
WXYZ FRI NIGHT MOVIE 994 8.0 17.0	B MASTERSON 7180 18.0 42.0	

THE DICK POWELL THEATRE

IN OULUTH-SUPERIOR KDAL
SOLID NO. 1 AGAINST NETWORK COMPETITION. FOLLOWING MOVIE DROPS STATION TO LAST PLACE AGAINST SAME COMPETITION
10:15 P.M. THURS./NOV. 1964 ARB

Home Rating Share	Lead In	Home Rating Share
KDAL DICK POWELL THEA 274 21.2 55.0	MOVIE 157 13.0 48.0	
KDAL SCOT/TONIGHT 217 17.2 43.8	TONIGHT 180 14.0 57.0	

IN GREAT FALLS, MONT. KRTV
SOLID NO. 1 IN TIME PERIOD AGAINST TOP NETWORK COMPETITION—THE FUGITIVE AND THE REPORTER
10:00 P.M. FRI./NOV. 1964 ARB

Home Rating Share	Lead In	Home Rating Share
KRTV DICK POWELL THEA 91 19.0 43.0	FUGITIVE 91 19.0 43.0	
KRTV DICK POWELL THEA 91 19.0 43.0	FUGITIVE 91 19.0 43.0	
KRTV DICK POWELL THEA 91 19.0 43.0	FUGITIVE 91 19.0 43.0	
KRTV DICK POWELL THEA 91 19.0 43.0	FUGITIVE 91 19.0 43.0	

IN DALLAS-FT. WORTH WBAP
SOLID NO. 1 IN FOUR STATION MARKET. ALMOST DOUBLES RATING AND SHARE OF NEAREST COMPETITION. INCREASES LEAD-IN'S RATING 21.4%, SHARE 48%, AND HOMES 33.7%
5:00 P.M. SAT./NOV. 1964 ARB

Home Rating Share	Lead In	Home Rating Share
WBAP DICK POWELL THEA 696 11.5 37.8	MATTHEW QUINN 370 6.0 30.0	
WBAP STUDIO WEST 703 6.8 22.0	NFL COUNTDOWN 332 4.0 20.0	
WBAP WIDE WORLD SPORTS 347 5.5 18.0	WIDE WORLD SPORTS 484 7.0 35.0	
WBAP GOSPEL JOURN 578 6.8 22.2	FBI SCORADO 127 2.0 10.0	

IN NEW ORLEANS WYUE
AGAINST THE TONIGHT SHOW, SOLID NO. 1 IN RATING AND SHARE. INCREASES PREVIOUS MONTH'S RATING (12.2). THE FOLLOWING SHOW DROPS STATION TO BAD LAST PLACE WITH DECREASE OF RATING 80%, DECREASE OF SHARE 81%, DECREASE OF HOMES 68%
10:00 P.M. TUES./NOV. 1964 ARB

Home Rating Share	Lead In	Home Rating Share
WYUE DICK POWELL THEA 431 15.5 34.8		
WYUE SEA HUNT 274 10.0 25.2		
WYUE REPORTER/NEWS 431 14.0 35.0		



and ratings confirm it...



In city after city, in a variety of time periods, against all kinds of competition, Four Star series are delivering big numbers in ratings, share and homes. They're beating direct competition, increasing lead-ins and out-rating-network shows. That's why so many reps. and stations report easier spot sales. THE SPOT SALES, POWER NEEDED IN TODAY'S COMPETITIVE MARKET — AND THE FLEXIBILITY NEEDED FOR TODAY'S COMPETITIVE PROGRAMMING.





When did Washington traffic become "terrific"?

When *WWDC Radio* put a helicopter in the sky, that's when! We figure it won't be long anyway till the gals take over space (earth is already theirs!)—so we might as well be *first*. And that's just what we've done with Marie and Dee—the first two females, we believe, to broadcast traffic reports daily from a helicopter. We purchased a Hughes 300 and christened it 'Copter 1260. 16 times a day, during AM and PM traffic hours, one of our lovelies gives motorists the "right steer" in and around the nation's capital. We don't predict traffic will get any better, but we're darn sure a lot of drivers are going to enjoy the delay—almost!

Ask your Blair
representative
for 'Copter 1260
availabilities

**BLAIR
GROUP
PLAN
MEMBER**

WWDC

RADIO WASHINGTON, D.C.

20 (DATEBOOK)

Television spring meeting. Indianapolis.

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 3-4 — New York State Educational Radio and Television Association annual meeting. Panel chairman, Albert P. Fredette, general manager of WAMC(FM) Albany, N. Y., will discuss "The Future of Networking." Panel will include John Witherspoon and Jerrold Sandler of the National Educational Radio division of the National Association of Educational Broadcasters; Donald Quale of Eastern Educational Network, and Thomas Conley of the Eastern Educational Television Network. Country House, Syracuse, N. Y.

May 3-5—Association of Canadian Advertisers will have its 50th annual meeting at the Royal York hotel, Toronto.

May 3-5 — Spring meeting of Kentucky Broadcasters Association. Featured speakers include FCC Commissioner Lee Loewinger; Vincent Wasilewski, president, National Association of Broadcasters, and Richard Lueking, vice president of advertising, Eastern Air Lines. 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. Speakers include John Couric, vice president for public relations, National Association of Broadcasters; Hollis Seavey, government affairs representative, NAB; Elmo Ellis, general manager, WSB-AM-FM Atlanta; John Murphy, president, Crosley Broadcasting Co.; Mrs. Marianne Campbell, president, WJEH Gallipolis, Ohio. University of Missouri, Columbia.

■May 5—Magnavox Co. annual stockholders meeting. Company offices, Fort Wayne, Ind.

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—Admiral Corp. annual stockholders meeting. Admiral offices, Cortland Street, Chicago.

May 6-8 — Meeting of Iowa Broadcasters Association. Speakers include William L. Walker, director of broadcast management, National Association of Broadcasters. Fort Des Moines hotel, Des Moines.

May 6-8 — Spring meeting of Montana

Broadcasters Association. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Executive motel, Missoula.

May 6-9 — Western States Advertising Agency Association annual conference. Ocean House, San Diego.

■May 7—American Women in Radio & Television national convention's general session. Marion Harper Jr., president and chairman of the board of Interpublic Group of Companies, is speaker. Hilton hotel, New York. May 7 — Virginia Associated Press Broadcasters meeting, Washington.

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

May 7—California Associated Press Radio-Television Association annual meeting. Biltmore hotel, Los Angeles.

May 7-8—Florida Associated Press Broadcasters annual meeting. Landmark motor lodge, Winter Haven and Cypress Gardens.

May 8 — Indiana Associated Press Radio-Television Association meeting. Indianapolis.

May 8-9—Kansas Associated Press Radio-Television members meeting. Hotel Muehlbach, Kansas City.

May 8-11 — National Instructional Television third annual conference co-sponsored by the National Association of Educational Broadcasters and the University of Miami. Deauville hotel, Miami Beach.

■May 9-11—Second annual meeting of The National Association of Television Program Executives. Savoy Plaza hotel, New York.

May 10 — Connecticut Associated Press Broadcasters Association meeting. Yankee Silversmith Inn, Wallingford.

May 10-11—National Association of Television Program Executives annual meeting. Savoy Plaza hotel, New York.

■May 10-12 — Annual spring meeting of Washington State Association of Broadcasters. Ocean Shores.

■May 11—Eighth annual awards luncheon of the Station Representatives Association. Stan Freberg, who developed series of radio spots for SRA to "sell" radio, is speaker. Plaza hotel, New York.

■May 11—Metromedia Inc. annual stockholders meeting. New York.

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

■May 12—Michigan Association of Broadcasters' dinner for members of Congress. Madison hotel, Washington.

■May 12-14 — Spring meeting of Illinois Broadcasters Association. Speakers include Vincent Wasilewski, president, National Association of Broadcasters. Holiday Inn East, Springfield.

■May 13—New York Deadline Club annual dinner, Americana hotel. Awards to be pre-

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BROADCASTING, April 19, 1965

We interrupt this magazine to bring you an important radio station

WGBS Radio Miami, the Storer Station, is now completing a brand new building... its facilities completely devoted to radio station broadcasting. \$600,000 have been spent to make it the most modern, well-equipped radio station in America. In a time when television gets prime consideration, the new WGBS Building is a statement of faith in the future of radio. Faith in radio is a Storer trademark. For thirty-eight years Storer stations have been producing creative radio programming which meets and stimulates the interests of the community. Let Storer leadership and its seven great radio stations make radio more meaningful for you.

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MU 2-5600

SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22 1/2" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

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Spotmaster

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

sented include radio-TV reporting award, sponsored by Westclox division of General Time. Bill Vaughan, associate editor of Kansas City Star speaker; Barry Gray, WMCA New York personality, master of ceremonies.

■May 13—Spring meeting of Connecticut Broadcasters Association. University of Connecticut, Storrs.

■May 13-14—Spring convention of Ohio Association of Broadcasters. Imperial House South, Dayton.

■May 14—FCC hosts a group of financial and stock brokerage authorities in an informal meeting to discuss the impact of the commission's proposal to amend its multiple-ownership rules as they apply to individuals or companies owning 1% or more of two or more publicly held group broadcast companies. The conference was formerly scheduled for April 8.

■May 14—Spring meeting of Arizona Broadcasters Association. Pioneer, Tucson.

May 16-18—Catholic Broadcasters Association of America will present Gabriel Awards at annual convention and the first Catholic Communications Seminar May 18. Waldorf-Astoria, New York.

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

■May 17—Los Angeles Advertising Women's 19th annual Lulu awards banquet. Advertising women in the 13 western states are honored for best radio, TV and print ads, sales promotion pieces, publicity and research. Hollywood Paladium.

■May 17—International Radio & Television Society's annual meeting (luncheon), honoring CBS-TV personality Ed Sullivan. IRTS officers for the coming year will be installed. Grand Ballroom, Waldorf-Astoria, New York.

■May 18—Bureau of Broadcast Measurement, annual meeting. Westbury hotel, Toronto.

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. Pontchartrain hotel, Detroit.

May 19-21 — Texas CATV Association Inc., state convention. Dallas Marriott motor hotel, Dallas.

■May 19-22—12th Annual conference of the National Association of Market Developers at the Sheraton Jefferson hotel in St. Louis.

■May 20 — Awards for media excellence, banquet, Chicago Federated Advertising Club, Great Hall. Pick-Congress hotel, Chicago.

■May 20—Spring meeting of New Jersey Broadcasters Association. Woodlawn, Rutgers University, New Brunswick.

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

May 20—Annual meeting of Writers Guild of America, West, and election of officers of the guild and its screen and radio-TV branches. 8 p.m. Beverly Hilton, Beverly Hills, Calif.

May 20-22 — Spring meeting of Alabama Broadcasters Association. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters. Midtown Holiday, Montgomery.

■May 20-22—Annual convention of South Dakota Broadcasters Association. Speakers include George W. Bartlett, manager of engineering, National Association of Broadcasters and Fulton Lewis Jr., news commentator. Winner.

■May 21—South Dakota Associated Press Broadcasters Association meeting. 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 24—20th Annual Southern California Broadcasters Association "Whingding" with Jim Thompson, account executive of KHJ Los Angeles and Chuck Mitchell, account executive at KRKD Los Angeles, as co-chairmen. Lakeside Country Club, Los Angeles.

■May 24—TV awards dinner and broadcast on WBKB(TV) Chicago of Chicago chapter, National Academy of Television Arts and Sciences. Martinique Restaurant-Drury Lane Theater.

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

■May 25-27 — Annual convention, Armed Forces Communications & Electronics Association. Guest speakers: Dr. Thomas P. Cheatham Jr., Department of Defense; Brigadier General David Sarnoff, RCA; Lieutenant General Alfred D. Starbird, WSA, Defense Communications Agency. Sheraton-Park hotel, Washington.

■May 26—New deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Former deadline for reply comments was March 23; new deadline for comments in this inquiry is April 26.

■May 26-28—Fifth National Conference on the Peaceful Uses of Space. Sponsored by the National Aeronautics & Space Administration. Speakers will include following NASA officials: Dr. Hugh L. Dryden, deputy administrator; Dr. George E. Mueller, associate administrator, Office of Manned Space Flight; Dr. Homer E. Newell, associate administrator, Office of Space Science & Applications; Dr. Raymond L. Bisplinghoff, associate administrator, Office of Advanced Research & Technology. St. Louis.

JUNE

■June 2-4—Institute for Education by Radio-Television. Columbus, Ohio.

■June 5-6—Associated Press Louisiana-Mississippi Broadcasters annual meeting. New Orleans.

■June 7-9—Western Association of Broadcasters annual meeting at Banff Springs hotel, Banff, Alberta.

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

■June 8-10—Summer meeting of South Carolina Broadcasters Association. Speakers include Paul Comstock, vice president for government affairs, National Association of Broadcasters. Adventure Inn, Hilton Head Island.

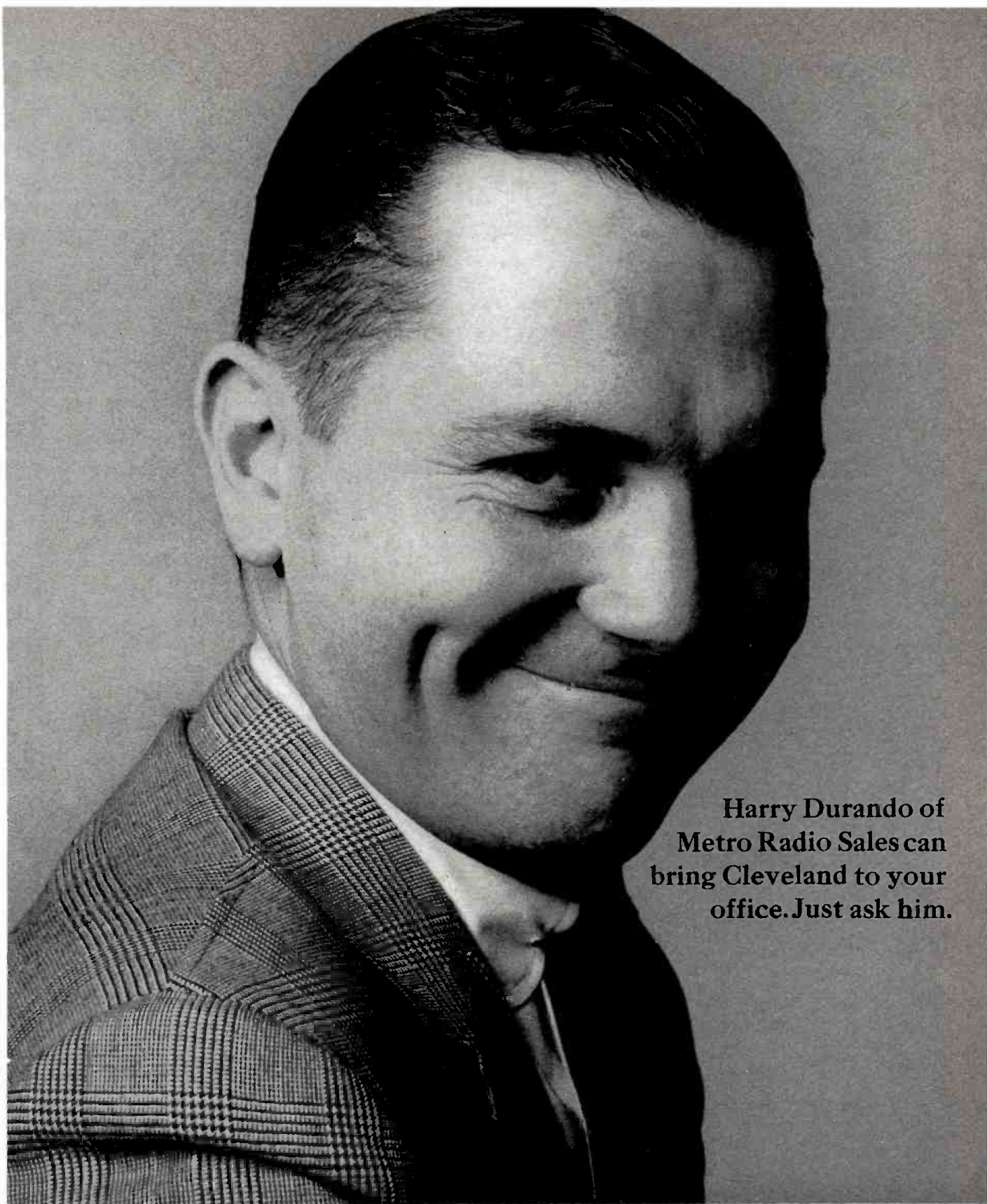
June 10-12—Colorado Broadcasters Association meeting. Palmer House motel, Colorado Springs.

■June 12-15—Annual Georgia Association of Broadcasters summer convention in conjunction with annual GAB engineering conference. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters and Frederick W. Ford, president, National Community Television Association. Holiday Inn, Callaway Gardens.

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

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**Harry Durando of
Metro Radio Sales can
bring Cleveland to your
office. Just ask him.**

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Denver, WDRC Hartford, KYMN Portland, Ore.

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Metro Radio Sales

A DIVISION OF METROMEDIA, INC.



Ten victories, no defeats.

How many of this season's top ten sports attractions were on NBC?

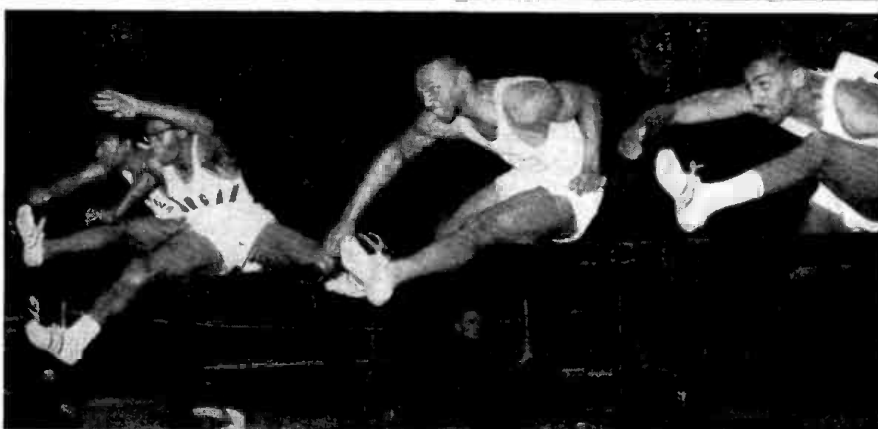
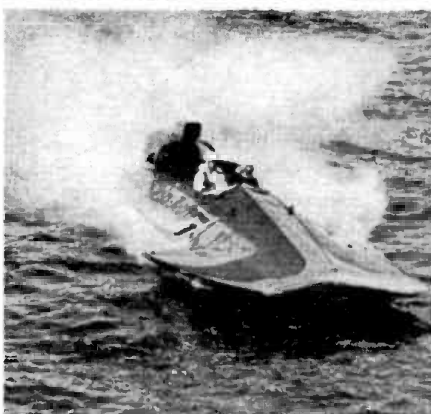
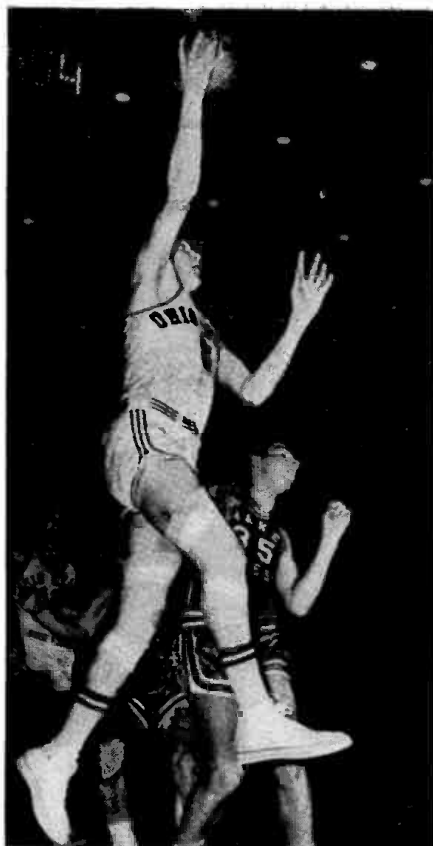
All of them. The Rose Bowl, the Sugar Bowl, the Orange Bowl, the Pro Bowl, and six games in baseball's World Series...of all the sports events telecast since September 1964, these ten reached the highest number of TV homes.* And every one of them was seen exclusively on NBC-TV.

A matter of chance? Hardly. It's the sort of record you'd *expect* from a network whose sports schedule

is as comprehensive and colorful as NBC's.

There's no roster in TV sports to equal it. In addition to baseball's World Series and the largest line-up of post-season Bowl games, NBC has telecast in recent months the Tokyo Olympics (23 separate programs, totaling 18½ broadcast hours); regular-season NCAA football contests (29 in all); championship golf (including the U.S. Open, the World Series of Golf, the Bing Crosby National Pro-Am, and the Bob Hope Desert Classic); the National

*SOURCE: NTI (Total homes basis) Audience and related data based on estimates provided by the rating service and are subject



Singles Tennis Championships; early and final-round games in basketball's National Invitation Tournament; and baseball's annual All Star Game.

On the weekly scene, the new *NBC Sports in Action* series has already featured two highlights of the track-and-field winter season—the New York Athletic Club Indoor Games and the Los Angeles Times Indoor Games—and over the weeks the series covers a variety of the most interesting and unusual competitions from all over the globe.

A solid line-up, indeed — and getting even stronger. This Fall, NBC will telecast — exclusively — the exciting pro action of the American Football

League, which has grown so quickly in national interest and importance. In addition to these contests, NBC will, of course, continue its exclusive, weekly telecasts of NCAA games.

More football than any other network...more top events in *every* sport...and most events televised in color. No wonder the nation's fans are tuning to NBC in record numbers.

We're giving them a real sporting chance.

NBC SPORTS

to qualifications issued by this service. Copies of such qualifications available on request. No national ratings were available on the NFL Championship Game, telecast in Nielsen Non-report Week.

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American Marketing Association and will be attended by 2,000 delegates from North America, Europe and Asia. Hilton hotel, New York.

■June 15-17 — Annual spring meeting of North Carolina Association of Broadcasters. The Carolinian, Nags Head.

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—First annual meeting of Alaska Broadcasters Association. FCC Commissioner Kenneth A. Cox is keynote speaker. Ketchikan.

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

■June 18-19—Texas Associated Press annual meeting. Community Inn, Kilgore.

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

■Indicates first or revised listing.

OPEN MIKE®

Broadcasters help student

EDITOR: With reference to your editorial of January 25, urging broadcasters to underwrite the cost of sending students to the International Radio and Television Society's 1965 College Conference, I would like to take this opportunity to publicly thank two Wichita broadcasters who did just that for me.

George M. Brown, president of the Wichita Television Corp. (KARD-TV Wichita, Kan.) and M. Dale Larsen, vice president and general manager of KTVH(TV) Hutchinson-Wichita each donated one-half the cost of a round-trip airline ticket from Wichita to New York making it possible for me to attend the conference, representing Wichita State University.

It was an extremely informative and entertaining affair and without the help of these executives I would not have been a participant.—Charles K. Frodsham, Wichita, Kan.

Wrong frequency

EDITOR: In your very thorough NAB convention coverage in the April 5 issue, there is a typo in a photo caption for a GE transmitter with two girls. The caption said it was UHF transmitter; actually, it is a new 10-1 35 kw TT-51-B VHF high channel transmitter. The girls' poses indicate that the aural amplifier cubicle has been eliminated as in the new 5-1 version.—George Tillman, press relations, General Electric Visual Communications Products, Schenectady, N. Y.

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EDITOR AND PUBLISHER
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Bureaus

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

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti; STAFF WRITERS: John Gardiner, Ellen R. McCormick, John O'Hara; ASSISTANT: Frances Bonovitch.

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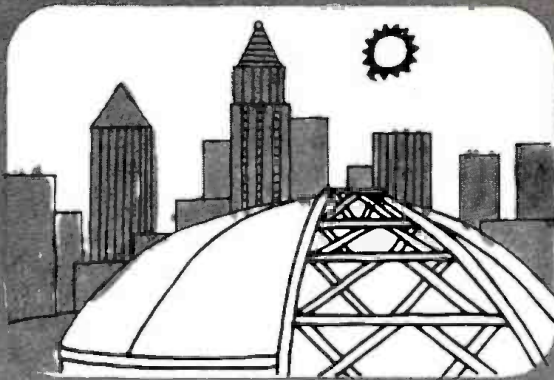
ASSISTANT PUBLISHER
Lawrence B. Taissoff

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*Reg. U. S. Patent Office
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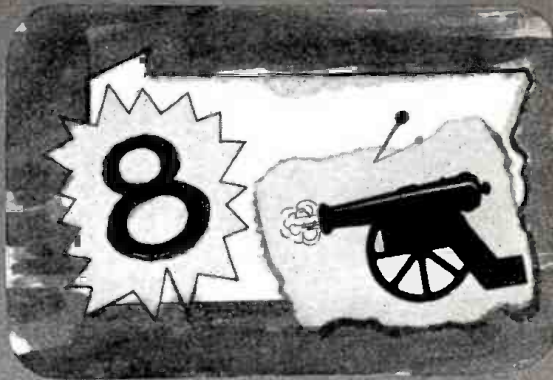
BROADCASTING, April 19, 1965

1



Can you identify this city?

2



Clue: It's the hub of the nation's Eighth Market -- and booming!

3



(SFX: BOOM)

Residential construction up 12% in '64!

4



(SFX: BOOM)

Retail sales up 8%

5



Want to reach the families who are building and buying?

6



Clue: Take the "homes-reached" station! Take TAE.

Swell. But you forgot to mention PITTSBURGH

Department store finds a formula that 'clicks' in L. A. market

L.A. is wild!

L.A. is different!

L.A. is untraditional! And, when you are operating a retail organization in an untraditional area such as Los Angeles, it is necessary to take an untraditional approach in advertising. Our objective is to reach the market for Zody's Quality Discount Department Stores, a seven-store chain ranging from Anaheim to Canoga Park and from West Covina to Redondo Beach. To give it an eastern parallel, this would be like having stores in Connecticut, Long Island and Philadelphia, miles apart in distinctly different areas with no central downtown location, and trying to reach all markets with one newspaper.

The L.A. market is unusual. You can reach parts of the area with newspapers but the reach of TV and radio extends throughout the region. Each community has its own newspaper but the radio and TV media are city-wide. It is obvious that newspapers cannot do the complete job in a retail trading area that is so widespread, but TV can and we take full advantage of this broader exposure by backing our newspaper advertising with a heavy saturation of TV and radio.

TV's Many Uses ■ We use our television advertising in various ways, to promote specific items, special events, major promotions, seasonal sales, and departmental presentations of merchandise. We produce, in conjunction with our agency, M. J. Beckman Associates, four or five 60-second TV commercials on video tape every month and schedule our television time on several good independent stations featuring newscasts, or preceding and following popular programs such as teen-age dance parties, off-network series reruns and participating children's shows.

We find that television is excellent for selling the Zody's name and we take full advantage of the medium by trying to be different from the other retailers in the way we present our commercial message. We are constantly on the lookout for unusual approaches that are in good taste.

For example, one of our spots does a take-off on the popular TV show, *The Man from U.N.C.L.E.* We open on the shadow of a hand firing a gun and cut to our female TV personality, seen through bullet-cracked glass. As the camera moves in, she announces herself as "The Girl from Zody's." From there, we take the viewer through various settings depicting Zody's fashions for women. For men's fashions we did a

take-off on all the James Bond movies, using science fiction props and a fog machine for transitions from setting to setting.

The Oriental Touch ■ We have also been getting a lot of favorable comments from our customers on our new "Fortune Cookie" commercial which has a noted Chinese movie and television personality talking about the virtues of Zody's merchandise in Chinese while the movie subtitles translate our message into English.

For "straight selling" we use a 10-second portion of our jingle as a musical opening and dissolve to our appropriately dressed announcer telling about the specific category of merchandise being promoted. We try to keep the camera moving, using "dissolves" and "supers" to keep a visual story going while the selling pitch is being given. We tend to avoid using specific prices on our television commercials because of the cost of making tapes. This also prevents our competitors from having an unfair advantage, since they can "sharpshoot" at our announced price.

We have used our television commercials to back up our chain-wide sales. For example, during baseball season for our "World Series of Values" we dressed our announcer in a Dodgers uniform and had him pitch baseballs into the various merchandise areas. We try at all times to keep our television commercials topical and timely and of such subject matter that would be usable for a three to four week period.

Radio Versatility ■ Zody's radio commercials attempt to use the versatility of this medium to a much greater extent. We are currently using three radio stations from the many available in the Los Angeles market. Our subject matter changes weekly from fashions to

major appliances, from sporting goods to baby clothes, depending on what is most appropriate at the time and, as noted before, strong support for what we are currently advertising in the newspapers.

We consistently use our musical jingle opening on our radio commercials and close with our hours and addresses. Where a special message with production requirements is involved, we use our regular television announcer as the voice. Most of the time, however, we use the talents of the station's disk jockeys and regular staff announcers. We tend to "buy" as many disk jockeys as we can afford, preferring news program adjacencies.

Zody's feels there is a definite place for broadcast media in its advertising program. We know of no other means of reaching the prosperous young market that is growing up around us. We know these young people, who represent a large area of the spending public, and who will become increasingly important as time goes on, are addicted to radio and television to a much larger degree than any generation has been before.

While they have their transistors glued to their ears and their eyes glued to the TV tube, we want to get the Zody's message to them as much as possible. We want them to be aware that Zody's is the place to shop whether they are on an allowance or earning their own money. We are not sure at which point they become part of the newspaper-reading public and we want to start developing the "Zody's shopping habit" as soon as possible.

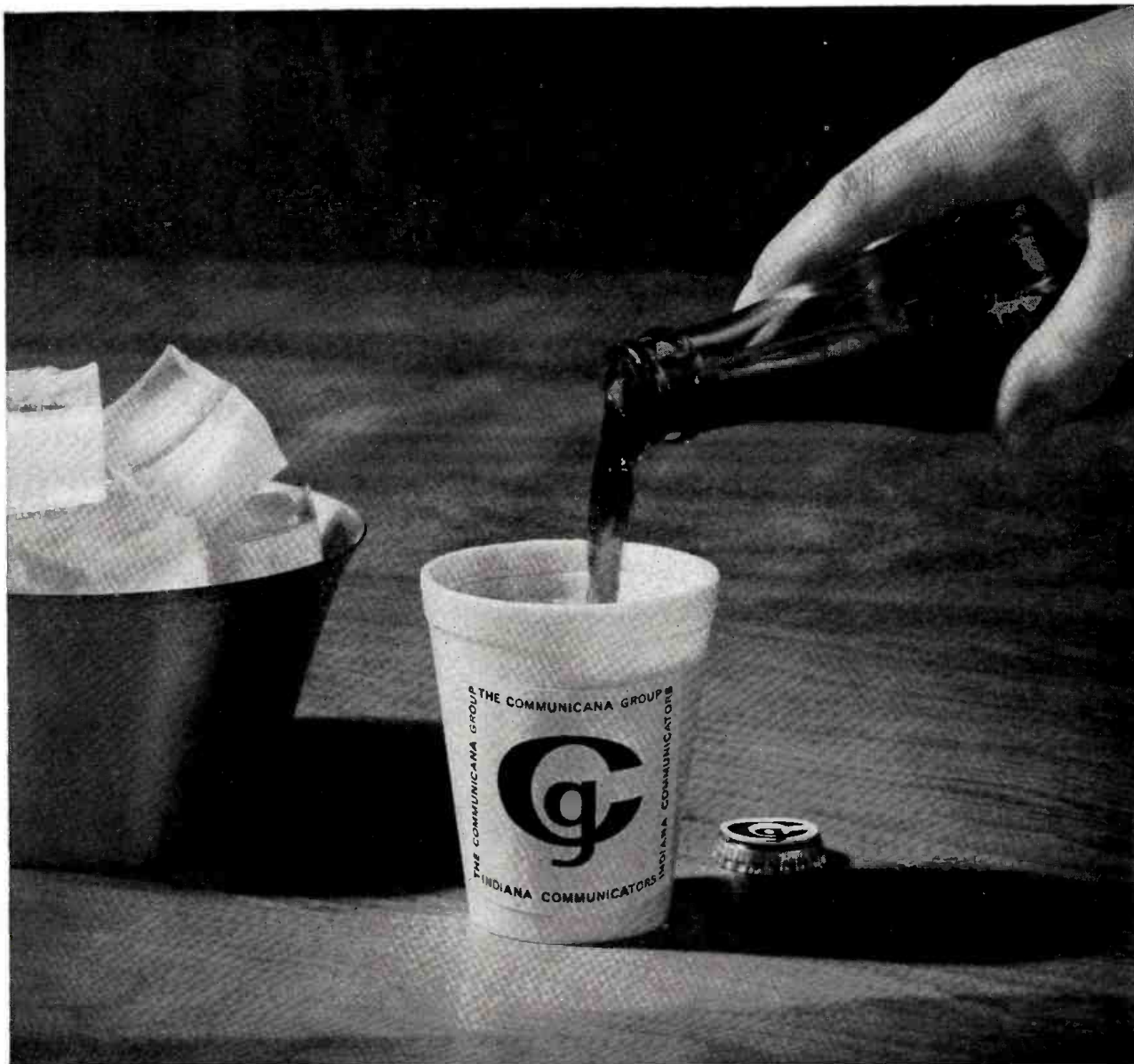
We strongly believe that newspapers—the traditional "buy" for retailers since time began—need supplementing in today's markets—and broadcast media are the place.



Harry Spitzer became advertising and publicity director of Zody's Quality Discount Stores, Los Angeles, after many years of specializing in department store advertising. He had been in advertising and sales promotion at stores in Atlanta and Miami and, before joining Zody's, was vice president and sales promotion manager of Sattler's department store in Buffalo, N. Y. Mr. Spitzer is a graduate of the University of Georgia with degrees in journalism and advertising.



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



CG can start things popping in Indiana. If you want it to put more fizz in your soft drink sales, uncap a schedule with ATS.

The Communicana Group Includes:



WSJV-TV

SOUTH BEND-
ELKHART **25** ABC

WKJG-TV

FOOT WAYNE **43** NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Mishawaka Times (Morn.); The Elkhart Truth (Eve.)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



Sun shines bright on daytime TV

Total revenue grows and grows with CBS leading and other networks pressing forward to total an estimated 28% of all television billings

Daytime, once the graveyard of the network television business, is moving toward an economic footing more nearly akin to that of its nighttime cousin where advertisers often must stay in on a long-term basis or risk staying out.

The daytime medium, whose billings have been mounting steadily in recent years and grew 10.8% in 1964 to reach \$329 million, is becoming an increasingly important source of network revenue.

While considerable disparity exists among the three networks—CBS being far out in front in ratings and billings, and NBC firmly in second place—all three in 1964 demonstrated new strength that has continued through the first quarter of this year.

Last year the networks' net time and program revenues from daylight operation accounted for 28% of all their billings. Weekday stripping is becoming so well sold that further expansion of revenues may soon be wholly dependent on increased schedules or higher rates. With fewer and fewer availabilities going begging, the in-again-out-gone advertiser is finding that getting back in is not as easy as it used to be.

Weekend Boom ■ Growing even faster than Monday-Friday sales has been weekend business, which showed a sharp 20.7% gain in 1964 to \$102.8 million, the cause generally agreed to be premium prices now paid for sports programming.

Net time and program billings for 1964 as estimated by Leading National Advertisers (LNA) and Broadcast Advertisers Reports (BAR), it was learned last week, showed CBS with a \$160.4 million slice of the daytime pie, NBC with \$102.8 million and ABC with \$65.9 million.

In Monday-Friday daytime business CBS led with \$109.5 million. NBC was in second place at \$77.3 million and ABC collected \$39.5 million. In weekend daytime revenues the positions were slightly altered; CBS still in first at \$50.9

million, but ABC was second at \$26.4 million and NBC third with \$25.5 million.

It's estimated that three-network daytime billings, excluding sales of sports programming but including other weekend presentations, are now moving at the rate of \$265 million annually.

With added circulation all three networks continue to increase their rates with reasonable regularity to maintain comparatively steady cost-per-thousand figures.

Big Gains ■ ABC-TV, whose daytime sponsor list almost doubled from 63 in 1960 to 118 last year, says it has increased prices across the daylight board by an average of 15% over base rates of a year ago. Minutes in the ABC schedule now range from a discounted low of \$3,000 to a premium nondiscounted \$5,400 in its *General Hospital* strip.

CBS-TV, selling its daytime offerings in morning minutes and afternoon quarter-hours, will jump its morning prices in the fall. They now range from \$3,800 to \$4,200. On the new card they'll be up \$200 across the board to a \$4,000-\$4,400 range.

NBC-TV will establish a 2% price increase in September, representing \$100

jumps for all minutes with the exception of those in its *You Don't Say* show, which go up \$500.

Against this background of rising prices advertisers show no signs of disenchantment. On the contrary new sponsors are coming into the medium and older ones are raising their budgets.

It's pointed out that the A. C. Nielsen Co. will be introducing a new base for U. S. television homes in the fall, a 2% gain from the present 52.6 million to 53.8 million.

They Like It ■ Edward Bleier, ABC-TV's vice president in charge of planning and sales, says the most significant thing in the recent history of daytime is "a new appreciation" for the medium by sponsors who hadn't previously realized what a bargain it is.

Bob McFadyen, manager of daytime program sales at NBC-TV, noted big daytime users are getting bigger, "more or less in response to what their computers tell them about daytime efficiency."

CBS-TV, firmly settled in the daytime driver's seat with the nine top-rated shows and pulling an estimated audience of 5.7 million women per average minute in its noon-4:30 p.m. programs, has experienced less change in adver-

Daytime billings of the three networks

Here's the way 1964 net time and program billings of the three television networks broke down according to LNA/BAR estimates learned by BROADCASTING last week.

Of Monday-through-Friday busi-

ness CBS-TV captured 48.4%; NBC-TV 34.2%; and ABC-TV, 17.4%.

Weekend daytime sales were split as follows: 49.5% to CBS, 25.7% to ABC and 24.8% to NBC.

The breakdowns by network:

	ABC-TV	CBS-TV	NBC-TV
Monday through Friday	\$39,513,900	\$109,502,600	\$ 77,327,800
Weekend	26,432,700	50,908,400	25,509,200
Total	65,946,600	160,411,000	102,837,000

SUN SHINES BRIGHT ON DAYTIME TV continued

tiser attitudes over the past year. One observer pointed out that CBS-TV has had less room to grow in terms of availabilities.

A comparison of gross Monday-Friday time billings for 1964 shows NBC-TV 15.3% ahead of the previous year on a volume gain of \$12.8 million; CBS-TV ahead 5.5% on a \$6.2 million increase and ABC-TV up \$3.7 million for a 9.6% increase.

Sponsor Problem ■ The attractiveness of daytime positions was pointed up last week by the comment of a TV-radio executive at a leading agency. He said NBC-TV and CBS-TV are almost fully sold out at any given time and that this was a problem facing sponsors who might want to wet their feet in the

it can't get the best programs that way, explained Mr. McFadyen.

The same thing is true of Johnson's competitor, Simoniz, he went on.

Change in Buying ■ According to one network official a number of smaller advertisers in the past have saved their ad dollars for short periods of heavy saturation in daytime to appear to be on a competitive footing with bigger sponsors. "They simply can't get the best programs that way any more," he stated.

NBC-TV's improved daytime status is reflected in first-quarter performance for 1965 in which 95% of its available positions were sold, according to Mr. McFadyen. This compares with 85% for the first three months of 1964, he

tion for his network appears to be "excellent."

CBS keeps its afternoon quarter-hours sold out with a sponsor list of only 30 names, according to Mr. Curl. Almost all of its afternoon sponsors are 52-week clients. The CBS official said the network was ahead in daytime for 1965 "by virtue of a sellout" of its morning minute plan from January through June. The afternoon blocks, he said, were sold out last year.

CBS's chances for further daytime leverage, it appears, are virtually limited to higher rates or expansion into other time periods. It was reported last week that the *Jack Benny* strip that CBS now runs in the 4:30-5 p.m. slot would not be around next fall, but would probably be replaced by another vehicle as yet unselected.

Mr. Bleier said ABC-TV's daytime clearance situation had improved over the last year from an average of 148 to 158 stations and that its national coverage had showed an increase of from 92.5% to 94%.

Mr. Bleier said the weekend TV market, particularly the Saturday lineup, is no longer completely dependent on toy advertisers, that additional business from cereal, confection, and beverage companies and others had changed the situation.

The Sponsors ■ One company mentioned widely as achieving success in network daytime is Calgon, which had previously restricted its use to eight- or ten-week flights but is now in the medium on a full twelve months a year basis.

The William Underwood Co., new to network, has reportedly put two-thirds of its ad budget into daytime with two minutes per week year-round on NBC-TV. Other small-sized sponsors said to be in daytime network for the first time are Ciba Corp., Stanley Home Products, Continental Casualty and International Mineral.

The major soap companies—Procter & Gamble, Lever and Colgate-Palmolive—are each reported to be adding significantly to their daytime budgets, as is General Foods.

ABC-TV noted major package goods companies picking up in daytime with longer and heavier flights, with speciality products continuing to make seasonal purchases.

Clairol was frequently mentioned as having increased daytime commitments, as were California Packing (Del Monte), Hunt Foods, Heinz and Quaker Oats.

ABC said success achieved by Golden Grain Macaroni through the use of daytime—"a several-fold sales increase" since its daytime introduction in 1962-63—had led several West Coast advertisers to take a serious look at the medium.



Mr. Bleier, ABC-TV



Mr. Curl, CBS-TV



Mr. McFadyen, NBC-TV

medium or eventually get into it in a bigger way.

It's felt by some observers the dominant position which CBS-TV holds in program popularity may be acting as more of a depressant on daytime pricing than might otherwise be the case. All networks use cost-per-thousand-women-viewers as a basic yardstick in pricing daytime strips as well as the consideration of variable program expenses.

CBS-TV estimates its CPM for women viewers falls between \$1.35 to \$1.40. ABC-TV and NBC-TV charges reflect costs said to be closer to \$1.50.

ABC-TV's Mr. Bleier says advertisers now spending \$1.50 per thousand would probably be willing to spend up to \$2 and still think they were making a prudent buy.

NBC-TV's Mr. McFadyen sees "advertisers buying differently as a matter of protecting their position." An example, he said, is S. C. Johnson & Son. Up to this year Johnson bought daytime in fall and spring flights but now has found

said. The fourth quarter of 1964 had been 94% sold, up from 88% which was reported in the comparable quarter of the previous year.

Looking forward to this year's fourth quarter Mr. McFadyen said NBC feels sure it will be over 95% sold. The network says it grants no frequency or volume discounts though summertime minute prices are decreased 17% to reflect lower viewing levels in summer months.

He noted that affiliate clearances for daytime programs continue to be "something of a problem" with new pressures being exerted by the increased availability of syndicated product.

He said, however, that clearances compare favorably with those of last year. In the regular Monday-Friday NBC schedule clearances run from a low of about 125 to a high of 200 stations, the full lineup.

Clearances Favorable ■ Joseph Curl, vice president for daytime sales at CBS-TV, said the daytime clearance situa-



We married the microphone to a typewriter...

Any station announcer can adequately handle a microphone. A very few stations, with news staffs like WHIO, have married the microphone to a typewriter. The union has produced a unique blend of literate broadcast reporting. With the largest news staff in Ohio's prosperous Miami Valley, WHIO provides the regional news coverage to complement its CBS affiliation. This is why WHIO commands a large, mature audience. This is also why WHIO newsmen continue to amass awards. It explains why national advertisers sell the Miami Valley through WHIO.

Interested in people who buy? See your Hollingbery man.

WHIO | AM | FM | TV DAYTON, OHIO



Cox Broadcasting Corporation stations: WHIO AM-FM-TV, Dayton; WSB AM-FM-TV, Atlanta; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIBC, Pittsburgh

BROADCASTING, April 19, 1965

It takes millions to crash TV's elite

TVB's release of 1964 spot buying figures follows last month's breakdown for network TV

An advertiser, who had to spend nearly \$27 million in net time and talent last year to rate among the top 10 network TV advertisers, would have had also to spend at least \$16 million at gross rates to appear among the 10 leading spot TV advertisers.

A total of 1,314 advertisers put \$1,016,009,000 into national and regional spot TV alone in 1964, according to Television Bureau of Advertising's ninth annual report on spot TV expenditures.

In releasing its spot report today (Monday), TVB noted that in 1956, TVB's first full year of compilation, spot TV expenditures totaled \$368,154,000. Last year's total, the first time spot went over the billion dollar mark, represented a hefty 17% increase over the 1963 estimate.

Network advertisers last year spent a total \$1,145,889,700 in network time and program billings, up 8.3% over the

year before (BROADCASTING, March 22). On the basis of spot and network billings the following advertisers would place in the "Top 10" if ranked by combined expenditures:

Procter & Gamble led in spot with more than \$70 million (about the same level as in 1963) and also in network with \$78.3 million (time and program costs).

General Foods had over \$34 million in spot, \$36.7 million in network; Bristol-Myers \$21.6 million in spot, \$39.9 million in network; American Home Products, \$18.4 million in spot, \$40.9 million in network; Colgate-Palmolive, \$32.2 million in spot, \$26.9 million in network; Lever Brothers, \$24.9 million in spot, \$33.4 million in network.

Also, R. J. Reynolds Tobacco, \$16 million in spot, \$29.3 million in network; General Motors (and GM dealers), \$7.1 million in spot, \$31 million in network; American Tobacco, \$10.6

million in spot, \$26.9 million in network; Alberto-Culver, \$12 million in spot, \$21.8 million in network.

In a breakdown by day parts, nighttime spot activity took the greatest share (31.5%, or \$319.9 million) of the total; daytime had \$245.9 million, or 24.2%; early evening had \$237.6 million, or 23.4%, and late night, \$212.4 million, or 20.9%. In commercial lengths, one-minute announcements represented 65.6% of total spot dollar volume; 20-second spots (includes 30-second spots as well) represented 19.7%, 10-second spots were responsible for 6.7%, and programs for 8%.

1964 NATIONAL AND REGIONAL SPOT TV EXPENDITURES—TOP 100 ADVERTISERS (Source: TVB/Rorabaugh)

1. Procter & Gamble	\$70,439,700
2. General Foods	34,075,700
3. Colgate-Palmolive	32,289,820
4. Coca-Cola Co./bottlers	25,791,100
5. Lever Brothers	24,956,920
6. Bristol-Myers	21,603,910
7. William Wrigley Jr., Co.	21,582,250
8. General Mills	18,984,330
9. American Home Products	18,466,030
10. R. J. Reynolds Tobacco	16,056,070
11. Warner-Lambert Pharma.	14,608,540
12. Alberto-Culver	12,097,390
13. Kellogg	11,557,670
14. Pepsi Cola Co./bottlers	10,977,910
15. American Tobacco	10,680,720
16. Continental Baking	9,730,670
17. Ford Motor, dealers	9,404,420
18. Mars	8,106,670
19. Royal Crown Cola/bottlers	7,629,780
20. Shell Oil	7,618,130
21. Campbell Soup	7,466,280
22. Jos. Schlitz Brewing	7,228,890
23. General Motors, dealers	7,148,970
24. Gillette	7,030,610
25. Ralston-Purina	6,977,200
26. Standard Brands	6,958,220
27. Miles Laboratories	6,851,120
28. Chrysler Corp., dealers	6,599,770
29. Beech-Nut Life Savers	6,535,330
30. P. Lorillard	6,439,090
31. Avon Products	6,345,040
32. Pet Milk	6,162,650
33. Anheuser-Busch	6,000,840
34. Liggett & Myers	5,657,250
35. Corn Products	5,640,840
36. Pabst Brewing	5,525,280
37. Quaker Oats	5,434,440
38. Revlon	5,399,950
39. Brown & Williamson	5,181,840
40. Chesebrough-Pond's	5,012,230
41. National Biscuit	4,903,220
42. Richardson-Merrell	4,757,760
43. Borden	4,735,930
44. Canadian Breweries	4,630,950
45. Scott Paper	4,434,130
46. Sears, Roebuck	4,350,120
47. Sterling Drug	4,314,930
48. United Vintners	4,241,460
49. Seven-Up/bottlers	4,157,670
50. E. & J. Gallo Winery	3,836,310
51. H. J. Heinz Co.	3,801,360
52. Falstaff Brewing	3,759,690
53. Menley & James Labs	3,676,770
54. American Can	3,651,030
55. Frito-Lay	3,530,180
56. Lestoil Products	3,489,360
57. Kimberly-Clark	3,472,010
58. Eastern Air Lines	3,317,820

Small fry used to sell mayonnaise

A TV campaign to concentrate on the growing number of younger housewives by appealing first to children has been mapped by Mrs. Schlorer Inc., maker of a mayonnaise bearing that name.

Firestone & Associates, Philadelphia agency for the advertiser, last week pointed out that this marketing strategy is a departure from the old-line recipe of aiming at the mature homemaker.

Only children are being used in the commercials, which include a lively upbeat jingle, "I'm a Sandwich Man." Basic theme of the action is to have a cast of small fry pilfering sandwiches laden with Mrs. Schlorer's mayonnaise the "Chef."

The saturation campaign will run from now through the early summer months in the Philadelphia area.



Schlörer's 'chef'
Prelude to thievery

Some Wmca listeners live so elegantly they've ended up in the same boat with President Johnson.

(Not the Presidential yacht.)



The Wmca income tax service, which started March 29th, revealed that some of the big spenders in our audience had to take out loans for their income tax, just as the President did. (Which goes to prove there's good banking business in our audience, too.)

Actually, Wmca made daily announcements inviting people to call between 7:00 and 9:30 p.m. for answers to their income tax problems. Five official I.R.S. men manned the phones to give free tax information and advice.

The response averaged a call a minute, night after night.

Obviously, an audience with this rate of

income tax problems has a healthy rate of income.

The median age of callers was 38. Their median family income was \$7,000. This is exactly the same as the metropolitan New York median income.

So the large cross-section of the population that enjoys Wmca music represents the average New Yorker. Of course, we had many inquiries from listeners with incomes of \$25,000 or more. We have the same proportion of these people in our audience that the city has. We're not all rich, but we're all well off. And that pays off very well. Ask any Wmca advertiser.

wmca turns people on.

(AND ALL KINDS OF WONDERFUL PEOPLE TURN ON Wmca.)

the straus broadcasting group
415 madison avenue
new york, n. y. 10017 (212) MU 8-5700
wmca—new york—570 kc
represented by robert e. eastman & co., inc.



59. Carter Products	\$3,304,040
60. Philip Morris	3,301,550
61. National Dairy Products	3,298,790
62. American Oil	3,233,090
63. American Motors, dealers	3,161,230
64. Noxema Chemical	3,109,890
65. Carnation	3,105,420
66. Simoniz	3,087,330
67. Charles Pfizer & Co.	3,078,860
68. Hills Bros. Coffee	3,009,790
69. Helene Curtis Industries	2,987,590
70. Pillsbury	2,883,190
71. Rheingold Breweries	2,713,630
72. Peter Paul	2,688,540
73. Stroh Brewery	2,622,220
74. Johnson & Johnson	2,593,600
75. U. S. Borax & Chemical	2,547,110
76. Ideal Toy Corp.	2,531,450
77. Welch Grape Juice	2,492,790
78. Andrew Jergens	2,467,910
79. Phillips Petroleum	2,391,370
80. Theo. Hamm Brewing	2,358,780
81. Olin Mathieson Chemical	2,331,900
82. Mattel	2,311,840
83. DeLuxe Reading Corp.	2,287,180
84. Shulton	2,274,460
85. American Airlines	2,259,250
86. Foremost Dairies	2,209,930
87. Gulf Oil	2,156,830
88. United States Rubber	2,149,060
89. Union Carbide	2,066,250
90. Hazel Bishop	2,031,690
91. P. Ballantine & Sons	2,022,890
92. Swift & Co.	2,002,050
93. Pearl Brewing	1,968,080
94. Beatrice Foods Co.	1,929,840
95. Standard Oil (Ohio)	1,908,960
96. Kroger Co.	1,900,110
97. Gold Seal Co.	1,894,930
98. Helena Rubinstein	1,886,650
99. National Airlines	1,839,230
100. Golden Grain Macaroni	1,830,810

1964 ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

(Source: TVB/Rorabaugh)

Agriculture	\$ 1,346,000
Ale, Beer & Wine	78,000,000
Amusements, Entertainment	2,900,000
Automotive	38,539,000
Building Material, Equipment, Fixtures, Paints	3,407,000
Clothing, Furnishings, Accessories	14,068,000
Confections & Soft Drinks	101,930,000
Consumer Services	32,641,000
Cosmetics & Toiletries	103,812,000
Dental Products	18,927,000
Drug Products	70,185,000
Food & Grocery Products	250,756,000
Garden Supplies & Equipment	3,609,000
Gasoline & Lubricants	32,699,000
Hotels, Resorts, Restaurants	1,088,000
Household Cleaners, Cleansers, Polishes, Waxes	34,075,000
Household Equipment—Appliances	6,520,000
Household Furnishings	2,206,000
Household Laundry Products	64,403,000
Household Paper Products	24,597,000
Household General	7,818,000
Notions	474,000
Pet Products	14,954,000
Publications	1,994,000
Sporting Goods, Bicycles, Toys	19,860,000
Stationery, Office Equipment	1,101,000
Television, Radio, Phonograph, Musical Instruments	1,539,000
Tobacco Products & Supplies	50,164,000
Transportation & Travel	17,293,000
Watches, Jewelry, Cameras	4,764,000
Miscellaneous	10,340,000
Total	\$1,016,009,000

Sparkle gone from spot TV?

B&B's Kanner attacks reps on rate cards and lack of ad flexibility

Spot television sales representatives were criticized sharply last week by Bern Kanner, vice president in charge of media at Benton & Bowles, for "callous overlooking of the clients' benefits and problems."

He told a meeting of the Providence (R. I.) Advertising Club that no action instituted by spot TV representatives during the past few years had been designed to increase the efficiency or effectiveness of advertising.

On the other hand, he said, there has developed within the spot TV industry a system of complex and confusing rate cards; a decline in rate protection; a lack of competitive separation; an increase in notice of cancellation of a campaign up to four weeks, and a "massive dosage of overcommercialization."

He charged that the important advantage of spot television, its flexibility, is being destroyed, and added:

"Where is all of this leading us? What is it doing? Well, for one thing, it is playing the numbers game to the optimum level. The rating book is king, only we do not know which rating they are using.

"Or, are they quoting different rates to different agencies depending upon whether they subscribe to ARB or Nielsen? Are they quoting different rates to different clients depending upon their availabilities at any given moment? Are we entering a jungle that can lead only to disaster? Will we one day arrive at a solution wherein we can ask each station in a market to bid on the business we have to place."

Mr. Kanner suggested strongly that a new approach by spot TV companies is vitally necessary to end "deliberate complexities, hidden rates, higher costs, commercial following commercial, one-sided policies."

Elaborating on his various indictments, he listed by name more than 25 rate-card plans, including "frequency rates," "open rates," "grid levels,"

"penetration rates," "strip rates," "orbit plans," "fabulous four," "combat plan" and "flight plans."

Mr. Kanner voiced these other complaints:

- On rate protection: "Originally, an advertiser could count on at least six months of rate stability. . . . What do we have now? Well, in many instances, there is virtually no rate protection at all."

- On competitive separation: "We used to receive 30 minutes of competitive product protection. This feature began to dwindle to 15 minutes, then 10 minutes, and now it is a continuing problem that we are constantly working at . . ."

- On commercial positioning: "Triple spotting is not really the problem; it's quadruple and quintuple spotting and more."

- On renewal notice: "An agency is required to inform stations of its intention to renew a spot schedule four weeks prior to the conclusion of this schedule. . . . Nowhere in this idea was consideration given to the single most important aspect of the spot medium. This is its flexibility in timing, markets, pressure."

Among the rate cards mentioned by Mr. Kanner to illustrate his point were those issued by WCBS-TV New York, KNXT(TV) Los Angeles and Edward Petry & Co. A spokesman for CBS Television National Sales, representative of WCBS-TV and KNXT, said he could not comment on Mr. Kanner's remarks until he had had an opportunity to read his talk and to discuss it with the managers of the two stations. A Petry official said he would withhold comment for now.

Shaker frowns on cut-rate 30's

ABC-owned television stations officials said last week they intend to "continue to place major sales emphasis on 20-second spots" to advertisers and not follow what they said was the practice of "certain stations and groups" in offering 30-second spots at approximately 120% of the 20-second rate.

The ABC statement, issued by Theodore F. Shaker, president of the stations division, did not identify the broadcasters. Moreover, other sources indicated that the situation was so fluid as to defy precise identification of stations or markets. As expressed by some, various attempts have been made by stations—or station groups—to explore a "more attractive" use of 30-second spots. It was explained that 30-second spot lengths are in "great supply," and



For heads-up news coverage **LEN DEIBERT** wins hands down

WMAL audiences get immediate, complete and accurate coverage of metropolitan area news. Faced with the necessity of staying on top of news stories breaking in nearby Maryland and Virginia, as well as the District of Columbia, News Director Deibert puts in a busy day, assigning reporters, deploying mobile units and scheduling a helicopter. His alertness, thoroughness and dogged digging account for many exclusive news stories—and he's equally adept at delivering the news, whether it's before a WMAL-radio mike or a WMAL-TV camera.

A key member of our 25-man staff of news and public affairs specialists, Len Deibert provides the kind of heads-up local news direction that helps make WMAL-Radio and WMAL-TV the news voice for the Nation's Capital.



News Voice for the Nation's Capital

wmal radio and television **abc**

Daren F. McGavren Co.

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.



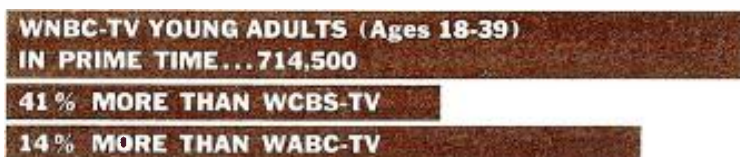
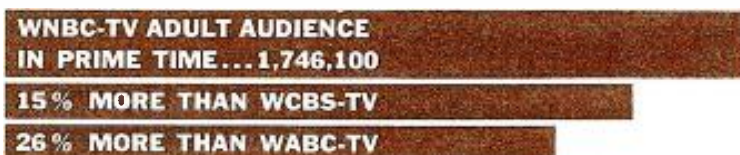
Joe Kaufman

WILL SUCCESS SPOIL WNBC-TV?

Not on your life.

We're much too proud of our reputation as New York's Community-Minded Station.

Naturally, we're delighted to find ourselves far and away the most popular station in town. (Check these figures):



At the same time we're the No. 1 station for News. WNBC-TV's 11th Hour News and Weather, the most watched news program in the market, delivers more viewers than WCBS-TV and WABC-TV combined.



Source: February ARB. Audience and related data based on estimates provided by this rating service and subject to qualifications issued by it.

We've felt all along that entertainment and news go hand in hand.

Now we're proving it.



New York's Community-Minded Station.

if properly priced, it was suggested, 30's will be used by more advertisers. A reason for the 30's abundance, these salesmen point up, is the widespread use of 30-second commercials placed back to back (piggyback) in network TV schedules.

Some stations, it was reported, have offered a preemptible 30-second spot at a rate close to that charged for a fixed 20-second commercial. According to one official, 30-second commercial positions have been sold on a spot basis to "top" advertisers in both prime and fringe time at rates equivalent to 120% of the 20-second rate.

Mr. Shaker said his division had surveyed the needs of advertisers for spot announcements and found continued strong interest in prime 20-second spots.

He said the 20-second form "has proven to be the most efficient and effective unit of commercial time for spot advertisers. With the demand for prime evening time availabilities increasing each year, the ABC stations plan to accommodate as many advertisers as possible by continuing to provide the usual number of 20-second announcements in prime time. We have no intention of

increasing the length of the break to create more commercial time at the expense of program content."

Mr. Shaker said demand was such that the majority of his group's prime 20-second positions had been on an allocation basis throughout the current season.

"On the other hand," he said, "the demand for 30-second announcements has thus far been negligible."

Enforcement code's most important phase, says Bell

The "single most important phase" of the National Association of Broadcasters Code Authority is its enforcement program and the code intends to improve this program. Howard H. Bell, code director, told the Texas Association of Broadcasters at their spring convention in Houston last week, that the monitoring program will be stepped up and that the code's strongest sanction, "deletion or withdrawal", maintains the code's effectiveness.

Mr. Bell said that during the fiscal

year ended March 30, there were 1,480 radio stations monitored in 1,107 markets, compared with 1,350 stations monitored the previous year. In television, 392 stations were monitored, about the same as the previous year. He pointed out that the figures reflect monitoring of 80% of AM code subscribers and virtually all TV code members.

The code director noted that 85% of the radio stations monitored met code standards and "a great majority of the remaining stations adjusted their schedules to comply." Nearly 95% of the TV stations were in compliance or adjusted their schedules, he reported.

The code director invited noncode stations which aren't members "because of an honest disagreement over a specific policy, as opposed to a basic lack of belief in its objectives" to join the code and "help bring about those changes which may be desirable."

West, Weir, Bartel and Getz & Sandborg merge

Getz & Sandborg Inc., Los Angeles agency whose clients were chiefly electronics and industrial material companies, has been merged into West, Weir & Bartel, Los Angeles, bringing its entire staff and over \$2.5 million in annual billings to WWB. With the merger, Richard A. Getz, president of G&S, becomes senior vice president of WWB, in charge of West Coast operations. Ted Sandborg, executive vice president of G&S, is vice president for creative services. John Mogge, who had been acting manager of the WWB Los Angeles office since William A. Chalmers resigned in March, becomes vice president, account services.

Other G&S staff members moving to WWB include: John Marousek, account executive; Sybil Osburn, media director; Tom O'Leary, art director and Bob Barnes, copy chief.

New spot TV guide issued

CBS Television Stations National Sales last week distributed to agencies and advertisers the second edition of its "Spot Television Planning Guide." The guide is designed as a comprehensive general reference for the planning of individual market, regional and national spot television campaigns.

In the guide, markets are ranked in order of dominant viewing area coverage levels, while separate listings arrange them by A. C. Nielsen test areas and by Nielsen territories. It also includes the dominant coverage area of each market, television homes in the total viewing area, and costs of commercial units in all time periods.



COMMERCIAL PREVIEW: Nestle's Choco-Bake

New live-action, filmed television commercials produced for the Nestle Co., White Plains, N. Y., use an experimental still photography style filmed around a theme rather than the conventional storyboard sequence.

The commercials for Nestle's Choco-Bake, liquid chocolate, were filmed in color and in black and white. Using extreme closeup shots and with superimposed images of Choco-Bake's uses and Nestle graphics, the film footage was edited down to a quick series of live action shots.

The commercial opens with a picture of solid chocolate squares melting in a pan, then dissolves to two superimposed Choco-Bake packages. The announcer tells the viewer to forget about waiting for chocolate

to melt: "Here's Nestle's new Choco-Bake. The liquid way to cook chocolate."

The scenes then begin to shift rapidly from a hand opening a package, to the hand squeezing the package (see above, left) to a tray of brownies and so on. At the close of the commercial, the Nestle graphics is shown (see above, right) over the Choco-Bake package.

The overall effect is cohesive despite the random shooting, according to Eugene Kolkey, vice president and executive art director at Leo Burnett, Chicago, Nestle's agency.

The Film-Makers, Chicago, produced the 30-second and 60-second commercials, to be used in network and spot daytime schedules.

The soundest sound in broadcasting is the new sound of GATES



ATTACHE "70"



DYNAMOTE "70"



COURIER "70"



UNIMOTE "70"

Four new portable transistorized remote amplifiers from GATES

Four handsome, fully transistorized models. All rugged, compact and lightweight. Studio console quality.

ATTACHE "70"—three microphone mixing channels. Two are switchable to accommodate tape recorders or turntables. Extremely light weight — 10 lbs. with batteries.

DYNAMOTE "70"—four channels. Broadcasting's newest and most deluxe. Accommodates nine signal sources, including two high-level inputs, two magnetic phonos and built-in tone oscillator. Weighs 12¼ lbs., including batteries. Ideal

for major news coverage or complex remote originations.

COURIER "70"—two-channel amplifier provides two microphone mixing channels, master gain control, illuminated VU meter. Weighs only 8¾ lbs. with batteries.

UNIMOTE "70"—single-channel, fully transistorized remote or utility amplifier is no larger than a table radio. Ideal for mounting under a lectern or pulpit.

For full details, write for ADV-160, our new attractive 8-page illustrated brochure.

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ARMS: attacked and defended

Roslow charges criteria set up that seem to 'disqualify'

Pulse's technique; Hooper's Stisser has different view

The All-Radio Methodology Study (ARMS), seeking ways to measure radio's total audience and currently near the end of field-testing different methods, was alternately attacked and defended by two audience-research competitors addressing the Texas Association of Broadcasters last Monday (April 12) in Houston.

The attack came from Dr. Sydney Roslow, director of The Pulse Inc. The defense was by Frank Stisser, president of C. E. Hooper Inc. The Radio Advertising Bureau and the National Association of Broadcasters, co-sponsors of the ARMS project, indicated they would issue their own defense later.

Later, the broadcasters were told by Harry K. Renfro, vice president and radio-TV director of D'Arcy Advertising, St. Louis, that agency buyers of broadcast time are "looking beyond the numbers today much more than ever before and they are observing a station's stature in its market and its community achievements too."

In the most outspoken criticism yet

ure, "but I do know that 80% correct reporting is enough to disqualify telephone coincidental as a criterion even for itself."

The Consequences ■ "I don't mind if any master study propels any single technique or company into prominence," Dr. Roslow said. "But if that is to be a consequence of a project, let it be a natural consequence, flowing logically from the facts and letting the chips fall where they may. But if the structure of a project is such that it tends to run interference for one method as against another, then I'm in favor of eliminating that interference, and if that can't be eliminated, then forgetting the whole project."

Dr. Roslow charged that ARMS also takes the position that a personal-interview system cannot produce cumulative audience data although Pulse can and does provide daily and weekly cumes "and will start doing so in our reports in the top 25 markets regularly this fall."

"The point is," he said, "ARMS thinks it is true [that personal interview

cord with the ARMS objective of improving research performance and had "cooperated quite fully" from the start.

"I have a great confidence," he said, "that in the last analysis what goes into ARMS and what comes out from ARMS is going to be natural and objective and open-minded. It must, because otherwise you as an industry will once again see techniques and companies artificially and temporarily propped up, yet marked by a sure fate from their very inception."

This warning related to his assertion earlier in the speech that in 1954 an Advertising Research Foundation study concluded that "tuning" rather than "persons" should be measured, and thus helped foster a tuning-measurement technology. But now, he said, "tuning is gone as a standard and so is its principal protagonist," apparently an allusion to the A. C. Nielsen Co.'s now terminated radio measurement service.

Hooper's View ■ Hooper's Mr. Stisser denied that he or his company had anything to do with ARMS' selection of a telephone coincidental method for validating systems. Actually, he noted, ARMS is using a variation of the Hooper method, interviewing specific persons by phone rather than interviewing whoever answers, as Hooper does.

He said Hooper is pleased, however, by the ARMS choice.

Actually, he said, coincidental is "the standard" system for in-home measurements, but "some way" must be found for measuring the out-of-home audience. He reported that Hooper is working on a number of possibilities involving combinations of techniques.

Mr. Stisser said he felt the costs of massive, all-out measurement of the radio audience, both out of home and in, would be so great that such studies would have to be done relatively infrequently, and in smaller markets might not be feasible at all.

He suggested that in the top 25 markets, for example, there might be full-scale measurements, using a combination of techniques, once or twice a year, and that these might be kept up to date by smaller and less expensive intervening studies similar to those now conducted.

Radio's Problem's ■ Devoting much of his talk to the current problems of radio, Mr. Renfro said the old conflict over different national and local rates still drives away a lot of potential business. He said stations also continue to hurt themselves by fighting one another instead of working together more to sell radio as a basic medium.

Mr. Renfro acknowledged that radio is shortchanged in a true rating of its total audience because of inadequate measures. But he said this is an industry problem and as such all stations will



Mr. Renfro



Dr. Roslow



Mr. Stisser

aimed at ARMS, Dr. Roslow charged that the project's leaders had set up criteria that seem to "disqualify" the personal-interview technique, on which Pulse's service is based, while "running interference" for the telephone-coincidental approach, used by Hooper.

He protested that in the Philadelphia tests ARMS was using a telephone coincidental system to measure all techniques, including diary and personal interview. Moreover, he charged, the telephone coincidental system being used by ARMS is not the same one it tested and described as achieving "80% correct reporting."

He said he didn't know how much the change would reduce the 80% fig-

cannot deliver cumes] and acts as though it were true, and in effect is saying since personal interview cannot measure cumes, and since cumes are a must, personal interview can never measure up."

Dr. Roslow also claimed that the ARMS deck is stacked against the personal-interview technique numerically. In the ARMS field work, he said, five versions of a diary technique, but only one personal-interview technique, are being tested. "That means diary, not currently in use on any continuing, established basis, gets five times the number of chances to be proven right," he claimed.

The Pulse director said he was in ac-



Who has enough gadgets to make 007 say uncle?



Oh, Oh, 8 The Fantastic 8 Man.

Karate blows, Judo chops, flying wedge and even more. Put the fantastic 8 Man on your channel and he'll beat your competitors into the ground. Excitement, action and humor abound in this great new cartoon series as 8 Man, the fantastic

crime fighting robot with the human heart and brain breezes through perilous escape after perilous escape from the nefarious denizens of the underworld. 8 Man always captures what he sets out to get. And he's out to capture a big audience for you.

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have to pitch in and support efforts to refine the measuring methods and discover better ways of checking total audience.

He also urged station personnel to become more involved in their own local communities because this activity helps build the station image of service and believability. Then, he said, stations must work just as hard to tell this prestige story to the agencies because this factor of quality and acceptance can be the buying decision edge in cases where a station may not always have the best ratings.

Numbers alone are not the most important, Mr. Renfro indicated. He said the station that delivers the smaller audience may actually be providing the sponsor with more effective prospects for his product.

AAAA agenda for Greenbrier meet

Television program control is expected to be a highlight issue at the 47th annual meeting of the American Association of Advertising Agencies, to be held Thursday through Saturday (April 22-24).

More than 700 AAAA member-agency representatives and guests are expected to attend the meeting at The Greenbrier at White Sulphur Springs, W. Va.

The program-control issue will be examined in a closed meeting Thursday afternoon by a three-man panel of network, advertiser and film-company executives. The subject: the FCC's proposal to restrict network ownership and control of programs and to require that half of nonnews nighttime programs come from advertisers or other non-network sources.

Dr. Frank Stanton, president of CBS Inc. and a leader in the newly formed three-network united front against the FCC plan (see page 70), will represent the network opposition. Leonard H. Lavin, president of Alberto-Culver, will participate from the advertiser side and John H. Mitchell, a sales vice president of Screen Gems, will be on hand from the independent program production side.

Mystery ■ Mr. Mitchell declined to indicate last week what position he would take. It was generally assumed, however, that as a representative of one of the leading program producers he would support the FCC plan substantially if not completely.

Mr. Lavin could not be reached, but associates told BROADCASTING they did not think he had reached any firm conclusion about what he would tell the AAAA meeting. It was noted, how-

ever, that Alberto-Culver is one of the relatively few advertisers active in developing TV programming of their own.

William Hylan of J. Walter Thompson Co., New York, former sales head of the CBS-TV network, and Leonard S. Matthews of Leo Burnett Co., Chicago, are moderators for the panel session. David C. Stewart of Kenyon & Eckhardt, New York, is to preside.

The three-day meeting will open Thursday morning with a closed business session for elections, a report by President John Crichton and an address by George H. Weber of Cole & Weber, Seattle, on "Inside Cole & Weber."

Thomas B. McCabe Jr. of Scott Paper Co., chairman of the board of the Association of National Advertisers, will present "Four Challenges" in the Thursday luncheon address, also open to AAAA members only.

Another closed meeting, with talks on "marketing and creating togetherness" by Edward M. Thiele of Leo Burnett Co., Chicago; on manpower development by Professor Melvin Anshen of Columbia University's Graduate School of Business, and on multi-nation advertising by Norman B. Norman of Norman, Craig & Kummel, New York, will precede the panel on the FCC program proposal.

On Friday ■ Guests will be welcomed to the meeting Friday morning by Norman H. Strouse of J. Walter Thompson Co., New York, AAAA chairman. This session will offer new analyses of the AAAA's massive study of consumer attitudes toward advertising, first details of which were revealed a year ago.

The interpretations will be offered

by Professor Raymond A. Bauer of Harvard University's Graduate School of Business Administration and Paul C. Harper Jr. of Needham, Harper & Steers, Chicago. William B. Lewis of Kenyon & Eckhardt, New York, may also deal indirectly with the survey findings in an examination of "Management and Creativity."

A second session Friday morning will hear Dr. Marshall E. Dimock, author-lecturer-consultant, on "Administrative Vitality," and Kensinger Jones, of Campbell-Ewald, Detroit, on "The Importance of Being Interesting."

John W. Gardner, president of the Carnegie Corp. of New York, will deal with "Renewal of the Nation" at the Friday luncheon.

The convention will go back into closed session Friday afternoon for panel studies of problems in account management and handling industrial accounts.

On Saturday ■ The Saturday morning sessions, again open to guests, will hear speakers that will include Tyler J. MacDonald of Hixon & Jorgensen, Los Angeles, on "The Credibility Quotient, Creativity's Fatal Flaw," and formally closing the convention, an address by Chairman Strouse.

A series of film showings, featuring selected U. S. and foreign TV commercials, behind-the-scenes movies dealing with commercials and a new AAAA film, are scheduled Thursday evening and Friday and Saturday afternoons.

The Television Bureau of Advertising's board of directors, meeting at the Greenbrier during the AAAA sessions, will be host to AAAA members and guests at a cocktail party Saturday afternoon.

BAR estimates for 19 markets

Estimates of the dollar volume of nonnetwork television business on the air in 19 U. S. markets during the week ended March 26 are reported below as compiled by Broadcast Advertisers Reports.

The estimates are based in monitoring, using discounted-rate formulas developed with the assistance of leading advertising agencies. BAR monitors and makes estimates for about 15 to 20 markets a week, covering the top 75 markets in the course of a month. These estimates appear weekly in BROADCASTING.

In the list below, the numeral in parentheses immediately following the market name indicates the number of stations monitored. The dollar figures are BAR's estimates of all national spot, regional and local

business on the air in the respective markets during the week indicated.

Week ended March 26:

Albany-Schenectady-Troy, N. Y. (3)—\$162,049
 Altoona, Pa. (2)—\$92,295
 Atlanta (3)—\$179,578
 Columbus, Ohio (3)—\$245,176
 Des Moines, Iowa (3)—\$103,147
 Detroit (4)—\$591,820
 Greenville-Spartanburg, S. C.-Asheville, N. C. (3)—\$70,773
 Harrisburg-Lancaster-Lebanon, Pa. (4)—\$101,843
 Houston (3)—\$250,433
 Jacksonville, Fla. (2)—\$107,498
 Minneapolis-St. Paul (4)—\$288,255
 New York (6)—\$2,301,050
 Phoenix (4)—\$121,943
 Portland, Ore. (4)—\$211,338
 Rochester, N. Y. (3)—\$127,615
 Sacramento, Calif. (3)—\$260,588
 South Bend, Ind. (3)—\$45,783
 Tulsa, Okla. (3)—\$100,911
 Wichita, Kan. (3)—\$100,282

Hofheinz thinks in Texas sizes

He's banking on radio-TV to help pay for Houston's new \$35-million stadium

How to make radio-TV play-by-play pay for the world's first covered air-conditioned sports stadium by really trying is being demonstrated in Houston which last week formally opened its \$35 million astrodome.

The man behind the project is Judge Roy Hofheinz, former mayor of Houston, president of the Houston (National League) Astros, which holds all concessions and package broadcasting rights. He also is 16% stockholder in KTRK-TV Houston.

Joseph Schlitz Brewing Co. has purchased the play-by-play broadcast rights for three seasons beginning this year for \$5.3 million. Coca-Cola Co., Duncan Foods Co. and Consolidated Cigar Co. are currently sharing the pre- and post-game sponsorships.

A 28-station radio network, keyed by KPRC Houston, will carry the 162 regular season games. In addition, 14 road games on Sundays will be carried on a television network of 16 stations in Texas, Louisiana and one in New Mexico keyed from KTRK-TV.

The baseball networks are constituted as a division of the Houston Sports Association, owners of the Astros, headed by Judge Hofheinz. The networks claim coverage of over 17 million people in the Southwest. Houston also has the distinction of being the only major ball club to operate its complete network organization. Other clubs sell their rights to stations (or networks) which, in turn, sell sponsorships and arrange their own hookups.

The Staff ■ The Astros baseball network maintains a fulltime staff of 12, headed by Hugh Cohn, director of radio-television, and Dick Blue, supervisor of broadcast operations. Bob Bayne, producer and Bob Green, engineer, make all trips with the team to National League cities. Play-by-play broadcasters are Gene Elston, Loel Passe and Harry Kalas. In addition, there are two Spanish announcers, Rene Cardenas and Orlando Diego, two secretaries, an estimator and a production assistant.

The network, according to Mr. Cohn, "completely packages the radio and television broadcasts so that all a sponsor has to do is to send his commercials and

a check.

"The network negotiates, contracts with and supervises the production staff and broadcast team, controls the stations' billing and reporting and even produces commercials for the sponsor. The sponsors have only to make one agreement and that is with the network for the entire package."

Another innovation adapted from the broadcast media is a 100-line "television screen," covering 1,800 square feet in the center of the \$2-million scoreboard spectacular, which carries still pictures and messages, plus sound accompaniment. Utilizing the spot TV technique, the illuminated sign uses closed-circuit transmission for the spots at half-inning intervals.

At last week's games, several spots were sold, including the *Houston Post*, Morton's Potato Chips (through Tracy-Locke), Jones Apothecary (through Gulf States) and Metallic Building Materials (through Rieves-Dyke). The spots, on a rotating basis, are sold for \$18,000 per home season of 81 games. If sold out (a total of 19 per game) this would bring in revenue of nearly \$350,000. Quality of the pictures transmitted last week was regarded as inferior. Consideration is being given to modifications, using rear screen projection.

Football, Too ■ In addition to being the last word in stadia, designed to accommodate conventions, stock shows



Sponsors have their own club room (and private boxes) under Houston's new astrodome. Shown here (l to r) in club quarters are Jack McGrew, vice president of KPRC, Houston, which keys baseball radio network; Owen R. Worley, district manager, of Coca-Cola Co., which co-sponsors Astro games, and Hugh Cohn, director of radio-television for the Houston Sports Association, which packages radio-TV broadcasts.

and other extravaganzas as well as baseball, the stadium is easily convertible for football. Games of the Houston Oilers, as well as the University of Houston, will be telecast through arrangements with the Houston Sports Association, which has a 40-year lease on the stadium.

Among the appointments in the astrodome, which has a baseball seating capacity of 45,000, a football capacity of 52,000, and 60,000 for conventions, are radio-press facilities said to be unequalled anywhere. These include 15 booths for radio-TV, a special room for TV and radio interviews with outlets to handle all equipment, six darkrooms, including one for color; two separate press boxes, one for baseball and one for football, each accommodating 58 writers, and two auxiliary press boxes, each with a capacity of 58, for use at peak periods. Behind the press boxes is a private dining room, a work room and individual lockers to store typewriters and equipment. Also provided is a Sponsors' Club situated behind special sponsors' boxes.

A gondola, which can be lowered or raised between the floor and roof of the astrodome, can accommodate 25 persons and is equipped for television, motion picture and still photographic shots. The gondola can be lowered to a level of about 40 feet when a boxing match is held in the astrodome. Workers in the gondola are expected to stay in it until the event is over, but those wishing to leave in order to get films or negatives processed, can use an overhead catwalk which connects with a catwalk around the rim of the astrodome some 200 feet above the field.

The stadium is owned by Harris county and leased to the Houston Sports Association. The structure itself cost \$20 million but the overall cost came to \$35 million, of which \$31.6 was derived from two county bond issues and \$3.75 million from the state highway department and the city of Houston for off-site improvements.

Agency appointments . . .

■ The North American Philips Co., New York, has appointed Gumbinner-North, New York, as advertising agency for its Norelco high fidelity products department effective July 1. Norelco high fidelity is expected to bill around \$1 million in 1965, the company said, with the bulk of the department's advertising to be concentrated in the second half of the year. Norelco's radio and television advertising plans have not yet been determined. Sam Groden Advertising, New York, is the current agency for Norelco high fidelity.

■ Operators Association of Southern California, McDonald's drive-in-restau-

1st

station on the air...by 5 years.
sound-on-film cameras...by 8 years.
film processing lab...by 15 years.
videotape recorders...by 3 years.
mobile remote unit...by 16 years.
...and now on May 1...local color.

in

Memphis

Look to **WMCT**  for leadership. Memphis does.



SCRIPPS-HOWARD BROADCASTING COMPANY

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WEWS (TV) CLEVELAND • WPTV PALM BEACH • WNOX KNOXVILLE*

REPRESENTED NATIONALLY BY BLAIR TELEVISION

rant franchise, has named Carson/Roberts, Los Angeles, to handle the advertising of the 39 operators. Budget of \$350,000-\$400,000 has been invested mainly in TV and radio.

■ Peral's Homemade Cheesecake, Los Angeles, has named Coleman-Parr, Beverly Hills, Calif., to handle its advertising in the 11 western states, first agency appointment for the cheesecake producer. Budget and media plans were not disclosed, but Frederick Parker, marketing director for Peral's, said that emphasis would be placed on radio and newspapers. Charles H. Parr, Coleman-Parr president, will supervise the account, with Tom Whittingslow as account executive and Richard Sleight as creative director.

■ Pritchard, Wood Inc., New York, was named last week by Dribeck Importers Ltd., New York, to handle advertising for Beck's Beer from Germany. The agency noted that Beck's would initially be distributed in the New York-New Jersey area, backed up by a "substantial" consumer advertising campaign.

Kaiser splurging in network radio

A 26-week push on the four radio networks has been announced by Kaiser Aluminum & Chemical Corp., Oakland, Calif., for its aluminum quilted foil.

The advertiser noted last week that its new campaign, which envisions exposure on 1,000 stations, marks a first-time entry in network radio.

Other Kaiser efforts over the past year have concentrated on network TV but for several products. Young & Rubicam, San Francisco, is Kaiser's agency on the campaign.

The new campaign had been pre-tested in three metropolitan markets (Yakima, and Eugene, Wash., and Reno). Kent C. Dorwin, advertising manager of Kaiser's consumer products division, said the pre-test results had "met every expectation."

Mr. Dorwin said the radio buy ties in with Kaiser's objective of continuing the sales increases that the quilted-foil product has "enjoyed throughout the grocery industry during the past year."

Each of the networks, plus the ABC Radio West lineup, is in the campaign now underway. The media schedule calls for live 90- and 30-second spots on *Arthur Godfrey's Time* on CBS Radio; live one-minute announcements on the *Don McNeil Breakfast Club* on ABC Radio, and a "heavy" schedule of 30-second commercials which will feature the Canadian comedy team of

Larry Solway and Gary Ferrier, who will be heard in the United States on a regular basis for the first time.

The last schedule will be on NBC, ABC and Mutual as well as on ABC Radio West. The campaign will seek out the housewife during the 9 a.m.-4 p.m. period, a spokesman said.

House tobacco rerun gets NAB statement

The National Association of Broadcasters last week restated its opposition to government-prescribed health warnings in cigarette advertising.

In a statement filed with the House Commerce Committee, Vincent T. Wasilewski, NAB president, called such proposals "grossly unfair" to radio and television. He warned that "a substantial expansion of the role now played by government could seriously impair the effectiveness of industry self-regulation by undermining incentive," and that "the public would lose much in such a reassignment of responsibility."

Other than generally opposing expansion of government regulation, NAB "takes no position" on the question of a warning statement on cigarette packs, one requirement the proposed bills all have in common.

Emerson Foote, chairman of the National Interagency Council on Smoking and Health, told the committee his group knows "of no organized medical or scientific body anywhere in the world which states that cigarette smoking is not a serious health hazard. . . ."

He concluded: "We must particularly petition this committee not to approve any legislation which will prevent the Federal Trade Commission from carrying out its reaffirmed intention of requiring health warnings in cigarette advertising . . ." (most prominent legislation of that type is the bill proposed by Representative Walter Rogers [D-Tex.], and it is given a good chance for passage).

The battle lines now seem to be drawn over the regulation of advertising, with most parties conceding the field to cautionary labeling. Bowman Grey, board chairman of R. J. Reynolds and spokesman for the cigarette manufacturers, concentrated his fire on the advertising proposals. It is hardly fair, he reasoned, to force an advertiser to disparage his product in his own advertising.

A new bill on the subject was introduced by David S. King (D-Utah). It is identical to that of Senator Maurine B. Neuberger (D-Ore.), requiring a stiff warning on packs and in all advertising, and leaving enforcement to the FTC. Five other bills are before the House

committee. Two of them are identical to the Rogers bill, banning FTC regulation of advertising and leaving enforcement to the Justice Department. The other two provide for enforcement by the FTC and the Food and Drug Administration, respectively. All require a warning on the package.

The two weeks of House Commerce Committee hearings on smoking and health for the most part have featured the same cast and script that appeared before the Senate committee a few weeks earlier. Only the congressmen have changed, to protect the bicameral legislature.

Regulation of advertising and labeling is still favored by the U. S. Public Health Service, the Federal Trade Commission and the National Interagency Council on Smoking and Health; still opposed by the National Association of Broadcasters, the tobacco industry, various print media and advertising groups and several influential congressmen.

July 1 remains the deadline toward which all parties work. If Congress has not acted by then, FTC rules requiring the warning "cigarette smoking is dangerous to health and may cause death from cancer and other diseases" on packages and in advertising will go into effect, and the tobacco industry will go to court.

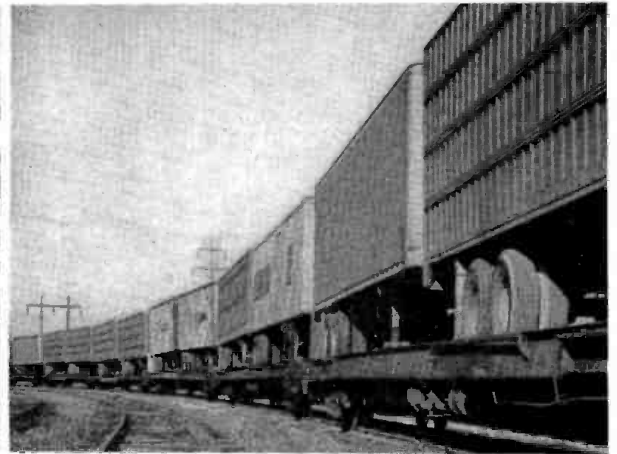
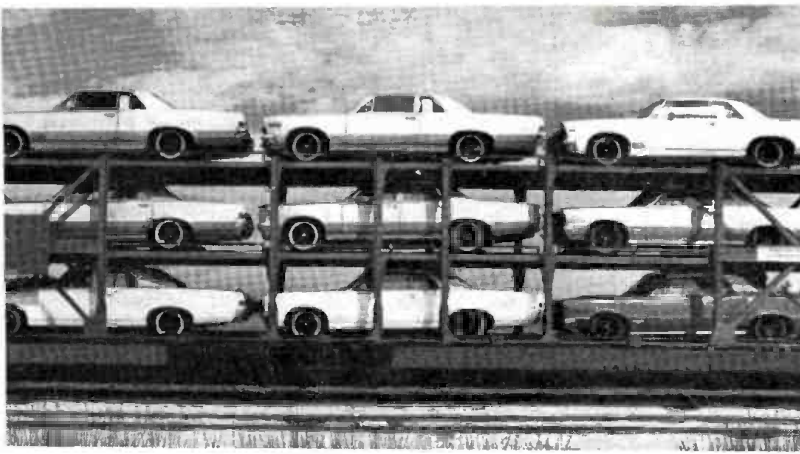
Committee kills cigarette ad tax

A bill to levy a 5% tax on tobacco advertising in Connecticut was killed in legislative committee last Thursday (April 15). The committee issued an unfavorable report shortly after hearing representatives of the Connecticut Broadcasters Association and the *Hartford Courant* oppose the measure, which would have used proceeds from the tax to "educate the public as to the effects of cigarette smoking on health."

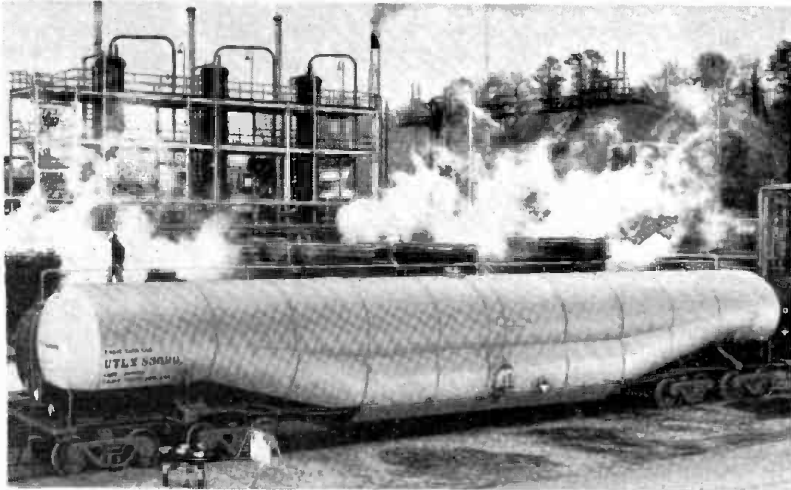
Robert S. Tyrol, vice president of WTIC Hartford and chairman of the CBA legislative committee, told a house legislative finance committee hearing Thursday (April 15) that the organization was unalterably opposed to this legislation, "which we believe to be a dangerous concept of taxation and is discriminatory and punitive."

James McIntosh, representing the *Courant*, called the bill poorly drafted and setting a dangerous precedent.

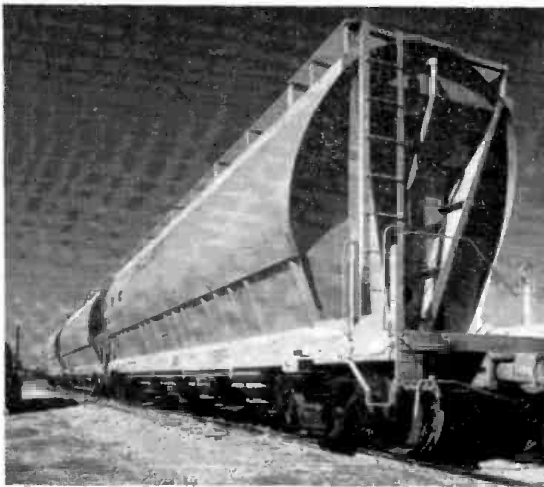
Representative Harold Groth of Hartland, who introduced the measure, recommended a favorable report from the committee, and Gifford Neal, a resident of East Hartland, spoke in favor of it.



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THE NEWEST EQUIPMENT, THE NEWEST RAIL IDEAS



The taxpaying railroads are making news with startling advances in their equipment and essential public services. Last year, railroads spent \$1.4 billion for such items as: 65,000 new freight cars designed for shippers' special needs (like jumbo 100-ton capacity hoppers for grain shippers and giant gasoline tank cars that carry up to 50,000 gallons). Improved track to haul heavier loads faster. Microwave communications systems. Electronically controlled freight classification yards. More than 1,000 new diesel locomotive units. These latest railroad advances are shaping the transportation future. Through them, the railroads are keeping shippers' costs down, attracting more business, and giving consumers better service and lower costs.

ASSOCIATION OF
AMERICAN RAILROADS

FTC drops complaints against analgesics

The Federal Trade Commission last week withdrew its complaints against four manufacturers of analgesic preparations which, the complaints charged, made false and misleading advertising claims for their products, but it kept its irons in the fire by continuing investigations of drug advertising.

The companies and their products—American Home Products Corp., Anacin; Bristol-Myers Co., Bufferin and Excedrin; Plough Inc., St. Joseph Aspirin, and Sterling Drug Inc., Bayer Aspirin—had been charged in 1961 with the practices. But on June 25, 1962, the FTC decided that further hearings should be held with full investigations to see what other companies in the field were using advertising to deceive the public. The complaints were placed on suspense calendar until further notice.

Charles A. Sweeny, head of the Division of Food and Drug Advertising for the FTC's Bureau of Deceptive Practices, explained that the FTC had temporarily dropped complaints due to the fact that the complaints, as they were issued, were too shallow to cope with the entire problem of deception in drug advertising. The FTC feels that there are other companies guilty of bad practices in advertising and that the complaints were insufficient.

Investigations to determine the extent of deception in drug advertising are currently underway.

Blair sees \$3.2 billion in radio-TV ads for '65

Advertisers will spend \$2.41 billion in television and \$875 million in radio in 1965, John Blair & Co., station representation firm, estimates in a new study, "Statistical Trends in Broadcasting."

The \$2.41 billion TV figure compares with an estimated \$2.24 billion spent in 1964 and is allocated as follows: \$1.2 billion in network, \$800 million in spot and \$410 million in local. The radio estimate represents a gain from \$829.5 million in 1964 and is distributed thus: \$63 million in network, \$252 million in spot and \$560 million in local.

The study also sees total advertising expenditures near the \$14 billion level for 1964 and rising to almost \$14.8 billion in 1965.

The 36-page report, prepared under the direction of Vice President Melvin A. Goldberg, traces and projects U. S. population growth from 1950 to 1965,

presents FCC figures on broadcast revenues, expenses and income market by market, radio and TV, for each year from 1960 through 1963, and ranks U. S. television markets according to several criteria including quarter-hour audiences, net circulation, TV homes and FCC figures on national spot and total revenues.

Julie, please come home

"An ex-wife could do a lot worse than to wind up with a guy who really loves her," pleads Wally George in a series of radio messages aimed exclusively at Julie de Mornay, his former wife. Mr. George, producer-host of the *Showpeople Show* syndicated radio series, has purchased 250 one-minute spots on KTYM-AM-FM Inglewood, Calif., which is airing them at the rate of 10 a day, in his unusual campaign. Third person wording is used to circumvent FCC rules against use of broadcasts for direct person-to-person communications.

Frozen orange juice campaign

U. S. radio-TV will get \$650,000 and Canadian radio \$44,000 in a May-November campaign for frozen concentrated orange juice. A special \$3.75 million promotion campaign, mostly in print media, was announced last Wednesday (April 14) by the Florida Citrus Commission. Emergency drive was prompted by a growing inventory among the concentrators, said to be caused by an oversupply plus inroads by synthetic and combination food drink companies. Broadcast portion will be all radio except for \$54,000 for nine 60-second live commercials on NBC-TV's *Today* in May and June. Campbell-Ewald is agency for the citrus commission.

Rep. appointments . . .

- WPHL-TV Philadelphia: National Television Sales, New York.
- KQRS Minneapolis: Adam Young Inc., New York.
- WSLs Roanoke, Va.: Adam Young Inc., New York.
- WAMM Flint, Mich.: Adam Young Inc., Detroit office as regional representative.
- KSET El Paso, Tex.: The McGavren-Guild Division, McGavren-Guild Co., New York.

Gas group puts its money on color specials

The American Gas Association, New York, will channel the bulk of its 1965-66 television advertising budget into NBC-TV color specials, it was reported last week.

The association will spend \$3.5 million on network TV during the year with \$2.5 million going to the network-produced spectaculars.

A spokesman for American Gas called the special package the "greatest thing to be offered to us since the old *Playhouse 90* series." Instead of the usual six commercial breaks during one-hour programs, he said, the AGA would use longer commercials but fewer of them. Lennen & Newell, agency for AGA, is working on the color commercials which will be mainly aimed at "developing an image for gas." Some commercial time will be devoted to promote specific gas appliances.

The specials and their scheduled dates for telecast are *The Julie Andrews Show*, Nov. 28 and repeated March 23; *Michaelangelo* (two one-hour shows), Dec. 22 and Feb. 23; *Peter Pan* (a two-hour show co-sponsored by Timex), Jan. 21; and *Mary Martin's Radio City Music Hall Easter Show*, April 3. American Gas also will continue its sponsorship in ABC-TV's *Ozzie & Harriet Show*.

Business briefly . . .

Buick Motor division of General Motors Corp., Flint, Mich., and Goodyear Tire & Rubber Co., Akron, Ohio, will sponsor the final two rounds of the 1965 Buick Open golfing event "live" and in color on an independent lineup of about 150 stations formed by Sports Network Inc. Times set are June 5 (Saturday), 5-6 p.m. and June 6, 5-6:30 p.m., NYT. McCann-Erickson, Detroit, is agency for Buick; Young & Rubicam, New York, for Goodyear.

Participating sponsors in NBC-TV prime-time programs announced last week are: E. R. Squibb & Sons, Division of Olin Mathieson Chemical Co., New York, through Benton & Bowles, New York, in *Karen*, *The Andy Williams/Jonathan Winters Specials*, *The Alfred Hitchcock Hour*, *Cloak of Mystery*, *Moment of Fear*, *Wednesday Night at the Movies*, *Daniel Boone*, *International Showtime*, *Saturday Night at the Movies*, and *Kentucky Jones*, and Pacific Hawaiian Products, Fullerton, Calif., through Atherton-Privett, Beverly Hills, Calif., in *Moment of Fear*, *Profiles in Courage*, *Hullabaloo*, *The Virginian*, *Daniel Boone*, *International*



"...the
50 million
record boys, with almost
as many awards
as sales."

Shortly after penning the legendary 5 million-plus record seller "Hound Dog," Jerry Leiber and Mike Stoller were enthroned as the writing kings of Hitsville. Today, more than 40 million discs and 37 BMI awards later, the crown is steadier than ever, but the realm now extends beyond songwriting. As collaborators in an independent publishing, producing and record label operation, Leiber & Stoller produce discs, manage talent, cultivate new writers and keep their eyes on the Broadway and motion picture horizon. With over 300 copyrights behind them (many of them hits both nationally and internationally) a record of more top awards than any other BMI songwriters and a solid 14 year partnership, Jerry and Mike, at 31, are still one of the hottest songwriting teams in the business. BMI congratulates Jerry Leiber and Mike Stoller and all the other writers of contemporary popular music whose great songs we proudly license for public performance.

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

Among Leiber and Stoller's rocking successes are:

Black Denim Trousers, Love Me, King Creole, Charlie Brown, Along Came Jones,
Loving you, Searching, Poison Ivy, Kansas City, On Broadway, Yakety-Yak.

BMI
BROADCAST MUSIC, INC.

Showtime, Kentucky Jones and Saturday Movies.

B. F. Goodrich, Akron, Ohio, through BBDO, New York, will sponsor *The Science of Spying* with John Chancellor as narrator on NBC on May 4 (10-11 p.m.). The news special will include interviews with both U. S. government and foreign espionage agents.

The Borden Co., through Young & Rubicam, both New York, will advertise its canned milk shakes on ABC-TV's *New American Bandstand '65* and on other youth-oriented ABC daytime programs beginning in mid-April and continuing until September.

Blue Bell Inc., through Altman, Stoller, Chalk, both New York, will run a na-

Cleveland using WJW and WJAR, beginning April 26, and continuing for six weeks. The advertiser began its first radio test for Swagger in February on six New York stations in a campaign that continues through May.

The Bell System, New York, through N. W. Ayer & Son Inc., Philadelphia and New York, has renewed its sponsorship of the *New York Philharmonic Young People's Concerts* on CBS-TV for the 1965-66 season.

ABC-TV will televise the closing holes of both the third and final rounds of *The Tournament of Champions* golf competition, on May 1 (5-6:30 p.m. EDT), as part of *ABC's Wide World of Sports* series, and on May 2 (4-6 p.m. EDT), as a special program.

3:20, 4:14-4:20 and 5:45-6 p.m. EDT).

Consolidated Cigar Corp., New York, said last week its leading cigar brands, El Producto, Dutch Masters and Muriel, will be represented on the three TV networks next season. Consolidated has *Honey West* and *Shenandoah*, both new series, and *12 O'Clock High*, plus *Championship Baseball*, on ABC-TV, in addition to renewals for another season of *The Hollywood Palace*, *The Adams Family* and *The Lawrence Welk Show*. Consolidated will renew its sponsorship in five one-hour Danny Thomas specials on NBC-TV, and has sponsorship in *Pro Football Report*, a CBS-TV program which starts in the fall. Business will be allocated among three agencies, Compton Advertising, Papert, Koenig, Lois, and Lennen & Newell.

Max Factor & Co., Hollywood, through Carson/Roberts, Los Angeles, will participate in NBC-TV's *Hullabaloo*, *The Man from U.N.C.L.E.*, *I Spy* and *Tuesday Night at the Movies* during the 1965-66 season.

The Norwich Pharmacal Co., Norwich, N. Y., through Benton & Bowles, New York, has purchased summer participations in 14 NBC-TV nighttime shows and in *NBC Sports in Action*.

Sinclair Refining Co., New York, for its Dino gasolines has renewed its advertising schedule with the Keystone Broadcasting System. Schedule includes 30-second spots on 86 Keystone radio stations. Advertising agency for Sinclair is Geyer, Morey, Ballard, New York.

PKL gets Hunt Foods

Hunt Foods & Industries, Fullerton, Calif., is moving a portion of its advertising billings from Young & Rubicam to Papert, Koenig, Lois, both New York.

PKL has been assigned Wesson oil and mayonnaise, Hunt pork and beans and the Blue Plate line. It was reported that past billings for these products were about \$1 million. The billings figure is expected to expand considerably, perhaps as high as \$5 million. Wesson oil at one time invested heavily in TV advertising. TV billings dropped off in the past three years, but it is expected that Wesson will be substantially represented in PKL's advertising plans.

Also in advertising . . .

Co-op spots ■ Mercedes-Benz of North America Inc., through Campbell-Mithun, Chicago, has completed production on series of new commercials for both radio-TV which will be made available to dealers for local spot use on co-op basis. All media budget for new year is more than \$1 million.

Chun King uses pick-a-trio theme

"Take Home Three" is the theme of a new spring TV campaign by the Chun King Corp., Duluth, Minn., which urges homemakers when shopping, to take home at least three (canned, frozen or mix) items from Chun King's expanded line of American-Oriental foods.

The campaign, which began two weeks ago, and which is scheduled to continue through May, consists of two separate one-minute color commercials scheduled as participations in six evening and two daytime shows on NBC-TV.

The commercials feature Phyllis Newman (above), who points out how Chun King's wide variety of foods make it easy to prepare interesting and different American-oriental meals as a change from



overly familiar family meals.

Writer and producer of the spots is Art Zapal, vice president and creative supervisor, J. Walter Thompson, Chicago, agency for Chun King. Commercials were produced by MPO Productions, New York.

tionwide spot radio campaign for its Wrangler Jeans, beginning today (Monday), and continuing for three weeks.

Union Oil Co. of California, through Smock, Debnam & Waddell, Los Angeles, will sponsor broadcasts of the Saturday feature races from Hollywood Park for the ninth consecutive year on the CBS Television Pacific Network, Saturday, 5-5:30 p.m., starting May 15 and continuing for 11 weeks.

Procter & Gamble Co., Cincinnati, through Leo Burnett Co., Chicago, will sponsor *Miss USA Beauty Pageant* from Miami on CBS-TV (June 4, 10-11:30 p.m. EDT).

The Gradiatz, Annis Division of General Cigar Co., Tampa, Fla., through Mogul, Williams & Saylor, New York, will test spot radio for its Swagger cigars in

Sponsors of the tournament are **Allstate Insurance Co.**, Skokie, Ill., and **Joseph Schlitz Brewing Co.**, Milwaukee, both through Leo Burnett, Chicago; **True Temper Corp.**, through Fuller, Smith & Ross, both Cleveland; **Chesebrough-Pond's Inc.**, New York, and **R. J. Reynolds Tobacco Co.**, Winston-Salem, N. C., both through William Esty, New York; **The Mennen Co.**, Morristown, N. J., via Grey Advertising, New York, and **Mobil Oil Co.**, through Ted Bates & Co., both New York.

Oldsmobile Division of General Motors Corp., Lansing, Mich., through D. P. Brothers & Co., Detroit, will sponsor live and in color on TV as well as on radio, the national golf day round of champions on NBC-TV, May 31 (5-6 p.m. EDT) and on NBC Radio (3:15-

Created by the hand of experience

RCA-4415 AND 4416 IMAGE ORTHICONS

Living color with only black-and-white studio lighting

With this 3-tube set in the TV camera, the studio lighting you now use for B&W pickup is all you need to transmit superior color pictures. At the same time, you air high resolution pictures having normal tone rendition for B&W receivers. You avoid many of the lighting costs normally associated with high-quality studio color pickup...as well as the high scene-lighting temperatures and need for extra air-conditioning.

Precision construction, field mesh, and closely matched tube characteristics assure excellent registration and color uniformity over the entire scanned area.

High signal-to-noise ratio and signal output, and excellent life expectancy are additional features of the RCA-4415 and -4416.

This factory-matched set consists of two RCA-4415's and one RCA-4416 with a high blue sensitivity which increases over-all camera sensitivity by as much as a factor of two. For quick identification, each image orthicon is marked for its particular color channel.

Write or call your local distributor of RCA broadcast tubes for information on these orthicons that enable you to air living color with only B&W studio lighting.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.



The Most Trusted Name in Electronics

AVAILABLE THROUGH YOUR LOCAL 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; DES PLAINES, ILL.: 446 E. Howard Ave., (312) 827-0033; 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.

What's in back of our surge to



Great entertainment specials.

Like WABC-TV's "The Swinging World of Sammy Davis Jr." More people watched this show than watched both the other networks combined.

And when it was over, TV critic Ben Gross called it, "...one of the best I have ever seen put on by a local station... too good to be confined to New York."

Luckily, shows like this aren't confined to New York. You can see more like them in Chicago, Detroit, San Francisco and Los Angeles—simply by keeping your eye on the ABC Owned Television Stations. How do we do it? By keeping an ear to the ground for any star, act or special event that might catch the viewers' fancy. And providing our choices with the kind of bright production, direction and promotion that gets noticed. That's what's in back of our surge to the front.

Source: Nielsen and Arbitron reports 10/28/84 to 2/18/85.

Ratings are projected to a 5.1 million TV home base. Subject to limitations of sample size and other qualifications available on request.

the front?

ABC OWNED TELEVISION STATIONS



WABC-TV, New York • WXYZ-TV, Detroit
WBKB, Chicago • KABC-TV, Los Angeles • KGO-TV, San Francisco,

Wadsworth sails over first jump

FCC nominee, who's 'Jim' to senators who count, gets sweatless confirmation hearing—and sells bonds that raised conflict-of-interest question

James Jeremiah Wadsworth, the nominee to fill the FCC's unoccupied seat, testified last Tuesday that he favored a policy of "the less regulation the better." He put himself on record with that attitude before the Senate Commerce Committee during a confirmation hearing dominated by bipartisan assurances from the senators present that the President had made a good choice.

The friendly tone of the hearing indicated no trouble whatever for Mr. Wadsworth when the committee meets in executive session April 27 to vote on recommending Senate approval of his nomination. A slight hitch developed, but was quickly resolved, two days after the confirmation hearing when it was pointed out that Mr. Wadsworth's personal portfolio of securities included bonds issued by railroads that hold FCC licenses for land-mobile communications systems. The Communications Act prohibits members of the FCC and its staff from owning interests in any company that holds FCC licenses of any kind. Within an hour or two after being told that his railroad bonds raised a question of conflict of interest, Mr. Wadsworth advised a committee staff member that the bonds had been sold.

During the confirmation hearing no-

body raised any question about Mr. Wadsworth, a large and affable Republican who is on close terms with influential figures in both political parties. At one point the nominee was called "Jim" by Senator Warren G. Magnuson (D-Wash.), the Commerce Committee chairman. Another Democratic member of the committee, A. S. (Mike) Monroney of Oklahoma, said he thought that Mr. Wadsworth's "would be one of the best appointments the President has made." A fellow Republican, Winston L. Prouty of Vermont, told Mr. Wadsworth: "I'm delighted to have you nominated." The only other senator present for the hearing was Vance Hartke (D-Ind.) who said nothing to disturb the harmony of the occasion.

What He Believes ■ It was Senator Hartke who asked Mr. Wadsworth about his basic philosophy of government controls. The senator wondered whether, as a general rule, the nominee would be inclined to "extend government regulation or to curtail it when possible to the bare minimum."

Mr. Wadsworth said that "in the broadest possible terms I'd be in favor of less regulation rather than more."

Senator Hartke asked whether Mr. Wadsworth thought self-regulation was better than government regulation.

"Again, in the broadest terms, self-policing is better," Mr. Wadsworth said. In general, the nominee added, he thought the government's policy ought to be "the less regulation the better."

Chairman Magnuson read several questions that had been sent in writing by Senator Gale McGee (D-Wyo.). All dealt with regulation of community antenna television which Senator McGee wrote was "mushrooming" and "may replace local stations." Mr. Wadsworth said that he had made no study of CATV and was unprepared to state a position on its regulation.

Senator Magnuson also inserted some views of his own on CATV. He said he thought the FCC had the power to regulate it and "ought to assure us that CATV development will be orderly and will not keep new stations off the air."

Who's Boss ■ Senator Magnuson also put to Mr. Wadsworth a question that is traditionally asked of nominees to the FCC and the other independent agencies which the Congress regards as creatures of its own creation and hence responsible to Congress rather than to the President. "Do you believe the FCC is an arm of the Congress?" Senator Magnuson asked. Mr. Wadsworth said he did.

In an avuncular mood, Senator Magnuson invited "Jim" to "feel free to come up here and talk to us" about conditions as he found them at the FCC. "You'll come into the FCC with a fresh mind and may be in a position to see things more clearly than men who have been in the thick of it," the senator said. Others who had gone before Mr. Wadsworth didn't always come back to volunteer their views, Senator Magnuson said. "We seem to lose them after we confirm them," the chairman said wistfully.

As close to a difficult question as any that was put to Mr. Wadsworth was this one, asked by Senator Magnuson: "There are several highly controversial matters before the commission," the chairman told Mr. Wadsworth, "decisions on some of which I hope will be made within the next few months. If you don't feel sufficiently familiar with

Less rigid rules on outside holdings sought

The FCC last week sent to Congress a proposed amendment to the Communications Act designed to relax "antiquated" conflict-of-interest provisions in section 4(b).

Parts of the act now prohibit commissioners and commission employees from having any connection with commission licensees. Since virtually every major U. S. industry makes some use of the land-mobile service, the commission feels the act is now more restrictive than necessary. (James J. Wadsworth, FCC nominee, had to dispose of a few railroad bonds to avoid a possible conflict

under present law [see above]).

The changes recommended by the FCC are a consolidation of legislation introduced in both houses of Congress to accomplish the same thing last year. If adopted, under the new regulations the conflict-of-interest ban would extend only to association with licensees in the broadcast and common carrier services, suppliers or distributors for these services, and mutual funds and investment companies with "activities concentrated substantially in broadcasting, communications by wire, or the other mentioned activities."

these issues when they come up for a vote, would you feel free to abstain?"

"I don't believe a commissioner should vote on highly controversial matters until he is fully competent to do so," Mr. Wadsworth replied.

That response brought a later question from Senator Hartke who asked whether Mr. Wadsworth would try to familiarize himself with pending matters and vote on them rather than to "take the easy road and abstain." In such cases, Senator Hartke suggested, Mr. Wadsworth could ask for a postponement of the decision until he could inform himself thoroughly. Mr. Wadsworth said he would try to vote on anything he felt qualified to vote on, but he was not prepared to answer questions about procedural matters such as postponements.

Conflict of Interests ■ The question about Mr. Wadsworth's financial holdings did not come up until last Thursday morning when a BROADCASTING reporter, after looking at Mr. Wadsworth's securities list that had been submitted to the committee, asked Nicholas Zapple, Senate Commerce Committee staff counsel on communications matters, whether conflict-of-interest problems had been resolved. It had been reported earlier (CLOSED CIRCUIT, April 12) that Mr. Wadsworth's portfolio had been inspected and given a clean bill of health by Mr. Zapple.

Included in the securities were bonds issued by the New York Central and Missouri Pacific railroads and said to be worth about \$20,000. Railroads hold land-mobile radio licenses issued by the FCC. The Communications Act, which established the FCC and defines its jurisdiction, states: "No member of the commission . . . shall . . . own stocks, bonds or other securities of any corporation subject to any of the provisions of this Act."

Mr. Zapple confirmed the report that he had reviewed Mr. Wadsworth's holdings. He said that the types of licenses held by railroads did not in themselves generate profits and that therefore it had been decided that no conflict of interest was presented in Mr. Wadsworth's case. "Under a broad interpretation," Mr. Zapple said, "it gets down to a *de minimus* situation."

This interpretation was later modified. Mr. Zapple was understood to have telephoned Mr. Wadsworth the advice that the railroad holdings constituted a "gray area." Mr. Wadsworth was reported to have said at once that he would sell the railroad bonds and to have called back an hour or so later to say he had sold them.

The Mills Case ■ In only one other commission appointment in recent memory has a conflict-of-interest problem arisen in the personal holdings of

the appointee. The late Edward K. Mills Jr., then deputy administrator of the General Services Administration, was nominated to the FCC in 1960 to serve out the term of Commissioner John C. Doerfer who had resigned after the House Legislative Oversight Subcommittee investigated Mr. Doerfer's acceptance of entertainment from broadcasting interests.

A trust established for Mr. Mills and his brother included Westinghouse and General Electric stock. Mr. Mills had no control over the trust, and the trustees refused for tax reasons to sell the Westinghouse and GE interests. Mr. Mills eventually asked that his nomination to the FCC be withdrawn to end a protracted argument over the conflict-of-interest issue (BROADCASTING, May 16, 1960). Mr. Mills died last year.

The Portfolio ■ The Wadsworths' holdings, worth \$350,000-\$400,000, included the following before sale of the railroad bonds:

Stocks (numbers of shares in parentheses) — Geneseo Valley National Bank and Trust Co. (N. Y.) (75), H.

farm land.

An Old Hand ■ Mr. Wadsworth has been in public life a long time—most prominently as ambassador to the United Nations in the closing months of the Eisenhower administration, after Henry Cabot Lodge resigned to campaign for the Vice Presidency. Before that, he was deputy U. S. representative to the UN. He has written numerous articles and books on world peace, served on many official arms control and disarmament study and plenary commissions, and filled other government posts.

He is a cousin of John Hay Whitney (their mothers were sisters), who is principal owner of the New York *Herald Tribune* and the Herald Tribune Radio Network Stations (four AM's, one FM); Corinthian Broadcasting, which owns five television stations.

He is a brother-in-law of Senator Stuart Symington (D-Mo.).

Mr. Wadsworth was born June 12, 1905, in Groveland, N. Y. He graduated from Yale in 1927 and served as a member of the New York State legislature from 1931 to 1941. In 1945 he



Nominee Wadsworth

H. Robertson Co. (123), Sterling Drug (170), Standard Oil of New Jersey (150), Celanese Corp. (200), General Mills (200), Revere Copper & Brass (100), Owens-Illinois Glass (70), St. Regis Paper Co. (7,000), C. W. Griggs Oil Reserves (1,429), Capitol Hill Associates (21).

Bonds (approximate values in parentheses)—New York Central Railroad, 5¾%, (\$10,000); Missouri Pacific Railroad, 4¼% series B, (\$10,000); Albee Homes, 5% convertible debentures, (\$9,000).

Mr. Wadsworth did not include the number of bonds he holds in his statement, but estimated their worth for a BROADCASTING reporter. He also has an interest in some western New York

went to Washington to serve on the War Assets Administration, and he has been in the capital ever since, excluding the years with the UN. He married the former Harty Griggs Tilton. They have one daughter, Mrs. Trowbridge Strong, and five grandchildren.

His father, James W. Wadsworth, was a Republican senator from New York from 1914 to 1926 and a member of the House of Representatives from 1932 to 1950.

Even with all signs favorable, it will be a while before the new commissioner gets his commission. The Commerce Committee will vote on April 27; the Senate a day or so later. After that, another short wait for formal certification by the administration, and he's in.

Seven tie votes show FCC's need for seventh man

The key role that James J. Wadsworth is destined to play in FCC policy on "excess" commercialization by broadcasters was pointed up again last week when the commission deadlocked 3 to 3 on seven cases involving commercial policies or practices.

The staff had recommended that the commission ask five radio stations to clarify their commercial policies. It had also recommended that the commission inquire into the commercial practices of two television stations which appeared to have carried more commercials than they had proposed.

But in all cases, the vote was 3 to 3, with Chairman E. William Henry and Commissioners Robert E. Lee and Kenneth A. Cox voting to send inquiries and Commissioners Rosel H. Hyde, Lee Loevinger and Robert T. Bartley voting for license renewals.

As a result, the stations will not get letters, but their licenses won't be renewed either. The situation thus is a repetition of one two months ago, when the commission deadlocked by the same line-up on two cases involving two AM's (BROADCASTING, Feb. 15).

Mr. Wadsworth's Problem ■ The

commission's action in each of the nine, as well as in future cases involving commercial policy of stations, will be determined by the vote of Mr. Wadsworth, who has been named by President Johnson to the position vacated on Dec. 31 by Frederick W. Ford. Mr. Wadsworth, who appeared before the Senate Commerce Committee last week for a hearing on his nomination, isn't expected to join the commission before the second week in May (see page 57).

The five radio stations whose cases were up for consideration last week are KRAI Craig, KUBC Montrose, KSLV Monte Vista, all Colorado; KWOC Poplar Bluff, Mo., and KAGE Winona, Minn.

The staff said that, as stated in their license-renewal applications, the stations' policies would permit them to devote from 27% of their time, in one case, to 47% in another, to commercials, in terms of the 15-minute segments in which the renewal form requests information on spot announcements. The staff said the stations should be asked whether they stated their policies correctly and, if so, to report what studies they

made to determine the commercial needs of their communities.

The television stations are WTCN-TV Minneapolis-St. Paul and KCTO-TV Denver. Both say they abide by the National Association of Broadcasters commercial code. But the staff said the first exceeded it by 15%, the second by 8%.

In another renewal matter, a majority of the commission continued to demonstrate a refusal to inquire into the local-live practices of broadcasters. The staff had asked that letters be sent to KROC-TV Rochester and KSTP-TV St. Paul-Minneapolis, both Minnesota, because of an apparent lack of local-live programming. But Commissioners Hyde, Loevinger, Lee and Bartley voted to renew their licenses instead. Chairman Henry and Commissioner Cox favored a letter.

The majority on a number of occasions has refused to approve inquiries into local-live programming on the ground that such queries constitute undue interference in programming decisions. Chairman Henry and Commissioner Cox feel stations should present local-live programming if they are to meet community needs.

Estes case reopened, remanded to examiner

Obedying a Washington appeals court order, the FCC has reopened the record and remanded to the hearing examiner the nonrenewal and license revocation proceeding involving WMOZ Mobile, Ala., and WPFA Pensacola, Fla. The two stations are owned by Edwin H. Estes.

The commission action, announced April 9, was ordered nearly two months ago by the federal appeals court (BROADCASTING, March 1).

The court order stems from the commission's refusal last June to grant Mr. Estes' petition for reconsideration of an earlier decision denying renewal of WMOZ's license and revoking the license of WPFA.

The commission denied WMOZ's renewal in a unanimous four-commissioner decision in February 1964 after finding that Mr. Estes had falsified the program logs submitted with the station's renewal application (BROADCASTING, Feb. 10, 1964).

At the same time the commission revoked WPFA's license, basing this action

on a determination that Mr. Estes lacked the proper qualifications to be a licensee. WPFA's revocation was taken, according to the FCC, in view of Mr. Estes' "record of attempted fraud and deception virtually without equal in commission history."

In March last year, Mr. Estes asked for a rehearing, offering the affidavits of two former employees who would, he said, back up his contention that he was framed by a local competitor into sending false program logs to the commission with WMOZ's renewal application.

This request, in addition to his petition for reconsideration, was denied by the commission last June.

The appeals court decision, stressing that the "interests of justice" require a supplemental record, ordered the commission to hear testimony from the two witnesses named by Mr. Estes.

In obeying the appeals court, the commission's order provides that the case be remanded to the examiner to take testimony of Jordon Ray and Lester Foster and any further evidence and that the examiner issue a supplemental initial decision and recommendation.

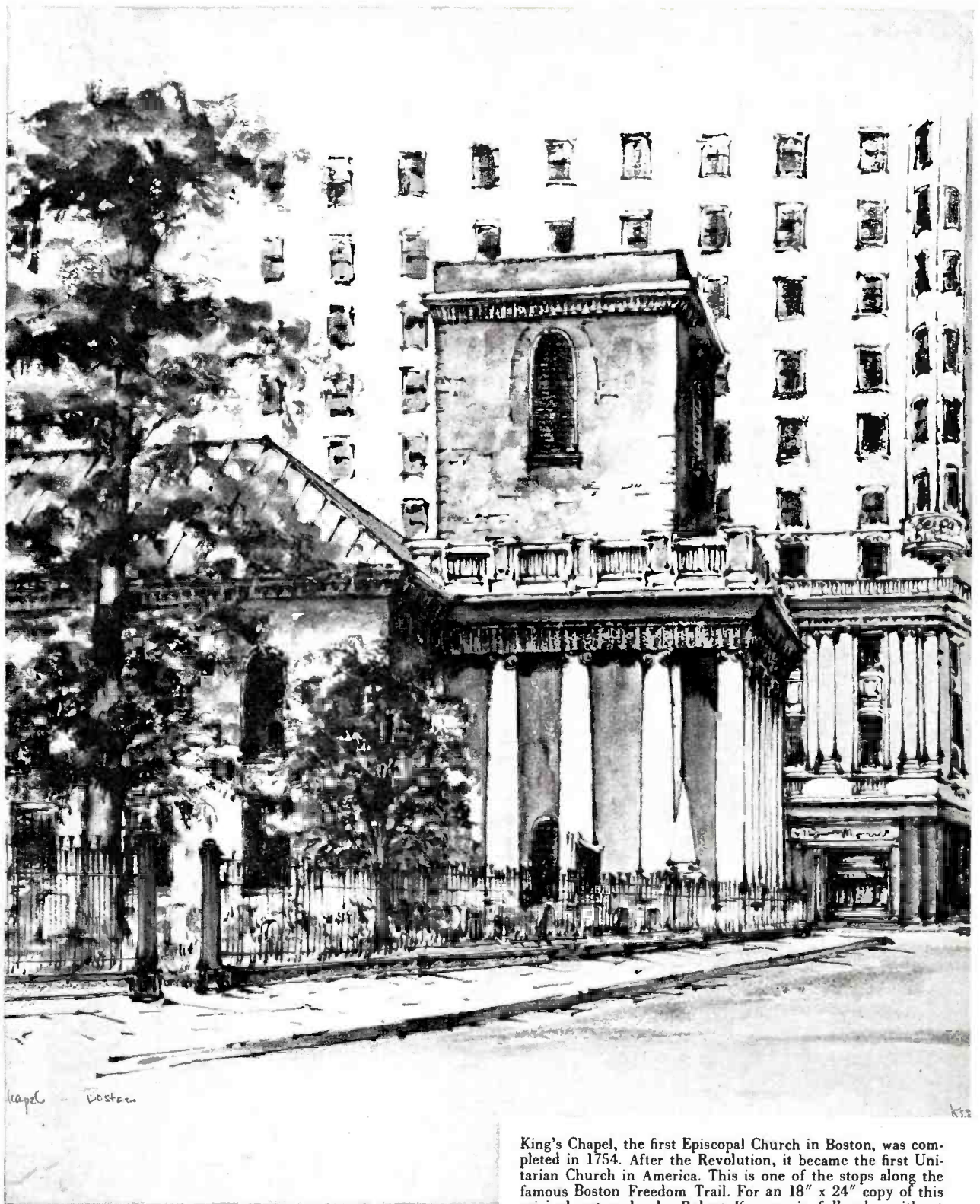
AM-FM nonduplication rule deadline passes

The deadline for seeking exemption from the FCC's AM-FM nonduplication rule elapsed last Thursday (April 15), by which time approximately 70 stations had asked to be excused from the new programming requirement.

Among the surge of last-minute requests for waiver were filings from NBC and Storer Broadcasting Co. Each of the companies own five FM stations in major metropolitan areas, and asked for blanket exemption for the stations.

The only other major multiple-station owner seeking waiver of the new rule, which becomes effective Oct. 15, has been CBS. The network two months ago asked that its seven FM stations be excused (BROADCASTING, Feb. 15).

The new rule, adopted by the commission last July, will prohibit any FM station from duplicating more than 50% of the programming of a commonly owned AM outlet in cities of 100,000 population or more (BROADCASTING, March 15 et seq.).



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BROADCASTING, April 19, 1965

FCC moves toward CATV control

Action held up while staff prepares proposals on which commission can vote; standards are expected to follow same pattern for all systems

The FCC appears virtually certain to take a first step soon—possibly this week—toward asserting jurisdiction over all community antenna television systems, those that do not use FCC-licensed microwaves as well as those systems that do.

The step would come in the form of a notice of inquiry and notice of rule-making proposing the same rules for off-air CATV's as are to be adopted for microwave-fed CATV's. And those rules would, reportedly, eventually require CATV's to carry the programs of all of the stations putting at least a Grade B signal over them.

The proposed notice and adoption of pending rules requiring microwave-fed CATV's to protect television stations were to have been acted on at a special meeting Wednesday.

But the commission made no final decisions, at least in part because the staff had not prepared a draft of the

rules on which the commission could act at its meeting.

Approval Expected ■ Commission sources, however, said that the tone of the discussion at the meeting and the instructions given the staff indicate that votes are available for approving both proposals. They have been under consideration for weeks (BROADCASTING, March 1, et seq.).

The notice of proposed rulemaking, reportedly, would express the commission's view that it has authority under existing law to regulate all CATV's—a point CATV interests violently dispute. The notice would request comment on the issue, as well as on whether different rules should apply to off-air and microwave-fed CATV's. It would also invite congressional guidance in the matter.

The rules under consideration for the microwave-fed system—and, possibly ultimately, for all CATV's—would re-

quire a cable company to protect stations according to an order of priorities; first those putting a city-grade signal over the CATV, then those putting a Grade A signal over it and, finally, those that would be beaming a Grade B signal over it.

The protection would involve 15-day, before-and-after nonduplication of the stations' programming and carriage of their signal on the system's cable.

Existing systems would have to comply with the new rules also but would be given time to make necessary adjustments.

Some systems either will have to add channel capacity or drop the stations they carry in order to protect closer-in outlets.

Whatever it does about CATV—which some broadcasters say is a threat to free television and which CATV interests, including some in broadcasting, say performs a vital service—the com-

A muzzle for CATV?

AMST's Harris tells lawyers that unbridled it will wreck local TV

Unless community antenna television systems are regulated by the FCC, television faces a grim future. This was the picture painted last week by Jack Harris, KPRC-TV Houston, general manager and president of the Association of Maximum Service Telecasters.

"Unbridled" CATV, Mr. Harris said, will wreck local television stations, demolish the FCC's allocation plan, deprive rural and outer suburban areas of TV, inhibit the growth of UHF stations and change the face of television as it is known today.

He made these comments in a talk before the Federal Communications Bar Association with four of the FCC

commissioners (Bartley, Hyde, Lee and Cox) in the audience. Later in the day, the FCC instructed its staff to prepare a rulemaking asserting jurisdiction over CATV (see story above).

Mr. Harris's forebodings were challenged immediately by a CATV spokesman. Robert D. L'Heureux, general counsel of the National Community Television Association, said that the speech "is based entirely on the possibility of future dangers; not on the history of actual damage done in the past."

Applause, Too ■ The warning was applauded, however, by a broadcast representative. Douglas A. Anello, general counsel of the National Association of Broadcasters, said, "It presented a well-reasoned and moderate approach to CATV regulation and is very close to that of the NAB."

Expressing his misgivings at the course CATV is taking, Mr. Harris said that television has arrived at a critical juncture in its history.

"If the new trends and announced plans of CATV proceed without restraint," he prophesied, "then we will move toward a television system of an entirely different quality and nature

from any we have known."

"We are on the threshold of a decade of expansion," Mr. Harris said, "when hundreds of new UHF stations can be established. There will be additional, competitive services in many cities which already have local and area stations; and new stations in many communities which until now have not enjoyed local television."

The Threat ■ That's the bright picture, he said, but it's threatened by unregulated CATV.

Historically, he continued, CATV was established to bring TV to communities where normal home reception was difficult or impossible. There's no quarrel with this concept, he stressed. It's the new CATV concepts which threaten TV broadcasting.

"The new role for CATV is not to supplement nearby broadcasting services," he said. "Rather CATV is now moving aggressively to replace local broadcasting."

More than 590 CATV's were operating in 1964 within the Grade A contours of local broadcast stations, and 883 within the Grade B contours, he noted, and more than 25% of these CATV systems did not carry the local

mission will have to answer to Congress. Interest there in the controversy over CATV regulation is already considerable. And Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, is reported ready to introduce CATV legislation as soon as the commission acts. The nature of the bill is not known, but in the past the congressman has expressed opposition to FCC proposals for regulating CATV's.

The FCC staff has drafted for the commission's consideration a bill providing for an explicit grant of broad legislative authority over CATV's. However, the commissioners have not indicated whether they approve of the draft, let alone whether they intend to submit it to Congress with a request for its enactment.

Tougher Rules ■ The proposed rules now under consideration by the commission are stricter than those it originally proposed and, which it has employed for two years as interim rules. These apply primarily to Grade A stations. More distant outlets can get protection only on a special showing of need.

But it's understood the new rule contemplated by the commission would not require a CATV to carry the programming of a Grade B station if it duplicated the offerings of a closer station and if the system needed the channel capacity to bring in the programming of a more distant independent station. The new

rules would also exempt CATV's from the nonduplication requirement when such protection would result in fewer than two network programs being available at any one time.

The rules would not become effective until early next year, according to present plans. This would give the commission time to complete the rulemaking relating to the off-air CATV's so that rules applying to the two kinds of systems could be adopted at once. It would also give Congress time to act if it wishes.

The line-up within the commission for adopting the proposals is Chairman E. William Henry and Commissioners Kenneth A. Cox, Robert E. Lee and Rosel H. Hyde in favor; Commissioners Lee Loevinger and Robert T. Bartley opposed.

The commission is expected to be ready to vote on the proposals this week. However, if any dissents are written, and Commissioner Loevinger is expected to write one, publication of the rules and proposed notice would probably be delayed until the separate statements could be issued with them. This is customary procedure.

NAB Committee Stalled ■ The commission's failure to take final action last week caused the National Association of Broadcasters Future of Broadcasting Committee to delay a meeting scheduled for Thursday (April 22) in New York. The committee was to study the commission actions and rec-

ommend to the NAB's radio and television boards the position the association should take on them. The committee will now meet in Washington May 3; the boards will meet in Washington May 12.

The commission has been under increasing pressure from Congress to make decisions regarding CATV's. Senator John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, at a hearing before his subcommittee on Feb. 25, extracted from Chairman Henry an estimate of "one month" as the time it would take the commission to act (BROADCASTING, March 1).

One controversial question not yet attacked by the commission involves ownership of CATV's by broadcasters. A notice of inquiry on this has been completed, but the staff has not made any policy recommendations on whether such cross-ownership should be permitted and, if so, to what extent, or whether the problem should be handled on a case-by-case basis.

However, a number of other questions are embodied in the proposed notice of inquiry, along with the question of whether the commission has authority over off-air CATV's. These queries, raised by broadcast groups in pleadings filed with the commission, include CATV leapfrogging, origination and alteration of programming by CATV's and whether CATV should be banned from adequately served areas.



Mr. Harris

station.

But more menacing, he said, is the "pell-mell torrent of applications for local franchises in more than 1,000 communities and the plans to carry big-city TV signals from as far away as hundreds of miles (Chicago's WGN-TV signals to Pittsburgh and to Amarillo, Tex.; Chicago and New York TV into Akron, Ohio.)

"Such unrestrained proliferation in CATV," Mr. Harris commented, "would make a shambles of the FCC's carefully developed system of channel allocations."

Referring to statements by CATV spokesmen, Mr. Harris predicted "... when CATV brings in 12 or 20 channels from stations in distant metropolitan centers, then the audience of the hometown stations in many communities will be splintered into bits.

He continued: "Anybody who tells me this kind of CATV is not going to hurt local television's service to the public is either kidding himself or kidding me. Unless there is effective regulation, the unbridled surge of CATV will knock many existing broadcast services off the air. It will seriously impair the service of many others."

Other observations: CATV largely duplicates the programs of local TV stations by bringing in signals from distant stations; FM "background" music channels on many CATV systems impinge on what has been, up to now, a significant function of FM stations; CATV brings nothing to those who live in rural and outer suburban areas, and if the local TV station is put out of business these people lose all TV service; CATV is a form of pay TV.

He also noted that CATV picks up programs "developed, financed and transmitted by TV stations" without paying for them and without permission. "I will just observe," he said, "that if that isn't against the law, it ought to be."

Ultimately, he commented, unregulated CATV could mean that programs could originate in a few metropolitan centers (New York, Chicago, Los Angeles) and be carried to the rest of the country by a nationwide CATV network.

CATV regulation, Mr. Harris said, should cover the following:

■ CATV should be required to carry the signal of the local TV station, and that includes those whose Grade B con-

tour comes into the area.

- Nonduplication should be required for 15 days before and after a program is broadcast by a local station, including those whose grade B signal comes into the community.

- Importation of signals from distant stations must be prohibited where they destroy the FCC's allocation plan.

- CATV systems should be limited to receiving and simultaneously transmitting TV broadcast signals without insertions or deletions.

- Technical standards should be established for CATV.

- CATV systems should be required to file reports with the FCC providing information on ownership, control and management.

Conflicting views filed on CATV regulation

As the FCC was deeply engrossed last week in a series of special sessions to determine, among other things, if it has the authority to regulate all community antenna TV operations, two multiple-station owners made known their stands on the matter, one for and the other against.

Meredith Broadcasting Co., which owns four television stations and has interests in several cable systems, urged the commission to dismiss its pending rulemaking proposals which it described as being "designed to protect TV licensees from alleged adverse effects from CATV operations."

Meredith said that if the commission wishes to assume regulatory jurisdiction over CATV, "the history of this matter dictates that it must ask Congress . . ."

Taft Broadcasting Co., which is also a multiple station owner but without any cable holdings, told the FCC that it has the "same direct obligation" to regulate CATV that it has to regulate broadcast stations. "As Congress acknowledged in creating the commission," the company said, "it would have been impossible, as well as undesirable, to attempt to foresee and deal specifically with all potential future communication techniques."

The company noted that there is no question that Congress has jurisdiction to regulate CATV. However, it said, "the sole jurisdictional issue . . . is whether Congress has exercised its jurisdiction over CATV's by authorizing the commission to regulate them."

In belief that it has, Taft refers to the *Study of Communications* of the Interdepartmental Committee, which was prepared by the Roosevelt administration and which describes the scope of the Communication Act as being "designed to gather together into a single agency jurisdiction over all forms of commercial communication."

Outlet goes to court on CATV

Attacks city council's right to award a franchise, says state public utilities division has responsibility

A lawsuit in Bristol, R. I., which was argued last week, may have an important bearing on the growth of community antenna TV systems by attacking the authority of municipalities to issue franchises for CATV.

The suit, brought by the Outlet Co., licensee of WJAR-AM-FM-TV Providence, seeks a permanent injunction against the city council which was on the verge of approving a grant of a CATV franchise to one applicant, without taking any action on two other applications.

At the same time, the assertion of state jurisdiction over CATV is expected to take another step forward when the Connecticut Public Utilities Commission resumes hearings April 26 on applications for CATV's.

In the Rhode Island case, Superior Court Justice William B. McKenzie heard the legality of the Bristol council's move to award a CATV franchise attacked by Gerald Scher, Washington attorney for the Outlet Co.

Under the laws of Rhode Island, Mr. Scher contended, no town or city government may exercise any power not clearly given to it in its charter or by enabling legislation by the state legislature. Bristol does not have this authority, Mr. Scher said. Furthermore, he added, CATV is a monopoly, and in Rhode Island monopolies must be regulated by the state division of public utilities.

Mr. Scher also charged that the Bristol council improperly attempted to act on one CATV application without public notice and without considering two other bids for approval. An application by Vision Cable of Rhode Island (George L. Sisson Jr., president) was filed Feb. 4. On Feb. 18, the Outlet Co. filed a notice of intent to apply for CATV. A similar notice was filed by WPRO-TV Providence. On March 2, at a special council meeting, the council voted to grant Vision Cable and authorized the town solicitor to draw up a franchise and to notify the Outlet Co. and WPRO-TV of its action. No public notice was given of the city council's plans to take this matter up, Mr. Scher charged.

PUC Given Nod ■ In 1963 the Connecticut legislature enacted legislation giving the state public utilities commission authority to franchise CATV's. It did not then, however, spell out the PUC's jurisdiction over operating CATV's. A hearing on a bill to lodge all regulatory authority over CATV with the state PUC was held April 7

by a House Public Utilities Committee (BROADCASTING, April 12).

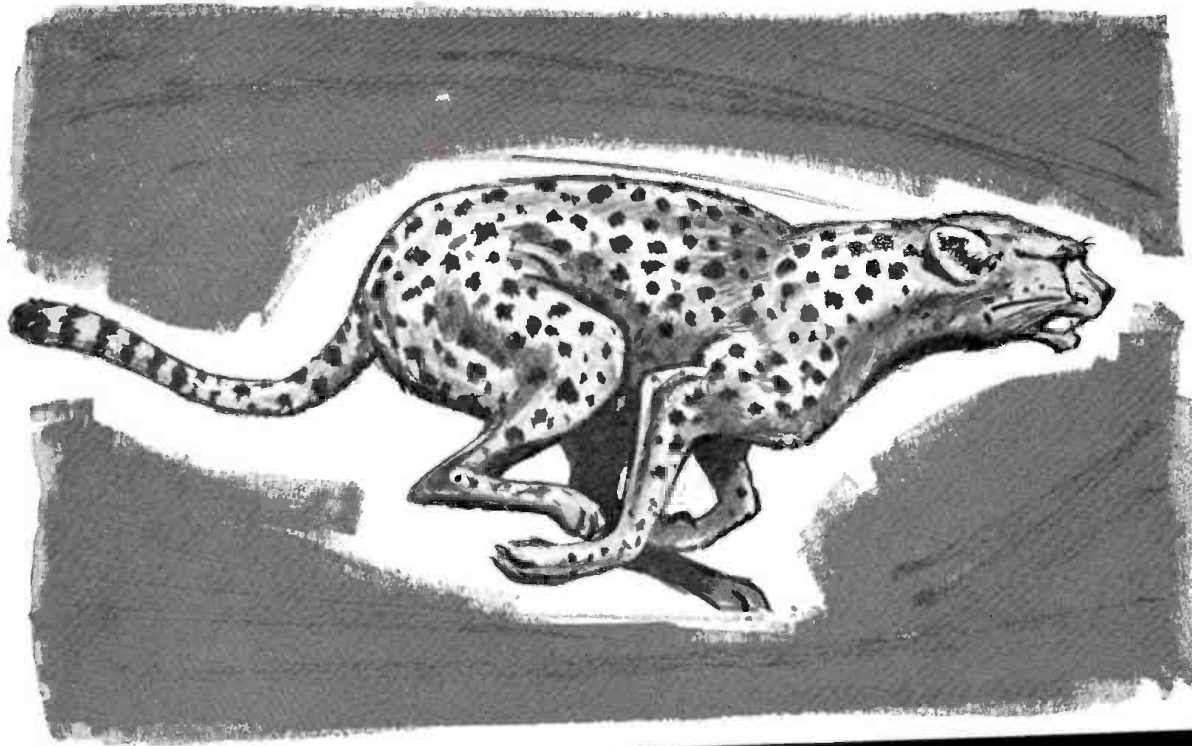
The Connecticut PUC, however, has been holding hearings on more than a score of applications for CATV in that state. The hearings began last year and will resume April 26. In a notice issued last month, the PUC asked applicants to provide detailed estimates of all costs, length of time for construction and stockholders' financial condition.

In more than a dozen states, proposals have been submitted to bring CATV under state utilities control. In Rhode Island, Representative Joseph P. Thibaudeau (D-Pawtucket) recommended that a special commission be established to study the question. In Pennsylvania the state PUC on April 5 vacated a 1964 order which expressed its conviction it had no control over CATV. The order, signed by P. Stephen Stahlnecker, commissioner, says that the matter will be reopened for further consideration and that a hearing will be held to consider all elements.

In Ohio, a hearing was held March 23 on a bill to place CATV under PUC, sponsored by State Senator Tennyson Guyer. More recently, however, Senator Guyer acknowledged that he didn't think his bill would get anywhere this session. In New Jersey, Governor Richard J. Hughes in his inaugural address early this year referred to CATV as a public utility and said he would send recommendations on regulation to the state legislature. In New York a bill would require a certificate of convenience and necessity from the PUC before a CATV system could become established.

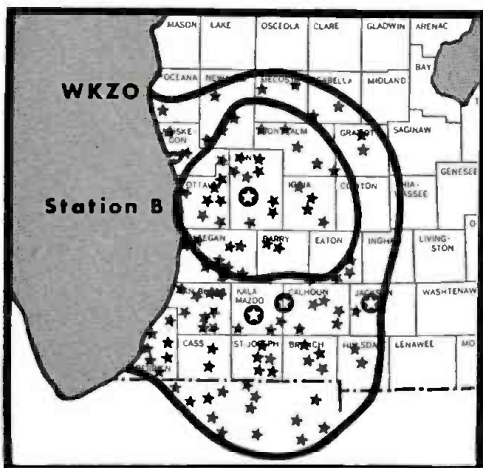
In Maine, a hearing was held April 1 on one bill which would treat CATV as a public utility. In West Virginia a bill would have added CATV to a list of industries which can be regulated by the state's PUC; the legislature adjourned March 15, however, without acting. In Vermont, a bill provides for the regulation of CATV systems. In Oregon, plans were announced to submit legislation to regulate CATV's as a public utility. In Nevada, after polling all CATV's in the state, the PUC announced it has the power to regulate, but has issued no regulations. In Oklahoma, a bill would define CATV as a public utility. In Missouri, a bill proposes to give the state public service commission jurisdiction over CATV.

In each case where there have been hearings, Robert D. L'Heureux, general counsel of the National Community



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Television Association, has appeared or has furnished briefs in opposition to the proposals to place CATV's under utilities regulation.

The industry's position, as stated by Mr. L'Heureux and his association, is that (1) the federal government has preempted TV and specifically exempted broadcasting from the public utility concept; (2) CATV is an antenna service carrying TV signals; (3) CATV is not a public utility—it is not a monopoly, franchises in many cases are nonexclusive, it receives competition for audience (customers) from TV stations, radio stations, theaters, sports events and other forms of entertainment, it calls for high risk capital which never has been considered a public utility type of investment, and it can be obliterated by the activation of a UHF station or two in its community.

Taft stations drop NAB membership

Taft Broadcasting Co., Cincinnati, is withdrawing its seven TV, five AM and five FM stations from membership in the National Association of Broadcasters, effective April 30. The stations will remain subscribers to the NAB codes.

Lawrence H. Rogers II, Taft president, reportedly told the NAB he was withdrawing the stations because he feels the association isn't doing its job properly and can't do its work because there are so many conflicting ideas within NAB. As a secondary reason, he is reported to feel that code membership should be mandatory with NAB membership. Mr. Rogers concluded four years service on the TV code board last month.

Officials at the NAB last week felt Mr. Rogers' reasons were vague. They said they hoped to have a meeting between Vincent Wasilewski, NAB president, and Mr. Rogers to learn in more detail just what his objections are.

Mr. Rogers has been in the fore of the anti-community antenna television ranks and is known to be unhappy with the moderate stand the NAB has proposed on CATV regulation.

Leaving the NAB marks Taft's second trade association defection in the past five months. Mr. Rogers said his TV stations had resigned as members of the Television Information Office in December.

Taft owns WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo.; WBRC-AM-FM-TV Birmingham, Ala.; WKYT-TV Lexington, Ky., and WNEP-TV Scranton-Wilkes-Barre, Pa.

Seiden denies errors in report

FCC consultant answers

MIT's Fisher questions about CATV-impact study

Two economists—one a consultant to the FCC, the other retained by the National Association of Broadcasters—remained in disagreement last week over the question of a community antenna television system's economic impact on local TV stations.

Dr. Franklin M. Fisher, of Massachusetts Institute of Technology, in his report to the NAB, said that an effect is currently being felt and can be precisely measured in dollars (BROADCASTING, Oct. 26, 1964). And two weeks ago, in a letter to the commission, he said Dr. Martin H. Seiden, the FCC's consultant, erred in his report in concluding that impact would not be felt until advertisers became aware of CATV's penetration (BROADCASTING, April 12).

But last week Dr. Seiden asserted it was Dr. Fisher who was in error in assuming advertisers could rely on ratings as a source of information on the loss of audience due to CATV. Dr. Seiden said his talks with advertising agencies and rating services indicate that the services are not aware of the penetration of CATV's. As a result, he said, there has been a "CATV bias in the overall results."

No Affect ■ In some cases, he said, CATV has been overlooked and has not affected station ratings at all. "In other cases," he added "they have carried too much weight." He said, however, that ratings agencies are designing new polling samples to account for CATV.

Dr. Seiden also rejected Dr. Fisher's criticism of his analysis of stations with declining revenues. Dr. Fisher had dismissed as "irrelevant" Dr. Seiden's finding that few of the 86 stations found to be losing money were faced with CATV competition (BROADCASTING, March 8).

If CATV's are having a "serious economic impact on broadcasters," as hypothesized, he said, they "should at least be a significant factor among stations with declining revenues. That they are not even present in over 70% of the situations," he added, "was a very significant finding."

Dr. Seiden in addition asserted, as he did in his report, that the Fisher Report prepared for the NAB contained

"very large standard errors" which had to be considered in connection with the averages arrived at in determining CATV's competition for audience.

These standard errors, Dr. Seiden said "show there are enough exceptions to the averages to warrant caution in using them as a basis for national policy." In his report, Dr. Seiden had computed a standard error—or measure of unreliability—of .66% in what Dr. Fisher had said was the average decline in viewing of local TV for each half-hour increase in CATV duplication.

Dr. Seiden in his memorandum to the commission urged again his main recommendation for dealing with the CATV problem: use of translators to expand one- and two-station markets to a size large enough to support three stations and thus meet the public demand for service from the three networks.

Despite his letter criticizing aspects of the Seiden Report, Dr. Fisher has praised it as "a very useful document" and a piece of work of which Dr. Seiden can be "proud." His praise came in a "Dear Martin" letter to Dr. Seiden, dated March 30, which preceded his letter to the commission.

At the same time, however, Dr. Fisher noted that he was in disagreement with it "in a number of places" and said he intended to file a letter with the commission discussing those parts. "But I don't think that this distracts much from your substantial achievement," Dr. Fisher concluded.

Group owners get ready for meeting

Forty-two multiple-station owners have been invited to meet in Chicago April 29-30 to consider the commissioning of a broad research project that would be designed to show the contributions to broadcasting of multiple-ownership.

The project is being proposed by a legal committee created by the group owners who are seeking to eliminate what they regard as the FCC's unduly harsh attitude toward multiple owners.

The owners began coordinating their efforts in January, in response to the commission's interim policy of requiring a hearing on virtually every application for sale of a top-50 market VHF television station to a company already owning a station in any top-50 market (BROADCASTING, Dec. 21, 1964).

The multiple owners have filed a petition asking the commission to rescind the policy, which is regarded as amounting to a virtual freeze on the sale of major VHF's to multiple own-



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ers (BROADCASTING, Jan. 18).

Invitations to the Chicago meeting were extended by George B. Storer, of Storer Broadcasting Co., and Ward L. Quaal, vice president and general manager of WGN Inc. Mr. Storer was host at the first gathering of the multiple owners, in January, in Miami. Mr. Quaal will be host of the Chicago meeting.

Multiple-Owners Side ■ The research project recommended by the legal committee would reportedly present the multiple-owners side of the ownership question.

The legal committee has also recommended the creation of a five-member committee to manage the project and to suggest how the material might be used. It could be used, presumably, in filings with the commission or in presentations to Congress.

Among issues still to be decided by the group owners is whether they should establish a permanent organization. It was understood that no decision on this will be made in Chicago. The five-member committee, if it is created, would be asked to study the proposal and submit a recommendation for consideration at a later meeting.

Stay granted on UHF financial issue

The FCC has stayed the addition of stiff new financial issues that a three-member panel of commissioners ordered in hearings involving applications for UHF channels in Buffalo, Cleveland and Boston.

The commission granted the stay pending its final order disposing of petitions for review of the panel's order. It directed that the hearings proceed on the other issues involved in them.

All six commissioners favored the stay, but Commissioners Lee Loevinger and Robert T. Bartley dissented and voted to stay the proceedings entirely. Commissioner Bartley and Kenneth A. Cox were the two-member majority of the panel that ordered the new issues. Commissioner Robert E. Lee, was the panel member who opposed the addition of the new issues.

The commission acted on the petition of Ultravision Broadcasting Co., which is competing with WEBR Inc. for channel 29 in Buffalo. Ultravision, along with Superior Broadcasting Co., which is seeking channel 65 in Cleveland, also asked the commission review the panel's order.

The issues ordered by the panel are designed to determine whether the applicants could survive competition with the three network affiliated VHF's in each of the cities involved. The ap-

plicants would be required, among other things, to provide detailed information on estimated revenues projected over a three-year period.

In a separate development last week, Hearing Examiner Elizabeth C. Smith, presiding in the Cleveland proceeding, granted Cleveland Telecasting Corp.'s request to dismiss its application (BROADCASTING, April 5). This leaves Superior the lone applicant for channel 65 in that city.

The Boston hearing involves the competing applications of United Artists Broadcasting Co. and Integrated Communications Systems Inc. for channel 25. But the applicants have reached an agreement under which United would withdraw for partial reimbursement of its expenses, subject to commission approval.

Michaels expected on TV code board

The nomination of Bill Michaels, vice president, Storer Broadcasting Co., to fill the seat on the National Association of Broadcasters television code board vacated last month by George Storer Sr., is expected to be made at the next meeting of the NAB's TV board.

At the code board's last two meetings in Washington and Scottsdale, Ariz., Mr. Michaels sat in as an observer in place of Mr. Storer.

The NAB joint boards will hold their regular summer meeting June 22-26 at Buck Hill Falls, Pa. But Mr. Michaels' nomination could be brought up and approved at a special boards meeting, which is set May 12 in Washington.

WCCO helps beat Yanks

The starting pitcher for the Minnesota Twins opening game of the baseball season almost did not make the scene. Flood waters in the Twin Cities had stranded Twins pitcher, Jim Kaat and three other players in suburban Burnsville. Twins officials had exhausted every possibility in a search for a helicopter when someone remembered that WCCO Minneapolis was using a helicopter in its news coverage. The players were taken to the stadium in WCCO's whirlybird arriving just minutes before the start of the season opener. And to make the effort worthwhile, the Twins beat the New York Yankees 5-4 in 11 innings.

Dark UHF seeks dismissal of renewal

WLEV-TV Bethlehem, Pa., in suspended operation on channel 51 since October 1957, has become the first casualty of the FCC's renewed efforts to activate a number of long-idle UHF permits or free them for reassignment to more eager broadcasters.

Associated Broadcasters Inc., permittee of the station which is owned by the Steinman Group, asked the commission last week to dismiss its application for renewal of license, which has been pending since 1958.

Associated urged, however, that the dismissal be granted without prejudice "in view of this early expensive pioneering effort." The UHF station initially went on the air in 1953, but was forced to discontinue service in 1957 after losing "large sums of money" in its efforts to make the operation an economic success.

WLEV-TV's renewal application was placed in a deferred status by the commission last month, as were the long-pending applications and construction permits of 23 other dormant UHF's (BROADCASTING, March 22 et seq.). The permittees of these stations have been ordered to appear in oral argument May 13 before the full commission to explain why their authorizations should not be withdrawn after being inactive for so long.

In its petition for dismissal filed last week, Associated asked that with the surrender of its station, the company be exempted from participating in the oral argument.

Power failure greatest problem during storms

Other than power failures, damage to radio and TV stations as a result of the tornadoes that swept the Midwest in the last 10 days appeared to be light. In the wake of the storms, the U. S. Weather Bureau sent out a five-man investigating team to find out "where the holes are" in getting emergency information to the public.

WJFW Rockford, Mich., which had 65 feet of its 185-foot tower destroyed by a tornado, was among the hardest hit stations. Jack Payne, owner of WJFW, said he had received no warning of the twister from the Weather Bureau or the wire service. (The Weather Bureau later revealed that a tube in the Muskegon, Mich., radar unit burned out just before the tornado hit and by the time the tube was replaced the twister had passed.)

Mr. Payne estimated the damage to the tower and building at about \$2,000. He said the 500 w daytimer was knocked

Some plain talk from Kodak about tape:

Sensitivity and frequency response

Controlling every electrical factor involved in the making and using of sound tape is a bit like trying to watch a three-ring circus . . . it can be done, but you need fast eyeballs. Let's discuss two critically important parameters: sensitivity and frequency response.

Sensitivity means the degree of output for a given input.

We put in a 400-cycle signal and measure the output. The result: low-frequency sensitivity. We choose 400 cycles for a number of good reasons. A 400-cycle note recorded at 15 inches-per-second gives us a wave length that the tape "sees" of roughly .0375 inches, and by a happy coincidence this wave length penetrates the entire depth of the oxide coating, but not the support material. Everything else being equal, low-frequency response is a function of the thickness of the coating. The thicker the coating, the better the bass response. We test at a frequency that penetrates the entire coating. We choose 400 cycles instead of, let's say, 20 cycles because the 400-cycle note tells us just as much—and has an added advantage. An engineer can *hear* 400 cycles, so we have audio monitoring as well as instrumented observation on a scope face.

Just as the low-frequency sensitivity test gives us an idea about oxide thickness, the high-frequency test gives us a fairly accurate picture as to just how smooth the surface of the tape is. Good high-frequency response is impossible on a tape having a rough surface. Here's why: The low points will represent gaps in the oxide and cause a loss of H.F. response. We test our high-frequency sensitivity at 15,000 cycles. (Inches-per-second divided by cycles-per-second gives us recorded wave length.) So at 15 ips the arithmetic looks like this:

$$\frac{\text{inches}}{\text{second}} = \frac{\text{inches}}{\text{second}} \times \frac{\text{second}}{\text{cycles}} = \frac{\text{inches}}{\text{cycles}} \text{ which is wave length } (\lambda)$$

THUS:

$$\frac{15 \text{ inches}}{\text{second}} = \frac{15 \text{ inches}}{\text{second}} \times \frac{\text{second}}{15,000 \text{ cycles}} = \frac{1 \text{ inch}}{1000 \text{ cycles}} = 1 \text{ mil wave length}$$

At this high frequency (short wave length) we are recording only on the surface of the tape. If any roughness is present, big troubles result. If you have a surface condition where the amplitude of the roughness is just .0001 inches and your recorded signal has a 1-mil wave length, you will lose 5.5 db in high-frequency response! Let's rephrase the catastrophe. It takes a surface variation of just one tenth the wave length to knock down response by about 6 db. And this can happen at any frequency!

We are working toward making a point: KODAK Sound Recording Tape has a surface that is unsurpassed in smoothness, a surface that varies no more than 25-50 millionths of an inch from a theoretically perfect plane.

Frequency response is merely the arithmetic subtraction of high-frequency sensitivity from low-frequency sensitivity. Ideally the response is zero. It's quite an easy matter to juggle the characteristics of an oxide around so that frequency response is nice and flat. For instance, if your oxide has poor high-frequency sensitivity, you can reduce the thickness of the oxide layer. This will degrade L.F. sensitivity, and thus effect a flat response. But is the resulting L.F. loss worth it? We don't think so. That's why we designed our

coating to give us superior low- and high-frequency sensitivities, as well as a nice flat response.

Next time we'll chat about a few other basic considerations.



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

FREE! New comprehensive booklet covers the entire field of tape technology. Entitled "Some Plain Talk from Kodak about Sound Recording Tape," it's yours free on request when you write Department 8, Eastman Kodak Company, Rochester, N. Y. 14650.

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EASTMAN KODAK COMPANY, Rochester, N. Y.

off the air at 7:03 p.m. Sunday, and because of a power failure, didn't get back on the air until Wednesday morning. When WJPW did go back on it was with 100 w.

Throughout the five-state area hard-hit, there were reports of power failures. Many lasted only a few hours and stations were able to resume operation Sunday night. In other areas full power wasn't restored until Tuesday or Wednesday.

Where power failed, many stations resorted to emergency generators to get back on the air. A spokesman for the Weather Bureau in Washington had high praise for the coverage supplied by the stations during the emergency. Most stations had a number of warnings on the air starting as early as 1 p.m.

In Fort Wayne, Ind., stations that received their power from one of the city's two power companies, received intermittent power for almost two days. Stations operating in the other power company's territory had continuous service. WANE-TV Fort Wayne was forced off the air for 36 hours from 9:30 p.m. Sunday when a main transmission line was destroyed by high winds.

Around Elkhart, Ind., phone lines went down and this added to station problems. Mobile units and in-studio

operations were used by most outlets. A long-distance repeater station was also knocked out and it was Thursday before normal service had been restored.

Tentative deadline set for bids on WSUN-AM-TV

Sept. 8 at 2 p.m. has been set as tentative deadline for the submission of sealed bids for the purchase of WSUN-AM-TV St. Petersburg, Fla., from the city government.

This was disclosed last week as city officials circulated tentative specifications for the sale. They decided to sell the stations after City Manager Lynn Andrews argued that the city had no business operating commercial stations and in any case faced the prospect of a million-dollar outlay for a new site and also stands to lose its ABC television affiliation when the new channel 10 station opens up (BROADCASTING, Nov. 16, Dec. 7, 1964).

In releasing the proposed specifications Mr. Andrews said they would be discussed in a pre-bidding conference to be held in the municipal building May 20 at 2 p.m. He indicated final specifications would be released June 10.

The tentative specification would re-

quire that bids be offered on WSUN and WSUN-TV as a package, accompanied in each case by a \$100,000 deposit as a performance guarantee. Copies of the bidding specifications would be available from the city purchasing agent at \$50.

Regardless of the amount bid, "acceptable experience in the broadcasting industry and demonstrated ability to finance and operate broadcasting stations" would be "major factor" in the city's choice. A right to reject bids would be reserved by the city.

After the successful bidder has been chosen, the contract would be called off if the FCC found it could not approve the transfer without a hearing, and the city could cancel the contract if the FCC failed to approve within two months after the transfer application was filed. After FCC approval, effective date of the transfer would be "as soon as practicable" but in no event later than May 17, 1966. WSUN is on 620 kc with 5 kw. WSUN-TV is on channel 38. Fred P. Shawn is general manager of both stations.

Changing hands

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

■ WSHO New Orleans: Sold by Carmen Macri to H. Calvin Young Jr., for \$200,000. Mr. Macri has interest in WZOK Jacksonville, Fla. Mr. Young has 50% interest in WENO Madison, Tenn.; 70% in WYAM Bessemer, Ala., and 37.5% in WGUS North Augusta, S. C. WSHO is on 1230 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ WENS(TV) Pittsburgh: Sold by Thomas P. Johnson and associates to William L. and Roger L. Putnam and associates, for 5,000 shares of Springfield Television Broadcasting Co. common stock or about \$110,000. Messrs. Putnam through Springfield TV Broadcasting, have interest in WWLP (TV) Springfield, WJZB(TV) Worcester, both Massachusetts; WKEF(TV) Dayton, Ohio, and WRLP(TV) Keene, N. H.-Brattleboro, Vt.-Greenfield, Mass., with applications pending for new TV's in Raleigh, N. C., and Kansas City, Mo. WENS is in suspended operation on UHF channel 22 with 200 kw visual and 105 kw aural.

■ WKVT Brattleboro, Vt.: Sold by Joseph K. Close to David Parnigoni, for \$56,000. Mr. Close owns WKNE Keene, N. H., and WBRK Pittsfield, Mass. Mr. Parnigoni is sales manager of wwco Waterbury, Conn. WKVT is on 1490 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.

APPROVED ■ The following transfer of station interest was approved by the

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BEVERLY HILLS

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Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

FCC last week (For other commission activities see FOR THE RECORD, page 95).

▪ **WTAL Tallahassee, Fla.:** Sold by C. W. Hogan, G. Miller McCuen and Esther F. Hogan to Wallace D. Hoy, Charles Wasson and Elias P. Shapley, for \$115,000. Mr. Hoy is general manager of WGVN Greenville, Miss. WTAL is on 1450 kc with 1 kw day and 250 w night.

COMMUNITY TELEVISION

▪ **Portsmouth, Ohio, and South Shore, Ky.:** Sold by Edward Glockner, John Berndt and E. H. Fryman to Reeves Broadcasting Corp. Consideration is 150,000 shares of Reeves Broadcasting stock. Reeves Broadcasting closed at 4½ on the American Stock Exchange last Thursday (April 15). The systems have more than 125 miles of cable, serve over 5,000 homes and have a potential of 15,000 homes. For this transaction, the announcement says, the systems were priced at approximately \$300 per subscriber, placing their value at approximately \$1.5 million. Reeves Broadcasting presently owns CATV systems in Maine, Virginia and Alabama; it is building two systems in South Carolina, one in Oklahoma, one in Maine and one in Pennsylvania. The Ohio-Kentucky acquisitions will raise Reeves's total subscribers to above 12,000 with a potential of approximately 50,000 homes.

▪ **Chanute, Kan.:** Sold by Chanute Cable TV Inc. to Kansas CATV Inc. (Alvin H. Hartman, chairman) for \$300,000. The system has nearly 1,000 subscribers. Earlier this month Kansas CATV Inc. bought CATV's in Independence and Parsons, both Kansas (BROADCASTING, April 12), with a potential of 6,500 homes. The combined Independence-Parsons-Chanute CATV facility will have a total potential of 10,000 subscribers, Mr. Hartman said. Broker in the Chanute sale, as it was in the Independence and Parsons sales, was Daniels & Associates.

New TV stations

As of April 15 there were 105 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 58 were commercial UHF's, 6 were educational VHF's and 22 were educational UHF's

Information received regarding plans of holders of CP's includes:

Lexington, Neb. (ch. 3). Nebraska Educational Television Commission, permittee, has initiated plans for the construction of its new TV facility to be completed by Sept. 1. The new TV

station in Lexington will broadcast the programs of the ETV commission's KUON-TV Lincoln. Five other stations in Omaha, North Platte, Alliance, Albion and Bassett to be constructed in the next two years will complete the Nebraska educational system. The channel 3 station plans to go on the air with 100 kw visual and 10 kw aural using GE transmitters with an antenna costing \$94,600 to be erected by Stainless Inc. The new facility will add 230,000 persons to the Nebraska educational TV audience.

WNJU-TV (ch. 47) Linden-Newark, N. J. New Jersey Television Broadcasting Corp., permittee. New York metropolitan area's first commercial UHF station is scheduled to go on the air May 9 or 16 with 526 kw visual and 107 kw aural using RCA transmitters and a custom designed RCA antenna 1,200 feet high mounted on the Empire State Building. The station had signed \$250,000 in advertising at the end of last week.

Edwin Cooperstein, president, said negotiations with several advertisers, including cigarette and soft-drink companies, may raise the amount of billing up to \$500,000 in the initial weeks of operations. Among the advertisers already signed, he said, have been Ballantine beer, Medaglia D'oro coffee, Brisch (anti-acid), Banfi imported wines,

Pan American Airways, Davega Stores and several New Jersey retailers and manufacturers.

Basic time charges will be \$800 an hour for prime time with one-minute commercials at \$200 each, with special discounts for 52-week contracts signed before April 25. Daytime rates for the new station are approximately half the prime rates.

Brousseau named to head new Crosley unit

Crosley Broadcasting Corp., Cincinnati, has formed a subsidiary, Crosley Enterprises Inc., to develop new business opportunities outside of broadcasting.



Mr. Brousseau

Ray E. Brousseau, former president of Premium Service Co., a subsidiary of Curtis Publishing Co., has been named president of Crosley Enterprises Inc. Headquarters will be at 4595 South Dixie Highway, Dayton, Ohio, according to Crosley's announcement.

EXCLUSIVE BROADCAST PROPERTIES!

TEXAS —Daytimer serving single station market in prosperous South Plains area. Real estate included. Showing profit on annual gross of \$55,000-plus but needs owner-operator. Priced at \$95,000 on terms to be negotiated. **Contact—DeWitt "Judge" Landis in our Dallas office.**

MIDWEST —AM-FM combination with good power and excellent dial position. Running well ahead of last year's gross of \$87,000. Priced at \$137,000 all cash. **Contact—Richard A. Shaheen in our Chicago office.**

Hamilton-Landis

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Networks unite on program rule

Kintner, Stanton, Goldenson prepare for major fight; appoint Schechter Associates as PR firm; visit ANA headquarters; next stop may be 4A's

The three television networks began an unparalleled common effort last week to defeat the FCC's plan to cut sharply into their ownership and control of programs.

■ In a move without precedent, ABC-TV, CBS-TV and NBC-TV hired a single public-relations organization to work for all three in the fight. Chosen for the job was A. A. Schechter Associates, New York, whose principal figure, A. A. (Abe) Schechter, is a well-known former broadcast news executive.

■ In a not unprecedented but rare show of togetherness, heads of the three network organizations called on President Peter W. Allport of the Association of National Advertisers to solicit the support of ANA, whose membership includes most of the country's leading advertisers.

Making the trip to ANA headquarters

were Dr. Frank Stanton, president of CBS Inc.; Robert E. Kintner, president of NBC, and Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters and of its subsidiary, ABC.

With Mr. Allport in the meeting, which was held Tuesday from 3:30 until almost 5 p.m., were A. L. (Fred) Plant of Block Drug, chairman of the ANA Broadcast Advertising Committee; Edwin W. Ebel of General Foods, who has had many prominent roles in ANA affairs; Samuel Thurm of Lever Bros., an ANA director, and William D. Kistler, ANA vice president.

There was no official report on the session, but it was confirmed that the network heads requested it and that it dealt with the FCC proposal to require that 50% of network nonnews programming between 6 and 11 p.m. come from advertisers or other nonnetwork

sources (BROADCASTING, Jan. 25, et seq.). The plan would also force networks out of program syndication in the U. S. and restrict their syndication overseas.

No ANA Position Yet ■ It was clear that the network heads had made the trip to seek ANA support. There was no indication afterward that they got it—if only for the reason that the ANA is known to have formulated no position. In addition, according to some sources, its membership is divided on the FCC plan and the division may extend also to the ANA board and its broadcast committee.

This does not suggest that the network leaders did not get a sympathetic reception. Aside from seeking support, they wanted to explain their position on the FCC plan and clarify the ANA executives' understanding of it. All indications were that they succeeded in

Research finds age determines musical taste

Preference for a given type of music is more closely correlated with the age of the listener than with other demographic determinants, according to a new study underwritten by The Katz Agency.

On the premise that common labels attached to types of music — rock 'n' roll, country & western, classical, etc. — mean different things to different people, and that numerous subtypes of music fall within these categories, Katz employed a research technique to skirt the problem.

A pilot study conducted by the Frank N. Magid Associates research organization, solicited musical pref-

erences from respondents on the basis of music they actually heard.

A tape of 70 music selections was played for 626 respondents who were asked to rate each on a one-to-ten preference scale. Those questioned were asked for demographic information which allowed breakdowns of music choices by age, income and educational level, and sex.

Adults, it was found, tend to like a much broader range of music than did teen-agers. For adults 18 and over, it was determined that preference is not as closely linked to familiarity with a particular selection as with the type of music.

A further finding was that teen-agers' tastes tend to run to extremes. While their preference is narrower in range, they scored their "favorites" markedly higher than did adults. Sex, it was found, does not play a part in determining musical likes and dislikes.

Daniel Denenholz, vice president

and director of research and promotion at Katz said the purpose of the study had been to prove a new research method could be used by radio stations to determine "who likes what and how much." It was noted that practically no correlation existed between collective response of all respondents over 18 years of age.

Mr. Denenholz suggested the survey indicates a need for further refinement in the research technique and disclosed that a second study is now going into the field in an eastern city. The first was conducted in Milwaukee. In future analyses music preference will be related to different age groups, location and time of day.

In the "pilot" survey adults were broken into four age groups: 18 to 21, 22 to 34, 35 to 54 and 55 and over. To reduce the chance of getting "socially acceptable" answers in the Milwaukee tests, the interviewers were kept at as great a distance as possible from the respondents.



Mr. Denenholz

this part of their objective.

But all signs also indicated that ANA will do a lot more discussing, both among its members and directors and with broadcasters and other interested groups, before taking any firm stand. Aside from informal meetings in the meantime, the subject is to be canvassed in a closed meeting of ANA members at their spring meeting in Chicago May 10-12.

Whether ANA will file comments with the FCC is not yet clear. There was speculation last week that it might, but that this had not been determined and probably not yet officially discussed. One source put it this way: "It's safer to predict that the association will file comments than to try to predict what position it would take."

Next Visit to 4A's? ■ In the wake of the network-ANA meeting there was speculation that a similar session might be undertaken with officials of the American Association of Advertising Agencies. But authorities indicated that the AAAA had not been approached.

The network position will get to AAAA members this week, however. Dr. Stanton will appear on a panel with a leading national advertiser and a major film company executive to discuss the FCC proposal at a closed meeting during the AAAA convention at White Sulphur Springs, W. Va. (see page 45).

Scheduling the panel indicates AAAA's interest in the subject—an interest that has prompted countless informal discussions involving AAAA staff executives, broadcast committee members and other agency leaders over the past several weeks.

The AAAA, like the ANA, has taken no position, and its members also reflect a division in opinion on the FCC plan. In general, agency leaders appear to favor increasing the number of sources from which programming is obtained, which is the announced objective of the FCC proposal. But they also appear to feel that increasing the volume of advertiser-supplied programming to 50% would not be feasible in a single year—and might never be.

In addition they have indicated that in their view the present system, whatever its defects, has some definite advantages, one of the chief of which is that it permits the small advertiser to use television. They feel the plan would not be good if it led to a situation where the major advertisers were the principal suppliers and smaller advertisers were substantially frozen out.

Whether the AAAA will submit comments to the FCC remains, as in ANA's case, to be seen. There was speculation last week that it might, but that it probably would prefer an informal meeting in which it could explain the agency viewpoint and review the problems and prospects in face-to-face

discussions with the commission and its members.

Common Danger Unites Three ■ The network's retention of public relations counsel to serve all three was generally acknowledged to be without precedent. One network source explained:

"The positions of the three networks vis a vis the proposed rule are identical. There was no existing machinery for working as a unit, because we never have done so in the past. Thus it was felt advisable to have a central clearing house through which our efforts could be coordinated and unnecessary duplication avoided. In addition, Mr. Schechter will make clear to various leading civic organizations what effect the proposed rule would have and the harm it would do to network programming and, therefore, to the viewer."

Mr. Schechter is well known in broadcasting. A veteran newsman before he opened his public relations office in 1953, he organized the NBC news department in the early 1930's.

After wartime service as a colonel under General Douglas MacArthur he became vice president in charge of news and public relations for the Mutual Network, later served as public relations vice president of Crowell-Collier and then moved back to NBC.

Directors guilds may form merger by June

Merger of Directors Guild of America and Screen Directors International Guild, subject of on-and-off discussions for past nine years, may become reality by the end of June.

New York based SDIG's 531 members, who work chiefly on TV commercials, industrial and documentary films, have approved merger proposals by a seven-to-one vote. The DGA board is recommending acceptance of the plan to its membership of 2,650, working mainly in Hollywood on entertainment programs for TV and theaters.

A letter mailed last week to DGA members asks for comments within 15 days. If they are generally favorable, ballots will be sent to members for a mail vote to be completed within 60 days. If the plan creates controversy within DGA membership, the board will then decide whether or not to proceed with a referendum. Proposal would keep the Directors Guild of America name.

Negotiations between DGA and TV networks for a new contract to replace that which expired Dec. 31, 1964, are virtually complete and should be ready for signatures this week, Joseph Youngerman, DGA national executive secretary, said Friday.

What do Negroes want from TV?

Do Negroes want their own special television programs or would they rather have more participation on the regular shows already on the air?

Spokesmen for Negroes in Chicago appear to be divided on the subject, according to testimony during the past two weeks in a comparative hearing on UHF channel 38 there before FCC Examiner Chester Naumowicz Jr.

This phase of the case in Chicago dealt only with the question of whether there is a need for more specialized local programming than is now available. Other issues in the hearing will be aired later in Washington.

The two contestants are Chicagoland TV Co. and the Chicago Federation of Labor & Industrial Union Council. The latter is licensee of WCFL Chicago. Chicagoland is owned by Fred Livingston, advertising and public relations executive, and Tom Davis, general manager of WAAF Chicago and part owner of two Indiana stations: WBOW Terre Haute and WHUT Anderson.

Chicagoland proposes to air programs which would be of particular interest to the Negro as well as other minority groups in Chicago. But these would only augment the "integrated" programs of a more general audience appeal.

The Chicago Federation of Labor, however, contends that "segregated" programming would be a disservice to the Negro and it presented a half dozen witnesses like two Negro city aldermen, Ralph Metcalf and Kenneth Campbell, in support of this position.

Rev. Carl Fuqua of the National Association for the Advancement of Colored People said Negroes prefer more participation on regular shows.

Chicagoland's witness list from the Negro and white communities was nearly triple that of the federation.

One typical Negro viewpoint was that of Lou House, former broadcaster from Minneapolis-St. Paul, who now is news director of WAAF. "When I'm looking at 'white' television, I'm deleted to begin with," he said. Citing how this factor increases the problem of trying to help Negro youth, he continued: "Our teen-ager, when he looks at the screen and he doesn't see 'us' on there, then he begins to think 'us' don't count."

Managers of Chicago's four VHF TV stations were each served with a subpoena to testify on their programming at the hearing. But the two applicants agreed this information would be filed in writing instead.

Editors criticize election count

Say foul-ups were in areas covered by electronic journalists for Network Election Service coverage

A committee of the American Society of Newspaper Editors has suggested that supervision of the National Election Service, if used again, be entrusted to the hands of "the long- and well-trained news agencies."

Proposed by the ASNE's Committee on the Editorial Future, the report was submitted to the editor's group at its meeting in Washington last week.

The report, referring to the NES "consortium" of TV networks and the two news wire services which pooled coverage of the 1964 national elections, said: "What major foul-ups occurred were in states where the direction was under men belonging to the electronic branch of journalism. The committee suggested that in the interests of accuracy and long-range strength, the networks themselves might prefer to have supervision lodged in the hands of the long and well-trained news agencies."

This recommendation, as well as two others (that statewide election services be encouraged and that AP and UPI consider pooling their coverage of all election contests) was based, the committee said, on a national survey to "appraise the effectiveness of the teaming of the two major wire agencies with the national television networks."

Not True ■ A network news spokesman dismissed the complaint as "utter nonsense" if it suggested that the job could be done better by print newsmen.

He said it probably was true that most of the principal snafus were in states where the networks were directing operations—because the networks were in charge in the most heavily populated states and where the reporting was most complicated, while the wire services covered less populous areas and less complex situations.

The networks, he said, were in charge in most areas where the vote-counting extended down to the precinct level and therefore had to recruit and train thousands of nonprofessionals to help do the job, while the wire services operated mostly at the county level and thus were able to rely on staff men without recruiting outsiders.

In one case where a wire service undertook precinct-level reporting it encountered the same problems, and snafus, that sometimes plagued the networks, he asserted.

He contended, however, there were relatively few blunders, even for a

first-time operation.

Newspapers, he asserted, "sat on their presses for 100 years and did nothing to improve election coverage." Now, he said, they should be "pointing the finger at themselves" instead of complaining about occasional mishaps in a nationwide operation that was wholly inspired and largely manned and financed by the networks and that, overall, was "immensely successful."

Queried Editors ■ In its study of the NES performance, the ASNE committee received comments from about 80 editors of that many daily newspapers. Thirty-one newspapers (42.4%) gave NES a clear-cut, all-out endorsement: 26 newspapers (35.6%) voted favorably for NES but expressed some reservations and offered recommendations for changes, and at least six newspapers (8.2%) cast what is construed as votes of "no confidence." Other newspapers cast neither yes nor no votes.

The foul-ups referred to by the committee were based on comments by news editors in Wisconsin, Minnesota, Ohio, Kentucky and Indiana. Some comments:

Harry L. Sonneborn, *Milwaukee Sentinel*: "In the beginning I was strongly in favor of a pool. I am not in favor of one anymore. I doubt whether anyone in Wisconsin is."

"NES discovered about midnight that it had a counting error, promised a retabulation and new figures in about 20 minutes . . . At 3:45 a.m., when I went home, we still had received no retabulation." (The *Sentinel* bannered the erroneous re-election of the state's governor based on the early tabulations.)

Bower Hawthorne, *Minneapolis Star and Tribune*: "Principal reservations were (1) that the emphasis seemed to be almost entirely on quick returns when TV and radio were most interested, and the follow-through for complete returns was weak, and (2) that there were delays and errors which stood for an hour or more, resulting from inexperienced help and a system which made it difficult to check back on errors and omissions."

John Siegenthaler, *Nashville Tennessean*: "AP neglected its newspaper clients in order to be part of this [NES] operation to primarily provide early presidential returns to the networks."

Lisle Baker Jr., *Louisville Courier-Journal and Times*: NES budgeted be-

tween \$32,000 and \$40,000 to cover Kentucky. This involved 2,700 people covering precincts, 160 telephone operators, 60 messengers and 25 supervisors. "We decided this was an extravagant operation designed to serve the ends of TV rather than newspapers and that we could accomplish the same results far more cheaply and in ample time for our deadlines." NES got a faster start, but the newspaper operation caught up "in more than adequate time" for all additions, moved ahead and stayed ahead, Mr. Baker said. The cost, Mr. Baker said, was "well under \$2,000." He also said that one early NES error required the tabulation to be cut back 311 precincts and 158,000 votes.

The ASNE Committee on the Editorial Future is headed by Norman E. Isaacs, *Louisville Courier-Journal* and *Times*; and includes Otis Chandler, *Los Angeles Times*; John Cowles Jr., *Minneapolis Tribune & Star*, and Bernard Kilgore, *Wall Street Journal*.

ASNE adopts report rejecting news ban

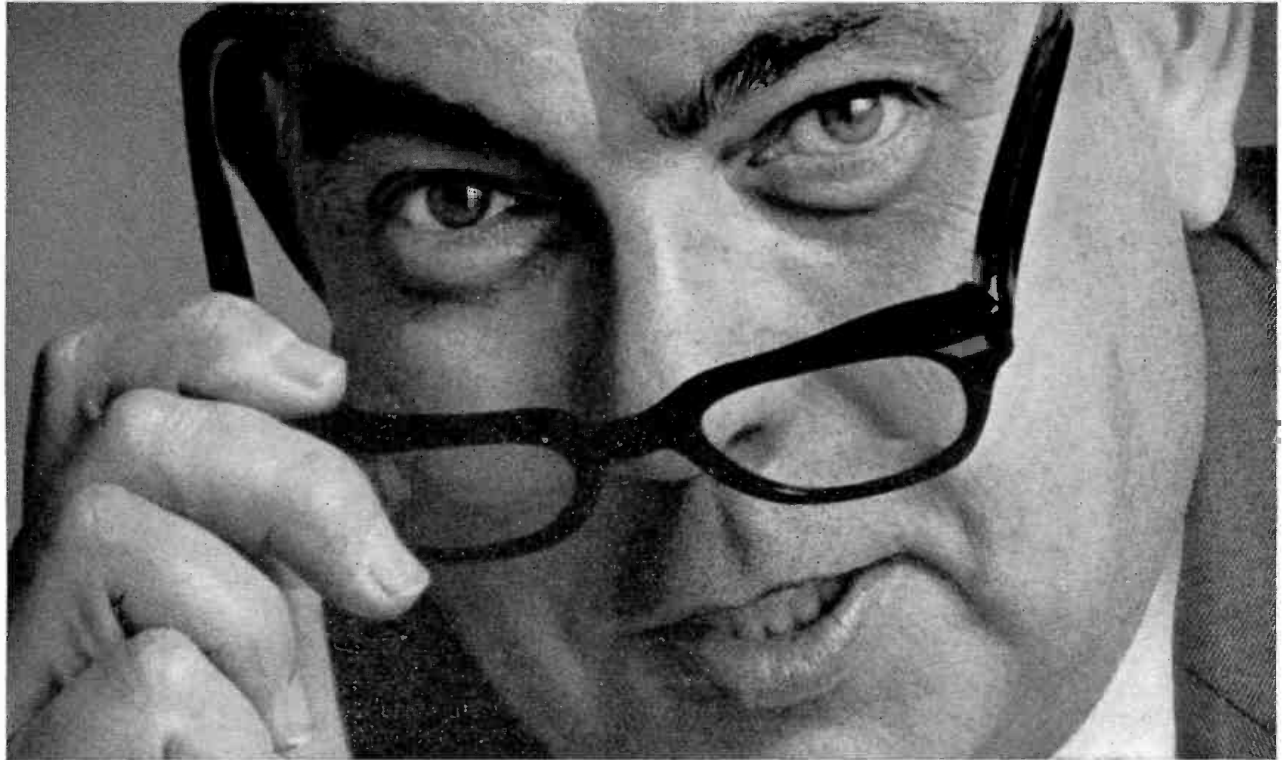
The directors of the American Society of Newspaper Editors voted last week to adopt a report which rejects as impractical and dangerous any regulations that would "black out" large areas of information in criminal law enforcement.

The ASNE report, by its Press-Bar Committee, said that after a year's study it is not convinced that any ban should be accepted in the field of criminal news reporting. Evidence that news coverage jeopardizes the right of fair trial is totally lacking, the group said. Some of the proposals to assure fair trials "dangerously inhibit the press in fulfilling its responsibility" and might thwart rather than serve that very purpose, the committee said. Codes of conduct can do no good, the group said: in fact "they may do more harm than good."

Answering allegations in the Warren Commission's report on the assassination of President Kennedy that news coverage of the arrest and detention of Lee Harvey Oswald for the murder gave rise to rumors, public confusion and disruptive behavior, the ASNE unit called attention to the fact that the news media originated no rumors, it merely reported information purveyed by Dallas officials; that its reports by and far were accurate and complete. After months of investigation, the Warren Commission "produced little in major substance and nothing contradictory in important detail that was not published in the first days after the assassination."

In fact, had the press not reported so

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CHICAGO— MILWAUKEE	15	1 hr. 50 mins.	1.35	1.55	1.80
ATLANTA— 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.

White House plans better news setups

Radio newsmen may be able to broadcast directly from the White House by this summer, if plans now under consideration become a reality.

The White House news staff has asked the General Services Administration to prepare blueprints for the conversion of an 11 by 12-foot room off the main lobby of the west wing of the executive mansion for radio broadcasters. The room had been used by the Secret Service.

Tentative proposals call for the renovation of the room to provide six booths for radiomen. Each cubicle will accommodate two persons—presumably the radio newsmen and the person being interviewed. Each news-

man will be able to tie into his home studio for live broadcasts, or to recording equipment for delayed broadcasts.

Also being rearranged is the television facility in the White House theater. Instead of having the podium used by the President at the far end of the room, it will be centered along one of the long walls, with seats arranged in an arc around it. This is to overcome the crowding that occurs when newsmen at a news conference have problems seeing and hearing the President.

Both projects are being supervised by Malcolm M. Kilduff of the White House news staff.

fully and quickly, the committee said, "it is not pleasant to think how it would have appeared if the inescapable revelation of it had been spread only by word of mouth. . . ."

Repression of news in criminal matters would cause a forfeiture of the public's credence in the news media, the committee concluded. It would also withdraw the essential safeguard of public awareness and scrutiny from the processes of justice. It recommended that "energetic, frequent and continuing conversations" seeking understanding and accommodation, among those concerned is the best approach. It calls on newsmen to report criminal affairs with "restraint, good taste and scrupulous regard for the rights of defendants"; to provide the public with full, objective, prompt and honest information about criminal affairs, law enforcement and the administration of justice; to reject as impractical and harmful attempts to restrict necessary news coverage by rigid regulations unduly limiting reporting of criminal and legal matters or suppressing information, and to undertake frequent discussions with law enforcement agencies, the bar and the bench at all levels to create mutual understanding of the problems, "correcting abuses, resolving complaints and furthering both full news coverage and fair trails."

Alfred Friendly, *Washington Post*, is chairman of the committee. Other members: Creed C. Black, *Chicago Daily News*; Herbert Brucker, *Hartford Courant*; and Felix McKnight, *Dallas Times-Herald*.

The ASNE members also heard television commentator David Brinkley say that they should "quit worrying" about competition from TV. "When it comes to covering news in any thorough and detailed way," he said, "we're just not in the ball game and we know it."

Europeans take rigid stance on Early Bird

An apparent rigid posture of European postal and telegraph offices limiting the TV use of Early Bird, the first commercial synchronous communications satellite, last week caused additional concern to network news officials in New York.

The networks seek access to Early Bird permitting them to use the satellite to best time advantage in this country (BROADCASTING, April 12).

The issue was raised in a European Broadcasting Union (EBU) TV program committee resolution on April 12 voicing "anxiety on the limited access" for TV satellite transmissions and expressing hope for "agreements . . . which will enable the rapid transmission of television pictures by satellite at the most favorable times of day."

The EBU committee said that the May 2 inaugural program, in which EBU will cooperate with North American networks for a one-hour telecast, "cannot achieve its full purpose unless it marks the beginning of ready availability of the satellite to television in the interests of the development of understanding between peoples."

It was reported that EBU is requesting its members to urge the governments in their respective countries to put added pressure on their postal and telegraph offices which control the ground stations through which satellite transmissions must pass.

Early Bird is owned and operated by the American Communications Satellite Corp. But the European office attitude has been to limit television use,

particularly in Great Britain and in France in favor of the more lucrative exchange of international telephone traffic.

V-E Program ■ Each of the TV networks has made plans to use Early Bird for news feeds and for news specials, and CBS News plans a special V-E Day anniversary program on May 8, a Saturday (BROADCASTING, April 12). The anniversary program, which is being arranged with the British Broadcasting Corp., has met with resistance by European postal and telegraph offices who cite agreements made which permit TV program experimentation on Mondays until June 1 when the satellite becomes a commercial operation.

A CBS spokesman said the network was "waiting to hear" on its request for satellite clearance for its special in which former President Eisenhower would take part from Gettysburg, Pa., and other prominent World War II figures would be at sites in Europe.

The American network officials seek a near unlimited daily use of the satellite in the 3-6 or 4-6 p.m. (New York time) periods.

For the four Mondays in the interim test period CBS and NBC have agreed to divide time equally in the 6:30-7 p.m. NYT, period. Both networks have newscasts at that time.

ABC reportedly has permission to use Early Bird 5:45-6:15 p.m. for its Peter Jennings news program originations in London on May 3 and from Paris on May 10; and also 2:30-3 p.m. on May 3 for a live report from Europe to be used on the Marlene Sanders news show. But similar requests for that period on the three Mondays following have not yet been granted.

Radio series sales . .

Theater Five (ABC Radio): KGO San Francisco; KRSI Minneapolis; WABX Detroit; WBEC Pittsfield, Mass., and KYLE Temple, Tex.

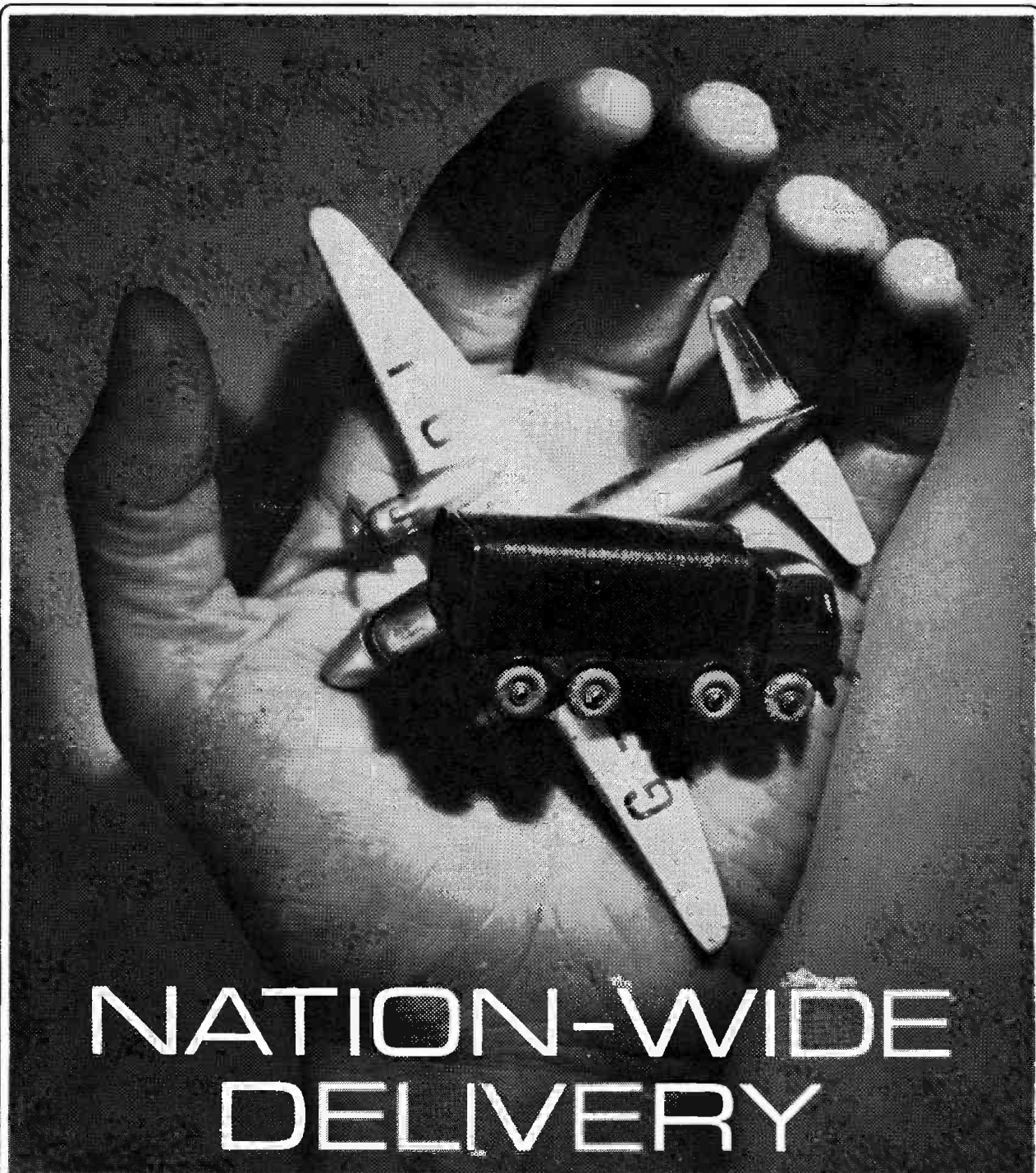
Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood): KRSL Russell, Kan.; KCKY Coolidge, Ariz., and KWYR Winner, S. D.

The Green Hornet (Charles Michelson): KMAJ Madill, Okla., and WJRZ Newark, N. J.

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

Northwestern Reviewing Stand (Northwestern University): WKMR Dearborn, Mich.; renewals—WISN Milwaukee; WGBS Miami, and WVIP Mount Kisco, N.Y.

30 Hours of Christmas (Triangle): WROK Rockford, Ill.; WCVB Ripon, Wis., and KCLN Clinton, Iowa.



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The toughest test of all-news format

WINS TAKES THE PLUNGE TODAY IN NATION'S BIGGEST MARKET

New York's first and the nation's third all-news radio station begins operation at 6 a.m. today (April 19), when Westinghouse Broadcasting's WINS New York converts to news on a full-time, round-the-clock basis.

A three-day dry run was started last Thursday to test and perfect a format designed to offer news from the wire services, WINS newsmen, Westinghouse news bureaus, mobile units and beeper phones in endless succession.

Anchor men will broadcast in half-hour shifts, presenting news reports and calling in correspondents. Officials said emphasis would be on continually updated on-the-scene reports and actuality recordings in order to minimize repetition of news copy and keep listeners involved in new stories as they develop.

News summaries and reports on sports, finance, amusements, weather, time and traffic are to be given frequently, they said, with exact frequency in some cases to be determined by the time of day.

Beeper telephones and three radio-equipped mobile units will be employed to feed live and taped reports from the five New York boroughs and the bordering sections of Westchester county, Long Island, New Jersey and Connecticut that make up the metropolitan area.

Regular and specialized wire services of the AP and UPI are to be used along with Westinghouse news bureaus in Washington and elsewhere in this country and abroad in covering national and international events, authorities reported.

A major staff build-up and expansion of news facilities have been under way since Westinghouse announced a month ago its plan to go all-news (BROADCASTING, March 22). WINS officials reported last week the station now has a staff of more than 40 people "totally involved with news" (BROADCASTING, April 12).

Only other all-news stations serving U. S. audiences are WNUS-AM-FM Chicago and XTRA Tijuana, Mexico (see story below).

The WINS operation will be run by Joel Chaseman, general manager; Kenneth Reed, director of programs and operations, and Stan Brooks, news director. News editors are Jack Smee, Henry Schnaue, Jim McGiffert, and Ed McCarthy. (WINS now has on its news staff 24 members who formerly were news directors of broadcast stations.)

"Featured newsmen" on the staff include among others the following who will serve as studio anchor men as

well as on-the-scene reporters: WINS veterans Charles Scott King, Paul Parker, Lew Fisher, Tuck Stadler, Stan Bernard, Brad Phillips, Paul Sherman and Stan Burns; newly added Jim Gordon, Charles Edwards, Henry J. Marcotte, Herb Humphries, Phil Lenhart, Doug Edelson, Brad Sherman, Allen Shaw, Mike McClellan and Bob Callan. The additional staff were recruited from networks and stations in New York and elsewhere.

During the rehearsal days last week, the reporting was fed into tapes which were played back for analyses and critique.



Most active location in the WINS New York all-news operation is the working newsroom. Keeping astride the pace of the news are (L to R) Herb Humphries, featured newsmen; Kenneth Reed, director of programs and operations; Stan Brooks, news director; Paul Parker, featured newsmen; Jack Smee, senior news editor; Henry Marcotte, featured newsmen; Hank Schnaue, a news editor, and Charles Scott King, featured newsmen. Featured newsmen are in the role of anchor men in the WINS operation.

McLendon wary of WINS test

Advises station to stick to hard news, be monotonous; cites own experiences

The secret of success for an all-news radio station is to be just that and nothing more—all news, hard news, all the time. The station also had better have money to get it through some early losses that may be "electrifying."

That is the conviction of Gordon

B. McLendon, president of the McLendon stations, who has been intimately identified with the only all-news stations serving U. S. audiences until today (April 19), when Westinghouse Broadcasting's WINS New York converts (see preceding story).

"Don't try to do the all-news format too well," Mr. McLendon advises. "To the extent that an all-news station is monotonous, it will succeed. To the extent that it is not, it will fail."

What he means is that efforts to enliven the programming with "features" and "actualities"—and anything else but a steady diet of news, news, news—

may very well prove fatal.

"The all-news station," in his view, "is a service, like the telephone time and weather services. The listener tunes in for one reason alone, to get the news whenever he wants it. If he tunes and finds a book report or some other feature, his faith is badly shaken."

The Differences ■ Mr. McLendon's views thus conflict with those of Westinghouse and WINS, which plan to include features and a sizeable volume of "actualities," with no rigid program formats. Mr. McLendon says he is concerned about the WINS plans. If they don't work he is afraid the effect on New York's timebuying community will hurt his own all-news interests.

These are the McLendon group's WNUS Chicago, which has been all-news since last September, and WNUS-

FM, billed as the world's first all-news FM station since it started duplicating WNUS (pronounced "W-News") last month; and XTRA Tijuana, Mexico, which is owned by Radio Difusora but is represented for sales in the U. S. by Mr. McLendon's Texas Triangle sales organization (with Peters, Griffin, Woodward as national sales representative). XTRA, which calls itself XTRA-News, has been beaming the all-news format to Southern California, in English, since May 1961.

Mr. McLendon says he had wanted to be first with an all-news station in New York. Since he can't be first, however, he urgently wants WINS to succeed. "I have no choice but to be blood brothers with them and wish them well," he says. He has offered Westinghouse officials a rundown of strong and weak points discovered in the WNUS operation and as reported to him by the owners of XTRA.

The Real Thing ■ If WINS does succeed with its announced format, he feels, "it will mean that less than the purist form will succeed in New York."

His idea of "the purist form," as displayed by WNUS and XTRA-News, is one quarter-hour after another, 24 hours a day, of hard news. There are no separate commentaries, features, "columns," book reports, theater reviews, or stock-market programs.

If a new book or a play becomes news, it is treated as such in the quarter-hour newscasts. Stock-market highlights are given regularly—but, again, not as a separate feature but as one part of the regular 15-minute reports. Even editorials are incorporated into the quarter-hour package.

XTRA-News includes "guest editorials" every day, selected from leading U. S. newspapers, while WNUS averages about four editorials a week, two on national and international affairs that are taped by Mr. McLendon and two on local and area news that are done locally. They are labeled as editorials and, when used, become one of the 20 to 25 components that make up the average WNUS quarter-hour newscast.

The 15-minute package is the key, and any deviation by offering special material outside the package or incorporating feature material into it has the effect, in Mr. McLendon's opinion, of making the station "all talk" instead of "all news."

The Bugs ■ The day WNUS started all-news operations last September, Mr. McLendon listened for hours on end, and was disturbed. He "sensed something was wrong," he says, but couldn't decide what it was. Finally, after about 12 hours, "I discovered that I didn't feel that I was getting the news, but someone commenting on the news."

What had happened, he says, was that the WNUS news chiefs were so

pleased with the voice reports, or "actualities," from the UPI audio wire that they were inserting "as many as three in every 15-minute newscast." Mr. McLendon stopped that. WNUS now permits one "actuality" per quarter-hour, but only if it is a hard-news report.

The newscasts are changed every quarter-hour, even though the news being covered may be substantially the same. This is accomplished by using different wire-service accounts of a given item (unless one service's version is so superior that it cannot be dropped), by alternating the announcers from one program to the next and, according to the news available at any given time, by revising the order of the items, substituting updated accounts and inserting hotter news developments.

Rip and Read ■ WNUS newsmen do not rewrite the wire-service reports.



Gordon McLendon, with two all-news stations behind him, tells WINS his format for successful operation: stay with straight news; few 'actualities'; consider yourself a service, like the telephone time service; be prepared for a long, hard financial fight.

In fact, they are forbidden to do so. The cost of hiring rewrite men of the quality used by the wire services, Mr. McLendon reasons, would be beyond the station's budget.

WNUS's 15 newsmen do, in addition to reading the news, follow up wire-service reports for their own beeper-phone accounts, and one is assigned to cover Chicago's city, county and federal buildings on a substantially full-time basis.

WNUS has no mobile news unit. Mr. McLendon says he'd "fire anyone—not for doing mobile news, but for even suggesting that we think about it." In his opinion, "mobile news is conducive to all sorts of items that are less than hard news—more actualities than we can afford to have."

Even if that problem were overcome,

in his opinion, the cost of mobile-news operations in Chicago, Los Angeles or New York would be "staggering—perhaps equalling the entire cost of the rest of the operation."

The Hard Facts ■ Mr. McLendon doesn't rule out mobile news or the use of feature material because he likes monotony, but because he thinks they get in the way of the hard news, which he feels is what the listener is tuning in for.

He feels, too, that an all-news station cannot cover the news in depth. To do so, he says, would make the newscasts an hour long, "and we have serious doubts as to whether the average person would wait an hour to get the whole news."

The result, he says, is that newscasts on the all-news station "may not be the best newscasts on the air or even as good as the newscast on a station that has five hours to prepare it. But they're as good as the various news services can offer, and they're a far cry from the so-called five-minute newscasts—which work out to three minutes—that are offered by most popular-music stations. In addition to all this, they have the advantage of being constantly available."

The Money ■ If it's "done right," Mr. McLendon contends, operating an all-news station "has to be more expensive than a music station." The all-news outlet doesn't need deejays and other announcers, and it can save money by negotiating per-piece rather than blanket licenses with the music-licensing organizations, because its only music is in commercials. But its other expenses add up.

Aside from its 15 newsmen, for example, WNUS has about 25 other employees and 11 different news services. These latter include AP's and UPI's radio wires, their transcontinental "A" wires and their sports wires, the Western Union sports wire, the Weather Bureau wire, the Chicago City News wire, the UPI audio service and the UPI business news wire. In addition, negotiations for the *Wall Street Journal* service are underway and Mr. McLendon hopes eventually to add either the *New York Times* or *New York Herald-Tribune* service.

In all, Mr. McLendon estimates that the fixed operating costs of WNUS, disregarding such things as commissions, come to about \$60,000 a month.

Tough Sell ■ The "chief problem" of the all-news station, Mr. McLendon finds, is "saleability," and the big challenge in making it saleable is in getting timebuyers to understand it. "Until a station has been on the air for some time," he says, "it's practically impossible to explain it to a timebuyer."

To help overcome that problem for timebuyers in New York WNUS has

NAB radio program clinic participants announced

Five participants in the National Association of Broadcasters radio program clinics were announced last week by Sherril Taylor, NAB vice president for radio.

They are: Lee Fondren, manager, KLZ-AM-FM Denver; Elmo Ellis, general manager, WSB-AM-FM Atlanta; John F. Hurlbut, president and general manager, WVMC Mount Carmel, Ill.; Joseph Drilling, president, Crowell-Collier Broadcasting Corp., Los Angeles, and Earl Nightingale, radio personality and producer.

Six topics will be covered at each of the six day-and-a-half sessions during May and June. Mr. Ellis will describe "How to Program a Middle-of-the-Road Station" at the opening Atlanta session, May 17-18; in New York, May 20-21, and in Los Angeles, June 10-11. Mr. Fondren will cover the same topic at the New Orleans meeting, May 24-25; in Chi-

cago, May 27-28, and in Denver, June 7-8.

Messrs. Hurlbut and Nightingale will participate in all six clinics. Mr. Hurlbut will discuss "How to Be All Things to All People in a Small Market," and Mr. Nightingale's topic will be "Information, Inspiration and Profit."

Mr. Drilling will participate in the Denver and Los Angeles clinics on the subject of "How to Program a Modern Music Station."

Other topics to be covered at the clinics are "How to Program an Information Station," and "A Half Dozen New Programming Ideas." Additional speakers to cover these topics and the other four "modern music" sessions will be named next week.

The clinics are limited to 125 registrants each with a fee of \$15. Registration forms were mailed to NAB members last week.

opened a round-the-clock "broadcast quality" long-distance line to Manhattan so that agency people—and anybody else in New York—can "tune" the station at any hour and hear for themselves what WNUS is like. (The New York number is AR 1-1900.)

Mr. McLendon cites both XTRA-News and WNUS as case histories of the initial saleability problem. He said XTRA-News was on the air 18 months before it hit the black, and that WNUS, now in its seventh month of all-news operation, is still in the red. Local advertisers, he says, discover the values of the all-news stations before national advertisers do, probably because they can see the results of their advertising more quickly.

"But after a while," he says, "for reasons unknown, four or five time-buyers say, 'I think it's going to work,' and then the national sales start moving. We're anxiously waiting for that moment to strike in Chicago."

Headed For Profit ■ Actually, Mr. McLendon says WNUS is now about 40% sold out and he expects it to turn the corner in May and then keep going up, particularly since the WNUS-FM operation has now been added.

Although the going may be slow at first, he says, the rewards can be especially gratifying when they do start coming. XTRA-News, he says, is now highly profitable. Other representatives report the station is practically sold out from 6 a.m. to 9 p.m. and plans a rate increase averaging about 15% in June, when it moves its transmitter site and

installs a directional antenna to increase the power of its signal over Los Angeles.

An all-news station, Mr. McLendon stresses, has much to recommend it to advertisers. For one thing, its audience is an all-adult audience: "You don't need statistics to see that." It's also an attentive audience, or it wouldn't have tuned in in the first place.

In addition, Mr. McLendon says he was surprised to learn that the average listening time is not 15 minutes or less, as might be expected, but 28 minutes—only two minutes short of two complete newscasts. WNUS executives say the 28-minute average is for XTRA—that WNUS's is even longer.

He and associates cite extensive rating-service data to show high and still-growing ratings. One official says Hooper reports for January through March showed that, excluding ethnic radio, WNUS was fifth in Chicago and not far out of fourth, and that Pulse showed its share of audience from noon to 6 p.m. gained 250% between the October-November and January reports.

XTRA-News started with a reputation as essentially "a San Diego station" even though it delivered a signal in the Los Angeles area, but the Pulse February report is said to put it in third place in Los Angeles in terms of daily cumes for the 6-9 a.m. period, tied for third in weekly cumes for this period, and in fifth place in the cumes in a total-day basis.

Officials say XTRA-News has also im-

proved its San Diego ratings, which they regard as a triumph for the all-news principle because, they say, the station has followed a policy of ignoring San Diego, carrying no news from there and refusing all San Diego advertising.

Mr. McLendon feels that the all-news format is workable in the top 10 and perhaps the top 15 markets. For smaller markets he hesitates to say. He does feel that eventually, where the markets are big enough, the all-news format will be refined to the point where there will be even greater news specialization—all-Wall-Street-news stations, for example, or all-shipping-news stations.

The all-news idea, he feels, is so sound that a station that executes it "right," with a good signal in a leading market, "is a certain success—if it has the finances to withstand losses that can be electrifying in the early months."

MGM makes big film sales to two networks

The sale of 30 Metro-Goldwyn-Mayer features to NBC-TV and of 26 half-hour cartoon programs to CBS-TV was announced last week by John B. Burns, MGM-TV sales vice president. Authoritative estimates placed the value of the two sales at \$10.5 million.

The agreement with NBC-TV amounts to approximately \$9 million. It calls for the 30 features to be telecast during the 1965-66 season. The large majority of the features are in color and were produced in 1956 and later. The contract with CBS-TV, estimated at \$1.5 million, calls for 26 half-hours of "Tom and Jerry" and other MGM cartoon characters.

TV and paper pool effort for story, show

A marriage of talents of the *Rochester* (N. Y.) *Times-Union* and WHEC-TV, Rochester (both owned by the Gannett Co.), resulted in a series of newspaper articles and a one-hour TV documentary—with a radio version on WHEC. The TV documentary was shown twice in prime time.

The documentary and articles covered the work of Saul Alinsky, sociologist, in the Woodlawn section of Chicago. Mr. Alinsky accepted an invitation by the Rochester Area Council of Churches to bring his organization to work in the Negro areas of that city. The *Times-Union* took a "moderate editorial stand" against the invitation. Its

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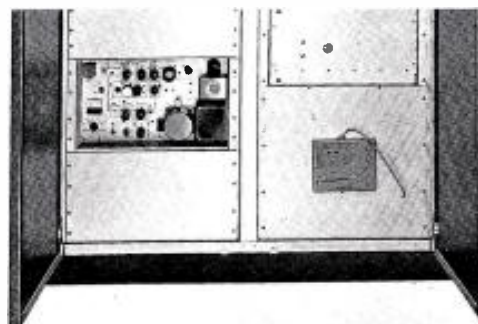
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editorial pointed out that the invitation had been made by the council without consulting the community in general and expressed the feeling that Mr. Alinsky's methods would do more harm than good in Rochester.

To learn just what type of work the Alinsky organization was now doing, Warren Doremus, public affairs director, and Richard Sax, photographer of WHEC-TV, and Calvin Mayne, editorial page editor of the paper spent four days in Chicago.

The "pooled" effort according to Paul Miller, president of Gannett, showed a "partnership of a newspaper and a television or radio station in a community can enhance public understanding of a complex issue in a way that none could accomplish alone." A flood of letters to the *Times-Union*, though differing on the basic Alinsky issue, praised the fair newspaper-broadcasting treatment.

ASCAP case delayed, more data requested

Court argument scheduled for last Wednesday (April 14) on television stations' efforts to get additional financial and other data from the American Society of Composers, Authors & Publishers was postponed last week, with a new date to be worked out.

The stations, through the All-Industry TV Stations Music License Committee, contend the additional information, along with much other data that the court has already ordered ASCAP to provide, is necessary to help determine "reasonable" rates for stations' use of ASCAP music.

Committee attorneys claim the requested data may show that TV stations are overpaying ASCAP by 15%—an estimated \$1.5 million a year—because ASCAP auditors may interpret its music licenses in different ways with different stations (BROADCASTING, April 12). The case is in U. S. Southern District Court in New York.

Hyde calls for more creative programs

Creativity is the keynote to good programming and FCC Commissioner Rosel H. Hyde said he felt the commission "should keep its bureaucratic hands off television programming."

Commissioner Hyde was the luncheon speaker at the annual spring convention of the Texas Association of Broadcasters in Houston. He told the TAB that the proposed rule limiting network ownership or control of prime-time entertainment programs would "make the networks merely exhibitors

Live wire

A hitherto untold radio story of World War II was related last week by Jack Harris, KPRC-AM-TV Houston, who, as an Army colonel, was director of press and radio on the staff of General Douglas MacArthur in the Pacific. Addressing the Federal Communications Bar Association as president of the Association of Maximum Service Telecasters, Mr. Harris told the assemblage, which included four members of the FCC, that he deliberately violated FCC regulations at the time of the Japanese surrender in 1945.

The surrender took place on the battleship *U.S.S. Missouri* and the ceremony was wire recorded (there was no tape then). It was another hour before the recording could be relayed to U. S. networks. Colonel Harris ordered its transmission "live" without the then required announcement that it was an "electrical transcription," allowing that he was not then a broadcaster.

He said he concluded: "To hell with the FCC. The American public is going to get it live."

when they should be creators." He said the controversy generated by the proposed 50% rule may "provoke diversity" even if the rule is never put into effect.

Members of the TAB passed a resolution calling the program control rule "unrealistic and unnecessary" and said it would "create chaotic conditions in the industry." The TAB said "program control now rests where it belongs—with the licensee."

Mr. Hyde described the best community broadcaster as one who is "willing to explore new concepts and to innovate. No application form can indicate a willingness to do this."

In Los Angeles on April 9, the commissioner noted that true broadcasting responsibility "encourages voluntary service to community needs in a manner that comes from the heart instead of to satisfy governmental requirements."

Guest speaker at a luncheon given by the Los Angeles chapter of National Academy of Television Arts and Sciences to honor outstanding community service programming of TV stations of that area. Commissioner Hyde noted the FCC's requirement "that applicants seek out local community needs, tastes and desires and with the assistance of 14 FCC-suggested categories, specify

in detail a proposed plan of operation to be followed as a matter of commitment."

This might seem attractive at first glance, he said, but "it troubles me. I have a lawyer's concern regarding enumerations which include matters not enumerated. I cannot help being respectful of the precept that the letter killeth but the spirit giveth life. . . . I should like to see the Communications Act interpreted in a forward-looking manner, the kind of interpretation which has made constitutional principles effective in meeting the challenges of our country from its beginnings to its present position of world leadership."

Commissioner Hyde urged broadcasters to "meet the challenge with a broad vision," to think of community service "as a cause for continuous endeavor rather than a static format" and to give it "the benefit of your conscience, your imagination and your will to explore new concepts."

Program notes . . .

Caught ■ Two residents of Mableton, Ga. are each \$500 richer thanks to WQXI Atlanta. The station offered a \$1,000 reward for information leading to the arrest and conviction of two unknown Atlanta bank robbers. William Goodwin Jr. noticed two men peeking from a church window near his home and he and a neighbor, Thomas Rutherford, called the police. The two suspects confessed to the robbery, according to WQXI.

Radio travelogue ■ *Time to Travel*, a taped one-minute radio show, is being put into syndication by its creator and narrator, Herb Rau. Mr. Rau, travel editor of the *Miami News*, discusses sidelights of foreign countries.

Colorful ■ KGW-TV Portland has signed a three-year agreement with the University of Oregon for color film coverage of 10 Oregon Ducks football games each year starting in 1966. This fall the station will carry 10 colorcasts of University of Oregon and Oregon State University games sponsored by Northwestern Mutual Insurance Co., Volkswagen and Shell Oil Co.

No soap ■ The National Collegiate Athletic Association's extra event committee has turned down CBS-TV's bid to sponsor a Christmas Day Santa Claus football bowl game in Atlanta (BROADCASTING, Jan. 18). The NCAA committee banned all Christmas Day games and said any new post-season bowl games would have to be sponsored by local, nonprofit, charitable or educational groups. CBS-TV was seeking to start the series in 1966 and reportedly would have guaranteed participating teams a minimum of \$200,000 each.

Charter develops new specials, daytime shows

Charter Producers Corp., New York, reported last week it has developed two daytime series and two groups of specials for late 1965 or early 1966.

Ted Bergmann, Charter president and former executive with Revlon and the old Du Mont Television Network, said in an interview the company has entered into a contract with NBC-TV to develop a new daytime dramatic series, titled *What Every Woman Knows*, for a fall 1965 or January 1966 start. In addition, Charter is aiming for daytime network a series described as "dramatic-documentary," titled *The Pursuit of Happiness*. It will recount the true-life story of families who have overcome a specific problem (a retarded child, a dope-addict son, an adopted child who is blind, surviving on a limited budget). Thirty scripts have been prepared for *Happiness*.

Charter is producing *The Best On Record*, the one-hour entertainment special of the recording industry at which Grammy awards will be given, on NBC-TV on May 18 (8:30-9:30 p.m.). Charter also has developed a once-a-month one-hour special present-

ing the stars of the top albums of each month, and a series of science specials, *The Day Will Come*, a one-hour group of programs which will project advances in the scientific community (one-hour trans-Atlantic service, the ocean as a source of farm products).

Film sales . . .

Girl Talk (ABC Films): WOI-TV Des Moines; WFBG-TV Altoona, Pa.; WTCN-TV Minneapolis-St. Paul; WUHF (TV) Milwaukee; WJIM-TV Lansing, Mich.; WIBF-TV Jenkintown, Pa.; WSOC-TV Charlotte, and KNTV (TV) San Jose, Calif.

Shivaree (ABC Films): WABC-TV New York; WTCN-TV Minneapolis-St. Paul; WXYZ-TV Detroit; KGO-TV San Francisco, and KABC-TV Los Angeles.

Tarzan Features (Banner Films): WTVP (TV) Decatur, Ill.; WGHP-TV High Point, N. C., and KFDX-TV Wichita Falls, Tex.

Bold Journey (Banner Films): WMAQ-TV Chicago.

The Outer Limits (United Artists TV): WFLA-TV Tampa, Fla.; KOSA-TV Odessa-Midland, Tex.; KATU (TV) Portland, Ore.; WEEK-TV Peoria, Ill., and KFRE-TV Fresno, Calif.

Survival (Official Films): KPRC-TV Houston, Tex.; KTUL-TV Tulsa; WMAZ-TV Macon, Ga.; WPTV (TV) Palm Beach, Fla.; WFRV (TV) Green Bay, Wis.; KOOK-TV Billings, Mont.; KXLF-TV Butte, Mont., and WPNB-TV Traverse City, Mich.

Triangle First Eleven feature films (Triangle): WOWL-TV Florence, Ala., and WBRZ-TV Baton Rouge.

Famous Films I (National Telefilm): WNYS (TV) Syracuse, N. Y., and KOB-TV Albuquerque, N. M.

Stingray (Independent Television Corp.): WPIX (TV) New York.

The Bishop Sheen Program (Marcus Associates Inc.): KTAL-TV Shreveport, La.; KWTU (TV) Oklahoma City; WWL-TV New Orleans, and KHOU-TV Houston.

Stagecoach West (Four Star): KIVA (TV) Yuma, Ariz.; WBTW (TV) Florence, S. C.; WOI-TV Ames, Iowa, and WAIL-TV Atlanta.

The Law and Mr. Jones (Four Star): KING-TV Seattle; WTTG (TV) Washington, and WCIX-TV South Miami, Fla.

It's a Wonderful World (Trans-Lux): KTTV (TV) Los Angeles and WXYZ-TV Detroit.



RCA has another record quarter

NBC's earnings were 20% ahead of last year's first period, color-television set sales were up 50%

RCA achieved record first-quarter sales and profits with earnings of subsidiary NBC 20% ahead of the comparable period last year and factory sales of color television receivers 50% ahead.

A \$10 million backlog of orders for color-TV cameras was reported.

The three-month statement shows aggregate sales up 3% with an attendant increase of 16% in after-tax profit. It gave RCA its 16th consecutive quarter in which profits were higher than comparable quarters of previous years.

A joint statement by Board Chairman David Sarnoff and President Elmer W. Engstrom anticipates continued profit improvement through 1965.

They also called attention to the recent Vienna meeting of the International Consultative Committee on

Radio Communications (BROADCASTING, April 12) at which most major western countries stated their preference for adoption of a "simultaneous" color-TV system which would be based on RCA color design.

First quarter ended March 31:

	1965	1964
Earned per share*	\$0.43	\$0.36
After-tax profit	25,000,000	21,600,000
Sales	475,500,000	461,400,000

*Adjusted for 10% stock dividend paid Feb. 1, 1965.

Time Inc. stations off

Advertising revenues at the TV-radio stations owned and operated by Time Inc. declined during the first quarter of 1965 over the corresponding period of 1964, it was reported at the annual meeting of stockholders in

New York last week.

The percentage of decrease and the reasons behind it were not disclosed. Copies of Time Inc.'s 1964 annual report circulated during the meeting showed that TV-radio revenues in that year climbed by 8-9% over 1963, while the company's magazines registered a gain of 7-8% over 1963 (BROADCASTING, March 1).

Wometco's net up 20.3% in 1st quarter

Wometco Enterprises Inc.'s stockholders were told last week that earnings for the first quarter of fiscal 1965 exceeded those of the same period in 1964 by 20.3%. Gross income climbed 19.9%. Mitchell Wolfson, the firm's president, said a gross income of \$38 million can be expected for 1965 compared to almost \$32 million in fiscal 1964.

At the meeting, held in the studios of WTVJ(TV) Miami, Comer J. Kimball was elected to the board of direc-



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tors. He is board chairman of the First National Bank of Miami. All other directors were re-elected.

After the meeting the board declared a regular quarterly dividend of 12.5 cents a share of class A common stock with a 4.5 cents a share dividend on its class B common, both payable June 15 to stock owners of record at the close of business on June 1.

Wometco owns WTVJ; WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and 47.5% of WFGA-TV Jacksonville, Fla. Stock is currently trading at about \$35 a share.

For the first quarter ended March 27:

	1965	1964
Earnings per share	\$0.39	\$0.32
Gross income	7,983,472	6,858,365
Net income before		
income taxes	1,525,561	1,340,904
Income taxes	670,000	630,000
Net income	855,561	710,904
Shares outstanding	2,222,048	2,210,069*

*For comparable period in 1963 after adjustment for 25% stock dividend Dec. 22, 1964.

Metromedia will elect three new board members

The stockholders of Metromedia Inc. will meet on May 11 at the firm's offices in New York. They will be asked to elect three new board members in addition to nine incumbents.

The nominees for board membership are Richard L. Geismar, company vice president and treasurer; Harry H. Packer of H. H. Packer Co., outdoor advertising agency acquired by Metromedia earlier this year for \$10 million, and David L. Wolper of Wolper Productions Inc. which was purchased by Metromedia last year for \$3.6 million.

Mr. Geismar owns 2,300 shares of the firm's stock and received \$50,961 in direct remuneration for his corporate functions last year. Mr. Packer has no stock interest in the company. Mr. Wolper obtained 52,164 shares of Metromedia's stock from its purchase of Wolper Productions and received \$75,000 compensation last year and will receive \$100,000 per year until

1969 under an agreement.

John W. Kluge, board chairman and president of Metromedia, last year received \$127,403 in direct remuneration. The firm's chief executive officer owns 190,275 shares of its stock along with \$179,000 worth of the company's convertible debentures. Robert A. Dreyer, vice president, secretary and general counsel, received \$53,509 while Benedict Gimbel Jr., vice president and treasurer, received \$35,673.

The firm also has an employment agreement with Mark Evans, vice president, for an annual compensation of \$40,000 plus pay for on-air time. Last year the latter amounted to \$13,800.

Outlet hits 15-year high in net earnings

The Outlet Co., Providence, R.I., established new records in sales for the fifth consecutive year and net earnings hit a 15-year high. Sales and broadcast revenue during 1964 for the department store and radio-TV station owner increased \$4.2 million over the record \$24,408,707 set in 1963.

The firm is also looking to community antenna TV for fiscal 1965 with applications for franchises in New London, Groton, and Norwich, all Connecticut, with plans to apply for franchises in Rhode Island and Florida.

Outlet, owner of WDBO-AM-FM-TV Orlando, Fla., and WJAR-AM-FM-TV Providence, R. I., had combined broadcasting net earnings of \$919,675 for 1964 compared to \$674,891 in 1963. Outlet's stock is currently trading at approximately \$30 a share.

For the fiscal year ended Jan. 31:

	1964	1963
Earnings per share	\$2.32	\$1.69
Sales and broadcast revenue	28,628,181	24,408,707
Earnings before federal		
income taxes	2,291,781	1,567,877
Federal income taxes	1,132,032	725,432
Net earnings	1,159,749	842,445
Shares outstanding	504,525	497,985

Filmways' 6-month gross doubles '64

Filmways Inc. reported last week that gross revenues for the six months ended Feb. 28 more than doubled the comparable period in the previous fiscal year. Net income rose 69% over the six months of fiscal 1964.

Lee Moselle, president of Filmways, told a news conference in New York that gains had been registered in both the television and motion picture production phases of the business.

For the six months ended Feb. 28, 1965, and Feb. 29, 1964:

	1965	1964
Earnings per share*	\$0.40	\$0.24
Gross income	16,567,502	7,601,207
Net income	251,235	619,268
Shares outstanding*	621,546	619,268

*The shares outstanding at Feb. 29, 1964, have been restated for 3% stock dividend in May 1964.

United Artists reports record income, profit

Record income and profit in fiscal 1964 were reported last week by United Artists Corp. with television said to be contributing an increasing share of UA's revenue.

Motion picture distribution accounted for approximately \$130 million of the \$180,852,000, while TV grossed an estimated \$40 million, a company spokesman said. The remainder came from the company's records and music publishing division.

	1964	1963
Earnings per share	\$4.72	(\$0.42)*
Net earnings (after taxes)	9,261,000	(\$831,000)*
Gross income	180,852,000	124,573,000

*Denotes loss

MGM has its best year since it lost theaters

Metro-Goldwin-Mayer's 15,100 stockholders were told last week that the company had recorded its highest revenues since its separation from theater operations in 1959.

Net profit for the first half of the fiscal year rose 89%.

In a breakdown of its operations by division, MGM showed that revenues from distribution of feature films to TV rose to \$6,943,000 from \$5,767,000, while television commercials and series declined to \$13,898,000 from \$17,755,000.

Six months ended March 18:

	1965	1964
Earnings per share	\$1.38	\$0.73
Net profit	3,611,000	1,866,000
Revenues	88,616,000	87,703,000
Shares outstanding	2,611,829	2,587,829

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Teleprompter net income up over 400% in '64

Teleprompter Corp., New York, informed its stockholders last week that it had its most successful year during fiscal 1964. Net income more than quadrupled to \$401,070 compared to \$80,363 in 1963 and \$55,957 in 1962.

Irving B. Kahn, board chairman and president, said the firm ranked second in CATV in the number of subscribers and first in net income. He pointed out that Teleprompter's growth in CATV exceeded 20% for the fifth consecutive year, far ahead of the average and above anticipated figures. He added that its systems have attained less than half of subscriber potential.

Teleprompter Corp's stockholders will meet May 4 in New York to, among other things, increase the number of directors from 10 to 11. Two new directors proposed, in addition to nine incumbents, are Jack D. Wrather Jr., and associate Monte E. Livingston to represent Mr. Wrather's interest in the firm. Mr. Wrather owns 93,326 shares formerly held by Western Union Telegraph Co.

Should the motion to increase the number of board members be turned

down by the stockholders, Charles C. Kieffer, present director and counsel, will withdraw in lieu of Messrs. Livingston and Wrather.

During fiscal 1964 Mr. Kahn, owner of 54,180 shares of stock, received \$56,772 remuneration as chief executive officer. The directors and officers as a group received \$149,529.

Stockholders will also vote on an agreement between the corporation and Mr. Kahn concerning the purchase of \$500,000 in life insurance for the executive by Western Union Telegraph.

For the fiscal year ended Dec. 31:

	1964	1963
Earnings per share	\$0.54	\$0.11
Income	\$4,481,326	\$4,896,368
Net earnings	401,070	80,363
Shares outstanding	766,254	762,146

Gross' revenue up, declared dividend

Gross Telecasting Inc., Lansing, Mich., reported that revenues during the first quarter of fiscal 1965 increased to \$669,433 from \$609,299 during the same period last year. Net income also increased during this year's first quarter of \$191,571, up 22% over last year at the same time. Per-share earnings for the first quarter increased to 48

cents which is an increase of 9 cents a share from last year.

The Gross board of directors also declared the regular quarterly dividend of 40 cents a share on common stock and 7.5 cents a share on class B common stock. Both are payable on May 10 to stockholders of record at the close of business on April 26.

Cowles earnings up 9%, broadcast income 'good'

Cowles Magazines & Broadcasting, New York, reports record gross revenues for 1964 with earnings per share gaining by approximately 9% over the previous year.

Performance of the broadcasting division was described as "good." Revenues for KRNT-AM-TV Des Moines, were reported "up fractionally over their record-breaking 1963 figures." At WREC-AM-TV Memphis revenues were said to be up 8% over 1963.

Year ended Dec. 31:

	1964	1963
Earnings per share	\$ 1.28	\$ 1.17
Revenues	133,301,545	128,064,540
Cost and expenses	127,940,094	120,689,627
Net income*	3,811,431	3,484,611
Shares outstanding	2,944,415	2,950,501

*After deduction of preferred dividends of \$30,000 per year.

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The new CBS buildings

Broadcast center already in use as
personnel start moving into 'dark tower'

While the public's attention has been focused in recent months on the progress of CBS Inc.'s dramatic new 38-story office building on New York's Avenue of the Americas, the innards of three nondescript buildings on Manhattan's West Side were being unostentatiously turned into a computer-directed CBS Broadcast Center that is the most modern in New York.

Total unofficial estimated cost of the two projects is about \$60 million: \$40 million for the office building, \$20 million for the broadcast center.

The new CBS Broadcast Center, at West 57th Street and 11th Avenue, has been functional since last November. Personnel have already moved into eight floors of the Eero Saarinen-designed "dark tower" at 51 West 52d Street, and the Bank of New York has taken occupancy of the ground and cellar levels. It should be fully occupied by mid-year.

West 57th ■ In its broadcast center, one of the world's most sophisticated facilities for radio and TV origination, CBS has consolidated facilities which had been scattered in 14 locations through the city. The West 57th Street complex of three buildings, covering almost a full city block, now houses the technical facilities of CBS-TV, CBS Radio, News and WCBS-TV New York. Four-fifths of the site is occupied by a four-level building where six television studios, five radio studios and two news broadcast areas are surrounded by technical equipment and supporting facilities for production, recording and origination of programs.

Two adjacent buildings, one eight stories and the other six, are used for administrative offices and service functions, but the four-level area is considered the "electronic heart" of the center.

Floor By Floor ■ At lobby level are rooms for scenery construction and storage in addition to maintenance areas, building service offices and a cafeteria.

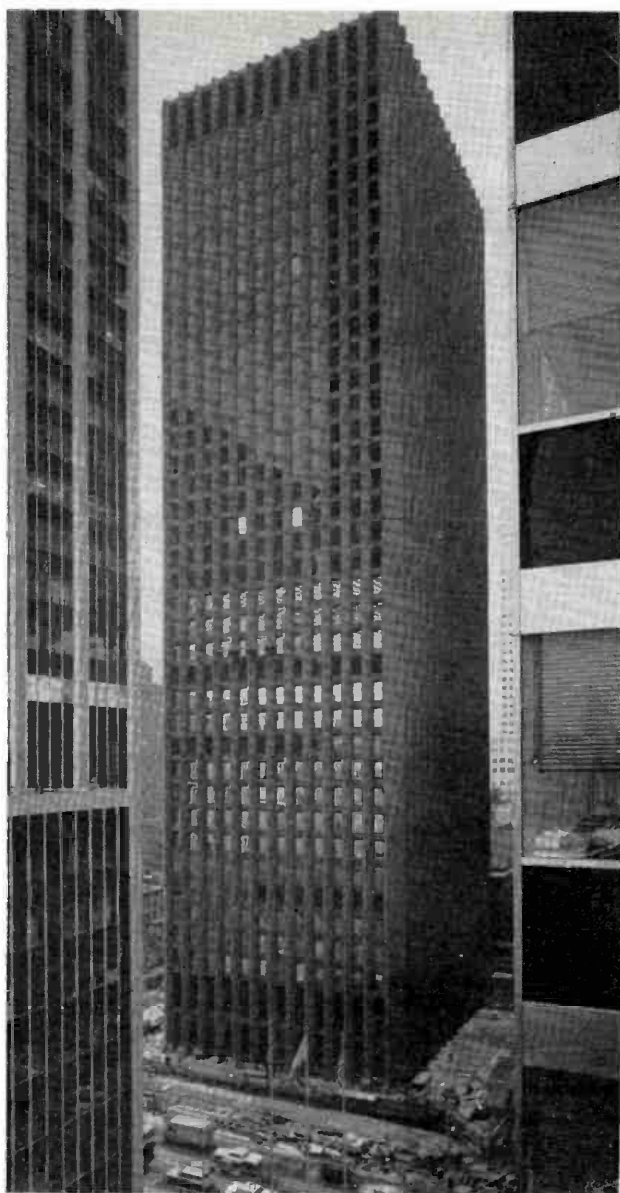
First-floor equipment includes a "master assignment exchange," a switching apparatus which can coordinate equipment throughout the building in a multitude of combinations. CBS compares its equipment to an automatic telephone exchange. It can receive information—TV pictures, audio signals and equipment directions—from 109 inputs and transmit it through 197 outputs in the building.

Also on the first floor is a computer system which can record information on how equipment through the center will be deployed. These computers, once programed, send electrical instructions to the master assignment exchange to reroute equipment.

The computers also store information on the TV network and local station schedules and alert the program continuity rooms to automatically operate tape machines and film projectors. On the same floor is a "flash facility," a simple studio where cameras and lighting equipment are always ready for news bulletin interruptions in regular programs.

Other first-floor facilities include a CBS Radio production studio, radio network news studios and offices for two programs: *CBS Reports* and *The Twentieth Century*.

On the second floor are the six TV studios. The largest is 8,450 square feet. Each has adjacent control rooms with equipment that enables a single operator to control the



CBS Inc. personnel have started moving into the Saarinen-designed 'dark tower' at 51 West 52d Street in New York. The granite-covered building should be completely occupied by mid-year. Bank of New York has ground floor.



The CBS Broadcast Center, at the corner of Manhattan's West 57th Street and 11th Avenue, includes six television studios surrounded by technical equipment and supporting facilities in its three buildings.

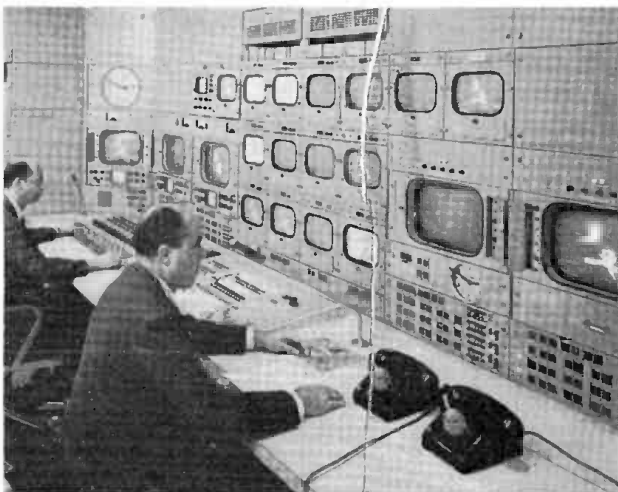


The closed-circuit control room, which transmits pre-recorded programs and commercials to CBS offices, can handle eight channels simultaneously.

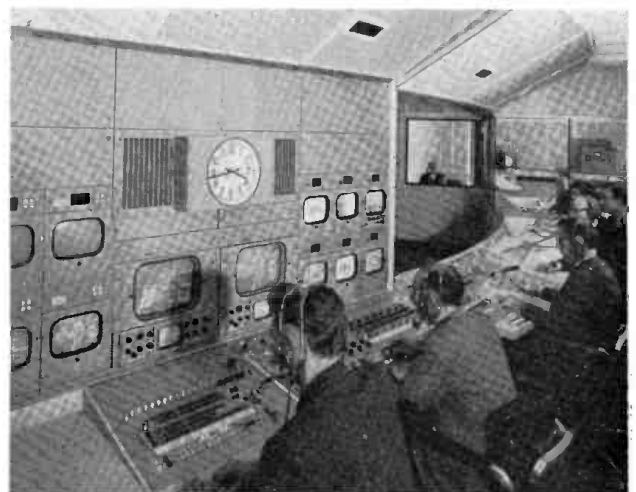


CBS News has moved its operations to the CBS Broadcast Center. In this newsroom, television and radio news broadcasts are assembled from re-

ports received from CBS News correspondents and film crews. Two special areas have been set aside in the building for broadcast news use.



The 'program continuity control room,' manages origination of pre-recorded network shows and WCBS-TV programs and station breaks. Associate director (r) watches program elements. Technician monitors technical quality.



Control rooms for the six TV studios have three sections: lighting-video, production, audio. They can be opened into one area by sliding glass panels. The entire control room team is in the line of sight of the program director.



Film programs originate in the 'telecine area,' which also handles film inserts in live programs for the CBS-TV network and WCBS-TV New York. A bank of slide projectors is at the left and a film projector is at the right.



Administrative and technical supervision over video-tape and film facilities, some of which can be seen through the windows, is maintained from the 'central operations command post.' Technician monitors output of tape machine.



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studio cameras as well as telecine and video-tape equipment.

Lighting control can be operated manually or automatically through information from computers, pre-programmed according to specific show requirements.

On the third floor (fourth level) are make-up and wardrobe rooms, an electrical shop, lighting grid walkways, dressing rooms and production offices, among other facilities.

51 West 52d ■ The new office building has been arranged within for maximum floor-to-floor uniformity in color and material. Inspection of the building's interior reveals an effort at simplicity which seems to follow the exterior design that architect Eero Saarinen had foreseen as "the simplest skyscraper structure in New York."

The dark-granite-covered structure averages 20,000 square feet of space

per floor. "Central core" construction eliminates the need for columns in office areas. The completely air conditioned building has 16 high-speed elevators.

From the soap dispensers of its washrooms to its vertical mail conveyor system, the new quarters are functionally modern, but the bywords of the building as explained by officials of the CBS facilities department are "simplicity and uniformity."

The CBS graphics department has had a strong influence on the interior. All lettering throughout the CBS floors are of a uniform type face. Even the "U. S. Mail" on mail drops follows the pattern. All numbers are also of uniform type, including those on clock faces. The whole effect is called "coordinated graphics."

Hallway walls are covered with an oxford gray material; elevator corridors, with a white finish of burlap texture.

FANFARE

WFAA-TV wins twice in ABC-TV contest

WFAA-TV Dallas has been doubly honored for its promotion by ABC-TV.

The network conducted a contest among affiliates in connection with a series of one-hour specials sponsored by the 3M Co. (*The Way Out Men* and *The Bold Men*). Prizes were given promotion managers of each of three stations in the three different market sizes.

Casey Cohlma of WFAA-TV won the largest market prize and the grand prize, chosen from the three winners, for his "Way Out Teen" contest. Bob Lee of WBRC-TV Birmingham, Ala., received an award for a medium-sized market promotion, and Jeanclair Grisette of KATC(TV) Lafayette, La., for a smaller-sized market.

Brotherhood award winners announced

WBBM Chicago and Metromedia will receive "superior merit" awards for respective radio and TV contributions to better human relations at the 1965 national mass media Brotherhood Awards luncheon on May 21 in New York. The awards, conferred by the National Conference of Christians and Jews, were announced last week by Dr. Lewis Webster Jones, president.

WBBM won its award for *The House Divided* series and Metromedia for its documentary *My Childhood*. In network radio, Brotherhood Award winners were CBS News' *The Apathetic American*, and NBC's *Eternal Light* program

"The Trial of Prudence Crandall." In local radio, WINS New York for *Open City* and *Trilogue* panel programs, and wowo Fort Wayne, Ind., *Insight—Human Relations*, a single panel show. Network TV awards in this category went to a CBS News special report, *117th Street, New York, N. Y.*; NBC's *Profiles in Courage* dramatic program, "The Oscar W. Underwood Story," and ABC's *Discovery* episode, "Fact, Fancy & Fiction." Local TV awards went to WCKT-TV Miami for its news documentary *Outlook*; WWJ-TV Detroit for its panel series, *The Negro Speaks*, and KNBC-TV Los Angeles for varied panel shows.

Certificates of recognition as runners-up in local radio went to WOR Ames, Iowa; WLW Cincinnati; WGN Chicago; WNEW New York and WIP Philadelphia. Network TV dramatic show recognized was NBC's *Mr. Novak* program, "Sparrow on the Wire." In local TV: WPRO-TV Providence, R. I.; WNBC-TV New York; WRCV-TV Philadelphia, and WBAL-TV Baltimore.

Search for good commercials

In a combined effort to promote radio month, the nine Nashville AM stations are sponsoring a contest to find good radio commercials. Prizes will be given to the seven best 10-second, 30-second or 60-second spots written by a member of a Nashville ad agency.

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Mr. Kelly



Mr. Cohn



Mr. Frisard

John Robert Kelly, VP and creative director at Cunningham & Walsh, New York, named chairman of creative review board of agency, in reorganization of creative services division. **Lowell Cohn**, VP at C&W, named copy department director. **Don Williamson**, copy supervisor, named associate creative director and VP. **Emile Frisard**, senior VP, copy director and associate creative director of Lennen & Newell, New York, joins C&W as associate creative director. **Paul Carey**, with N. W. Ayer & Son; **Robert DeBear**, with The Kudner Agency; **Donald Sutherland**, with Montgomery Ward; **Chester Brigham**, with Kaston, Hilton, and **Steve Blum**, with BBDO, all New York, all join copy staff of C&W. **Fletcher Coleman**, with Benton & Bowles, New York, named producer in commercial production at C&W. **Arthur Meranus**, with Norman, Craig & Kummel, named C&W group head art director, and **Harry Samalot**, with McCann-Erickson, New York, named television art director at C&W.

Sound committee picked

Five-man committee named to direct National Association of Broadcasters Encyclopedia of Recorded Sound Project.

Carleton D. Brown, WTVL Waterville, Me., will head committee. Other members: **Lloyd C. Sigmon**, Golden West Broadcasters, Los Angeles; **John F. Box Jr.**, WIL St. Louis; **Arthur Hull Hayes**, CBS Radio, New York, and **George W. Armstrong**, WHB Kansas City, Mo.

Committee, which will probably have its first meeting in June, is working with veteran broadcaster **Ted Malone** on study of how encyclopedia can be organized, collected, catalogued and eventually be made available for broadcaster and public use.

Francis Chun, in audio/visual department of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, for past nine years, moves to Hixson & Jorgenson, advertising agency in Los Angeles, as audio/visual specialist for television and print advertising.

Ralph S. Horwitz, treasurer of Linkletter-Totten Inc., Los Angeles, named special assistant to president of Coleman-Parr advertising agency, Beverly Hills, Calif. **John C. Nelson**, account executive at Coleman-Parr, named VP.

Norman Best, executive VP and board member of Campbell-Mithun Inc., Minneapolis, returns to Los Angeles to head agency's West Coast operations. Mr. Best was formerly VP in charge of account management at Erwin Wasey, Ruthrauff & Ryan, Los Angeles, before he joined C-M in Minneapolis in 1958.

Merle H. Barackman Jr., formerly with WALA-TV Mobile, Ala., named sales manager of KONE Reno.

Robert Kuhn, with Carson/Roberts, Los Angeles, named account executive at Hixson & Jorgensen, that city.

Ted L. Cramer, VP and manager of Bennet Advertising Agency, Raleigh, N. C., named director of marketing services of Tip Corporation of America (bottlers of Mountain Dew), subsidiary of Pepsi-Cola Co., New York.

V. William Montuori, in accounting department at Young & Rubicam, New York, named assistant treasurer and supervisor of client accounting at Y&R.

Benjamin Colarossi, group head at Ted Bates & Co., New York, since 1962, named VP and creative director of radio-TV at Ketchum, MacLeod & Grove, that city. He will be in charge of planning, creation and production for all of agency's TV and radio commercials.

Richard C. Mahoney, senior account executive for Friskies Pet Foods at Erwin Wasey, Los Angeles, named account executive on Van Camp Sea Food account at Guild, Bascom & Bonfigli, that city.

William S. Ritchie, general sales manager at KTVH(TV) Wichita, Kan., named general sales manager at WCPO-TV Cincinnati.

George R. Frerichs, VP and director of research for Earle Ludgin & Co., named research director at BBDO Chicago. **James A. Norris**, account executive at McCann-Erickson, New York; **Morris Midkiff**, account executive at Tracy-Locke, Dallas, and **Ralph Ryd-**

holm, copy group supervisor at Edward H. Weiss & Co., all join staff of BBDO Chicago.

Robert Bradford Downey, VP and account supervisor at Compton Advertising, Chicago, named VP and office manager of Geyer, Morey, Ballard, Chicago.

Grant Ross, account executive for Jerauld

D. Miller Agency, Seattle, named to head teen-age department of The Goodman Organization, Los Angeles.

Richard O. Donovan, account executive at Compton Advertising Inc., Chicago, named account executive at Young & Rubicam, that city.

R. Joseph Adams, account executive at KXOK St. Louis, named local sales manager.

James McCann, sales executive at WCBS-TV New York, named sales account executive at WNEW-TV, that city.

Donald Maknarick, traffic coordinator at Sullivan, Stauffer, Colwell & Bayles, New York, named director of internal operations at Bliss/Grunewald, that city.

Thomas G. Yohe, art director at Young & Rubicam, New York, named supervisor of TV art and production at C. J. LaRoche & Co., that city.

John Rock, director of new projects at CBS-TV Hollywood, will join Creative Management Associates as VP and assistant to president, newly created post, May 1.

Robert G. Stroyke, with Erwin Wasey Inc., Los Angeles, named account executive at Campbell-Ewald Co., San Francisco.

Robert S. Imel, account executive at Foote, Cone & Belding, Chicago, and **Rudolph M. Reich**, FC&B account executive at Los Angeles, join FC&B San Francisco as account supervisor and account executive, respectively, on new Hills Bros. Coffee account.

Peter V. Russo has joined sales staff of WGY Schenectady, N. Y., as local sales representative.

William P. Gaspar, sales manager of WTAR-FM Norfolk, Va., named account executive at WAVY-TV Norfolk-Portsmouth-Newport News.

Robert C. Hidding, director of radio-TV at MacManus, John & Adams, Bloomfield Hills, Mich., named associate creative director of agency. **Lyle L. Blahna**, VP and director marketing, media, research, Bloomfield Hills,



Mr. Downey

named executive director of market planning.

Gordon H. Platts, account executive with Wendt Advertising Agency, Great Falls, Mont., named account executive at Anderson-McConnell, Los Angeles.

Joseph Hildebrand, sales representative at WJBK Detroit, named to sales staff of WKBD(TV), that city.

Robert Mann, advertising manager of May Co. and W. J. Sloane, both Los Angeles, named account executive at Recht & Co., that city.

George Lyons, general sales manager at WJW-TV Cleveland, named general sales manager of WZZM-TV Grand Rapids, Mich.

Everett M. Nelson, VP and associate media director at Needham, Harper & Steers, Chicago, named media director at Tatham-Laird Inc., that city.

Robert Emenegger, broadcast creative director at Carson/Roberts, Los Angeles, named copy chief at Grey Advertising, Beverly Hills, Calif.

Tom Camarda, in sales and sales development, George P. Hollingbery, New York, named to The Katz Agency's TV-West sales staff, same city. **Laurence Reilly**, salesman at Advertising Time Sales, named to sales staff of Katz TV-East, also New York.

William J. Arzonetti, art group head at McCann-Erickson, New York, and **Eli Silberman**, copywriter at The Marchalk Co., that city, named art director and copywriter, respectively, at J. M. Mathes Inc., that city.

Robert F. Weltzien, account supervisor at Foote, Cone & Belding, New York, named management supervisor and VP at Richard K. Manoff, that city.

Charles Stewart Scardino, account executive at WQXI Atlanta, named sales manager of WWOK Charlotte, N. C.

Ronald F. Werth, director of research at WABC-TV New York, named director of research for radio at Peters, Griffin, Woodward Inc., that city.

Frank Howlett, associate media director of Lennen & Newell, New York, since 1963, promoted to supervisor of all broadcast and print buying. He joined agency in 1958 and was named assistant media director in 1960. Newly created post places responsibility for first time for both broadcast and print



Mr. Lyons



Mr. Weltzien

buying under one L&N executive.

Al L. Buschhorn, public accountant in Dallas, named comptroller of Glenn Advertising, that city, in charge of accounting and bookkeeping for all Glenn offices.

William Daniels, formerly with KBMS (FM) and KFWB, both Los Angeles, named sales manager of KPCC-FM Pasadena-Los Angeles.

Dennis J. Oppenheim, music director at WBOS-AM-FM Boston, named producer for LaBrie Associates Ltd., New York radio program-television commercial producers.

William D. Hunt, VP and director of new products, Noxzema Chemical Co., Baltimore, named VP and director of marketing. **Marvin L. Hathaway**, general sales manager of Lenthic-Kings Men Division of Helene Curtis Industries, joins Noxzema as general sales manager.

Al Gilmore, account executive on National Airlines account at Kenyon & Eckhardt, New York, named general manager of advertising for National, with headquarters in Miami.

George Dieterich, western division sales manager of National Telefilm Associates, named general sales manager of Wonderland Productions, Hollywood, producer of TV commercials and industrial motion pictures.

S. L. (Buddy) Brooks, local-regional sales manager of WGHP-TV High Point, N. C., named sales manager of station.

Martin Gustavson, formerly with Geyer, Morey, Ballard, New York, joins Post-Keyes-Gardner, Chicago, as art director.

Andy Jacobs, formerly western division radio sales manager of Broadcast Communication Group Inc., joins Chicago office of Henry I. Christal Co.

Herbert F. Webster, formerly with Revere Advertising, Chicago, and Knox Reeves Advertising, Minneapolis, joins Needham, Harper & Steers, Chicago, as account executive.

Donald R. Hamlin, formerly with sales division of Standard Brands, appointed director of merchandising services at WXYZ Detroit.

Len Howe, broadcast media director and account executive at Wesley Day & Co., Des Moines, Iowa, agency, elected VP in charge of TV and radio. **Robert Scarpino Jr.**, television production manager at WHO-TV Des Moines, joins agency as TV and film production manager.

Edward Argow, assistant to **Daren F. McGavren**, president of McGavren-



Mr. Gilmore

Guild Co., New York, elected to board of directors. Mr. Argow, who moves to Chicago office in July, is also senior VP of McGavren-Guild Division and executive VP of Daren F. McGavren Division. **Josh Mayberry**, in broadcast media with Blair Radio and Westinghouse Broadcasting research for several years, named research director for McGavren-Guild and Daren F. McGavren divisions of representative company.

Paul L. Kilbane, sales promotion manager of fibers division of Celanese Corp., named account executive at Johnstone Inc., New York.

Neil C. Lindeman, account executive at Sudler & Hennessey, New York, named VP.

Maggie Mohlman, with Foote, Cone & Belding, New York, named copy group head at Needham, Harper & Steers, that city.

Alan Judelson, president of Advivals Inc., New York, named art director of sales promotion and merchandising division of The Kudner Agency, that city.

Peter J. Mooney, VP and treasurer of Audio Productions Inc., New York, which produces films for use by advertising agencies, elected president of company, succeeding **Frank K. Speidell**, who retires after 32 years with API. Mr. Mooney has served two terms as president of Film Producers Association.

Donald H. Robinson, VP-group executive in oil mill crushing operations, named manager of Procter & Gamble's food products division, Cincinnati, effective June 21. **Robert B. Shetterly**, manager of food products division, elected VP and general manager of Clorox Co., P&G subsidiary, Oakland, Calif., effective June 21, succeeding **Edwin H. Shutt Jr.**, named to handle special assignment in advertising department of household soap products division, Cincinnati, effective July 6.

Richard C. Ryan and **Marguerite Cunningham**, both VP's of Swan & Mason Advertising, Tulsa, Okla., become principals of Cunningham & Ryan Advertising, that city. Mr. Ryan, president of new agency, will have offices at 801 Beacon Building, Fourth and Boulder.

William L. Conklin, with Peters, Griffin, Woodward and William Esty Co., both New York, named account executive at Paul H. Raymer Co., that city. **Jeff Parker**, with radio sales staff in Philadelphia, Baltimore and Washington, for Raymer, joins TV staff in New York, as account executive.

John P. Styron, production supervisor at WNOX-TV Columbia, S. C., named commercial coordinator at WBTW(TV) Florence, S. C.

Richard M. Wetzler, sales executive for International Latex Corp., New

York, named retail merchandising manager at WICC-TV Bridgeport, Conn.

Gene Klaas, owner of KUPI Idaho Falls, Idaho, joins KLIV San Jose, Calif., as account executive.

Sam Cohen, sales promotion manager at Lit Brothers, Philadelphia, named director of franchise division at Promotions by Fellman Inc., New York. **Edgar L. Byrd**, service director at Lennen & Newell, New York, named marketing coordinator at Fellman, and **Tom Maloney**, with L&N for five years, named creative director at Fellman.

Bruce Pennington, associate producer of *Stump the Stars*, joins Benton & Bowles Inc., Hollywood, as program executive.

Peter A. Moller, announcer at KSEE Santa Maria, Calif., named to advertising staff of KWIZ Santa Ana, Calif.

Robert H. Harrison, announcer at WPRO-TV Providence, R. I., named sales promotion supervisor at station.

MEDIA

James H. Ferguson Jr., VP for sales of Springfield Television Broadcasting Corp., Springfield, Mass., elected executive VP of company. Springfield is licensee of WWLP(TV) Springfield; WJZB(TV) Worcester, Mass.; WRLP(TV) Keene, N. H.; WKEF(TV) Dayton, Ohio, and is applicant for TV stations in Raleigh and Albermarle, both North Carolina, and Kansas City, Mo.

T. K. Cassel, part owner of WCOA Pensacola, Fla., becomes president and general manager of WKIS-AM-FM Orlando, Fla., as new owner (BROADCASTING, March 15). **Bocky Smith**, VP and station manager, and **Bob Keith**, VP and general sales manager, both at WLOF Orlando, join WKIS-AM-FM in same positions.

John Kirchstein resigns as manager of research, WNBC-TV New York, joining WPIX(TV), that city, in newly-created post of director of research. He had been with American Research Bureau from 1958 to 1962.

Tillie Sakowitz, office manager of WICC(TV) and WJZZ, both Bridgeport, Conn., elected secretary of licensee Connecticut-New York Broadcasters Inc.

Milton L. Kapp, president of Ambro Advertising Agency, Cedar Rapids, Iowa, named general manager of KLWW that city, replacing **George Lipper**, named news manager of Black Hawk Broadcasting Co. radio and television stations. KLWW is owned by Black

Hawk.

Louis Rauchenberger, director of accounting for CBS-TV since 1960, named assistant controller of CBS Inc., New York.

Robert J. Somerville, sales manager for radio at Adam Young, San Francisco, named station manager of KFOG (FM), that city.



Mr. Burkhardt

Kent Burkhardt, general manager of WQXI Atlanta, for past three years, elected VP of Jupiter Broadcasting of Georgia Inc., licensee of station.

Dr. Robert E. L. Strider, president of Colby College, Waterville, Me., elected president of Colby-Bates-Bowdoin Educational Broadcasting Corp., licensee of WCBB(TV) Augusta, Me. Other officers named by corporation are **Dr. Charles F. Phillips** of Bates College, and **Dr. James S. Coles** of Bowdoin College as VP's; **William H. Dunham** of Augusta as secretary, and **Arthur W. Seepe** of Waterville as treasurer. **E. B. Lyford** continues as executive director.

Peter H. Starr, account executive at KOWH-AM-FM Omaha, named manager of stations.

Herbert W. Hobler, VP and assistant

to general manager of Videotape Productions Inc., New York, resigns to devote full time to Nassau Broadcasting Co. (WHWH Princeton, N. J.), of which he is president and majority stockholder.

Herb Berg, VP and commercial manager of WWOK Charlotte, N. C., has resigned.

PROGRAMING

Ron Jacobs, special management consultant for Trans-World Media, Hong Kong, named to newly created position of program supervisor at KHJ Los Angeles.

Tom Dunn, program director at KQEO Albuquerque, N. M., joins KMBC Kansas City, Mo., in similar capacity.

Mark Edwards, program director and air personality at WSAI Cincinnati, named production director and air personality at WCPO, that city.

Howard J. Zuckerman, production manager at WTTV(TV) Bloomington-Indianapolis, named production manager of WKBD(TV) Detroit.

Rick Edwards, with WLBK DeKalb, Ill., joins WFRL-FM Freeport, Ill., as operations manager and WFRL-AM-FM as sports director.

Ernest Kinroy, president of Writers Guild East for past four years, elected national chairman of Writers Guilds of



Mr. Ferguson



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.

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Vaughn elected

Burton E. Vaughan, VP, regional manager, BBDO, Pittsburgh, elected chairman of east central region of American Association of Advertising Agencies. **Charles F. Adams**, executive VP, MacManus, John & Adams, Bloomfield Hills, Mich., elected vice chairman and **Paul D. Myers**, executive VP and director of the Ralph H. Jones Co., Cincinnati, elected secretary-treasurer.

America, East and West. Mr. Kinroy succeeds **James R. Webb**, now president of International Writer's Guild.

Russell Karp, VP and secretary, elected treasurer of Screen Gems Inc., New York. **David H. Horowitz**, general counsel, elected secretary.

Coleman Jacoby and **Arnold Rosen**, formerly with Garry Moore and Jackie Gleason shows, signed by Warner Bros. Television to produce and supervise scripts for *Hank*, to be aired on NBC-TV this fall.

William Koenig, story editor on *The Richard Boone Show* and writer for *The Fugitive* and *Bonanza*, named as story editor on *12 O'Clock High*.

Arnold Lewis, assistant sales manager at First Investors Corp., New York, named to newly created post of manager of licensing at CBS Films Inc., that city.

Stanley Prager, producer-director of *The Patty Duke Show* for ABC-TV, named producer of *The Danny Kaye Show* on CBS-TV for 1965-66 season. He replaces **Perry Lafferty**, newly appointed CBS-TV VP for programs, Hollywood.

Bob Beban, actor-athlete, named sports director of KGBS Los Angeles.

Don McGregor, with KOMA Oklahoma City, named director of programing, replacing **Deane Johnson**, who moves to similar position at WTX New Orleans.

Frank Evans, announcer-disk jockey at KRHM(FM) Los Angeles, moves to KGBS, same city, in same capacity.

Wilton Schiller named executive producer of *Ben Casey* series produced by Bing Crosby Productions for ABC-TV. Last season he divided production of that series with **Irvin Elman**, now producer of *Slattery's People*, another BCP product broadcast by CBS-TV.

Harold Jack Bloom has signed exclusive contract with Quinn Martin Productions, for eight scripts for any or all of company's three TV series: *The Fugitive*, *12 O'Clock High* and *The FBI*.

Len Hathaway, from WAVY Norfolk-Portsmouth-Newport News, Va., named sports director at WAVY-AM-FM-TV, there.

Robert Feldman, program director at WAER(FM) Syracuse, N. Y., noncommercial, goes on active army duty with TV division, Special Warfare School, JFK Center for Special Warfare, Fort Bragg, N. C.

John Lee, with WSBA-TV York, Pa., named program director at WAYE Baltimore.

Vincent Collins and **Roger Hinkley** named account executives in Videotape Productions Inc. commercial sales department, New York. Mr. Collins was previously unit manager for NBC-TV's *Concentration* and Mr. Hinkley is staff producer at VPI.

Emmet Lavery Jr., VP and resident counsel for Subscription Television Inc., Los Angeles, named assistant to VP for business affairs at 20th Century-Fox Television, Hollywood.

Leonard (Buzz) Blair, TV and motion picture producer, named director of program activities, Hollywood, for CBS-TV.

Kirk Alexander, director of *That Was The Week That Was* and former director of *The Jack Paar Show*, named director of *The Merv Griffin Show*, to be put into syndication by WBC Productions.

Harry Fried, former story editor for *The Untouchables*, named story editor for *The FBI*, set for ABC-TV this fall.

John Epstein, production executive on Universal City Studios' *Kraft Suspense Theater* and *Arrest and Trial*, named production executive for Filmways' *Trials of O'Brien*.

Cathy Haynes, formerly with wsoc-AM-FM-TV Charlotte, N. C., rejoins stations as women's director.

Chuck Howard, ABC Sports producer New York, named director of program production. He joined ABC Sports in 1960 as assistant to Roone Arledge, VP and executive producer.

Jean Driscoll, chief music clearance clerk, named manager of music rights at ABC Radio, New York.

Herbert B. Leonard, producer of *Route 66*, *Naked City* and *Circus Boy*, has been signed to exclusive contract to develop new series for CBS-TV. He will create both hour long and half hour series and will serve as executive producer of new programs.

Eddie Gale, program director at WONE Dayton, Ohio, named operations manager.

Jeff Starr, announcer-disk jockey at WALE Fall River, Mass., joins WNRI Woonsocket, R. I., in similar capacity.

NEWS

Ed Hardy, news director at WXYZ Detroit, named news director, WABC New York.

Fred Parsons, formerly with KBIG Avalon, Calif., and KNX Los Angeles, and **Paul Harber**, with WPIX(TV) New York, have joined news staff of KLAC-AM-FM Los Angeles.

Lyle DeMoss, air personality at KBON Omaha, joins KETV(TV), that city, as weatherman.

Val Clenard, news editor at KMPC Los Angeles, since 1959, named acting news director of station.

Bob Weaver and **Chuck Zink**, announcers at WTVJ(TV) Miami, named director of weather information and special events director, respectively.

Frank Linn, with news department of WYTV(TV) Youngstown, Ohio, named news director.

Frank Bingman, newscaster on KLAC



FCC horse race advisers named

Members of Industry Advisory Committee for the Horse Racing Industry to advise FCC on matters pertaining to broadcast of horse race information (BROADCASTING, April 12) appointed by William S. Miller, president of National Association of State Racing Commissioners:

Neal J. Curry, California Horse Racing Board; Edmund M. Hanrahan, New York State Racing Commission; William Fitzgerald, Washington State Racing Commission; William H. May, Kentucky State Racing Commission; Dr. Porter R. Rodgers, Arkansas State Racing Commission; Edward T. Dickinson, New York Racing Association;

Also, Robert P. Strub, Los Angeles Turf Club; Spencer T. Drayton, Thoroughbred Racing Protective Bureau; Wathen R. Knebelkamp, Churchill Downs Inc.; Herve Racivitch, Horsemen's Benevolent and Protective Association; Bryan Field, Delaware Racing Association; Marjorie L. Everett, Arlington Park

Jockey Club and Washington Park Jockey Club; and Eugene Mori, Garden State Racing Association and Hialeah Race Course Inc.

Messrs. Dickinson, Strub, Drayton and Knebelkamp are also either officers or members of thoroughbred racing associations.

Other committee members who represent harness racing interests are Stanley F. Bergstein, Harness Racing Institute; John J. Chester, Mid-America Racing Association, and Walter J. Michael and Bryon D. Kuth, of U. S. Trotting Association and Harness Tracks of America.

To be selected is representative from National Turf Writers Association. FCC Commissioner Robert E. Lee, chairman of new group, said participation is open to other groups and interested parties should write him by May 7, stating relationship to horse racing or broadcasting.

First meeting of committee is scheduled for May 27 at FCC headquarters in Washington.

joins Viking Cable Co., Hoboken, N. J., as technical sales representative. John L. Leavy, with Oneonta Video Inc., Oneonta, N. Y., joins Viking as technical sales representative.

D. B. Ubel, sales manager in central area for Revere-Mincom Division of 3M Co., St. Paul, named audio visual product sales manager for division.

Ivan T. Lorenzen appointed chief of monitoring systems division of FCC's Field Engineering Bureau. Mr. Lorenzen, who joined commission in 1940 and who has been assistant chief of division since 1959, fills vacancy following retirement of Irving L. Weston.



Mr. Schonmeyer

Mr. Schonmeyer succeeds Carl Wenzinger Jr., earlier this year named VP-sales for parent firm.

Dale A. Schonmeyer, midwest regional sales and advertising manager of Dage Television Division, Dage-Bell Corp., Michigan City, Ind., promoted to national sales manager of Dage Television. He succeeds Carl Wenzinger Jr., earlier this year named VP-sales for parent firm.

FANFARE

William M. C. Miller, with United Press International's Los Angeles bureau, named account executive at Associated Communications, public relations division of Coleman-Parr Inc., Los Angeles.

Johanna Grant, with publicity department of United Artists and Columbia Pictures, named eastern publicity director for Screen Gems Inc., New York, replacing Don Garrett, who was promoted to promotion and exploitation department chief in Hollywood.

Jay Albright, with Norman Malone Associates and formerly promotion manager at WCUE, both Akron, Ohio, rejoins WCUE in former position.

Los Angeles, joins news staff of KGIL San Fernando, Calif.

Reid Collins, news correspondent for WNEW New York, named news correspondent for CBS News, that city.

Eugene Juster, director of NBC News Film, New York, and Louis Hepp, manager NBC News' Paris bureau, named operations manager for NBC News in London and Paris, respectively.

Jim Martin, station manager of WDUN Gainesville, elected president of Georgia Associated Press Broadcasters Association, succeeding Charles C. Smith, president and general manager of WDEC Americus. Lauren Nobles, news director of WOKA Douglas, is new VP.

John Denis Komen, newscaster at KOMO-TV Seattle, named news editor there, replacing Herb Robinson, who joins Seattle Times.

Don Smith, with KGMS, KCRA and KXOA, all Sacramento, Calif., named news director at KLIV San Jose, Calif.

Donald L. Picken, with KSLM Salem, Ore., named to news staff of KOIN-TV Portland, Ore.

Robert Flick, United Press International bureau chief at Las Vegas, joins KNXT(TV) Los Angeles, as news writer.

Allen Shaw, news director of WHB Kansas City, Mo., joins WINS New York, as newscaster.

William W. Sacher Jr., program director at WKNY Kingston, N. Y., named

assistant news director at WGHO, that city.

EQUIPMENT & ENGINEERING



Mr. Anslow

Robert E. Anslow, manager of business development planning for Raytheon Co., named assistant to president of Roanwell Corp., New York equipment manufacturer.

Edwin T. Baldrige, chief engineer of technical operations at Alpine Cable Co., Alexandria, La.,

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Pouliot leads CAB

Jean Pouliot, CFCM-TV and CKMI-TV Quebec City, Que., elected president of Canadian Association of Broadcasters, succeeding **Don Jamieson**, CJON-AM TV St. John's, Nfld., who held post for past four years. **Ray Peters**, CHAN-TV Vancouver, B. C., and **CHEK-TV** Victoria, B. C., elected VP for television, and **Howard Caine**, CHWO Oakville, Ont., VP for radio. **Gordon Keeble**, CTV Television Network Ltd., Toronto; **John Moore**, CHLO St. Thomas, Ont., and **W. D. McGregor**, CKCO-TV Kitchener, Ont., have been elected new directors.

Bob Minter, with KMBC Kansas City, Mo., for past four years, named promotion director there.

INTERNATIONAL

Derrick Cawston, **David Curling**, **Digby Durrant**, **Christopher Higham**, **John Humphries** and **Martin O'Grady** appointed directors at J. Walter Thompson Ltd., London. Mr. Cawston joined marketing department in 1950. He has been senior account representative for six years. Mr. Curling joined JWT in 1948. Mr. Durrant joined JWT in 1956. Mr. Higham joined agency as account representative in 1958, left in 1960 to join Border Television Ltd., Carlisle, and returned in 1962 as head of media department. Mr. Humphries joined JWT in New York in 1949 and after several overseas assignments became London account representative in 1961. Mr. O'Grady joined agency in 1927. Since 1953 he has been senior account representative in London office.

Jacques Brunelle, sales director of CKTM-TV Three Rivers, Que., named radio-TV director of Montreal office of Young & Rubicam Ltd., Toronto.

Charles Belsey retired from post of associate director of Erwin Wasey Ltd., London, after nearly 30 years with agency.

Dave Penn, assistant manager, named general manager of CFAC Calgary, Alberta.

Ernie Towndrow, president of Stephens & Towndrow Ltd., station representation firm, of Toronto, named chairman of board of Canadian Radio Sales Bureau. He succeeds **Allan Waters**, CHUM Toronto.

Walter C. Harvey, secretary of CJAT Trail, B. C., elected president. **Joseph P. Kobluk**, general manager of CJAT since 1960, named managing director and secretary.

Don H. Hartford, VP and general manager of CFAC Calgary, Alberta, named general manager of CFRB Toronto.

Peter Romer named sales manager of new Montreal office of CFTO-TV Toronto.

Bob Aiken appointed general sales manager of CTV Television Network Ltd., Toronto.

ALLIED FIELDS

Jack Taylor, director of research for Tracy-Locke Co., Dallas, named chairman of board of new Marketing and Research Counselors Inc., subsidiary of T-L offering research and marketing counseling services with headquarters in Dallas. **Jan E. Muller**, director of research at Chicago office of BBDO, named president of MRC. Other officers of company are **R. Ben Neely**, VP, and **Delvin B. Dale**, secretary-treasurer. Members of board are three T-L executives: **Morris Hite**, president; **William J. James**, executive VP, and **Fred E. Rowe**, senior VP, in addition to Messrs. Taylor and Muller.

Howard J. Schellenberg Jr. and **Philip J. Hennessey III**, formerly with Washington law firm of Steadman, Leonard & Hennessey, have joined

Robb, Porter, Kistler & Parkinson, Washington.

Stuart Shachtman named director of coding operations at Audits & Surveys New York. Mr. Schachtman rejoins A & S after two years in family business.

DEATHS



Mr. Bright

David E. Bright, 57, died April 11 following cerebral hemorrhage in New York. Mr. Bright was president and board chairman of H&B American Corp., whose H & B Communications Corp. division is largest owner of community antenna television systems in United States. RKO General Inc. owns 23.3 % of H&B. (H&B owns 29 systems with approximately 86,000 subscribers and potential of 160,000 subscribers in U. S. and Canada.) Mr. Bright was also internationally known as philanthropist, art collector and financier. Surviving are his wife, Dolly, son, Edward, and daughter, Bonnie.

Andrew J. K. M. McCaffrey, 44, director of public relations for WPX(TV) New York, died April 14 in Mount Sinai hospital there after long illness. He joined WPX in 1960 and earlier had served in public relations capacities with ABC, NBC and CBS, starting in 1949.

Evans Meier, 44, general manager of KCOL Fort Collins, Colo., died April 4, of injuries sustained in automobile accident near Fort Collins. Mr. Meier was minority stockholder in KCOL and KVSH Valentine, Neb. He began radio career as announcer at WJAG Norfolk, Neb., in 1948; was named manager of KVSH last year, and moved to KCOL in December of last year. He is survived by his wife, three children, brother and sister.

Billy Friedberg, 49, New York television writer-producer and author for *Car 54, Where Are You?*, and *Sergeant Bilko*, died April 7 while visiting in Beverly Hills, Calif. Mr. Friedberg was working on *Camp Runamuck* series for NBC-TV at time of death. He is survived by his wife, Hope.

Erick Berglund, 58, retired NBC engineer, died April 9 in Garden City, L. I., N. Y. Mr. Berglund joined NBC in 1938 and was pioneer in development of color TV. Before his retirement two years ago, he was studio engineer for live TV programs at NBC-TV New York.

Jack A. Jackson, 49, general manager of CJOY Guelph, Ont., died of heart attack on April 2.



barry sherman associates
COMMUNICATIONS CONSULTANTS

Barry Sherman
President

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 8 through April 14 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

ACTION BY FCC

*Chapel Hill, N. C.—University of North Carolina. Granted CP for new TV on VHF channel 2 (54-60 mc); ERP 100 kw vis., 15 kw aur. Ant. height above average terrain 999 feet, above ground 1044 feet. P.O. address c/o Fred H. Weaver, Consolidated Office, Chapel Hill. Estimated construction cost \$600,243; first year operating cost \$350,251. Studio location Chapel Hill, trans. location five miles west of Columbia, N. C. Geographic coordinates 35° 53' 59" north latitude, 78° 20' 52" west longitude. Type trans. RCA TT-25CL, type ant. RCA TF-6AL. Legal counsel Pierson, Ball and Dowd, Washington; consulting engineer Alan B. MacIntyre, director of engineering WUNC-TV (ch. 4) Chapel Hill. Principals: board of trustees. Action April 13.

APPLICATION

Vineland, N. J.—TV Broadcasters Inc. UHF channel 64 (770-776 mc); ERP 48 kw vis., 12 kw aur. Ant. height above average terrain 368 feet, above ground 388 feet. P.O. address 166 Bloomfield Avenue, Newark, N. J. Estimated construction cost \$207,826; first year operating cost \$97,810; revenue \$134,400. Studio and trans. locations both Vineland. Geographic coordinates 39° 31' 16" north latitude, 74° 59' 51" west longitude. Type trans. RCA TTU-2A, type ant. RCA TFU-30J. Legal counsel Krieger & Jorgensen, Washington; consulting engineer Paul Godley, Upper Montclair, N. J. Principals: Robert La Bruzzo and Angelo Di Cosmo (each 24.5%), Michael Gargus, Peter A. Hughes, Joseph Musso, John I. Crecco, John L. Campo and Louis De Stefano (each 8.5%). Applicant's stockholders have nonbroadcast business interests in Newark and vicinity. Ann. April 2.

New AM stations

APPLICATIONS

Rainsville, Ala.—Sand Mountain Advertising Inc. 1500 kc, 1 kw D. P.O. address Rainsville. Estimated construction cost \$13,470; first year operating cost \$20,000; revenue \$25,000. Principals: Lawrence E. Kennamer and Welton H. Norwood (each 49.3%), Zora B. Kennamer and Reba Sue Norwood (0.7%). Messrs. Kennamer and Norwood have nonbroadcast business interest in Scottsboro, Ala., and vicinity. Ann. April 5.

Mendocino, Calif.—Mathew V. and Maria J. Huber. 1520 kc, 1 kw, D. P.O. address Box 988, Fort Bragg, Calif. Estimated construction cost \$18,000; first year operating cost \$20,000; revenue \$23,000. Hubers teach in Fort Bragg. Ann. April 8.

Gardiner, Me.—Durgin Associates Inc. 1280 kc, 5 kw, unl. P.O. address 97A Exchange Street, Portland, Me. Estimated construction cost \$62,139; first year operating cost \$80,000; revenue \$84,000. Principals: Roger V. Snow Jr., Patrino Corp., Raymond B. Durgin (each 25%), Derek B. Payson and David P. Snow (each 12.5%). Messrs. Snow and Durgin own Durgin-Snow Publishing Co., Westbrook, Me., publisher of weekly newspaper. Mr. Durgin is station manager of WLOB Portland, Me. Patrino Corp. is owned by Vincent DeRoulet and is printer of reports. Mr. DeRoulet also owns market research firms in New York. Ann. April 7.

Existing AM stations

ACTIONS BY FCC

■ By memorandum opinion and order, commission, pursuant to remand by court of appeals, reopened record in proceeding on application of WMOZ Inc. (owned 99% by Edwin H. Estes), for renewal of license of WMOZ Mobile, Ala., and revocation of license of Edwin H. Estes for WPFA Pensacola, Fla., and remanded case to hearing examiner to take testimony of Jordan Ray and Lester Foster and any further evidence and to issue initial report and recommendation. Feb. 4, 1964 decision by commission revoked license of WPFA and denied renewal of license for WMOZ. Commissioner Cox not participating. Action April 8.

■ Granted renewal of licenses for following AM's: WPAM Pottsville, Pa.; WLSH Lansford, Pa., and WMBA Ambridge, Pa. Action April 8.

■ By memorandum opinion and order, commission denied application by Lloyd C. McKenney, tr/as Iola Broadcasting Co., for remission or mitigation of \$500 forfeiture imposed July 29, 1964, for willful and repeated violations of Sec. 73.93(a) of rules by operating KALN Iola, Kan., with directional ant. pattern without first-class operator on duty. Previous application for remission or mitigation of forfeiture was denied by commission on Feb. 3. Action April 8.

NEW CALL LETTERS ASSIGNED

■ KASA Phoenix—Eastside Broadcasting Co.

■ WYSE Inverness, Fla.—Citrus Broadcasting Co.

New FM stations

ACTIONS BY FCC

Monticello, Ky.—Fred A. Staples. Granted CP for new FM on 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 66 feet. P.O. address Box 36, Monticello. Estimated construction cost \$5,900; first year operating cost \$4,160; revenue \$5,000. Mr. Staples owns WFLW Monticello. Action April 9.

Celina, Ohio—WCSM Radio Inc. Granted CP for new FM on 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 123 feet. P.O. address 1625 Covington Avenue, Piqua, Ohio. Estimated construction cost \$12,509; first year operating cost \$12,000; revenue \$14,400. Principals: Marshall Rosene (50%) and WPTW Radio Inc., stock voted by C. Oscar Baker. Applicant is licensee of WCSM Celina. Action April 8.

APPLICATIONS

Fort Dodge, Iowa—American Broadcasting Stations Inc. 94.5 mc, channel 233, ERP 50 kw. Ant. height above average terrain 291 feet. P.O. address 540 A Street, Fort Dodge. Estimated construction cost \$67,192; first year operating cost \$26,700; revenue \$20,000. Principals: Helen S. Mark and children through trusteeship. ABS has 54% interest in WMT-TV Cedar Rapids, Iowa, William B. Quarton has 31% interest in WMT-TV. WMT-TV owns WEBC Duluth, Minn. Ann. April 2.

Portland, Me.—Guy Gannett Broadcasting Services. 102.9 mc, channel 275, 100 kw. Ant. height above average terrain 1,513 feet. P.O. address 390 Congress Street, Portland. Estimated construction cost \$50,730; first year operating cost \$20,000; revenue \$18,000. Principals: Guy Gannett Publishing Co. (99%),

stock voted by Jean Gannett Arnzen. GGBS owns WGAN-AM-TV Portland. Ann. April 5. St. Paul—WMIN Inc. 102.1 mc, channel 271, ERP 100 kw. Ant. height above average terrain 370 feet. P.O. address 611 Frontenac Place, St. Paul. Estimated construction cost \$53,623; first year operating cost \$12,000; revenue \$10,000. Principal: Cream City Broadcasting Co. which is owned by Gene Posner (99.7%) and Ruth Posner (0.3%). Cream City owns WMIL-AM-FM Milwaukee. Ann. March 29.

Spokane, Wash.—Loren F. and Terry W. Denbrook. 105.7 mc, channel 289, 41.24 kw. Ant. height above average terrain 36 feet. P.O. address 4617 North Frace, Tacoma, Wash. Estimated construction cost \$8,000; first year operating cost \$10,000; revenue \$12,000. T. W. Denbrook is chief engineer at KLAY-FM Tacoma. Ann. April 2.

Existing FM stations

ACTION BY FCC

KAFE(FM) San Francisco—Granted (1) renewal of license of KAFE and SCA, and (2) assignment of license to McLendon-Pacific Corp.; consideration \$200,000. Renewal grant is conditioned that assignment be consummated within 25 days; assignment grant does not constitute waiver of the rules concerning program origination or duplication of AM programming. Commissioner Cox dissented with following statement: "I dissent. I do not believe that we should approve further combined ownership of AM and FM stations in same community—especially where party buying FM station already owns substantial AM facility." Action April 8.

CALL LETTERS ASSIGNED

■ KCAB-FM Dardanelle, Ark.—Central Arkansas Broadcasting Inc.

■ KLOM-FM Lompoc, Calif.—Lompoc Broadcasting Inc.

■ KILB(FM) Long Beach, Calif.—John Lamar Hill. Changed from KFOX-FM.

■ KFOX-FM Los Angeles—KFOX Inc. Changed from KVVX(FM).

■ KCER(FM) Redding, Calif.—Charles J. and Elma A. Reed.

■ KEER(FM) Salinas, Calif.—Roy A. Eaton.

■ WALZ-FM Jacksonville, Fla.—Rowland Broadcasting Inc. Changed from WQIK-FM.

■ WFTW-FM Fairfield, Ill.—Wayne County Broadcasting Co.

■ KWNS-FM Pratt, Kan.—KWNS Inc.

■ KSMB(FM) Lafayette, La.—Communication Broadcasting Inc.

■ WHMP-FM Northampton, Mass.—Pioneer Valley Broadcasting Co.

■ WLEN(FM) Adrian, Mich.—Lenawee Broadcasting Co.

■ KSNM(FM) Santa Fe, N. M.—Ivan R. Head.

■ WNXT-FM Portsmouth, Ohio—Zanesville Publishing Co.

■ WKTL(FM) Struthers, Ohio—Board of Education, Ohio City School District.

■ WBFZ-FM Lock Haven, Pa.—Lock Haven Broadcasting Corp.

■ WKRF-FM Guayama, P. R.—Guayama Broadcasting Inc.

■ KOSY-FM Texarkana, Tex.—Gateway Broadcasting Co.

Ownership changes

Actions by FCC

KAFE San Francisco—Granted assignment of license from Hal Cox tr/as Hal Cox Co. to McLendon-Pacific Corp., owned by Mc-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 14

	Lic.	CP's	CP's	TOTAL APPLICATIONS
				for new stations
AM	4,021	44	69	424
FM	1,283	31	231	286
TV	551 ¹	41	101	206

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, April 14

	VHF	UHF	TV
Commercial	509 ²	164	673
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28, 1965

	AM	FM	TV
Licensed (all on air)	3,972	1,217	558
CP's on air (new stations)	41	83	28
CP's not on air (new stations)	72	203	85
Total authorized stations	4,085	1,503	671
Applications for new stations (not in hearing)	184	187	76
Applications for new stations (in hearing)	73	49	51
Total applications for new stations	257	236	127
Applications for major changes (not in hearing)	205	51	28
Applications for major changes (in hearing)	31	3	7
Total applications for major changes	236	54	35
Licenses deleted	1	0	0
CP's deleted	1	2	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

Lendon Corp. whose stock is voted by Gordon B. and Barton R. McLendon. Consideration \$200,000. McLendon Corp. is licensee of KLIF-AM-FM Dallas; KILT and KOST(FM) Houston; WYSL-AM-FM Buffalo; WNUS and WFMQ(FM) Chicago, and, through a subsidiary, is licensee of KTSA San Antonio. Action April 8.

KFKA Greeley, Colo.—Granted transfer of control of licensee corporation, Mid-Western Radio Corp., from Harry E. Green Jr. and Ralph H. Green, coexecutors of estate of Harry E. Green, to Ralph H. Green. No financial consideration, settlement of estate. Action April 8.

WTAL Tallahassee, Fla.—Granted assignment of license from WTAL Radio Inc., owned by C. W. Hogan (74.76%), G. Miller McCuen (24.76%) and Esther F. Hogan (0.48%), to Capital City Broadcasting Inc., owned by Wallace D. Hoy, Charles Wasson and Elias P. Shapley (each 33⅓%). Consideration \$115,000. Mr. Hoy is general manager of WGVM Greenville, Miss. Mr. Wasson owns tow boat service. Mr. Shapley has 50% interest in lumber company. Action April 13.

WAIA College Park, Ga.—Granted assignment of license from Metro Atlanta Broadcasting Inc., owned by Paul and Frances Jones, and Bernard S. Lipman (each 50%) to John R. Dorsey (100%). Consideration \$60,000. Mr. Dorsey has 26% interest in applicant for new FM in Norfolk, Va. Action April 8.

KASI Ames, Iowa—Granted transfer of control of licensee corporation, KASI Iowa Inc., from Wapello County Broadcasting Co., to G. LaVerne Flambo, Odin S. Ramsland, W. John Grandy, Robert A. Dettman, Harry S. Hyett and Dale G. Cowle (each 16.67%). All owned Wapello County Broadcasting before. No financial consideration. Action April 8.

KALG Alamogordo, N. M.—Granted assignment of license from William W. Phelps, to Basin Broadcasting Inc., owned by Mr. Phelps (99.88%), Ted J. Roessler and F. L. Nohl (each 0.6%). No financial consideration. Action April 9.

WESA Charleroi, Pa.—Granted assignment of license from Monongahela Valley Broadcasting Corp., owned by E. D. MacCosbe (22.9%), A. S. Sickman (18.84%), Thomas L. Labin (14.2%), Mrs. Mabel Parent (14.2%) and others to Laubach Radio Properties Inc., owned by John L. Laubach Jr. Consideration \$150,000. Mr. Laubach is attorney and has 10% interest in WHJB Greensburg, Pa. Action April 8.

WATE-AM-TV Knoxville, Tenn.—Granted assignment of license from WATE Inc.,

owned by voting trust to Paul Mountcastle, W. H. Linebaugh and John A. Ayers (50%) and voting trust to Cowan Rodgers Jr., Frank A. Tucker and Herbert J. Madden (50%), to Peoples Broadcasting Corp., wholly owned by National Mutual Insurance Co., Bowman Doss, president. Consideration \$6.8 million with covenant not to compete within 100 miles of Knoxville for period of five years. Peoples Broadcasting is licensee of WRFD-AM-FM Columbus-Worthington, Ohio; WGAR-AM-FM Cleveland; WNAX Yankton, S. D., and KVTU(TV) Sioux City, Iowa, with application pending for new UHF-TV in Columbus. Action April 8.

APPLICATIONS

KECR(FM) El Cajon, KEBR(FM) Sacramento, and KEAR San Francisco—Seek transfer of control of licensee corporation, Family Stations Inc., from Harold Camping, Lloyd Lindquist and Richard Palmquist, to Harold Camping, Scott L. Smith and Peter Sluis. No financial consideration. KECR is noncommercial religious facility with no stock issued and all corporate power is vested in three directors. Ann. April 7.

KARM-AM-FM Fresno, Calif.—Seeks assignment of license from Hattie and George R. Harm d/b as KARM, George Harm Station, to George R. Harm and Floyd H. Hyde executor of estate of Hattie Harm, deceased, (each 50%). No financial consideration. Ann. April 2.

KLAN Lemoore, Calif.—Seeks assignment of license from Fred W. Volken tr/as Radio Lemoore, to Radio Lemoore Inc., owned by N. Vincent Parsons (50%), Fred W. Volken (33⅓%) and Melvin J. Vierra (16⅔%). Consideration \$100,000. Mr. Volken is surviving partner and presently has 10% interest in KLAN and is engineering consultant in Sierra Madre, Calif. Mr. Vierra is sales manager and general manager of KLAN. Mr. Parsons is radio and TV technician for CBS Inc., Los Angeles. Ann. April 7.

KSGV(FM) West Covina, Calif.—Seeks transfer of control of licensee corporation, San Gabriel Valley Broadcasting Co., from Sherman J. McQueen (50% before, 12.5% after), to James E. Moser (none before, 48.5% after) No financial consideration. Mr. Moser is also seeking transfer of 500 shares from William H. McCarthy and if both applications are granted holdings will be 58.8% of KSGV. Ann. April 5.

*WFSU-TV Tallahassee, Fla.—Seeks assignment of license from Board of Control of Florida and Florida Educational Television Commission, both action for and on behalf of Florida State University, to State Board of Regents of Florida, acting for and

on behalf of Florida State University. No financial consideration. Ann. April 7.

WBGR Jessup, Ga.—Seeks assignment of license from William G. Thomas tr/as Altamaha Broadcasting Co., to Wayne Broadcasting Inc., owned by Lem J. Clark Jr. Consideration \$134,500. Mr. Clark is member of board of directors of WLOR Thomasville, Ga. Ann. April 2.

WITH-AM-FM Baltimore—Seeks assignment of license from Reeves Broadcasting Corp., owned by Hazard E. Reeves (41.37%), J. Drayton Hastie and family (11.8%) and others, to WITH Inc., wholly owned subsidiary of Reeves Broadcasting. No financial consideration, transfer of assets. Ann. April 2.

WMPC Lapeer, Mich.—Seeks transfer of control of licensee corporation, Liberty Street Gospel Church of Lapeer, from trustees Frank S. Hemingway, Roy C. Moore, John Eckersley and Mary E. Hayes, to trustees Frank S. Hemingway, John Eckersley, Mary E. Hayes, Virgil Shoultz, Donald V. Sitts, Arnold L. Bracy and Donald Pettit. No financial consideration. Ann. April 5.

WKJR Muskegon Heights, Mich.—Seeks assignment of license from William K. and William E. Kuiper d/b as Muskegon Heights Broadcasting Co., to Muskegon Heights Broadcasting Inc., owned by same individuals. Ann. April 5.

WMCR Oneida, N. Y.—Seeks assignment of license from John J. Geiger, receiver, to Chenor Communications Inc., owned by Chenango & Unadilla Telephone Corp. which is owned by William S. Kingman (0.54%), Otis A. Thompson (0.64%), Cyrus M. Higley (0.64%) and others. Consideration \$73,500. Mr. Higley has 52.5% interest in Valley Video Inc., Norwich, N. Y. CATV owner. Ann. April 2.

WTOF Canton, Ohio—Seeks assignment of license from Christian Broadcasting Association, managed by board of trustees, Edwin M. Mortenson, president, to Christian Broadcasting Association Inc. Edwin M. Mortenson (75%) and Jack W. Mortenson (25%). Consideration, assumption of liabilities. Ann. April 2.

KGMG-FM Portland, Ore.—Seeks assignment of license from KGMG Inc., owned by Rogan Jones (85.4%), International Good Music Inc. (4%) and others, to Seattle, Portland and Spokane Radio which is owned by Dena Pictures Inc., owned by Danny Kaye and Alexander Broadcasting Co., which is owned by Lester M. Smith. Consideration \$105,000. Messrs. Smith and Kaye own KJR Seattle; KXKL Portland, Ore., and KNEW Spokane, Wash. Mr. Kaye is TV entertainer. Ann. April 7.

WCRE Cheraw, S. C.—Seeks assignment of license from Ben Akerman tr/as Radio Cheraw, to Dispatch Broadcasting Inc., owned by Mrs. Fred O. Sink (50.3%), Joe S. Sink (20%), Fred O. Sink Jr. (19.4%) and C. V. Sink (10.3%). Consideration \$65,000. Dispatch Broadcasting owns WGCD Chester, S. C. Principals also own Dispatch Publishing Inc., Lexington, N. C., newspaper publisher. Mr. Fred O. Sink Jr. has 25.5% interest in Denton Publishing Co., Denton, N. C., weekly newspaper publisher. Ann. April 7.

KGKL San Angelo, Tex.—Seeks assignment of license from Angelo Broadcasting-Telecasting Inc., owned by Lewis O. Seibert (99.98%), Mrs. Lewis O. Seibert and Mrs. Elita Mints (each 0.01%), to KGKL Inc., owned by John S. Neil, Frank B. Neil (each 33.3%) and William D. Neil (33.4%). Consideration \$220,000. Messrs. Neil have interest in KTRM Beaumont, Tex. Ann. April 2.

KTXN-FM Victoria, Tex.—Seeks relinquishment of positive control of licensee corporation, Cosmopolitan Enterprises of Victoria Inc., by John J. Tibiletti (88⅓% before, 34% after) and Phillip J. Tibiletti (33⅓% before, 17% after), through sale of stock to Lester A. Meis, Mark W. Hagedorn, Christopher di Stefano, Thomas L. Martin and Thomas S. McMurry (each 9.8% after). Consideration \$8,500. Ann. April 8.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward (1) granting application of Christian Fundamental Church for new class B FM on channel 273 (120.5 mc) with ERP 62.3 kw and ant. height 382 feet in St. Louis and (2) denying application of Lorenzo W. Milam and Jeremy D. Lansman for similar facilities with ERP 29.2 kw and ant. height 423 feet. Action April 12.

OTHER ACTIONS

■ By order, on motion by Ultravision Broadcasting Co., commission stayed hearings insofar as they relate to financial issues added by panel of commissioners in

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proceedings on applications for new UHF-TV's in Buffalo, N. Y.; Cleveland, and Boston, but ordered that hearings may proceed with respect to remaining issues, if any, in each case. Stay is until commission enters order disposing of pending petitions for review of panel's action enlarging issues. Commissioners Bartley and Loevinger dissented and voted to stay subject proceedings in their entirety. Action April 14.

■ By memorandum opinion and order in Syracuse, N. Y., TV channel 9 proceeding, commission (1) granted petitions by Syracuse Television Inc., Onandaga Broadcasting Inc., WAGE Inc., Syracuse Civic Television Association Inc. and Six Nations Television Corp. to extent of staying Jan. 19 decision (which granted application of W.R.G. Baker Radio and Television Corp. for new TV on channel 9 in Syracuse and which denied competing applications) until it acts on pending petitions for reconsideration and for reopening of record; and (2) granted petition by Baker to extent of ordering that no oppositions to petitions for reconsideration need be filed before date to be set in further order. Commissioner Cox not participating. Under stay imposed, interim service of WNYS now being provided by Channel 9 Syracuse Inc., representing present eight applicants, may be continued until commission disposition of pending petitions. Action April 8.

■ By order, commission denied petition by Hartford County Broadcasting Corp. for reconsideration of Feb. 17 action which designated for oral argument before review board application for additional time to construct WRYM-FM New Britain, Conn.; dismissed as moot petition for stay of oral argument. Action April 8.

■ By memorandum opinion and order, commission granted petition for reconsideration by Hi-Desert Microwave Inc. and granted without hearing its applications for renewal of licenses of domestic public point-to-point microwaves KPN78 Pine Mountain, and KPN79 Squaw Butte, Ore., which provide three channels of microwave transmission service to Burns-Hines TV Inc. CATV operator at Hines Butte, and for new microwave facilities to provide additional channel to that city and three channels of service to Lakeview TV Inc., CATV operator at Lakeview; subject to non-duplication conditions specified in rule making in Doc. 15233 and to further condition that grant will not be effective until completion of transfers of stock of Hi-Desert Microwave and Burns-Hines TV (approved by common carrier bureau on March 11) and notice thereof in writing has been filed with commission. Commissioner Bartley dissented to imposition of conditions. Action April 8.

■ By memorandum opinion and order, commission denied petition for rulemaking by Jeannette B. Banoczy, licensee of KGGK (FM) on channel 232A in Garden Grove, Calif., and Richard C. Simonton, permittee of unconstructed KRCS (FM) on channel 236 in San Bernardino, to shift latter channel from San Bernardino to Garden Grove. Proposal would result in assignment separations even less than existing short-spacings and would not result in better or fairer distribution of facilities. Action April 8.

■ Commission waived Sec. 74.702(c) of rules and granted Rivoli Realty Co. CP's for three new UHF-TV translator's on channel 19 to serve Johnstown, Dale Borough, Windber, and Nanty-Glo, Pa., by rebroadcasting programs of WARD-TV presently

operating under STA on channel 56 in Johnstown, Pa. Rivoli Realty was granted CP to operate on channel 19 and construction has been completed except for change to channel 19 ant. In granting Rivoli's applications, commission cautioned applicant that authorizations give it no greater rights and that in event another party obtains CP for channel 56 in Johnstown, it will be expected to change to operation on channel 19. Action April 8.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM in Edina and Bloomington, Minn., respectively, in Doc. 14739-40, (1) denied petition by Edina to reopen record concerning site availability of proposed directional ant. system; and (2) denied request by Tedesco that official notice be taken of events which occurred more than five months after record was closed. Action April 14.

■ Granted motion by WFLI Inc. (WFLI), Lookout Mountain, Tenn., to extend time to April 22 to file responsive pleadings to petition by Newhouse Broadcasting Corp. (WAPI), Birmingham, Ala., to modify issues in proceeding on AM applications. Action April 14.

■ In Duluth, Minn., TV channel 10 proceeding in Doc. 15872-4, granted motion by Channel 10 Inc. to extend time to April 29 to file responsive pleadings to motion by Northland Television Corp. to enlarge issues. Action April 14.

■ In proceeding on applications of United Artists Broadcasting Inc. and Ohio Radio Inc. for new TV on channel 31 in Lorain, Ohio, in Doc. 15248, 15626, granted petition by the Broadcast Bureau to extend time to April 20 to file responsive pleadings to applicants' joint petition for approval of agreement. Action April 13.

■ In proceeding on applications of Integrated Communication Systems Inc. of Massachusetts and United Artists Broadcasting Inc. for new TV on channel 25 in Boston, in Doc. 15323-4, granted petition by Broadcast Bureau to extend time to April 20 to file responsive pleadings to applicants' joint request for approval of agreement. Action April 12.

■ By memorandum opinion and order in proceeding on applications of Gross Broadcasting Co. and California Western University of San Diego for new TV on channel 51 in San Diego, in Doc. 15824-5, granted petition by Gross to extent of enlarging issues to determine whether grant of California Western would be consistent with provisions of Sec. 310(a) (4) of Communications Act and of Sec. 73.636 of rules. Member Nelson not participating. Action April 9.

■ In Lebanon, Pa.-Catonsville, Md., consolidated AM proceeding in Doc. 15835 et al., granted motion by Cedar Broadcasters, Lebanon, to extend time to April 14 to file replies to oppositions to certain petitions. Member Nelson not participating. Action April 9.

■ In proceeding on FM applications of John N. and Alvera M. Traxler and Sunshine Broadcasting Co., Delray Beach, WLOD Inc., and Boca Broadcasters Inc., Pompano Beach, Fla., in Doc. 15803-6, granted Boca Broadcasters' petition to extend time to April 26 to file oppositions to petition to enlarge issues. Action April 8.

■ By memorandum opinion and order denied petition by Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), Puerto Rico, to enlarge issues as to Mid-Ocean Broadcasting Corp., San Juan, in proceeding on AM applications. Action April 8.

■ In 1110 kc, Pasadena, Calif., area proceeding in Doc. 15751 et al., dismissed statement of Goodson-Todman Broadcasting Inc. with respect to issues 3, 4 and 5. Applicant seeks no specific relief and statement merely presents facts which should properly be proffered at hearing. Member Nelson not participating. Action April 8.

ACTIONS ON MOTIONS

By commission

■ Commission granted request by University of Mississippi to extend time to May 3 to file reply to opposition by New Albany Broadcasting Co., applicant for new FM on channel 278 (103.5 mc) at New Albany, Miss., to University's request for rulemaking to shift FM channel 278 from New Albany to Oxford, by making other changes in table of assignments. Action April 9.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at April 13 prehearing conference in proceeding on application of Downriver Broadcasting Association for new AM in Napoleon, Ohio, in Doc. 14293, scheduled certain procedural dates and rescheduled May 4 evidentiary hearing for June 28. Action April 13.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of Pioneer States Broadcasters Inc. for renewal of license of WBZY Torrington, Conn., and Southington Broadcasters for new AM in Southington, Conn., granted WBZY request to remove from proceeding and dismiss application; by separate order, granted Southington Broadcasters request to continue April 9 prehearing conference to April 20. Action April 9.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Havens & Martin Inc. (WMBG), Richmond, Va., to continue certain procedural dates and rescheduled April 27 hearing for May 11 in proceeding on its AM application. Action April 13.

■ Granted petitions by WGAY Inc. (WQMR), Silver Spring, Md., and O. K. Broadcasting Corp. (WEEL), Fairfax, Va., respectively, for leave to intervene in proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Inc., Springfield, Va. Action April 18.

■ In proceeding on revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga., WDMG Inc., for renewal of license of WDMG Douglas, Ga., WMEN Inc., for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., granted joint motion to extend time from April 12 to April 26 to file replies to proposed findings. Action April 7.

By Hearing Examiner Millard F. French

■ Formalized by order agreements and rulings made on record at April 13 prehearing conference in proceeding on applications of James B. Childress and Denton Radio Co. for new AM in Burnsville and Denton, N. C., respectively, in Doc. 15883-4, and scheduled certain procedural dates and rescheduled May 17 hearing for June 8. Action April 13.

■ Formalized by order certain agreements reached at April 8 prehearing conference in proceeding on applications of Erway Television Corp. and Chesapeake Engineering Placement Service Inc. for new TV on channel 72 in Baltimore in Doc. 15875-6, and cancelled May 12 hearing and scheduled further prehearing conference for May 27 at which time further procedural and hearing dates will be agreed upon. Action April 8.

By Hearing Examiner David I. Kraushaar

■ Pursuant to agreements reached and rulings made at April 7 prehearing conference, rescheduled hearing for June 29 and scheduled certain procedural dates in proceeding on applications of Northland Television Co., Central Minnesota Television Co., and Channel 10 Inc., for new TV on channel 10 in Duluth, Minn. Action April 7.

By Hearing Examiner Forest L. McClennan
■ In proceeding on applications for 1110 kc in Pasadena, Calif., area in Doc. 15751-15766, granted joint petition by KFOX Inc., Goodson-Todman Broadcasting Inc., Bible Institute of Los Angeles Inc., Crown City

Continued on page 105

Broadcasting

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RADIO

Help Wanted—Management

Ohio daytimer needs experienced station manager or man with background to accept full responsibility of manager. Box C-159, BROADCASTING.

Experienced general manager, Midwest medium-small market, successful daytimer, good salary, percentage of profits, no bad habits, must fulfill community obligations, send full particulars and photo. Box D-43, BROADCASTING.

General manager for AM station in one of America's top flight major markets. Competitive background essential. If you are thoroughly seasoned in sales & administration and still retain a fresh approach to creative programming, you may be the general manager of an outstanding property that still has some trail blazing ahead. Group operation offering excellent pay & incentive as reward for hard work, experience & innovation. Box D-199, BROADCASTING.

Sales

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box C-390, BROADCASTING.

Salesman for WVCA-FM, Gloucester, Mass. Draw. Box D-25, BROADCASTING.

Ohio AM-FM wants experienced salesman ready for management, organization expanding, send complete details, secure position, good salary and percentage. Box D-44, BROADCASTING.

Detroit . . . "Select Situation" for man who loves to sell. Capable of or managing now. Multiple group. Box D-182, BROADCASTING.

Sales manager: Well accepted Rocky Mountain area good music station has active account list for man and supervisory duties. Will net in excess \$700. Experiences, references. Box D-227, BROADCASTING.

One of Connecticut's leading stations has an opening for a commercial/sales manager. Must be energetic, with full working knowledge of all sales aspects. Send complete information. Box D-240, BROADCASTING.

Experienced salesman wanted by well established station in growing market. Salary plus commission and fringe benefits. Send resume to General Manager, WNNJ-AM-FM, Newton, N. J.

WRTA, Altoona, Penna. has immediate opening for experienced salesman. Established account list, with excellent market acceptance. 12 National & State news & editorial awards. Adult format of music, talk and news. Contact Rod Wolf.

A 5-figure second income! If you're a top-flight professional, you can earn a considerable income—in your off hours. You'll help screen qualified applicants in your area by representing seven of the nation's most distinguished broadcasters—who have personally developed the most sophisticated training program ever offered to beginners. If qualified, write or wire: John Cameron Swayze, % Career Academy, School of Famous Broadcasters, Executive Offices, 827 N. Jefferson St., Milwaukee, Wis. 53202. Phone: (414) 276-4250.

Announcers

Experienced, mature-voiced; tight board; for rich southern New England market; new good-music station. Send tape, photo, resume. Box C-350, BROADCASTING.

Announcers—(Cont'd)

Play-by-play sports editor who can do staff shift on adult programmed Virginia station. Box D-17, BROADCASTING.

Announcer with mature voice, first phone, good music Ohio daytimer, reference, no drifter or bad habits, opportunity for right man. Box D-45, BROADCASTING.

Radio announcers, announcers-salesmen, chief engineers, combo men. Good jobs on good stations at good pay for competent personnel. Send tape, resume, when available, pay expected. Reply in confidence. South Carolina broadcasters are good people to work for; South Carolina is a good place to live. Box D-55, BROADCASTING.

Top Negro dj—Major Eastern market. Progressive R&B big sound operation—tight production—experienced, proven audience builder—top salary for top man. Rush tape, photo, resume. Box D-103, BROADCASTING.

Pennsylvania station has immediate opening for experienced announcer with strong news background and able to do a good evening dj show. 5 day work week. Give salary expected, references and send tape in first correspondence. Box D-122, BROADCASTING.

Sports announcer with play-by-play experience for Eastern station. 40 hour week. Good working conditions and starting pay for a good experienced man. Send tape and previous experience record. Box D-123, BROADCASTING.

Texas. 1st class engineer with announcing duties Box D-185, BROADCASTING.

Announcer with pleasant, authoritative delivery for middle-music Texas station. Box D-200, BROADCASTING.

Announcer-copywriter who can turn out straight as well as production copy. Midwestern station with middle to modern music. Good opportunity. Send tape, copy, photo and references along with salary requirements. Box D-205, BROADCASTING.

Morning announcer with ability to sell to sponsors—emphasis on both—who wants to join a fast growing organization and work in West Virginia. Contact immediately. Box D-210, BROADCASTING.

If you can handle middle-of-the-road programming, tight production, in a traffic time slot, we'd like to know you better. Good pay generous fringe benefits and Pulse says we're top rated Medium-size Midwest market. Send us your history and audition tape. Box D-218, BROADCASTING.

Opportunity married staff announcer. Tape. Resume. KFRO, Longview, Texas.

Southwest delightful climate, excellent working conditions, advancement, opportunity, await top 40 announcer-salesman with 3rd. Want and need young man who wants to advance and will work for it and receive the benefits. Rush tape, photo, resume and when available. Will consider all applicants. Radio XXXI, Almodoro, New Mexico.

Experienced third class broadcast endorsement announcer wanted for new radio operation located in heart of upstate New York resort area. Salary open. Phone Mr. Robinson at WELV Radio, Ellenville, New York at 914-647-5678. No collect calls, please.

Suburban Detroit—experienced, good announcer—strong on production—play by play helpful. Carve out a future with a fast growing chain—in large important markets. Join a winning team. Send tape & resume to WERB, Garden City, Michigan.

Announcers—(Cont'd)

Experienced announcer. Mature voice for adult, good music station. Good salary. Benefits. Send background, tape and photo to WFDF, Flint, Michigan.

Two experienced men—wanted for small chain. One C&W-pop morning man; one pop-top 40 evening man. Better than average salary. Opportunity for advancement. Send tape and expectant salary, Hudson Millar, WKUL, Cullman, Alabama. No Negro population—growing community.

Immediately. Mature, first class license holder who likes radio—two tower directional. Write details first letter. WPKO, Waverly, Ohio.

Wanted: Swinger for highly rated top 40 slot in Central Wisconsin's largest market. Send tape, photo, resume to Duke Wright, WRIG AM/FM, Wausau, Wisconsin.

Immediate opening for experienced announcer. WVOS, Liberty, N. Y.

Swinging station needs two swinging jocks. Tapes, resume, WWOW, Conneaut, Ohio.

2 men wanted—announcer-salesman. Preference with first phone—and announcer-engineer with first phone. Contact James Vernon—area code 606-528-6617, Corbin, Ky.

Immediately. South Florida kilowatt daytimer. First phone combo. No rockers. Emphasis announcing-production with mature sound. Start 115 for 48 hours. Send tape, pic if possible and when available to: 1017 S. E. 2 Court, Fort Lauderdale, Fla.

Deejays! Manuscripts! Ad libbing, personality, comedy, etcetra. Taped coaching. Beginners accepted. Fisher, 678 Medford Avenue, Patchogue, New York 11772.

Make no mistake, the demand is for announcers who can motivate their audience. "Interpretive Announcing," the nationally recognized voice training system, available in lecture series on tape, \$14.95 complete with commercial script. Broadcast Careers Institute, 975 N. 35th Street, Milwaukee, Wisconsin 53208.

A 5-figure second income! If you're a top-flight professional, you can earn a considerable income—in your off hours. You'll help screen qualified applicants in your area by representing seven of the nation's most distinguished broadcasters—who have personally developed the most sophisticated training program ever offered to beginners. If qualified write or wire: John Cameron Swayze, % Career Academy, School of Famous Broadcasters, Executive Offices, 827 N. Jefferson St., Milwaukee, Wisconsin 53202. Phone (414) 276-4250.

Technical

Chief engineer for new full time AM in major Ohio market. Experience necessary in construction and directional pattern. Permanent. Box D-99, BROADCASTING.

East-central State offers excellent opportunity for engineer with complete or partial college education, radio-telephone first-class license, maintenance experience and desires to move ahead. Salary open. Box D-151, BROADCASTING.

Chief engineer-announcer. Midwest. Up to \$125. Resume, tape, photo to Box D-166, BROADCASTING.

Wanted chief engineer. Must be expert in the handling of complex directional systems and RF proofs. Experience in remote control of AM & FM transmitters and automatic logging also required. This is one of the top jobs in the industry and will be filled by one of the top men in the industry. Reply to Box D-183, BROADCASTING.

Technical—(Cont'd)

Chief engineer announcer. Metro Southwest. Experience. Opportunity with expanding station. Box D-184, BROADCASTING.

We're looking for a chief who can and will keep us sounding good without needing a consulting engineer every few days to do it. If you're interested in good pay, a chance to be pretty much on your own, on a top rated station in a nice to live in medium sized Midwest market, give us your story and a couple of personal and professional references. Box D-219, BROADCASTING.

Have immediate opening for chief engineer-announcer with emphasis on engineering and maintenance. Contact Bill Elliott, Program Director, KATE Radio, Albert Lea, Minnesota.

Chief engineer for 5 kw station going full-time. Prefer audio and operational background. Age 28-35. Apply c/o Donald E. Knowles, WDEA Radio, Ellsworth, Maine.

Chief engineer for new daytime radio operation in heart of upstate New York resort area. Limited announcing, maintenance is primary. Phone Mr. Robinson, at WELV Radio, Ellenville, New York at 914-647-5678. No collect calls please.

Chief engineer for 5 kw. AM-FM station Pekin, Illinois. Phone 346-2134.

NEWS

Newsman for WVCA-FM, Gloucester, Mass. Box D-26, BROADCASTING.

Newsman . . . prerequisites: deep resonant voice . . . but with ability to use it in fast, interpretive delivery; complete imaginative rewrite of local, national and international . . . dig for local news . . . and local tie-in to all news . . . this is a hard, fast-moving news factory and we want only the best workers . . . tape and resume with first letter. Major market, South. Box D-126, BROADCASTING.

Need top morning man for adult music station in Midwest. NBC affiliate. Some TV possible. Rush air check to Box D-152, BROADCASTING.

Professional newsman needed by June first. Adult station in one of nation's top ten cities. No top forty newsmen need apply. Want good writer, good voice and good references—will be checked thoroughly. If you are afraid of a telephone, forget this ad. Experienced only need apply. Send tape, picture and complete resume to Box D-164, BROADCASTING.

Negro newsman needed now. Pays well plus fringe benefits. Must have voice and background for writing and gathering news. Well integrated staff in good community. Excellent opportunity for aspiring individual. Write Box D-177, BROADCASTING.

News director. Immediate opening small mid-Atlantic city. Self-starter needed to gather, write local news, plus some announcing. \$90 plus insurance, medical/hospitalization. More if prove worth it. Play-by-play sports desirable though not essential. Send tape, full bio, references which stand exhaustive check. Box D-213, BROADCASTING.

Wanted: Professional news man with experience in local news gathering, to join four man news department. Dale Low, KWIX, Moberly, Missouri.

Production—Programing, Others

Program director: Rocky Mountain area, adult music, community orientated station. Worker to take charge announcing staff, music production, news. Salary commensurate with experience. References. Box D-228, BROADCASTING.

Bonafide farm-program director. Agricultural college graduate of farm background required. Must be self starter salesman, run own show, board, tape equipment, have knowledge of adult music including better country and western. Car required. \$100.00 start plus commissions. A real opportunity in a Northeast farm market area of one hundred thirty million plus farm income. Send resume Box D-236, BROADCASTING.

Production—Programing, Others

Continued

Fast growing 5 kw station expanding staff. Looking for a top flight production manager-copywriter and a farm director . . . both should have first phone to earn maximum salary. Top salary if you measure up. Contact Ken Lipps, General Manager, KGMQ, Radio, Cape Girardeau, Missouri.

Top production and program man needed by 5,000 watt regional good music station in Northern Michigan's four season vacationland. Modern downtown facilities in cosmopolitan atmosphere. Contact WCCW, Traverse City, Michigan.

Experienced copywriter—versatile, strong on punch, quick on sales angles. Good salary, with benefits. Leading, adult station. Send background, photo, and sample copy to WFDE, Flint, Michigan.

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.

WJAT, Swainsboro, Ga. has immediate opening for combination traffic manager and copy writer. Good pay for qualified person. Call John J. Bailes area Code 912-237-2011 of 237-8548.

Like to live in Florida? Near Cape Kennedy? We need a sharp production man, a competent program director and enthusiastic first phone announcers. We're a 5kw, full time station, on the move. Write in detail, send tape first inquiry, or call. WRKT, Rt. 1, Box 1219, Cocoa Florida. 305-632-7600.

Half-time graduate assistantship available September, supervising news programming, and student performance, on 6-day university station Can work for M.A. or Ph.D. School of Journalism, University of Iowa, Iowa City

Program director: Rocky Mountain area, adult music, community orientated station. Worker to take charge announcing staff, music production, news. Salary commensurate with experience. References. Box D-228, BROADCASTING.

Account Exec.

Golden opportunity for hard working radio salesman with experience. Regional station top Midwest market. Give full resume in first letter. All replies strictly confidential. Apply Box D-193, BROADCASTING.

Situations Wanted—Management

Asst. manager or manager position wanted. Currently production manager, formerly Program Director. Presently in top 25. Exchange 10 years experience for opportunity to merge present talent with sales and management. College graduate, married. Consider all offers. Box D-113, BROADCASTING.

Absentee owners: currently employed sales manager ready for management, single station market, preferably Midwest. Strong local sales. Experienced all phases, working first phone. Will make you money. Box D-187, BROADCASTING.

Available immediately. General manager for medium or small Midwest market with option to purchase. 10 years experience. Finest references from present past associates. Box D-188, BROADCASTING.

Aggressive, hard-working man-wife team. 20 years combined experience: man in all phases management, administration, strong promotion and sales. Wife in copywriting, good commercial air voice. Available at once. Prefer small-to-medium Midwest market with possibility to buy. Box D-189, BROADCASTING

Energetic, creative broadcaster. Fifteen years sales, news, programming, production experience. Seeking managership small-medium market station. \$600 monthly minimum. Box D-191, BROADCASTING.

General manager available. 18 years in major and secondary markets 40. Highly successful background in local, regional and national sales. Strong on organization, merchandising, programming and promotion. Same organization for past 11 years as GM, character and ability references from bankers, accountants, clergymen, civic leaders and business men. Base with over-ride and possibility of acquiring stock. Family man will relocate. Box D-196, BROADCASTING.

Management—(Cont'd)

Sales promotion manager, and program director with successful small market station would like to work in a larger market as manager, salesmanager or program director. 1st phone. Box D-201, BROADCASTING.

Assistant editor on metropolitan daily desires managerial position on smaller AM with opportunity to become part-owner. Former station manager, salesman, announcer. Married, 30. Box D-212, BROADCASTING.

Experienced station manager-sports director-salesman. Prefer medium-sized market, West. Ten years management—nineteen years radio all phases. Top sports play-by-play. Pro, college, high school. Have family. Want security. Willing worker—no drifter. Box D-214, BROADCASTING.

Manager, sales manager: Mature 39 year old family man, civic leader currently successfully managing radio station in 2 station market for five profit making years. Former college prof, complete experience radio and TV director of sales, programming, news, promotions. Minimum \$250 per week. Box D-229, BROADCASTING.

I've reached a peak of knowledge and efficiency after 18 years experience. Both AM and FM management. If you aren't satisfied with your present operational or sales picture, or expanding; if work, know-how, integrity and loyalty appeals to you, let's talk. Moderate climate preferred. Box D-230, BROADCASTING.

Successful general manager looking for last move. 15 years of know how in producing sales, ideas, programming results. Prefer Southwest or Midwest medium to large market. Box D-236, BROADCASTING.

Mr. Station owner. Looking for a responsible businessman to manage your property? I have 18 years in radio, 12 as manager of stations billing \$120,000-\$300,000. I build programming, staff, audience, sales, goodwill. Community-active: Rotary President, etc. Substantiate my claims by checking all past employers. Glad to hear from any station. Phone 518-399-7191 or write Box D-241, BROADCASTING.

Sales

Veteran broadcaster, New England area, seeking sales management position. Seven years present sales position. Background includes AM production to TV traffic. Mature. References. Box C-261, BROADCASTING.

Frustrated small market manager not allowed to manage. Going broke on the pay. Want medium market sales, five figure income possibility for producer. Box D-112, BROADCASTING.

Fifteen years sales experience, six in broadcasting, successful record as sales promotion manager. If you have a good sales force who need ideas, promotions and direction or if you need to rebuild, either way, I can do a successful job for you. Box D-202, BROADCASTING.

Sales manager metro market excellent record all phases. Desire to merge ability and experience with management and/or sales management. Call evenings 513-561-6132.

Announcers

Announcer-news caster, personable, tight production, not a floater or prima donna. Box D-18, BROADCASTING.

DJ-announcer, newscaster—experienced—bright sound—tight board—will relocate. Box D-84, BROADCASTING.

Telephone shows are popular. Conversation my specialty. Have talked for award-winner. Would like to talk for you. Proof? Reasonable price. Staffer also. Box D-92, BROADCASTING.

DJ, announcer, beginner, trained, tight board, available now. Box D-101, BROADCASTING.

Young man, 22, single, 1 yr. experience in news and board for Midwest station. Third class license. Would prefer New York area, but willing to travel. Good reference. Box D-146, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

Experience and ability, a format jock with a live sound. Have worked top sixty market and want to go higher. Draft exempt. Box D-118, BROADCASTING.

One man—four skills. Production, copy, dj, news. Box D-130, BROADCASTING.

DJ, experienced, tight board, solid news, good commercials. Box D-143, BROADCASTING.

1st phone, 9 years experience all phases contemporary radio. Now program director-dj, radio group. Married, responsible, proven ratings. Desire dj production, medium-large market. Box D-154, BROADCASTING.

Announcer, 8 years experience. Knows good country and western and pop music. Prefers all country station. 3rd phone. Dependable. Box D-165, BROADCASTING.

Beginner, trained by top professionals in area, board experience. Want small station experience. Box D-167, BROADCASTING.

First class, married, presently employed, excellent references. Prefer Southeast. Box D-174, BROADCASTING.

Summer job wanted in radio or TV. Experience, half year announcing and one year in all phases of TV. Prefer Western U. S. Box D-197, BROADCASTING.

Announcer/engineer, 1st FCC—several years experience—no teen—W. Pa. or Fla. desired. All considered. Box D-198, BROADCASTING.

Fun-filled, happy top 40 personality. Well experienced, 24, married. Box D-211, BROADCASTING.

I can help you, can you help me? Aggressive young pd with first phone and 4 years announcing experience in medium and major markets. Looking to relocate with expanding and aggressive medium market. Box D-217, BROADCASTING.

DJ-personality, married, 28, 6 years experience, pd. College graduate. Box D-220, BROADCASTING.

Top 40 jock now in large market desires medium market pd post. Will consider jock position in major market. South or West. Personal interview. Box D-221, BROADCASTING.

Announcer-program director: Mature, experienced, available soon for stable FM or adult-minded AM. Third with endorsement. Minimum \$125 weekly. Box D-224, BROADCASTING.

Top ten market—East coast—drive time announcer—seeks West coast opportunity. Box D-232, BROADCASTING.

Young, aggressive man, 24, who can either swing or sway wants position with some tie to program directing. Box D-239, BROADCASTING.

Midwest — announcing—copy—(sales)—aggressive—salary open. Married—personal interview. Box D-242, BROADCASTING.

Announcer, 25, reliable, 3rd ticket. Southwest or Midwest. Two years experience \$80-90. Write Roger Pietrasik, 3910 S. 20th Place, Milwaukee, Wisconsin.

First phone, 3 years experience. Must have evening shift. Available immediately. Bill Melton, 5610 Lewis, Dallas, Texas, TA 4-8720.

DJ, 3rd, endorsement, broadcasting school, bright, mature sound, prefer Michigan, but will travel. 616-963-2920.

Experienced top-40 dj. A production nut. Phone 616-963-2364.

Available now, one year school, third phone "top 40" two years experience, single, military complete, Bob Fuller, 6556 Forbes, Van Nuys, Calif. 213-782-7766.

Announcer, bright bold sound, prefer top 40. 4 years college, 2 years experience. Call: Bill, CO 3-2360, Room 17, Abilene, Kansas.

Situations Wanted—Technical

Engineer—Tech. school trained with small station experience. Desires permanent step to medium or large radio/TV operation. Box D-204, BROADCASTING.

First phone available immediately. Mature. Experienced in all technical phases, Box D-215, BROADCASTING.

Chief engineer, 45, experienced proofs, directionals, all-power AM. Now employed. Versatile and dependable. Min \$125. Prefer West or Southeast. Phone 213-483-4563 after 6 pm. Box D-235, BROADCASTING.

Experienced engineer. Presently with consulting engineer. Constructed 10 kw-da, recording company studios, AM-FM-stereo-directionals. Rock announcer seven years. East desired. \$130 week. Jerry Bowers, Arlington Towers, W-648. Washington Blvd., Arlington, Va.

Experienced chief engineer—dj. \$90. Phone daily, except Wednesday, 9:30-11 am only: 302-OL 2-9314.

News

Professional newsman — now employed in major market. Outstanding writer, aggressive digger, polished delivery. Box C-353, BROADCASTING.

Made a mistake! Should be sports-news director medium market, doing play-by-play making less than this rocker news operation pays. 10 years good music. Family, eager to settle down and do an outstanding job. Box D-173, BROADCASTING.

Award winning newscaster, news director. Fifteen years, radio-TV-newspaper experience. \$150 weekly. Box D-192, BROADCASTING.

Young aggressive newsman with professional experience seeks summer employment with progressive, news minded station. Available May through August. Box D-194, BROADCASTING.

Experienced as news director and newsman. Currently major market; seeks security. Box D-223, BROADCASTING.

Seasoned, radio newsman, presently newspaper reporter—formerly staff assistant to U. S. Senator wants career with a station interested in news. Contact Bill Fisher, 445 N.W. 35, Oklahoma City, Oklahoma; JA 4-1107.

Production—Programing, Others

Creativity plus administrative ability. College grad, 5 years radio/TV; two years experience Los Angeles/San Diego markets top-rated station. Good ideas, continuity and production. Prefer adult personality station in So. California. Personal and credit references excellent. Employed. Tape and resume. Box C-346, BROADCASTING.

Award Winning public affairs director. Write and produce prestige programs. Six years experience in news. College graduate. Administrative ability. Excellent record and references. Box D-114, BROADCASTING.

Attention, Florida broadcasters . . . mature, experienced announcer salesman available now . . . have 3rd class with broadcast endorsement. Box D-195, BROADCASTING.

Five years experience as program director. Music, news, sports, weather, coordinated into a well paced program with adult appeal. Programming directed to involving the station, as much as possible, in the life of the community. Box D-203, BROADCASTING.

An entertainer, not an announcer, looking for competitive medium-large market. Currently television P.D. with great record in personality radio. Looking for P.D. position with challenge. Box D-222, BROADCASTING.

Farm director—news director. Mature. Radio and TV background. Available immediately. Box D-225, BROADCASTING.

TELEVISION

Help Wanted—Sales

Experienced sales manager television. CBS station in medium sized Eastern market. Immediate opening. References. Excellent opportunity with well established successful station. Reply Box D-243, BROADCASTING.

Excellent TV sales opportunity—active account list, must have TV or radio sales experience. Midwest applicants preferred. Salary and commission. For growing Rochester, Minn. Call or write sales manager, Gid Klein, KROC TV, Rochester, Minn.

Announcers

Experienced, stable TV announcer for medium Southwest market. Handle regular shift. Send letter and picture. Box D-90, BROADCASTING.

Technical

Growing Southwestern and Western Group of Radio-TV stations seeks director of Engineering. Engineering degree preferred. Salary open. Send references and experience. Box D-10, BROADCASTING.

Experienced transmitter technician. Permanent position, first phone license required. Midwest area. Box D-120, BROADCASTING.

Major Eastern network TV station requires number of temporary vacation relief technicians with potential for permanent jobs. 1st class phone required. Reply Box D-179, BROADCASTING.

Chief engineer with aggressive new UHF station in major Midwest market. Must be long on UHF experience and capable in administration of personnel. Excellent opportunity for future. Send complete details including experience and salary. Box D-208, BROADCASTING.

Two engineers—first class tickets, TV experience, preferably with GE equipment. Good salary and benefits. Jack Burge, Chief Engineer, KLBK-TV, Lubbock, Texas.

Video-switcher/VTR experience. Mainly operations. Requires 1st class. Permanent position in well equipped maximum power VHF. Submit resume to KULR-TV, Box 2512, Billings, Montana.

Transmitter man for central Florida educational UHF. Transmitter experience necessary, UHF desirable. Chief engineer, WMFE-TV, 2908 West Oak Ridge Road, Orlando, Florida.

Top pay to a top man—we need a good qualified engineer. We want a man looking for a home and is willing to work it. In return, will offer many fringe benefits and top area pay. Reply with complete resume to George Hillier, WVEC-TV, Norfolk, Va.

News

Experienced on-air news reporter for TV station in major Southern market. Send picture, state experience and qualifications. Box D-33, BROADCASTING.

Newsman/photographer — Wanted — Angry young man to search down news, shoot it, edit it, and present it on the air. Journalistic background and knowledge of photography a must. Send picture and all details first letter. We'll arrange an interview. Box D-175, BROADCASTING.

Experienced newsman, journalism grad, who can gather, write, voice news. Immediate opening. Submit resume, tape, person to Program director, KULR-TV, Box 2512, Billings, Montana.

Opening for newsman to gather, write and present on-camera. Work in State capitol newsroom. Send resume, picture, audiotape, Kine if available, to Bos Johnson, WSAZ AM TV, Huntington, W. Va.

Production—Programing, Others

Large Eastern TV station is seeking top-flight television Meteorologist. Send photograph, resume and videotape or film. Box D-119, BROADCASTING.

Designer, scenic. Imaginative, creative, thoroughly experienced in color TV production. Needed in large midwest market. Renderings, shop drawings a must. Salary open. Position available near future. Box D-169, BROADCASTING.

TV host—Producer for weekly film documentary series. Ideas, contact work, producing & hosting finished product required. Male or female with good working knowledge of film production and top air presentation. VHF in major Eastern market. Send resume, credits, photo and salary requirement to Box D-170, BROADCASTING.

Excellent opportunity for man interested in television career. Immediate duties include cameraman-setting-lighting. Must be available for personal interview. Send complete resume to Production manager, WSJV, Box 28, South Bend, Indiana.

Situations Wanted—Sales

TV Account Exec., 3 station Midwest metro market, seeking challenge and greater potential. Similar position with radio or TV station in top 30 markets. Top billing salesman same market for past 5 years. 9 years radio-TV experience. Hardworking family man, age 31, always hungry for more sales. Willing to gamble for right sales opportunity. Box D-183, BROADCASTING.

Available immediately — Mature man, 20 years experience in AM & TV, including sales, sales management & station management. Also operate regional rep. office. Past member of NAB Board. Extensive contacts, top references also interested in replies from industries associated with Broadcasting. Mr. Ken Carter, Alcazar Hotel, Phone VEron 7-8400, Cathedral & Reed Sts., Baltimore 1, Maryland.

Announcers

Presently in radio, 1st phone. Seek entrance into television in Southwestern or Midwest, immediately. Box D-171, BROADCASTING.

Permanent position desired in combination of television and radio. 1 year television and 2 year radio background. First phone. Box D-190, BROADCASTING.

Willing to learn! First phone, radio experience. John Bowles. 502-447-2779.

Technical

First class engineer desires interesting position. Practical electronic experience. Available two weeks notice. M. A. Gwynn, Denmark, Mississippi.

NEWS

Radio news director seeks larger market or return to TV. College, married, dedicated electronic journalist, good airman. Present salary 150. Box D-168, BROADCASTING.

White House correspondent with strong reporting, writing, broadcasting background wants television airwork. Employed. Box D-186, BROADCASTING.

Aggressive news director seeks opportunity. Skilled reporter . . . alert on-camera . . . hard hitting documentarists . . . heads-up administrator. Write Box D-209, BROADCASTING.

Production—Programing, Others

Let's . . . get together. Experienced radio-TV copywriter looking for a new boss. Box D-156, BROADCASTING.

Reporter-photographer-writer-editor-news-caster seeking position with challenge, promise. 12 years TV news, radio, newspaper experience. Columbia Journalism degree. Video tape available. Box D-160, BROADCASTING.

Production—Programing, Others

Continued

Understand women? I've got passion, talent, TV experience, degree, personality plus, good references, now, I need direction! Up only, please. Box D-237, BROADCASTING.

Married man desires position in production. Clemens Kuhlrig, 2811 W. 27th Ave., Denver, Colorado.

WANTED TO BUY

Equipment

Wanted: One TK-40, or TK-41 RCA orthicon color camera in good condition, preferably modified. Will consider others. Contact Director of Engineering, WDSM-TV, Duluth, Minnesota.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable. Heliac, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

RCA type 5-DX, 5,000 watt broadcast transmitter. Operating condition. Spare tubes. Come and get it. \$2,000 KPEG, 6019 S. Crestline, Spokane, Washington, KE 5-3688.

Used Magnecord and Presto (800) recorders. Presto long play reproducers (PB-17F) and Disc recorders (8N-28N). New Magnecord 748-8, 748-88 recorders and Tape-Athon long play repeater models at special prices. Get our listing. U.S. Recording Co., 1347 S. Capitol St., NW, Washington, D. C. 20003, Phone 202-543-2705.

Equipment updating leaves us with an excess of spare parts for the RCA TTU-1B UHF transmitter. Both new and used parts which include cavity parts, mica capacitors, resistors, relays, transformers, etc. Will sell either group or as a package. New valued at \$1,400.00, ask \$950.00. Used valued at \$1,200.00, ask \$600.00. Will sell both groups as a package for \$1,500.00 fob Muncie, Indiana. Also have some other used equipment items on hand. Itemized list upon request. Pat Finnegan, WLBC-TV, Muncie, Indiana.

Towers—Four 225' SS. Blaw Knox, base insulated. Complete with lighting. Steel galvanized. Tower Service, Inc., N76W13911 Lomas Lane, Menomonee Falls, Wis. FL 3-9300.

Ampex 351, 354's, 601's, Telefunken U-47, Electrovoice 666 mikes. George Chapekis, 393 Emerson, Denver, Colorado.

New and used towers for sale. Also tower erection and maintenance. Southern States Tank & Tower Co., Phone 1321, Central City, Kentucky.

The complete source of used broadcast equipment. Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Complete equipment for Class "A" FM broadcast station, including stereo and background music. Four years old. Reason for selling: Moving new location/increased power. Write for list. Terms on package. Box D-178, BROADCASTING.

Caterpillar, diesel generating set used approximately 3,000 hours. Output 220 volts, 3 phase, 60 cycle, 40 kilowatts. For outdoor installation with 8 hour fuel tank. Excellent emergency power source. Write Box D-206, for details.

FOR SALE

Equipment—(Cont'd)

105 foot Windcharger tower type 150. Good condition Collins 42E antenna tuner for power up to 1 kw. Available in September. WBAT, Box 1199, Marion, Indiana.

RCA TG-25 special effect generator new \$225.00. RCA TM-5 MI-2135 master monitors used. 536 Pardee Street, Hazleton, Penna. F.O.B.

FM transmitters: ITA 7,500 watt, FM-7500-B, \$6,500.00. GE 3,000 watt, BT-3-B, \$3,250.00. GE 10,000 watt, BT-4-B, \$5,750.00. Box 221, Lebanon, Tennessee.

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

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, 4118 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting 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.

INSTRUCTIONS—(Cont'd)

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin April 20-May 25-June 29 Aug. 3 & Sept. 7. 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.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! Career Academy, School of Famous Broadcasters, 825 North Jefferson Street, Milwaukee, Wisconsin 53202.

RADIO—Help Wanted

Management

Radio Station Assistant Manager Sales Manager

Wanted: experienced men who get their kicks out of selling. We have openings in two of our important markets for men who have experience in radio or allied advertising sales. Must have proven record. Pay from \$9,000 to \$12,000 with bonus over-ride for man with proper record and background. You will become associated with a chain of radio stations operating in the Southeast and Mid-South. Opportunity for station managership for the right man. Give complete details.

Box D-138, BROADCASTING

Sales

TV SPOT SALES

If you haven't sold "spot" read no further! The men we need are probably over thirty—with about five years of TV (possibly radio) spot sales behind them. They are presently working for a TV station, station representative or network, but are interested in a growth opportunity with a major station representative. Starting salary commensurate with experience. Additional compensation based on performance, plus profit sharing. Will be located in New York office. In applying clearly state your experience in spot sales. Our employees know about this ad.

All replies held in strictest confidence.

Box D-233, BROADCASTING

BROADCASTING, April 19, 1965

Help Wanted

Sales—(Cont'd)

WANTED

Experienced local television or radio salesman . . . for leading television station in major up-state New York market.

Salary plus commission with complete benefit plan. Age no factor. All replies confidential. Send resume and salary requirements to:

Box D-59, BROADCASTING

ONE OF THE BROADCAST INDUSTRY'S FASTEST GROWING REPRESENTATIVE ORGANIZATION IS EXPANDING ITS OPERATION TO BETTER SERVE ITS STATIONS.

To do so BTS will open 14 additional offices throughout the country.

For the first time in the history of the Broadcasting industry, a franchise offer is being made in this most important facet of the business.

Qualified Franchisees will have an immediate assured income following a modest investment, and the cherished opportunity to be in business for themselves.

Applicants must be responsible members of their communities and Broadcast professionals heavy in sales background. Only 14 men in the nation will qualify. One in each of the following markets:

BOSTON	HOUSTON	DETROIT
SEATTLE	OMAHA	ST. LOUIS
DENVER	ATLANTA	MEMPHIS
MINNEAPOLIS	DALLAS	KANSAS CITY
PITTSBURGH	RICHMOND	

PLEASE WRITE TO:

Mr. Gustave Nathan, Vice Pres.
BROADCAST TIME SALES
509 Madison Ave.
New York City, N. Y.

You Can't Top A
CLASSIFIED AD
in

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Sales—(Cont'd)

Broadcast Sales Specialist

Opportunity of a lifetime to join the sales force of a leading broadcast equipment manufacturer. Live in Cleveland, Ohio and call on broadcasters in Ohio-Michigan area. Must be willing to travel. Will sell technical equipment primarily to AM, FM & TV stations in exclusive territory. Must be sales minded—self starter and have a good knowledge of broadcast equipment. B.S.E.E. or equivalent and minimum 3 years in field of radio broadcasting required. Excellent salary + commission, company paid benefits. An Equal Opportunity Employer who is a profitable, growth minded company. Send resume to:

Box D-231, BROADCASTING

Technical

TRANSMITTER MAINTENANCE TECHNICIANS

The Voice of America, United States Information Agency, needs candidates for operation and maintenance of high powered transmitters and complex receiving systems located in North Carolina, Florida, California, Ohio and overseas. The jobs require a MINIMUM of FIVE YEARS of progressively responsible transmitter (250 WATTS OR MORE) operating and maintenance experience. Also qualifying: experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer.

Salary depends on applicant's experience and ability. Present rate range is \$7,363, to \$10,982 per year. Promotional opportunity.

Applications and resumes should be sent to Mr. Robert A. Kane, Chief, VOA Personnel Office, Room 718-A, Box PD-8, U.S. Information Agency, 1776 Pennsylvania Ave., N.W., Washington, D. C. 20547.

AN EQUAL OPPORTUNITY EMPLOYER

Announcers

QUALITY TALENT APPLY NOW

Major New England 50 kw facility, appealing to adult audience, is adding experienced staff performers capable of handling talk programs, staff commercial assignments, all phases News and good middle of the road music programs. This is a prestige facility with TV affiliation. Excellent earnings available to the right men. That's correct . . . there's more than one opening. Send complete resume, photo and audio tape.

Box D-180, BROADCASTING

Announcers—(Cont'd)

FINE ARTS FM STATION in top Canadian market

Requires announcer. Must have thorough knowledge of classical music, its composers, performers and pronunciations; be of presentable appearance to meet personalities in the arts and sciences.

Good delivery of news and commercial messages as well as ability to ad lib own program material essential. Excellent salary.

Send tape and resume of experience to:

Mr. Sjef Franken
Production Manager
CHUM-FM
1331 Yonge Street
Toronto 7, Ontario

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

PUBLIC AFFAIRS WRITER-RESEARCHER

Experienced Radio and Television writer desires challenging position in public affairs area. Excellent background and references. Please state details of position and compensation.

Box D-153, BROADCASTING

PROGRAMING

One of America's best known, most successful program men will soon be available to the major market station or group needing top ratings, high quality staff and progressive, aggressive Program leadership. This man "takes charge" and delivers RESULTS. Best references. Excellent track record. All replies confidential.

Box D-234, BROADCASTING

TELEVISION—Help Wanted

Sales

INDEPENDENT TV PRODUCTION COMPANY IN

Middle Atlantic Region seeks aggressive experienced salesman with knowledge of television technical and/or production techniques. Outstanding opportunity for young man to join a growing organization. Salary commensurate with experience. Send complete resume, photo, Confidential.

Box D-176, BROADCASTING

Help Wanted

TV NEWSMAN KQVR Stockton, California

Immediate opening for man with radio or television experience. Must be capable of gathering, writing, and voicing news. Permanent position, excellent benefits. Apply in person or submit resume to:

PERSONNEL DEPARTMENT
McCLATCHY BROADCASTING COMPANY
21st and Q Streets
Sacramento, California

Technical

Television/Field Broadcast Engineers

1st phone, transmitter and video operation, installation and maintenance experience. Considerable travel involved. Openings in East and South. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

FOR SALE—Equipment

TELEVISION FREQUENCY STANDARD

Calibrates to WWV per FCC Rules (73.690-d)
... Built and Calibrated to YOUR Frequencies
... Solid State Throughout
... Provision Available for AM, FM, Color Burst
... Makes Required Frequency Measurements 100 cycles All Channels
... No oven, Multivibrators, Counters or Critical Tuned Circuits
... Compact—Everything (Except WWV receiver and Audio Oscillator) in 5¼-Inch Rack Space
... Built-In Modulation Monitor Calibration Facility
... Straightforward Operation
... Competitive Cost.

Available on Lease or Purchase (Cash or Deferred Payments).

One Chief Engineer (name on request) writes: We have often been in a quandary whether indicated drift was in the transmitter or monitor. Since we have the Standard, all those worries are nonexistent. . . .

I would not be without it.

NORTHWEST MONITORING SERVICE

P. O. Box 1042
Pendleton, Ore. 97801

MISCELLANEOUS

WANTED

Need loan of \$8,000. Security . . . One clear radio station, full timer, first mortgage. Will repay in 16 months . . . \$10,000 for the \$8,000. Need is immediate for expansion. Reply to:

Box D-216, BROADCASTING

EMPLOYMENT SERVICE

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
641 Equitable Bldg. Denver, Colorado 80202
Phone 303 - 534-0688

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



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 Blvd. Denver 4, Colorado
Phone area code 303-292-0996.

Station Inquiries For Personnel Invited.

527 Madison Avenue, New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

WANTED TO BUY—Stations

RADIO STATION

anywhere within 750 mile radius of N.Y.C.
daytimer or full-timer
reply in detail in confidence.
Box D-181, BROADCASTING

WANTED FLORIDA FM

Send details and price, in confidence, to principal.

Box D-226, BROADCASTING

WANTED TO BUY

Stations (Cont'd)

IF YOU CARE TO WHOM YOU SELL . . . I'M YOUR MAN!

Successful young manager with cash
and financing desires owner-operator
opportunity.

Box D-134, BROADCASTING

FOR SALE—Stations

SEVERAL FLORIDA STATIONS

ranging in price from 45 to 125M

TOM CARR

P. O. Box 66 — Atlanta, Ga.
237-5383

FOR SALE

1,000 watt in Southern Ohio market
asking \$70,000.00. Will consider in-
vestment money no less than \$25,000
to clear. Mortgage brokers welcome.

Box D-172, BROADCASTING

GROUP OF THREE

Radio stations for sale. Net \$60,-
000. Indebtedness, \$185,000, 15
year payout. Real estate value
\$70,000, will lease.

Box D-207, BROADCASTING

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 D-161, BROADCASTING

MAJOR MARKET AM & FM

Daytime AM and Class B FM licensed to
and serving million plus market. Ideal for
aggressive owner/manager or operating team.
Asking \$175,000 total price plus long-term
real estate lease-purchase option. Very low
down payment and long-term payout to
acceptable buyer.

Box D-162, BROADCASTING

**CALIFORNIA. \$85,000 with \$20,-
000 down.**

Charles Cowling & Associates
P. O. Box 1496 Hollywood 28, Calif.
Phone HO 2-1133

Lia Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

HA 1-0818

TE 2-9362

Continued from page 98

Broadcasting Co. and Pasadena Community
Station Inc., to extent of accepting amend-
ments to nighttime directional proposals,
but denied requests by KFOX Inc., Bible
Institute and Pasadena to amend daytime
directional ant. proposals. Action April 12.

By Hearing Examiner Sol Schildhouse

■ On own motion, cancelled April 15 date
for exchange of written material on certain
issues in proceeding on applications of
United Artists Broadcasting Inc. and Ohio
Radio Inc. for new TV on channel 31 in
Lorain, Ohio. Action April 7.

■ On own motion, rescheduled April 13
hearing for May 13 in proceeding on appli-
cations of Robert J. Martin and Talton
Broadcasting Co. for new FM in Selma,
Ala. Action April 7.

By Hearing Examiner Herbert Sharfman

■ Scheduled prehearing conference for
April 22 in remand proceeding on applica-
tion of WMOZ Inc. for renewal of license of
WMOZ Mobile, Ala., and revocation of li-
cense of Edwin H. Estes for WPFA Pensa-
cola, Fla. Action April 12.

■ On unopposed oral request of Tri-Cities
Broadcasting Co. and Dawson County
Broadcasting Corp., rescheduled April 12
hearing for May 12 in proceeding on appli-
cations for new AM in Cozad, Neb. Action
April 8.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding of applications of Cleve-
land Telecasting Corp. and Superior Broad-
casting Corp. for new TV on channel 65 in
Cleveland in Doc. 15249-50, granted Cleve-
land Telecasting request to extent of dis-
missing, but with prejudice, its applica-
tion, and retained in hearing status Super-
ior's application. Action April 13.

■ In proceeding on applications of Smiles
of Virginia Inc. and Petersburg Broadcast-
ing Inc. for new FM in Petersburg, Va.,
in Doc. 15877-8, granted Petersburg Broad-
casting motion to continue April 15 pre-
hearing conference to May 25, and May 19
hearing to date to be fixed at prehearing
conference. Action April 9.

By office of opinions and review

■ Dismissed as moot petition by Hartford
County Broadcasting Corp. for additional
time to reply to Broadcast Bureau's re-
sponse to Hartford County's petition for re-
consideration of Feb. 17 action which de-
signated for oral argument before review
board application for additional time to
construct WRYM-FM New Britain, Conn.
Petition for reconsideration was denied by
commission on April 8. Action April 13.

■ Granted petition by Broadcast Bureau
to extend time to file responsive pleading
and reply pleading to April 23 and April

FOR SALE—Stations

Continued

To buy or sell Radio and/or TV prop-
erties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

Gulf	Single	profitable	75M	cash
M.W.	Regional	fulltime	1,500M	cash
N.Y.	metro	daytime	100M	29%
M.W.	metro	TV	3,500M	cash
S.E.	TOP 50	daytime	255M	25M

buying and selling, check with

✓ **CHAPMAN COMPANY INC**

2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

1. MIDWEST. Major market. \$175,000.
Terms to qualified buyer.
2. CALIFORNIA. Fulltime. \$300,000. 29%
down

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

30, respectively, in proceeding on applica-
tion of Radio Americana Inc. for new AM
in Baltimore. Action April 13.

■ Granted petition by Noble Broadcasting
Corp. to extend time to May 7 to file replies
to exceptions in proceeding on application
for renewal of license of WILD Boston.
Action April 8.

■ Granted joint motion by Syracuse Tele-
vision Inc., Onondaga Broadcasting Inc.,
WAGE Inc., Syracuse Civic Television As-
sociation Inc., Six Nations Television Corp.
and George P. Hollingbery, to extend time
to April 16 to file joint replies to pleadings
of W.R.G. Baker Radio and Television Corp.
and Broadcast Bureau, in Syracuse, N. Y.,
TV channel 9 proceeding. Action April 7.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 13

WRGB(TV) Schenectady, N. Y.—Granted
mod. of license to reduce aur. ERP to 11
kw.

WWT(TV) Cadillac, Mich.—Granted mod.
of license to reduce aur. ERP to 51.3 kw,
and change type aur. trans.

KVIP Redding, Calif.—Waived Sec. 73.30
(a) of rules, and granted mod. of license
to extent of permitting relocation of main
studio beyond corporate limits of Redding,
and to change remote control point.

WLBW-TV Miami, Fla.—Granted CP to
install alternate main vis. final amplifier.
KYTV(TV) Springfield, Mo.—Granted CP
to install auxiliary trans. at old main trans.
and ant. location.

WTRC-FM Elkhart, Ind.—Granted CP to
increase ERP to 14.5 kw, and ant. height
to 570 feet, install new ant. and make en-
gineering changes; specify type ant.

WKNT-FM Kent, Ohio—Granted CP to
install news trans., increase ERP to 1.90
kw, and make engineering changes.

WKPT-FM Kingsport, Tenn.—Granted CP
to increase ERP to 45 kw, and change type
trans.

WRMN-FM Elgin, Ill.—Granted CP to
increase ERP to 3 kw, decrease ant. height
to 115 feet, and install new ant.; conditions.
WFLN-FM Philadelphia—Granted CP to
install exciter unit and stereo generator
to trans.

WDHA-FM Dover, N. J.—Granted CP to
change auxiliary trans. location, and install
new trans. and new ant.; remote control
permitted.

Actions of April 12

KRGV-FM Las Vegas—Remote control
permitted; condition.

KLIR Denver — Granted CP to make
changes in ant. system; conditions.

*WUOT(FM) Knoxville, Tenn.—Granted
CP to change type trans.

WDOD-FM Chattanooga—Granted CP to
increase ERP to 19 kw, and change type
trans.

WQXR-FM New York—Granted CP to
change ant.-trans. location, install new
trans. and new ant., decrease ERP to 2.35
kw, increase ant. height to 1,220 feet, and
make engineering changes; remote control
permitted.

KLIR-FM Denver—Granted CP to in-
crease ant. height to 210 feet, make changes
in ant. system, install new ant. and make
engineering changes; condition.

K09GX Steamboat Springs, Colo.—Granted
CP to change frequency to channel 9 of
VHF-TV translator.

K70DJ Romeo, LaJara, Manassa, Antonito
and Alamosa, Colo.—Granted CP to change
frequency to channel 70 of UHF-TV trans-
lator.

K80BT, K82BB Selling, Taloga and Vici,
Okla.—Granted CP's to replace expired per-
mits for new UHF-TV translators.

WVSC-FM Somerset, Pa.—Granted mod.
of CP to change studio and ant.-trans. loca-
tion, change type ant. and type trans., in-
crease ant. height to 270 feet, and make
engineering changes; condition.

WCOM-FM Urbana, Ohio—Granted mod.
of CP to change ant.-trans. location, change
type trans. and type ant., install new ant.,
and make engineering changes; remote con-
trol permitted.

WOLA(FM) San Juan, P. R.—Granted
mod. of CP to make changes in ant. system,
and increase ant. height to minus 4 feet.

WBZY Torrington, Conn.—Granted re-
quest to cancel license of AM; call letters
deleted.

Actions of April 9

WOBS Jacksonville, Fla.—Granted change
in remote control authority.

WSPD Toledo, Ohio—Remote control per-
mitted for alternate main trans.

K08CJ Red Cliff and Camp Hale, Colo.—
Granted CP for new VHF TV translator
on channel 8, to rebroadcast programs of

KOA-TV (ch. 4), Denver.
KEYL Long Prairie, Minn.—Granted change in remote control authority.

*WSUW(FM) Whitewater, Wis.—Granted license for noncommercial educational FM and mod. of license to change name to Wisconsin State University-Whitewater.

WNSM Valparaiso-Niceville, Fla.—Granted CP to increase daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; install new trans.; change studio location to trans. site; remote control deleted; conditions.

KJCF Festus, Mo.—Granted CP to increase daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

KMBC-TV Kansas City, Mo.—Granted mod. of license to reduce aur. ERP to 47.4 kw.

KWHG(FM) Lincoln, Neb.—Granted mod. of CP to move studio and ant.-trans. location, increase ant. height to 125 feet, change type trans.; remote control permitted.

WRIM Pahokee, Fla.—Dismissed for failure to prosecute application for renewal of license; call letters deleted.

■ Granted renewal of licenses of following main and co-permitting auxiliaries: KANO Anoka, Minn.; KDTA Delta, Colo.; KFTM Grand Forks, N. D.; WJIL Jacksonville, Ill.; KHAK Cedar Rapids, Iowa; KQRS-FM Golden Valley, Minn.; KRAD East Grand Forks, Minn.; KRCC(FM) Colorado Springs; KVOR Colorado Springs; WJTV(FM) and SCA Cherry Valley Township, N. Y.; WNXR Portsmouth, Ohio; WSLM Salem, Ind.

Actions of April 8

WTUG Tuscaloosa, Ala.—Granted CP to increase power on 790 kc, D, from 500 w to 1 kw, and install new trans.; conditions.

WAFS Amsterdam, N. Y.—Granted CP to change from directional ant. daytime (DA-D) to non-directional ant. (non-DA), continued operation on 1570 kc, 1 kw, D; condition.

Actions of April 7

KWRT Boonville, Mo.—Granted license for AM.

K79BF, K79BE Olympia and Puyallup, Wash.—Granted licenses for UHF-TV translators.

KOTA-TV Rapid City, S. D.—Granted extension of completion date to July 1.

■ Granted licenses for following VHF-TV translators: K04DS, Midnight Sun Broadcasters Inc., Upper Kenai River area, Alaska; K09FT, Hawk's Nest Translator, Carrington, Sykeston, Lemert and Bowden Church rural area, N. D.; K09AN, Valler Community Club, Valler, Mont.; condition; K07ER, K09EV, Chelan Station TV, Chelan Station, Wash.

■ Granted licenses covering changes for following VHF-TV translators: K07DI, Hinsdale TV Club, Rock Creek, Vandalia and Hinsdale, Mont.; K08AV, San Miguel Power Association Inc., Nucla, Colo.

■ Granted licenses covering changes for following UHF-TV translators: K74AO, Millard county, Fillmore, Meadow and Kanosh, Utah; K74BL, Central Montana TV Association, Lewistown, Mont.; K80AN, Millard county, Fillmore, Meadow and Kanosh, Utah.

Action of April 6

WQIK-FM Jacksonville, Fla.—Remote control permitted.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ KMOP Tucson, Ariz.—Pima Broadcasting Inc. Requests institution of rulemaking proceedings to allocate FM channel 281 to Tucson. Received March 23.

■ WAEW Crossville, Tenn.—WAEW Inc. Requests institution of rulemaking proceedings to make following changes in FM table of channel assignments: Plan I—Crossville: add 257A; Athens, Tenn.: delete 257A, add 252A or Plan II—Crossville: add 257A, Athens: delete 257A, add 257A. Sweetwater, Tenn.: delete 257A, add 252A. Received March 25.

■ Columbus, Ohio—Christian Voice of Central Ohio Inc. Requests amendment of rules to assign channel 280A to New Albany, Ohio. Received March 25.

■ WABR Winter Park, Fla.—Contemporary Broadcasting Inc. Requests institution of rulemaking proceedings to make following changes in FM table of assignments: Winter Park: add 290 to already present 276A; Leesburg, Fla.: delete 293, add 294. Received April 1.

■ Los Angeles—NAM Communications Committee. Filed petition for field test of sharing by land mobile services of TV channels 14 and 15 in Los Angeles area. Received April 2.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through April 12. 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. ■ Indicates a franchise has been granted.

Pacifica, Calif.—Three firms have applied for a franchise. They are Pacifica Cable Television, Pacifica Cable Co. and California Cable Communications Corp.

■ Red Bluff, Calif.—Finer Living of Red Bluff Inc. has been awarded a franchise. Charges are \$19.95 for installation and \$5 monthly. Other companies which had applied for the franchise were Oroville Communications Co., Oroville, Calif.; David McKay, Santa Cruz, Calif.; Red Bluff Cable Service, a subsidiary of Televents Inc., and Standard Radio & Television Co., San Jose, Calif.

San Joaquin county, Calif.—Pacific Cablevision has asked the county board of supervisors for a franchise. C. R. Crabtree, president, said his firm is willing to pay 2% of the gross receipts to the county. Charges would be a refundable installation charge and \$5.50 monthly. Mr. Crabtree estimated it would take at least six months to establish the system.

Vacaville, Calif.—City council has voted to instruct the city attorney to draft a CATV ordinance. Tele-Vue Systems is an applicant. C. M. Kirkeeng, general manager, said charges would be \$25 for installation and \$5 monthly. He estimated cost of the system would run between \$200,000 and \$225,000.

Orlando, Fla.—Jerrold Electronics Inc., Philadelphia, a multiple CATV owner and CATV equipment manufacturer, has applied for a franchise.

Sanford, Fla.—Jerrold Electronics Inc., Philadelphia, a multiple CATV owner, has applied for a franchise. The city commissioners subsequently passed a resolution stating that since there is no real need or desire for the service they will not consider granting a franchise at this time.

■ Elberton, Ga.—Fuqua Industries Inc. (WJBF-TV) Augusta, Ga., has been granted an exclusive franchise.

Bradley, Ill.—Cable Television of Illinois, Onarga, Ill. (Thomas W. Mitchell, president), has applied for a franchise.

■ Covington, Ind.—Covington Cable Television Corp., represented by Louis Henderson and Tom McGurk, has been awarded a franchise. Stations to be carried: WCIA (TV) Champaign, Ill.; WTTV (TV) Bloomington, Ind.; WFEM-TV, WISH-TV, and WLWI (TV), all Indianapolis; WGN-TV Chicago; WTHI-TV Terre Haute, Ind., and WFAM-TV Lafayette, Ind.

Indianapolis, Ind.—Filing for a franchise is Television Tube Test Inc.—Triple TV, 231 N. College, Indianapolis (Bernard Lynch, president). A previous applicant is Midwest Cable Corp., Indianapolis (BROADCASTING, April 12).

Fort Scott, Kan.—The franchise granted to Chester Borg, James McKenney, and G. W. Marble, all Fort Scott, has been made official by the city commission which approved a CATV ordinance (BROADCASTING, April 12).

Amesbury, Mass.—An application is pending from National Franchise Association, Binghamton, N. Y. Charges would be a maximum of \$19.50 for installation and \$5 monthly.

Battle Creek, Mich.—Triad Stations Inc. (WALM Albion, Mich.) has applied for a franchise. Triad already holds franchises in Albion and Marshall, both Michigan. A second applicant in Battle Creek is the Battle Creek Enquirer & News.

■ Cicero, N. Y.—Upstate Community Antenna Corp. (WSOQ North Syracuse, N. Y.),

represented by Frank Harms, president, has been awarded a franchise.

Fulton, N. Y.—Oswego County Telephone Corp. (William G. Tumbidge, president) has requested a franchise. Stations to be carried: WNYS (TV), WSYR-TV, WHEN-TV, all Syracuse, N. Y.; WKTV (TV) Utica, N. Y.; WOR-TV, WPIX (TV) and WNEW-TV, all New York; WNDT (TV) Newark, N. J., and CKWS (TV) Kingston, Ontario. Previous applicants are Unicable Inc., Utica, N. Y., and Newhouse Broadcasting Corp. (WSYR-TV Syracuse, N. Y.).

■ Salamanca, N. Y.—A 10-year franchise has been awarded to Salamanca Television Cable Corp. (Joseph Hardy, president). Officers of the firm are connected with WICU-AM-TV Erie, Pa. A \$50 installation fee and a \$5.50 monthly charge have been established. A \$500 annual fee will be remitted to the city.

Alliance, Ohio—A 25-year franchise has been requested by Telerama Inc., Cleveland (Creighton E. Miller, president). Telerama Inc. is controlled by a group of Cleveland businessmen with a minority interest held by Scripps-Howard Broadcasting Corp. (WEWS-TV Cleveland). A previous applicant is Neptune Broadcasting Co., Steubenville, Ohio, a subsidiary of Rust Craft Broadcasting Corp.

Eastlake, Ohio—Telerama Inc., Cleveland (Creighton E. Miller, president) has requested a franchise. Proposed rates are \$10 to \$15 for installation and \$4 to \$5 monthly. Telerama Inc. is controlled by Cleveland businessmen with a minority interest held by Scripps-Howard Broadcasting Corp. (WEWS-TV Cleveland).

Northern Ohio—Ohio Radio Inc., P.O. Box 390, Port Clinton, Ohio, has applied for a franchise in Lorain, Elyria, Sandusky, Fremont, Bellevue, Norwalk, Clyde, Oak Harbor, Genoa, Huron, Milan and Port Clinton, all Ohio. Represented by Robert W. Reider, president, the firm operates WRWR-FM Port Clinton, WLKR-FM Norwalk, WKTN-FM Kenton, all Ohio. A nominal installation charge plus a \$5 monthly charge will be uniform throughout the communities.

Toronto, Ohio—Two new applications are under consideration after failure to act on a 1963 franchise granted to TV Cable Service Inc., Weirton, Ohio. They are Neptune Cable Co., Steubenville, Ohio, a multiple CATV owner represented by Steven Berkman, and Centre Video Corp., College Park, Pa. Neptune is seeking a 20 to 25-year franchise with rates of \$4.50 per month.

■ Hastings, Pa.—An exclusive franchise has been awarded to Cambria TV Distributing Co., represented by attorney Leopold J. Wendelker, Patton, Pa.

■ Somerset, Pa.—A non-exclusive franchise has been granted to Highlands Cablevision Co. The ordinance specifies that construction must be completed within 24 months.

■ Williamsport, Pa.—A franchise has been granted to Williamsport-Lycoming Corp., Williamsport, a subsidiary of Williamsport Cable Co. and National General Corp., Beverly Hills, Calif. The firm will operate on the system previously used by Lycoming TV Cable Corp. which was acquired earlier this year by Williamsport Cable Co. (BROADCASTING, Jan. 25).

Walterboro, S. C.—A franchise request from R. L. Scarborough has been denied.

Tullahoma, Tenn.—The request by Tullahoma TV Cable Co. (Dr. Bill Pallas of Chattanooga, president), for a 30-year franchise has been deferred indefinitely.

Cooper, Tex.—The TV Cable Co. of Commerce Inc. (Charles Reynolds, president) has nearly completed construction of its system and expects to start serving customers this month. Under terms of the non-exclusive franchise, 2% of the annual gross receipts will be paid to the city. Charges are \$10 for installation and \$5.75 monthly. Stations to be carried: KRDL-TV and WFAA-TV, both Dallas-Forth Worth; WEAP-TV and KTVU (TV), both Fort Worth-Dallas; and KLTU (TV) Tyler, Tex. Company offices are at 101 East Bonham Street (Marion Ainsworth, manager).

Radford, Va.—The city council has tabled the eight applications.

Glendale, W. Va.—Bayard M. Roberts, representing Hill View Cable Co., has requested a franchise.

PRODUCER Henry Jaffe has many consuming and seemingly disparate interests, tennis and Oriental art, chess and travel, television and yoga.

"I'm proud of the progress I've made in becoming more disciplined with yoga over the years," he recounted recently. "It's been very helpful to me, both personally and professionally."

"But I must say I am less pleased with the direction television has taken over the past five years. It's becoming more and more a monolithic structure."

Mr. Jaffe can speak of television with authority. His background in broadcasting spans more than 28 years on both creative and business levels. He has been executive producer and packager of such well-known programs as *The Dinah Shore Show*, *The Bell Telephone Hour*, *Producers' Showcase* and *Shirley Temple's Storybook*. He has been a broadcasting attorney, business manager of and confidante to big name personalities and among the founders of two talent labor unions.

"I say TV is monolithic today because it lacks the variety and diversity of programming of five or six years ago," he contends.

His efforts in television have been concentrated in producing series and specials for the networks. Henry Jaffe Enterprises, New York and Hollywood, currently produces *The Bell Telephone Hour* and the *Dinah Shore Specials*. Because of the limitations of producing for networks in today's economy, Mr. Jaffe said, his organization recently announced plans in the syndication field.

"We have come up with what I like to call 'bread-and-butter' programs for syndication," Mr. Jaffe reported. "We hope we will be able to get some of these programs on the air by next fall."

The projects in various stages of development are a half-hour comedy-panel show, *What's Your Problem?*, featuring comic Jack E. Leonard; a half-hour celebrity-interview program, *The William B. Williams Show*; a revival of the half-hour *Can You Top This?* series; a five-minute late-night offering starring Julie London and a daytime feature service for TV stations.

From Father to Son ■ Joshua Henry Jaffe (he never uses his first name) inherited his interest in law and his love for the entertainment field from his father, the late Moses Jaffe, a well-known theatrical attorney in New York 50 years ago. Father and son used to go to the theater and opera five times a week.

He exhibits considerable relish in recounting the circumstances that led him to blend his training in the law with his affection for the entertainment business. He had worked for more than six years as an attorney for a conservative New York law firm that specialized in utilities litigation. He was handling cases

A producer who bemoans the lack of variety

involving millions of dollars, but his weekly stipend was less than \$50. When he asked the head of the firm if he might be considered for promotion to junior partner, his superior replied sharply: "Mr. Jaffe, we will make you a junior partner when we're good and ready—and not one minute sooner." Mr. Jaffe quit on the spot.

Without clients, he opened a small office in New York. On his rounds of opera-going, he had met Lawrence Tibbett. One day he ran into Mr. Tibbett, who complained about the arbitrary contracts which some concert bureaus forced on performers.

Musicians Union ■ Mr. Jaffe suggested that a union be established for all musical artists to represent performers in negotiations with management.

WEEK'S PROFILE



Joshua Henry Jaffe—president, Henry Jaffe Enterprises, New York and Hollywood; b. New York City, Jan. 19, 1907; B.A., Columbia University, 1927; LL.B., Columbia, 1929; with law firm of Whitman, Ransom, Coulson & Goetz, New York, 1929-36; private practice, 1936-1957; counsel to American Guild of Musical Artists, 1935-1957 and American Federation of Radio Artists (later American Federation of Television & Radio Artists), 1937-1957; television producer since 1952; president, Henry Jaffe Enterprises, 1957; m. Florence Davidson of England, 1964; children (by previous marriage)—David, 22; Michael, 20; Margaret Ann, 17.

The American Guild of Musical Artists was created and it signed a contract with the conservative Metropolitan Opera House in 1936. Mr. Jaffe, as AGMA counsel, was in business—show business.

Similarly, in 1937, Mr. Jaffe was in the forefront of activity for the formation of a union to represent broadcast performers, which grew into the American Federation of Radio Artists. That summer AFRA signed its first network contract, covering sustaining programs only.

His legal chores for AFRA and AGMA plunged him deeply into the world of show business, and he began to represent many of the top entertainers. Among his clients have been Frank Sinatra, Grace Kelly, Jascha Heifitz, Burl Ives, Doris Day, Alec Templeton, Ethel Merman, Leland Hayward, Montgomery Clift, and Dinah Shore.

"Dinah and I have had a warm friendship for more than 25 years," Mr. Jaffe noted.

From Lawyer to Producer ■ His move into TV production in 1952 was "quite accidental," Mr. Jaffe remembers. He had met Sylvester L. (Pat) Weaver Jr., then NBC president, and their mutual interest in theater arts led to an agreement that TV needed a program that would bring to the public significant programming on opera, ballet, drama and music. Mr. Jaffe persuaded Leland Hayward, a well-known Broadway producer, to serve as executive producer of the project.

"Shortly before the show went into production that fall, Mr. Hayward became ill," Mr. Jaffe recounts. NBC asked me to supervise *Showcase* for a few months until a new producer was hired. P.S.—I stayed with the program for five years."

In 1957, Mr. Jaffe went to Hollywood to produce the *Dinah Shore Show*, and he has concentrated on production ever since. He maintains full staffs both in Hollywood and New York, and splits his time between the two cities.

At 58, Mr. Jaffe is a short, slender man with an expressive face and luminous eyes. He is energetic, talkative and full of anecdotes about entertainment VIP's.

He is a devotee of Oriental philosophy and art and has an extensive collection of paintings from the Orient and of ivory from all over the world.

Mr. Jaffe apparently has not run out of careers. He is deep in plans for the production of several theatrical feature films.

How does he find the time and energy to do so many things? Mr. Jaffe smiles faintly and replies: "I need only three or four hours of sleep. I stay in bed longer than that, only because no one is up at that time."

Out of left field

ONE of broadcasting's problems that just won't stay dead—the number, frequency and loudness of commercials—has been revived in a most improbable forum, the United States Court of Appeals.

As reported in this publication last week, the court on its own hook has asked for justification of commercial practices, and it has done so in a case in which the subject had never been raised by any of the several litigants. The matter before the appellate court is an appeal by two losing applicants against an FCC decision awarding channel 10 Miami to WLBW-TV. The court has asked the litigants whether the public interest is affected by the quantity and audio volume of television commercials and if so whether the commercial practices proposed by competing applicants ought to be an issue in the Miami case.

As we say, nobody had raised that issue until the court thought it up, presumably all by itself. In the absence of evidence to the contrary, it can only be surmised that the court, which has lately been on a binge of reversing FCC decisions, was trying to tell the commission that it was being lax in regulating television advertising.

If the commission has indeed been lax, it has not been for want of trying not to be. Two years ago a majority of FCC members voted to consider commercial regulations that would, among other things, adopt as FCC rules the commercial limitations in the National Association of Broadcasters' television and radio codes. The commission was dissuaded from taking that action when the House Commerce Committee voted out a bill, later adopted by the House, reserving to the Congress the authority to make general rules "relating to the length or frequency of broadcast advertisements." Since then the FCC has been examining individual license applications for evidence of "excessive" commercialism in a piecemeal attempt to build a body of decisions that will add up to standards that the agency has been forbidden to set by rule.

Though it came from an unlikely quarter, the court's new excursion into the subject of commercialism is only another manifestation of government concern that will persist as long as broadcasters themselves refuse to face realities. The hardest reality that a majority of television broadcasters refuse so far to face is that their own television code is the biggest reason for the trouble they keep having with the government.

The code sets precise limitations, in minutes and seconds, on the length of commercial time within various program segments. Yet never in all the history of NAB code operation has any serious research been conducted to determine whether the commercial restrictions in the code bear any relation to viewer response. The code has merely standardized the subjective opinions of broadcasters. To the critic who complains of overcommercialization, the broadcaster replies that he abides by the code. Who wrote the code? Broadcasters. Is there evidence that the commercial time restrictions in the code reflect the limits of viewer tolerance? It's time to change the subject to motherhood, the flag, dumb animals or other subjects that the code also prescribes shall be treated appropriately.

Lacking any defense more solid than the flimsy sanctuary of the code, broadcasters can only flounder when confronted by the need to answer questions such as those the appellate court has now embarrassingly raised. They can tell the court that commercialism in the Miami case is none of its business, which certainly seems true enough. But they cannot quiet the basic disturbance that keeps causing the question of

commercialism to pop up in a new place every time it has been subdued in an old one.

Broadcasters must first admit that the code does more harm than good, that it binds them to subjective standards that they have no factual reason to believe are sound, that it discourages them from conducting dependable research which could provide answers for questions critics raise. Television code operations are now budgeted at more than \$400,000 a year. In that sum enough money could easily be found to acquire objective intelligence about the treatment of the advertising that provides the industry with something over \$1.5 billion revenue a year.

"The less regulation the better"

WE hope we'll never have to eat those words and ours that follow, but after hearing Ambassador James J. Wadsworth say them last week before the Senate Interstate Commerce Committee we are satisfied that President Johnson has made an excellent appointment to the FCC.

There was no question about Mr. Wadsworth's qualifications in the light of his past distinguished government service and his background. There had been some concern that he might be predisposed toward a hard regulatory line having described himself as a "moderate to liberal" Republican (BROADCASTING, March 29).

All misgivings were dispelled when, in answer to a question from Senator Vance Hartke (D-Ind.) Mr. Wadsworth said he was "in favor of less regulation" in broadcasting . . . "the less, the better."

Ambassador Wadsworth breezed through a 15-minute hearing without painting himself into any corners. He recognized, in response to the stock question of Chairman Warren Magnuson (D-Wash.), that the FCC, like other regulatory agencies, is "an arm of Congress." He recognized that the FCC has many highly controversial matters pending and he had no preconceived notions about any of them.

Mr. Wadsworth should make a good commissioner. He knows government and he knows Washington. He brings to the FCC new strength and prestige internationally and this should be particularly useful in these days of satellite communications and global deliberations on frequency allocations. He is an old hand at tough negotiations by virtue of his ambassadorship to the United Nations in 1960-61.



Drawn for BROADCASTING by Sid Hix

"So we can't use athletes in our cigarette commercials any more . . . that still leaves us the Mets."



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Thirteen times each week, KSTP-TV presents a half hour of News-Weather-Sports programming in direct competition with the market's second station.

All thirteen times, KSTP-TV comes home the winner by a substantial margin in all rating categories.*

From 6:00 to 6:30 pm, KSTP-TV reaches an average of 99,800 homes per day for a 60% share of news-viewing homes. From 10:00 to 10:30 pm, KSTP-TV averages 144,800 homes per evening –

a 47% share of news-viewing homes.

Taken together, the figures show a 29% advantage (or 27,000 homes) for KSTP-TV News-Weather-Sports over the second station.

It's not a new story. KSTP-TV has long been famous for its award-winning News-Weather-Sports programming . . . a combination of fine personnel, superior equipment and outstanding production in living color. That's why KSTP-TV is the *first* station in the market – and your *first* buy in Minneapolis-St. Paul.

* ARB February/March 1965 Report



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