

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIALS LIB
USAF AIR UNIV
UNIT ACQ BRANCH
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AL

36113

EXP 2/66

Reins pulled in on CATV: tight controls for microwaves. p23

Major advertisers back networks in program rule fight. p58

AAAA analyzes the modern-day advertising image. p34

Nielsen reports audience and viewing hours increasing. p30

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Good Media Mix:



National Representatives:
THE KATZ AGENCY

Take advantage of any or all of these **JERROLD CATV SERVICES**

1. HELP IN GETTING STARTED

Let Jerrold help you start off on the right foot in CATV:

- ☐ market and feasibility studies
- ☐ cost estimates
- ☐ guidance in making franchise applications and pole-use arrangements
- ☐ flexible financing to meet your needs.

2. SYSTEM ENGINEERING



Call on the industry's largest and most experienced engineering staff to lay out a system that will provide the consistent high-quality reception so necessary for subscriber satisfaction. Jerrold engineering includes antenna-site selection, "walking the poles," complete system layout, selection of all equipment, and a complete bill of materials.

3. SYSTEM CONSTRUCTION

At Jerrold, the most highly skilled crews in CATV are at your disposal to assure speedy and efficient completion of your system. Advantage: Your system starts earning income at the earliest possible date.

4. MANAGEMENT SERVICES



Jerrold's proven advertising, public relations, and promotional services can help you get the maximum number of subscribers in the shortest possible time. Training your personnel in the best CATV management and maintenance techniques is another service that Jerrold has offered continuously for more than thirteen years.

5. THE CATV INDUSTRY'S MOST RELIABLE EQUIPMENT

More than 1,000 systems rely on modern equipment by Jerrold, the nation's only organization that engineers, manufactures, and distributes a complete line of CATV equipment, including the following:

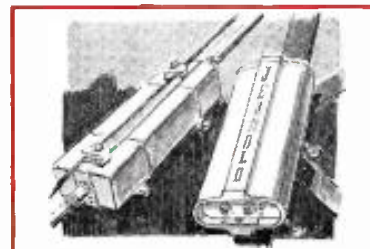


Antennas—Jerrold-TACO antennas, engineered specifically for CATV, have been born of TACO's extensive experience in designing satellite-tracking and telemetry antennas. You can rely on the ruggedness and performance of antennas from Jerrold.

Head-End Equipment—The famous Jerrold Channel Commander made 12-channel system capability a reality.

Trunkline and Distribution Equipment

—Jerrold all-solid-state trunkline amplifiers, automatic-gain-control units, bridging amplifiers, and line extenders are recognized as the quality standards for CATV. Completing Jerrold's quality line



of distribution equipment are splitters, subscriber tap-offs, and matching transformers.

Cable—This is the only part of the system not actually manufactured by Jerrold. However, Jerrold engineers work closely with Times Wire & Cable Company in developing special high-return-loss coaxial cable that precisely meets the needs of CATV.

Microwave—Jerrold microwave equipment is specifically designed to meet the needs of community-antenna TV systems. Whether for a short one-hop system or a complex multi-channel and multi-hop system, you can depend on Jerrold microwave gear for reliable performance and easy maintenance.

6. TURNKEY SERVICES

Jerrold has built more CATV systems on a turnkey basis than any other manufacturer-contractor in the industry. If you contract for turnkey service, Jerrold takes over the entire job, turning the key over to you only when the system is operating full-blast.



OVER 15 YEARS OF CATV EXPERIENCE

JERROLD

CATV Systems Division, JERROLD ELECTRONICS CORPORATION, 15th & Lehigh Ave., Philadelphia, Pa. 19132 Phone (215) 226-3456

FIRST IN CATV

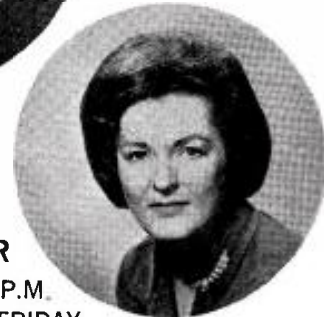
THE NATION'S LARGEST AND MOST EXPERIENCED MANUFACTURER AND SUPPLIER OF CATV EQUIPMENT AND SERVICES

**The trend is with us
in the brand-new
ball game in St. Louis,
and our team is
getting stronger
all the time.**



**SPENCER ALLEN
NEWS**

6:00 AND 10:00 P.M.
MONDAY THRU FRIDAY



**PAT FONTAINE
WEATHER**

6:15 AND 10:15 P.M.
MONDAY THRU FRIDAY



**ED MACAULEY
SPORTS**

6:20 AND 10:20 P.M.
MONDAY THRU FRIDAY



**CHARLOTTE PETERS
SHOW**

12:30 TO 1:30 P.M.
MONDAY THRU FRIDAY



**HOWARD STREETER
NEWS**

7:30 A.M. AND
12:00 NOON
MONDAY THRU
FRIDAY



**SUSAN HARRIS
WEATHER**

7:45 A.M. AND 12:25 P.M.
MONDAY THRU FRIDAY



**ART BROCK
SPORTS**

7:50 A.M. AND 12:20 P.M.
MONDAY THRU FRIDAY

**THE
EXCITING
NEW**

KTVD
Channel **2**

ST. LOUIS



total market dominance

Any way you look at it — in terms of homes delivered, in Metro Share of Audience or in total viewers, KRLD-TV dominates the Dallas-Fort Worth television market.

The February/March, 1965 ARB Market Report indicates that from 9 am to Midnight, Monday thru Sunday, Channel 4 averages an 18.5% larger Metro Share of Audience than the next station, 39.8% more homes, and has 36,300 more viewers per average quarter-hour.

Select the dominant station in the Dallas-Fort Worth market.

See your ADVERTISING TIME SALES representative.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

Heavy artillery

Importance networks attach to defense against FCC's proposal to cut back network ownership of prime time programs (see page 58) is underscored by caliber of special counsel two networks have retained in matter. NBC has retained Bernard G. Segal, Philadelphia antitrust specialist who represented network during its troubles with Department of Justice in Philadelphia case. CBS has hired Wilmer, Cutler & Pickering, Washington, whose Lloyd N. Cutler, recently mentioned for appointment as Assistant Secretary of commerce, is also antitrust expert.

Mr. Cutler has experience on other side in network regulatory matters. In 1956 he prepared antinetwork case for Richard Moore, then head of KTTV (TV) Los Angeles. Mr. Cutler prepared legal argument, presented by Mr. Moore to Senate Commerce Committee, that network option-time, must-buy and other practices were violations of antitrust laws (BROADCASTING, April 2, 1956). FCC later outlawed option time. Networks on own book eliminated must-buy lists of specific stations that advertisers had to take.

Minow casts the bait

Curtis Publishing Co. has been trying to recruit Eric Sevareid from CBS News for high editorial position. And recruiting agent Curtis has used is Newton Minow, ex-chairman of FCC who's been working as Curtis consultant. Mr. Sevareid is under CBS contract. He said Curtis talks were "tenuous" but would not comment beyond that.

Top name

Unless all present signs are wrong John F. Dille Jr., president of Communicana Stations (WTRC-AM-FM Elkhart, WSJV-TV South Bend-Elkhart; WKJG-AM-TV Fort Wayne, and construction permit for ch. 2 Terre Haute—all Indiana), will become chairman of board of directors of National Association of Broadcasters next June. He is believed to be hands-down choice of selection committee (six board members who retired following last month's NAB convention) to succeed Willard Schroeder, Time-Life Broadcast vice president and first chairman under new NAB structure. Selection committee meets May 11 at NAB headquarters to finalize its recommendation to full board of 44 members which meets May 12 (see page 46).

Mr. Dille, 51, is currently vice

CLOSED CIRCUIT®

chairman of television board. Under recently revised NAB setup, chairman resides in Washington during his tenure, coordinating his policy activity with NAB President Vincent T. Wasilewski. NAB chairmanship carries stipend of \$50,000 per year, including expenses.

Added attractions

CATV's in recent years have been offering customers inducements other than TV signals—like FM station or two, background music, time-weather information on unused TV channels. Growing practice now, it's learned, is to feed all FM signals in area to customer's own FM receiver through use of splitter at tap-off cable at no extra charge. In this way, subscriber uses CATV system's head-end antenna as FM antenna. Jerrold Electronics, Philadelphia, is now proposing this service in new all-band applications for franchises, has technique in use in its Ottawa and Streator, Ill., systems; plans to inaugurate service in its Lafayette and Logansport, Ind., systems.

System that goes one step farther in this area is Great Falls, Mont., where—because so many servicemen at Air Force base have stereo FM gear—it originates its own stereo programs, also at no extra charge.

Talent scout

NBC's Bob Kintner, accompanied by Dave Adams, network's senior executive vice president, flies to Europe today (April 26) on what's billed as survey of news pickup possibilities in Early Bird satellite. But what isn't generally known is that he's on hunt for entertainment features that NBC can import from continent via new space relay. News-minded Kintner isn't overlooking any journalistic bets with Early Bird, but he's also out to find entertainment specials that promise big audiences under added attraction of satellite transmission.

Modern teaching

Columbia University Graduate School of Journalism, which received Ford Foundation grant of \$1.6 million with usual proviso of raising matching funds, plans to greatly expand its broadcast journalism program through endowment (story page 48). Program, according to Dean Edward W. Barrett,

will center on methods of news presentation, documentaries and broadcast editorializing.

Among items on expanded curriculum of graduate school are new broadcast laboratory facilities; enlargement of faculty with leading broadcast specialists; expanded "broadcast thesis" equivalent of master's thesis, to be required of each graduate student; five annual fellowships or scholarships; television workshop to experiment with new ways of dealing with news and public affairs via live TV, video tape and film and including documentaries, editorials and commentaries; business and management aspects of broadcasting; audience reaction research and professional seminars emphasizing new trends in public communication via broadcasting.

Appointment list

It can be said on high authority that if stories had not been published on imminent appointment of Richard B. Hull, radio-TV head of Ohio State University, to FCC, he would be member of that agency today instead of Commissioner-designate James J. Wadsworth. President Johnson won't condone speculation about his federal appointments, and Hull incident was only one of several in same category. Mr. Hull had received FBI clearance, and reports of his selection to succeed Commissioner Fred W. Ford had been widely circulated (BROADCASTING, Jan. 11, March 15).

President faces decision on another appointment soon. Second seven-year term of Robert T. Bartley expires June 30. It's confidently expected that Mr. Bartley will be renamed, being fellow Texas Democrat and nephew of President Johnson's longtime friend and mentor, late Speaker Sam Rayburn.

French commercials

TV commercials producer Peter Elgar is understood to have been engaged by government-owned Radio-diffusion Television Francaise as consultant to that organization on its plans to enter commercial TV. Mr. Elgar, president of Peter Elgar Productions, division of Communications Group, New York, leaves for Paris shortly to guide French broadcasting system on appropriate TV commercials for that country. This is strong indication that France is seriously considering commercial TV for near future.



These organ grinders work like crazy!

PICTURE it to yourself. Here's Fargo centered in one of the world's very richest agricultural valleys, surrounded for many miles around by enormous farms (most "*fields*" are one mile square!). Money is almost literally dripping out of almost every pocket.

Yet Fargo is the only real "money magnet" anywhere near.

But we don't spend our leisure time in the theatre, or gambling casinos, etc. We ain't got none! So radio and television get extra-enormous listenership—and our commercials *sell things* to people whose time-pockets haven't been picked by outside entertainment!

Now for *our* commercial! WDAY Radio and TV are "*it*" in this whole Red River Valley. In fact, the *it-est*, and there ain't no *itter*! Ask PGW!

WDAY WDAY-TV

The Know-How Stations in
FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

WEEK IN BRIEF

FCC says it has authority. Moves to put all CATV under its jurisdiction. Commission puts freeze on CATV microwave applications in major metropolitan areas. Comes out with notice of inquiry. See . . .

NEW TIGHT CONTROLS . . . 23

FCC's plan to regulate CATV is termed 'gossamer veil' by Loevinger. Says his colleagues are doing wrong thing and doing it ineffectually. Feels commission's thinking on CATV is inconsistent. See . . .

THE TWO DISSENTS . . . 26

Pastore says he will hold hearings if FCC proposal to regulate CATV requires legislation. Says subcommittee will probably review commission's decision when FCC acts on network program control. See . . .

CLOSE LOOK AT RULE . . . 28

Leader in Television Bureau of Advertising's top 100 advertisers for 1964 comes as no surprise. Procter & Gamble with more than \$148 million in billings continues to lead list. See . . .

TV'S TOP 100 . . . 32

CBS stockholders get optimistic outlook for profits in 1965. However, Stanton notes revenue and profits could be drastically hit by FCC plan to limit network program control. See . . .

CBS NET DOWN . . . 56

NAB joint board may have to pick new chairman at special May meeting rather than waiting until regular June session. Answer will be found in bylaw interpretation. Five or six still in running for job. See . . .

CATV, CHAIRMAN ON AGENDA . . . 46

Stanton, Lavin tell 4A's FCC's network program limitations are unworkable and undesirable. ANA chairman hits federal intervention in programming. Says advertisers should have strong front on subject. See . . .

IS PLAN DESIRABLE? . . . 58

Spirit of entrepreneurs is waning and trend has to be reversed if agencies are to continue to be strong. JWT's Strouse tells 4A's agencies must sell themselves as well as clients' products. See . . .

WHAT'S WRONG WITH IMAGE? . . . 34

If program is controversial or political, then and only then, NAB maintains, can educational TV station identify donor or sponsor. Theory is set forth in opposition to WNBT plan for identification. See . . .

NAB OPPOSES PLAN . . . 46

No one has noticed, but television audience has been steadily growing and viewers are spending more time in front of sets. Data produced by Nielsen notes increase cuts across demographic lines. See . . .

GROWTH IN AUDIENCE . . . 30

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Scoring Big!



Joey, master of ceremonies for WSOC-TV's award-winning children's show, "Clown Carnival"

More money for leisure and recreation has made this action city the sports center of the Carolinas. Site of Southeastern Conference basketball tourney, hub of U. S. stock car racing—hot supporter of its own ice hockey team! Score big with WSOC-TV, the sports

station of the Carolinas. Proven sales action in America's 21st largest TV market.

Charlotte's WSOC-TV

NBC-ABC affiliate/represented by H-R



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

Henry: CATV move "important first step"

COMMENTS RUN GAMUT, SOME HAPPY, SOME SAD

FCC Chairman E. William Henry says commission's actions on community antenna television last week constitute "important first step in regulating an important industry."

Chairman spoke Friday at combination news conference-briefing session on commission's adoption of rules governing microwave-fed CATV's and its proposal to assert jurisdiction over, and adopt same rules for, off-air systems (see page 26).

Chairman said policy decisions are not protectionist—do not indicate attempt "to foster" television at expense of CATV. Rules, he said, are designed to accommodate both television and CATV and permit each to continue to serve public.

But he also said commission acted in response to mandate from Congress to provide "free, off-the-air" broadcast service. He said he has "presumption" that free service has advantage over paid service.

Chairman said commission could be ready to take final action on proposal to adopt rules for off-air CATV's in 120 days. But he stressed that commission welcomes congressional "guidance" on CATV policy.

He noted that procedures adopted for implementing rules for microwave-fed CATV's and for adopting them for all other systems were designed to enable commission to "adjust" to whatever legislation Congress passes on CATV.

He said commission will have further talks with industry representatives and Congress on CATV matters. But in absence of legislation, he said, commission "will implement policy as indicated."

Chairman said all six commissioners agree FCC should have jurisdiction over all CATV's. Dissents of Commissioners Robert T. Bartley and Lee Loevinger, he said, stemmed from their view commission needed specific grant of authority from Congress.

Chairman restated concern expressed in commission notice of inquiry about CATV's impact on UHF in major markets. Commission has asked for comment on whether rule should be adopted to prevent CATV's from importing signals of distant TV stations into markets such as Philadelphia.

Dr. Martin Seiden, FCC consultant on CATV, has said CATV's impact on UHF's in major markets is relatively

insignificant. Asked about this Friday, Chairman Henry said commission is seeking more data because "we're not sure Dr. Seiden is right."

FCC's action was sharply criticized by Frederick W. Ford, president of National Community Television Association, but supported by broadcast groups.

Mr. Ford said commission proposal to assert jurisdiction over all CATV's is "unlawful effort" to assume authority "it does not possess."

He expressed confidence Congress will "intervene to prevent such an unprecedented assumption of jurisdiction" and to "provide for orderly development of both" television and CATV.

He said "tenor" of commission's report "reveals a built-in bias in favor of the status quo" which demonstrates commission lacks knowledge or objectivity to regulate [CATV] without specific congressional direction."

Douglas A. Anello, general counsel, National Association of Broadcasters, said rules adopted to govern microwave-fed CATV's are "very close to what we've recommended" concerning protection for TV stations. He withheld comment on commission's proposed assertion of jurisdiction over off-air CATV's pending meeting on May 8 of NAB's Future of Broadcasting Committee and association's joint radio-TV board May 12 (see page 46).

Association of Maximum Service Telecasters, which has urged stringent rules for all CATV's, said rules adopted by commission constitute "welcome first step." AMST also expressed pleasure commission has recognized it has jurisdiction over all CATV's and said further actions proposed will "permit continued growth of CATV where needed to supplement free broadcasting."

Television Accessory Manufacturers Institute (TAME), long an anti-CATV force said that on basis of FCC action, every city should order freeze on CATV franchise applications. TAME said municipalities won't have knowledge to act on CATV franchises until commission completes inquiry in CATV questions and issues rules.

Opens \$1 million campaign

Standard Oil Co. (Kentucky) revealed today (April 26) details of largest advertising campaign in its history, start-

ing yesterday (April 25) and continuing throughout 1965 on radio, TV and in newspapers.

Total expenditures are expected to reach more than \$1 million, of which about \$700,000 will be spent on spot radio on 97 stations in Alabama, Georgia, Florida, Kentucky and Mississippi and on spot TV on 48 stations in those states. Agency is BBDO New York, in association with Burton E. Wyatt & Co., Atlanta.

Music group seeking ASCAP radio data

All Industry Radio Music Licensing Committee has notified federal court it will make motion for disclosure by ASCAP of society's financial receipts from radio going back to 1958. Committee will also ask for access to all ASCAP analyses of relative values of music by type and by medium and for comparative economic effect of per program and blanket licenses since 1941.

Motion, to be made before Judge Sylvester J. Ryan of Southern District Court in New York, May 17, is "essential" according to radio committee attorneys in determining appropriate costs of ASCAP music for local radio users. Local radio stations and ASCAP are involved in rate setting proceeding to cover five-year period which began Jan. 1, 1964. Stations have proposed approximate 22% reduction in fees. ASCAP is looking for 22% increase.

Committee's request for disclosure

Douglas beams on WGN

Senator Paul H. Douglas (D-Ill.) said last week that while he may have his differences with *Chicago Tribune*, he gets along fine with its radio and TV stations.

After jocular references to conservative *Tribune*, at panel discussion during New York convention of American Newspaper Publishers Association, liberal Senator added:

"And it also owns a broadcasting station, and I want to make public testimony that I've never been treated more fairly than by that station." (Tribune Co. owns WGN-AM-TV Chicago).

WEEK'S HEADLINERS



Mr. Whitley



Mr. Faust



Mr. Scott

Ed Whitley, 14-year veteran with John Blair & Co., New York, named VP-manager of Blair Radio in that city. **Tucker Scott**, with Blair since 1954, appointed VP-sales of same organization. **Lou Faust**, executive VP of

Blair Radio division, resigns to become VP and general manager of WKBW Buffalo, N. Y. Mr. Whitley, VP-sales with Blair Radio since January 1961, first joined representative firm in 1951. Mr. Scott joined Blair as sales promotion manager in 1954 and became ac-

count executive following year. Mr. Faust has been with Blair since 1954 beginning as radio salesman. He was elected VP and New York sales manager in 1961.



Mr. Fraiberg

executive at WNEW-TV, and before going to WTTG was manager of Metro Television Sales, New York. **John H. Bone**, VP and general manager of WTVH(TV) Peoria and WTVP(TV) Decatur, both Illinois, succeeds Mr. Fraiberg. Before joining Metromedia in 1962, Mr. Bone was commercial manager of WVUE-TV New Orleans. **Martin Connelly**, general sales manager at WTTG(TV) Washington, elected VP, sales. **Russell A. Greer Jr.**, general manager, KTRG-AM-TV Honolulu, named general manager of WTVP(TV) Decatur.

Lawrence P. Fraiberg, VP and general manager WTTG(TV) Washington, named VP and general manager of WNEW-TV New York. Mr. Fraiberg joined Metromedia in 1959 as special assistant; was named account

Arthur R. Ross, named VP and director of creative services at Weiss & Geller Inc., New York. Mr. Ross most recently served as VP, TV-radio creative director for Ketchum, MacLeod & Grove. He has also worked at McCann-Erickson, Campbell-Ewald and W. B. Doner & Co.



Mr. Ross



Mr. Bolster

Jack Bolster, account supervisor at BBDO, New York, for two years, elected VP and supervisor on Warner-Lambert Pharmaceutical Co. account at Lennen & Newell, same city. Mr. Bolster was at one time

advertising and promotion director of Elizabeth Arden and before that was promotion manager of *McCall's* magazine, both New York.

For other personnel changes of the week see FATES & FORTUNES

would cover ASCAP receipts from local radio stations, network owned stations and radio networks. In addition all standard ASCAP license forms, all modifications of forms and descriptions of society's auditing procedures are being asked for. Also requested are titles of compositions most frequently played on local radio going back to 1958.

Request of radio group closely parallels that of All Industry Television Stations Music License Committee, granted by Judge Ryan March 16.

Early Bird's TV tests good; Lightning I up

Intercontinental two-way TV tests via Early Bird satellite were conducted Friday (April 23) and Soviet Union put up its first communications satellite, Lightning I, same day.

Early Bird was used for three, six-hour tests between ground stations in U. S., Britain, France and Germany. Communications Satellite Corp. said picture quality was good. Andover, Me., station sent live pictures to France and

received films and test patterns. Andover feeds to Britain and Germany were test patterns and sound.

Lightning I was reported to have been used for live TV program between Moscow and Vladivostok, distance of 4,100 miles. Tass news agency said satellite is equipped with TV and long-range radio relay gear and is powered by solar batteries and chemical sources. Satellite was said to be functioning normally.

Walking on air; USSR version

NBC-TV is announcing today (April 26) that news special, *The Man Who Walked in Space*, will preempt *Le Louvre* originally scheduled for retelecast on May 14 (8:30-9:30 p.m. EDT). Xerox Corp., Rochester, N. Y., through Papert, Koenig, Lois, New York, will sponsor color film report of Russian cosmonaut who broke space barrier. *Le Louvre* will be presented at later date.

NBC holds exclusive rights to film purchased from official Soviet government sources, and plans to edit interviews with two cosmonauts and significant stages of Russian orbit in space.

Search for BMI chief given to board unit

Executive committee of Broadcast Music Inc.'s board will consider selection of new president of music licensing organization and report findings to board. Board's decision was made known Friday (April 23) after regular meeting held in New York.

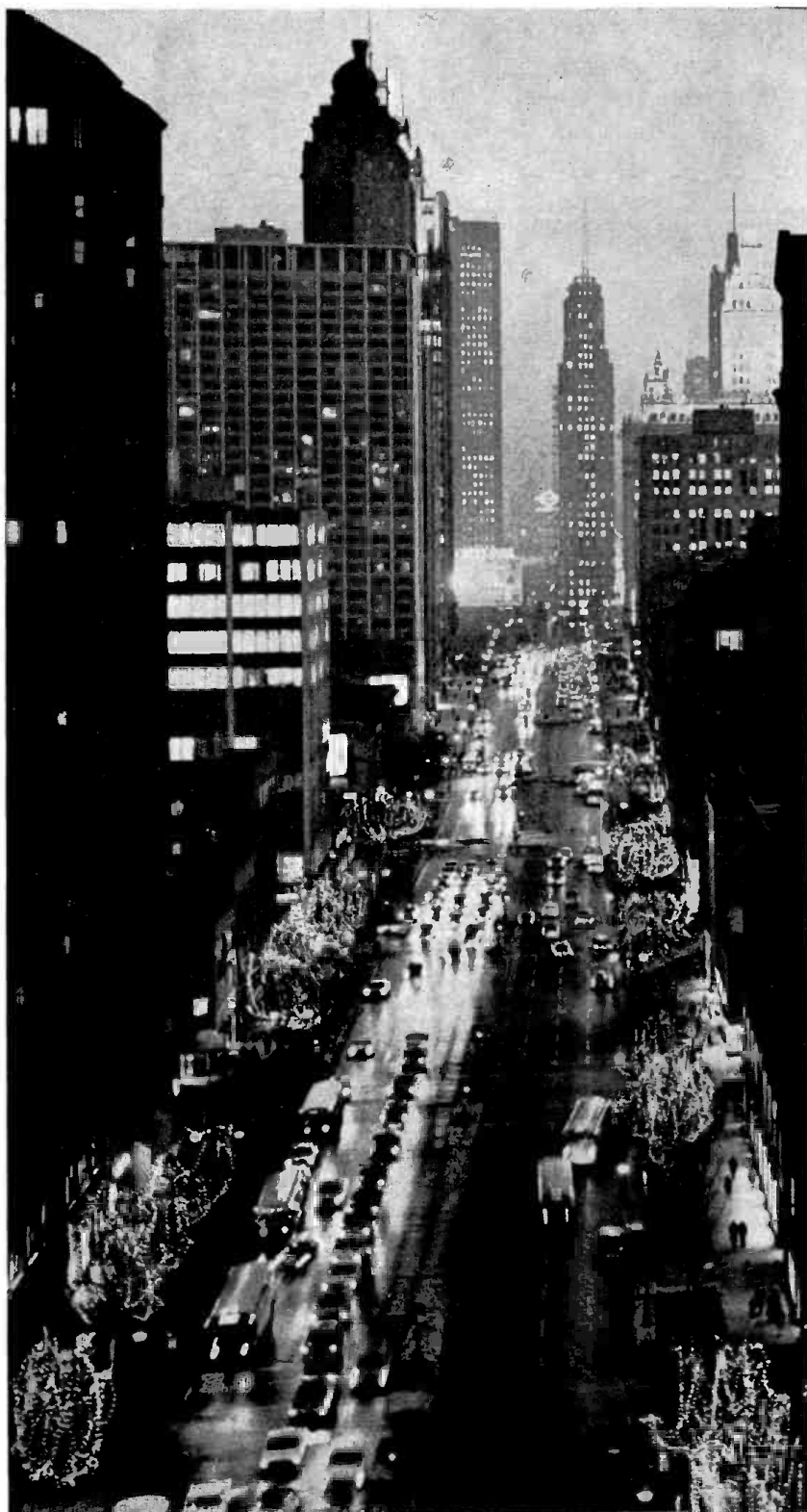
BMI's presidency has been vacant since death March 29 of Robert J. Burton. Board felt it was in position to give "mature consideration to the presidential succession without being subject to immediate pressure," BMI statement said, because of company's "strong organization" assuring efficient operation (CLOSED CIRCUIT, April 5). Board also received reports from corporate officers and approved plans for coordination of departmental activities during interim period by Sydney M. Kaye, BMI chairman. Paul W. Morency, WTIC-AM-FM-TV Hartford, Conn., is chairman of organization's executive committee.

Magnificent

When you think of the Magnificent Mile, you think of Chicago at its finest. And so, too, when you think of WGN Radio and WGN Television, you think of dedicated service to this great city — news, trafficopter reports, documentaries, safety, the finest sports and entertainment for the entire family. That's what we mean when we say with pride . . .

**WGN
IS
CHICAGO**

the most respected call letters in broadcasting







FIRST IN ENTERTAINMENT

This year's national Nielsen statistics show NBC Television reaching the largest evening audience of any network¹—a tribute to the most diversified entertainment schedule in television.

With established favorites plus an array of bright new programs, the coming season promises an even greater margin of leadership.

FIRST IN NEWS

NBC News continues its record as broadcasting's number one news organization.

More people get their news from The Huntley-Brinkley Report than from any other program in television.²

And with expanded news programming beginning on NBC this Fall, watch our news leadership grow next season.

FIRST IN SPORTS

This season, NBC Television has broadcast all ten of the ten top-rated sports events on television.³

Next Fall, the addition of the American Football League's pro games to NBC's exclusive schedule of college football will further expand this network's pre-eminence in sports.

FIRST IN COLOR

This Fall, 96% of NBC's nighttime schedule will be broadcast in color.

With the number of color television homes growing at an unprecedented rate, look for NBC to set the fastest pace in broadcasting as The Full Color Network.



1. NTL Jan-April 1, 1965, AA basis, 7:30-11:00 pm 2. NTL-ARB Jan-April 1, 1965, AA basis. 3. NTL Sept 1964-April 1, 1965, Total Audience basis. No national ratings were available on the NFL Championship Game, telecast in Nielsen Non-report Week. Audience and related data based on estimates provided by the rating service indicated and are subject to qualifications issued by this service. Copies of such qualifications available on request.

LOOKING TO CATV?

THEN LOOK TO AMECO!

And if you are not looking to CATV... you should because it is the *hot one*! ♦ And if you are interested in finding out more about cable television, look to Ameco because it is the *hot one* among the CATV equipment manufacturers. Over 60% of the known cable systems in the nation are using Ameco solid-state equipment. ♦ Cable owners know from experience that Ameco is the recognized leader in CATV. ♦ Write or call collect if you would like to look into the matter further.



ameco

P. O. BOX 11326
2949 WEST OSBORN RD.
PHOENIX, ARIZONA
TELEPHONE (AC 602) 252-6041

DATEBOOK

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

■ Indicates first or revised listing.

APRIL

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 rule-making 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 26-28 — 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 newfilm 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 on proposed FCC transfer rules. WGN-TV Chicago.

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

April 29-30—Spring meeting of Oregon Association of Broadcasters. 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 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 50th annual meeting. Royal York hotel, Toronto.

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

■ May 4-5 Spring Meeting of Missouri Broadcasters.

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.

WHAT'S ALL THE TALK ABOUT GOLDWYN ON TV?

SPONSOR MAGAZINE: "Samuel Goldwyn, king of the movie-makers, comes to television. Not long ago he offered 50 of his classics for syndication. The first takers were the five CBS owned television stations. They showed *THE SECRET LIFE OF WALTER MITTY* with Danny Kaye in their respective markets, averaging out to better than 50 percent share of audience."

SATURDAY EVENING POST: "He will not let down the name of Goldwyn. The greatest tribute to him is that the phrase 'the Goldwyn touch' is part of the vocabulary of Hollywood!"

NEW YORK TIMES: "Sam Goldwyn has earned his eminence... classic award winners like *THE BEST YEARS OF OUR LIVES* and *WUTHERING HEIGHTS*... Gary Cooper in *THE PRIDE OF THE YANKEES*, Barbara Stanwyck in *STELLA DALLAS*, Bette Davis in *THE LITTLE FOXES*, Humphrey Bogart in *DEAD END*."

UNITED PRESS INTERNATIONAL: "Samuel Goldwyn has sold 50 of his best motion pictures to television, films which have entertained millions of persons and received 55 Academy Awards and Oscar Nominations."

ASSOCIATED PRESS: "Ah, what movies they are! And what a rich and diverse product was gifted with 'the Goldwyn touch' over the years."

LOS ANGELES TIMES: "The great library of Goldwyn films to be seen on television."

LOS ANGELES HERALD-EXAMINER: "Good movies mean Goldwyn movies!"

ST. LOUIS GLOBE-DEMOCRAT: "Samuel Goldwyn film classics represent one of the last untapped lodes of quality film entertainment."

All happy talk. Just some of the critical acclaim that's greeting the Goldwyn film greats now available for television. Into their making have gone the talents of great stars, great writers, great directors and other creative artists of the entertainment world. What about your viewers? Shouldn't they have the chance to enjoy "The Goldwyn Touch" on TV? Great entertainment for the whole family.

For details, write or call: Samuel Goldwyn Productions—2 West 45th Street, New York, New York 10036 (YU 6-5372); or Samuel Goldwyn Studios—Hollywood, California 90046 (HOLLYWOOD 9-6161).



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A complete tower
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OPEN MIKE*

A little Birch bark

EDITOR: . . . Our weekly documentary series, *Outlook*, was cited by the National Conference of Christians and Jews for its examination of racial unrest in Jacksonville and St. Augustine, Fla. (BROADCASTING, April 19). One such program, "The Patriots," is referred to by the NCCJ for responsible examination of extremism. This is significant in that the documentary was attacked by the John Birch Society. Several of its members filed complaints against WCKT(TV) with the FCC.

Ironically, WCKT this year was . . . also singled out for the third successive year for the Vigilant Patriot's Recognition Award of the All-American Conference to Combat Communism. This award is to be presented June 5 in Washington for the *Outlook* documentary, "The Red Star, Part VIII," an exploration of the Communist effort to exploit the Negro via Havana radio broadcasts by American turncoats.—Gene Strul, news director, WCKT(TV) Miami.

Sundlun carried the ball

EDITOR: That was a fine piece you did on the Bristol, R. I., community antenna television argument (BROADCASTING, April 19). However, there was one error: Bruce G. Sundlun of our office, not the undersigned, presented the case for the complainants.—Gerald Scher, Amran, Hahn & Sundlun, Washington.

How it happened

EDITOR: In your April 19 issue you reported that advertising revenues of the Time-Life Broadcast stations declined in the first quarter of 1965 as compared to a similar period of 1964.

In a sense, this is true: total advertising revenues were less. The reason is simple, however: there were two stations less in the group. VHF station WTCN-TV Minneapolis-St. Paul was sold in 1964, as was its radio companion, WTCN. Bakersfield's UHF station KERO-TV was acquired in 1964, but obviously did not generate as much revenue as the two Minneapolis stations.

The four Time-Life Broadcast properties that were counted in the first quarter of both 1965 and 1964 reported an increase in revenue of 5%.—Friedrick S. Gilbert, vice president and general manager, Time-Life Broadcast Inc., New York.

(Mr. Gilbert's clarification pertains to last issue's story which was based on the stockholders meeting at which no explanation of the decrease was given)

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*Reg. U. S. Patent Office
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BROADCASTING, April 26, 1965

**WHAT'S IN THE MIDDLE
MAKES THE BIG DIFFERENCE**



. . . and, IN PENNSYLVANIA, it's

WJAC-TV

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

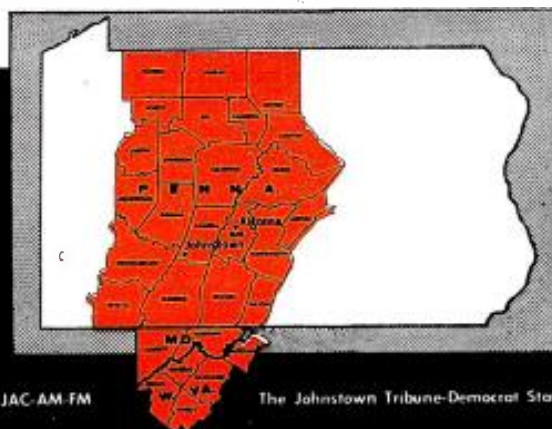
To reach the core of America's 43rd ranked TV market--
you must advertise in Johnstown-Altoona
. . . Pennsylvania's famous million dollar Market in the
Middle.

**CALL HARRINGTON, RIGHTER & PARSONS, Inc.
FOR A SPECIAL HARD CORE STUDY PRESENTATION.**

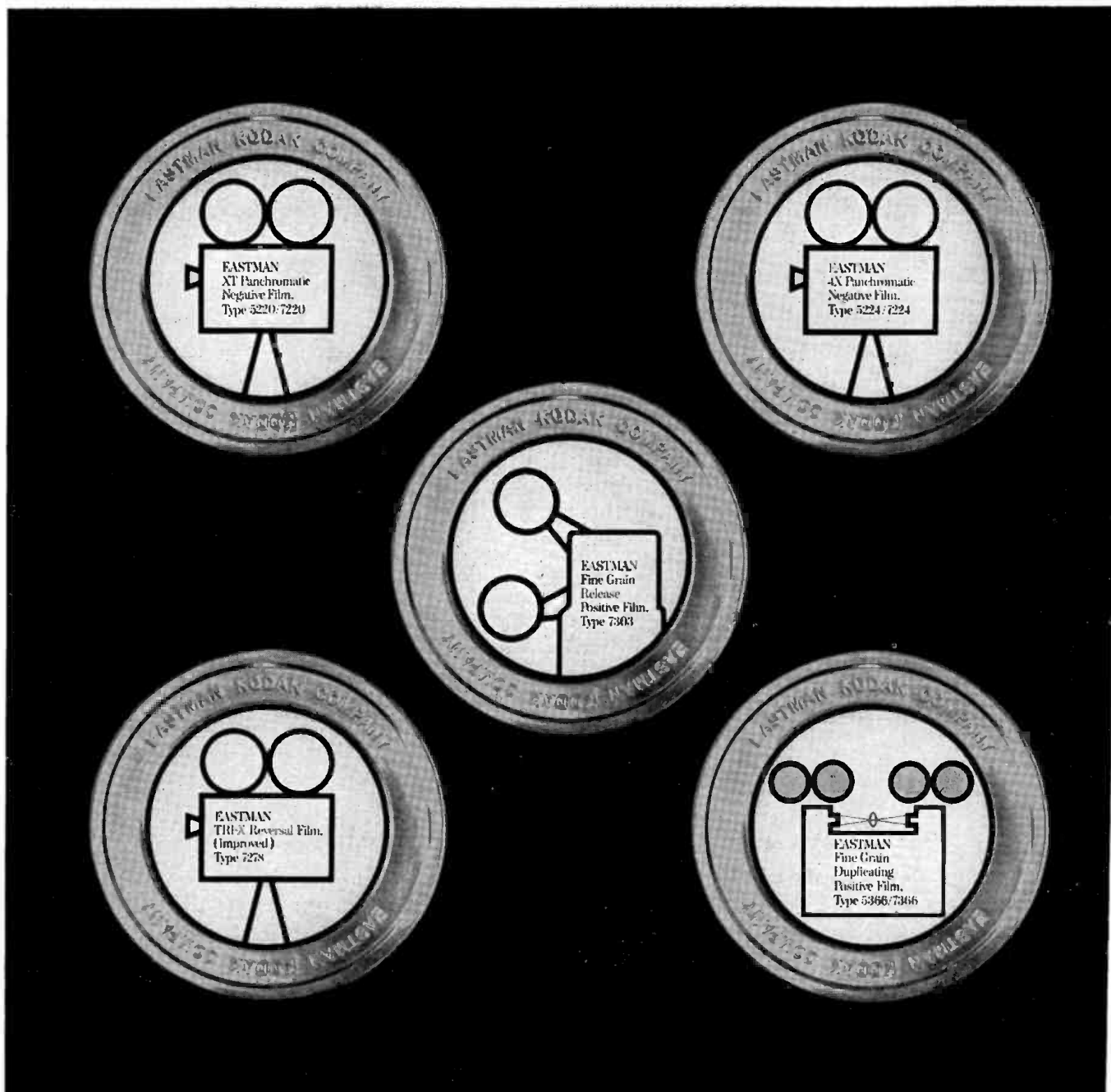


Represented
Nationally
by
Harrington,
Righter &
Parsons, Inc.

Affiliated with WJAC-AM-FM



The Johnstown Tribune-Democrat Stations



There are five new black-and-white films from Eastman

1. EASTMAN XT Panchromatic Negative Film, Type 5220/7220

Improved emulsion technology gives unmatched sharpness and apparent grain structure. Because of its slower speed, new XT Pan eliminates the need for neutral density filters or stopping down excessively when shooting extremely bright exterior scenes.

2. EASTMAN 4X Panchromatic Negative Film, Type 5224/7224

E. I. 500, but there's no more grain than in most medium-speed emulsions. New 4X Pan combines speed, resolution, acutance and brilliant tonal response. And it has an extended forced-processing range. That means quality even under the toughest newsreel conditions.

3. EASTMAN Fine Grain Release Positive Film, Type 7303

16mm never looked better than on this new fine grain positive. It's a great teammate with our new high-acutance XT Pan Negative. Gives clean, brilliant highlights and crisp, well separated middle tones. This fine grain print film brings out all the brilliance in any negative,

4. EASTMAN TRI-X Reversal Film (Improved), Type 7278

For sports, news, documentary, our new TRI-X Film leads the way in tonal quality and reduced flare and halation. Because "blooming" is eliminated, TRI-X Film is particularly good for the high-contrast subjects often encountered in night sports and news photography.

5. EASTMAN Fine Grain Duplicating Positive Film, Type 5366/7366

Permits exposure on lower portion of characteristic curve resulting in a "thinner," fine-grain master. Improved emulsion speed allows printers to operate up to four times faster. Or, this speed increase can be translated into savings on lamp replacement costs.



... plus this superb new color print film

6. EASTMAN Reversal Color Print Film, Type 7387

A highly improved reversal color print film with superior color reproduction especially in the reds and greens. Twice as fast as Type 5269, it offers improved sharpness and grain. Improved emulsion and processing give a sound track of superior frequency response.

And remember TYPE A704, Eastman's new magnetic sound recording film featuring brilliant tonal quality, archival stability, high wear resistance—and most important, roll-to-roll uniformity. Printed continuously on the back of the film are quality-control numbers that you can use for cataloging. Want to know more? Contact:

Motion Picture and Education Markets Division

EASTMAN KODAK COMPANY

Rochester, N.Y.
Chicago, Ill.

New York, N.Y.
Hollywood, Calif.

EASTMAN FILM

Spot TV deserves more than a once-over-lightly treatment

An alarming situation is presenting a serious deterrent to the future of spot television. It is simply this: the urgency in getting the job done forces even the most astute and knowledgeable buyer and seller into a bad position. The seller does not have enough time to properly acquaint himself with his customers' needs, nor does the buyer have ample time to study a market or station in the way he would like to. Hence, we must rely on the safe, readily available tools that allow the buyer and seller to talk the same language.

This is wrong!

Wants Basics ■ Increasing reliance on new product development, which is quickly becoming the bread and butter of television, demands more thorough knowledge of a station's profile and competitive advantages than a once-over-lightly examination permits. I am not referring to the contour map, the station's high ratings or number one position in the market, the "must buy" nature of the market, not even the spendable income in the city or the number of automobiles or soap sold last year.

But I am referring to such things as how an advertiser can review and implement changes in his discount position, obtain choicer locations through improvements in schedules, and focus on viewer cost-per-thousands in terms of brand users. Are heavy brand users watching a given show and if so, how often and in what quantity; will the station assist in meaningful merchandising aids; will they offer continuing incentives for an advertiser to enlarge his business on a station, and should a television station waive network cut-in charges?

Equally important from a buyer's viewpoint are such things as complete demographic breakdowns of a station's programing and program environment as it relates to commercial placement. Can a station offer a way to move a multiple spot location to an island position? How about in-program positions—can a station provide a local in-program position or structure an existing fringe-time vehicle in such a way as to permit broader product protection and the use of 30-second commercials?

These are the truly significant station facts a buyer needs. Certainly any station man or representative can get this information when it is requested and I am certain all buyers, both agency and advertiser, would welcome a salesman who can present a better way to use

the money.

No Ceiling on Discounts ■ The very nature of competitive marketing cycles calls for larger budgets each year and it is an obvious fact that advertisers are faced with a most difficult, if not impossible task, in making this new money work better. For example, if an advertiser's spot appropriation increases by 15% from one year to the next, it seems logical that this additional revenue to a station should qualify him for extra values. In my judgment there should never be a ceiling on discounts, for when there is, the seller is opening his competitor's door.

What about discounts? Haven't we had enough of orbit plans, section cards, CWD's, and so on? What about a pure dollar volume approach which takes into account, and makes attractive, additional business opportunities? If a seller were asked to prepare a media plan involving spot television and estimate what it would cost to do business, he would quickly see how ridiculous we have become in our attempt to "create new ways to do business."

A Monster? ■ It seems to me that we have developed a monster that is severely hurting the entire spot industry, and I don't think our print friends are aware of this. In the early days of the medium, you recall that television time was sold against insurmountable odds, in many instances, through a close examination of the pitfalls of other media forms and devising of ways to counteract them.

Now the pendulum has almost reached the other side of its swing and the tools that made the broadcasting industry what it is today are now being used against us.

In TV's attempt to counteract com-

petitive presentations made by other media, we appear to have developed even more package approaches and have burdened the buyer with a wealth of market facts which, while generally important, can at best only provide a feel of a city or station. A feel is not enough these days; firsthand knowledge of what makes a community tick is the only way of accurately sizing up a potential buy.

Perhaps stations and their representatives should look to establishing market experts who can better translate the wealth of information into meaningful terms which answer some of the questions posed earlier. Certainly many organizations employ marketing, merchandising, or even special services type people, but in my judgment, they don't go deeply enough. I submit that a representative makes him tick, fills him in on key facts on a market and above all, explains ways to get the best for his dollar.

Like the car rental organization, most of us are "number two"—or even three or four, and we must make our available budgets fight harder and work better so that we can compete on a more favorable basis. What I am saying is that the station should have a stake in product development and marketing just as an advertiser has a stake in television.

The station and representative should make it easier to do business instead of establishing nuisance fees and other surcharges which muddy the waters. In the area of new product testing, perhaps special rates should be considered to encourage a speedy and accurate reading of consumer acceptance rather than extra costs which serve no useful purpose.



Gregory T. Lincoln entered broadcasting in 1948 with a mail room job at WPIX(TV) New York. He advanced to the sales department there and in 1953 left to join the New York sales office of Crosley Broadcasting. After five years with Crosley he moved to the sponsor side of the business, going to Colgate-Palmolive as assistant director of radio and television. In 1962 he was promoted from assistant director to manager of the company's radio-TV operations.

WE'RE WORRIED!

Suddenly — Rochester's "Old Line"
Radio Station is *us!*

WBBF has had the same basic *programming** since 1958.
(No other Rochester station can make that boast.)

WBBF has had the same *ownership* since 1954.
(Only two of Rochester's other stations can say that.)

WBBF has had the same *manager* since 1958.
(Only one of Rochester's other stations can say the same.)

WBBF has had the same *broadcast personalities*—respectively—since
1947, 1952, 1955, 1957 and 1961. (No other Rochester station
can come close to that boast.)

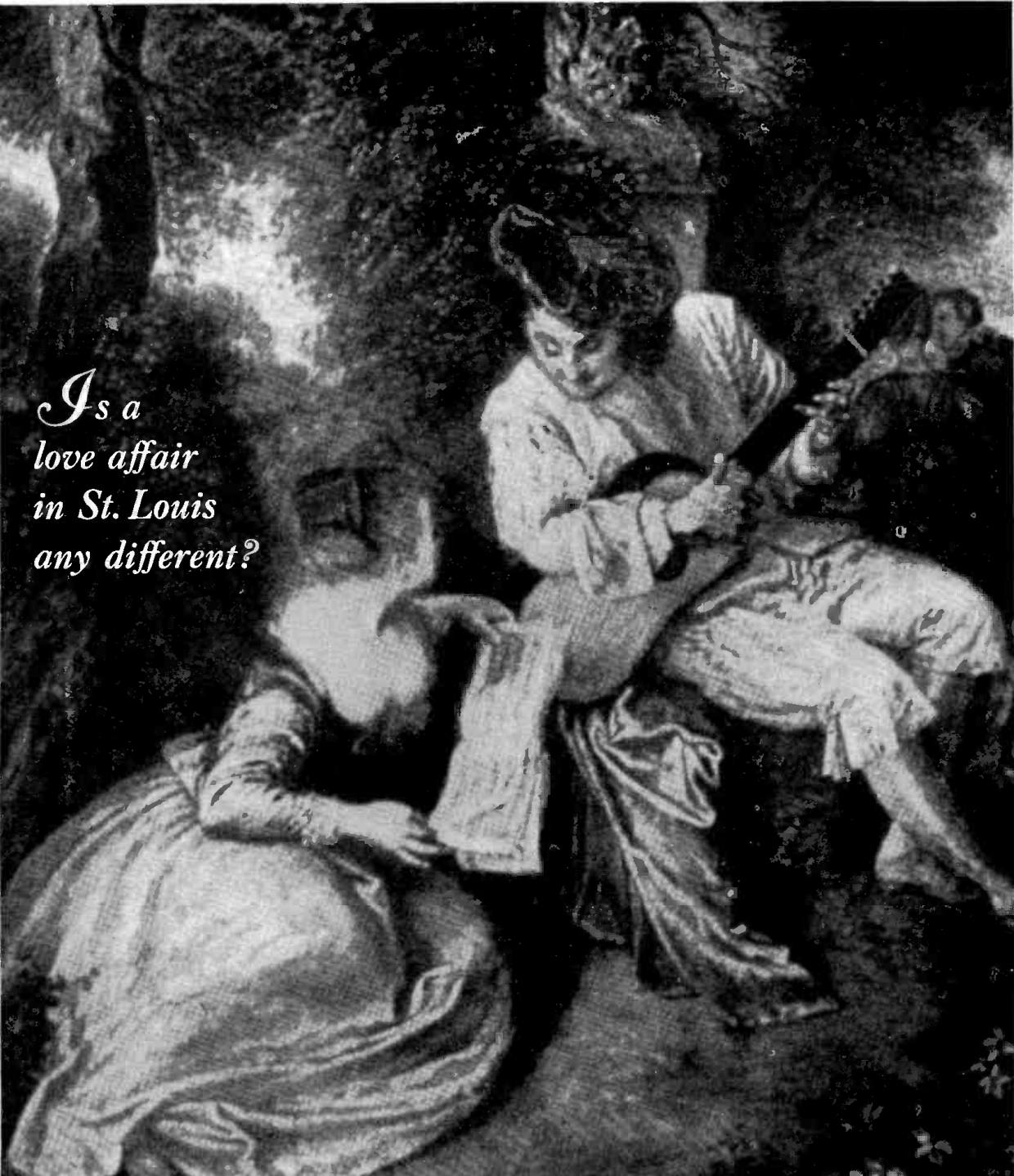
* popular music, news by city's first large broadcast news staff (1959), editorials (1960), a massive concentration on the area's politics, and the kind of imaginative capsules that have caused others to call WBBF "the idea station."

IMAGINE!

WBBF, Rochester's OLD LINE Radio Station!

No wonder we're worried!





*Is a
love affair
in St. Louis
any different?*

Watteau / Game of Love / London National Gallery

St. Louis' emotional attachment to KSD-TV is unique . . . for it has matured and strengthened since that day 18 years ago, when channel 5 became the first television station in St. Louis. Latest ratings* . . . plus an independent survey** of America's 8th Market TV listening habits . . . prove KSD-TV is still first in the hearts of St. Louisans.

St. Louis Post-Dispatch Television / represented nationally by John Blair-TV



*Nielsen Station Index and A.R.B. Television Market report—Feb.-Mar. '65—ratings show KSD-TV first in St. Louis (average ratings—sign on to sign off).

**Frank N. Magid Associates Survey shows KSD-TV programming and personalities strongly preferred by St. Louisans.

Now tight controls on all CATV

FCC makes its moves to clamp federal regulation
on wire systems everywhere; its aim: protection
of stations that are on air now or may be some day

The federal government acted last week to restrain the development of community antenna television. In a major policy decision frankly made to protect broadcasting against the unrestricted growth of CATV, the FCC asserted its intention to confine wired systems to a subordinate role in the television structure.

The commission claimed authority to regulate all CATV's. It adopted rules to regulate CATV's that use microwave radio relay links, which are clearly within the FCC's jurisdiction, and proposed to adopt rules regulating all other

CATV's as well.

The agency also imposed what amounts to a freeze on applications for microwaves to serve CATV's in or near major cities. It has been the flurry of CATV franchise applications in New York, Philadelphia, Cleveland and many other big population centers in the country that has caused much of the recent alarm over CATV development.

The rules that the FCC adopted for microwave-fed CATV's and proposed to adopt, after considering comments, for all other CATV's would require any cable system to carry the programs of

stations located in its area and prohibit it from importing from distant stations any programs duplicating those on the local air. Protection against duplication would extend 15 days before and after a local broadcast.

The Hard Questions ■ In addition to its rulemaking actions, the FCC issued a notice of inquiry into such questions as these:

■ Should there be a limit on the distance over which CATV's can import signals?

■ Should a CATV be permitted to "leapfrog" stations: to refrain from

Steers, Adams, Shepardson, elected AAAA executives

William E. Steers, board chairman of Needham, Harper & Steers, New York, was elected chairman of the American Association of Advertising Agencies last Thursday at its annual meeting (also see stories pages 34 and 58). He succeeds Norman H. Strouse of J. Walter Thompson Co., New York, as AAAA leader.

Thomas B. Adams, Campbell-Ewald Co., Detroit, was elected vice chairman, and Wallace L. Shepardson, Chirurg & Cairns, Boston, was named secretary-treasurer. John Crichton continues as president and a director.

These new officers and three other agency executives were named to the AAAA board's operations committee, to meet monthly when the board is not in session. The three others were Edward L. Bond Jr., Young & Rubicam; William A. Marsteller, Marsteller Inc., and Alfred J. Seaman, Sullivan, Stauffer, Colwell & Bayles, all of New York.

New directors-at-large and region-



Mr. Steers



Mr. Adams



Mr. Shepardson

al directors were elected as follows:

Directors at large, for three-year terms—Charles Farran, Griswold-Eshleman Co., Cleveland; William R. Hesse, Benton & Bowles, New York, and Stuart D. Watson, Marshchalk Co., also New York.

New regional directors (one-year terms):

Eastern—Fred Adams, Basford Inc., New York; James M. Hender-

son, Henderson Advertising, Greenville, S. C., and Allen C. Smith Jr., Aitkin-Kynett, Philadelphia.

East Central—Burton E. Vaughan, BBDO, Pittsburgh.

Central—John V. Sandberg, J. Walter Thompson Co., Chicago, and Charles E. Claggett, Gardner Advertising, St. Louis.

Western—King Harris, Campbell-Ewald, San Francisco.

NOW TIGHT CONTROLS ON ALL CATV continued

picking up stations nearer to it while carrying service from stations farther away?

- Should CATV's be allowed to originate programs?
- Should cross-ownership of televi-



Commissioner Hyde

sion stations and CATV systems be permitted?

▪ As an alternative to CATV development should television stations be permitted to extend their coverage areas by the installation of translators, which are inexpensive slave stations?

The notice of inquiry raised the likelihood of more and perhaps tougher rulemaking later on.

The commission said it may request oral argument on the questions raised. It also may spin off portions of the rulemaking for early decision, since some matters in the notice of inquiry "may require lengthy consideration."

Secondary Service ▪ Basic to the commission's actions last week was the feeling, expressed in the order adopting the rules for the microwave-fed systems, that although CATV's perform a "valuable" service, they "cannot be permitted to curtail the viability of existing local service or to inhibit the growth of potential service by new broadcast facilities."

"The commission's statutory obligation," it added, "is to make television service available, so far as possible, to all people of the United States on a fair, efficient, and equitable basis. . . . This obligation is not met by primary reliance on a service which, technically, cannot be made available to many people and which, practically, will not be available to many others."

"Our conclusion is . . . that community antenna television serves the public in-

terest when it acts as a supplement rather than a substitute for off-the-air television service," the commission said.

Economic Impact ▪ The commission, which was furnished with a number of economic studies dealing with the subject during the course of the rulemaking proceeding, did not estimate the extent of CATV's economic impact on local television. It said that tools for measuring impact precisely are lacking, although "it is plain that CATV competition can have a substantial negative effect upon station audience and revenues."

The commission said the "long-range trends are in the direction of deeper CATV penetration and greater impact." It noted also the warning of Dr. Martin Seiden, the commission's consultant on CATV, that as advertisers become increasingly aware of CATV penetration "estimates of adverse impact on stations will become increasingly real."

The commission is moving slowly into its new regulatory role. The new rules for microwave CATV's become effective June 1, but the commission said it would not implement them for existing systems until it is ready to act on rules for all CATV's. This would give the commission time to determine whether operating systems should be allowed a transition period in which to adjust to the new rules.

It would also give Congress time to act on CATV legislation. The commission said it would decide on a case-by-case basis whether pending applicants for microwaves to serve CATV's would have to abide by the old interim rules or the new regulations. New applicants would have no choice but to follow the new rules.

The commission, in proposing to adopt rules for CATV's that do not use microwaves, said that although it believes it has authority in the area, "clarifying legislation would be desirable." Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, is expected to introduce CATV legislation shortly. And Senator John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, said last week Congress would look closely at any commission action on CATV (see story page 28).

The Majority ▪ The commission's massive CATV package—running to more than 100 pages of order, proposed rulemaking and inquiry—had the solid support of four members, Chairman E. William Henry and Commissioners Rosel H. Hyde, Kenneth A. Cox, and Robert E. Lee. Commissioner Lee Loevinger concurred in part and dissented in part to both the order adopt-

ing the rules and the joint notice of rulemaking and inquiry. Commissioner Robert T. Bartley dissented to the order and concurred in part and dissented in part to the joint notice.

Basically, the rules adopted for microwave-fed systems—and proposed for other CATV's as well — have been



Commissioner Cox

known in general outline at least for months. They are more stringent than the interim rules that microwave-served CATV's have been required to observe since rulemaking in the area was first proposed in December 1962.

They require a CATV to protect stations putting a Grade B or better signal over its community—that is, it must, if requested by the station, refrain from transmitting programs for 15 days before and after the station broadcasts them and must carry the station's signal on the cable "without material degradation." The interim rules applied primarily to Grade A stations.

The Priorities ▪ The new rules will be applied according to a precise set of priorities based on the assumption that a CATV owes its primary duty to stations that are closest and place the best signal over its community.

Thus, within the limits of its channel capacity, a CATV will carry the signals of all stations putting, first, a city grade signal over it; second, a Grade A signal; third, a Grade B signal. Where practical, the signal will be carried on the cable on the station's channel, if requested by the broadcaster.

But the commission spells out a number of exceptions:

A CATV need not carry a station that substantially duplicates the network programming of an equal or higher-priority station if in dropping the station the system would be able to

carry the programming of an independent or noncommercial educational outlet. "Substantial duplication" refers to 14 hours a week of 6 p.m. to 11 p.m. programming.

Where a CATV system operates within the Grade B or higher priority contour of both a satellite station and its parent outlet, the CATV need not carry the signals of both.

The rules would also require a CATV that doesn't carry the signals of all stations putting a Grade B or better signal over it to install and maintain for subscribers who want it a switch to enable them to choose between cable and non-cable reception.

The Station's Job ■ Broadcasters who want nonduplication protection will be responsible for learning the programming plans of the stations on the cable and for notifying the CATV at least 48 hours in advance of the program to be deleted.

The commission's rules regarding nonduplication, however, are designed to maintain the respective competitive positions of the stations being carried on the cable. A CATV, for instance, need not maintain the network programming exclusivity of a station if other stations on the cable of equal or higher priority carried the same network shows.

And the system will not be required to maintain the exclusivity of the non-network programming of a station if the CATV carries the programs of stations of equal or higher priority that are located in other markets.

The rules also provide for three exceptions to the general nonduplication requirements. A CATV need not delete a network program if the deletion would leave subscribers with fewer than two network programs. A CATV need not delete a network program scheduled by the network between 6 p.m. and 11 p.m.

if the station requesting protection plans to carry the program outside of prime time. And the system need not delete the broadcast coverage of an event if the time presentation is of special importance, unless the program is being simultaneously broadcast by a station entitled to exclusivity.

Jurisdiction ■ In proposing to adopt the same rules for CATV's not using microwaves, the commission had to reverse a position, taken more than once in the past, that the Communications Act would not support an assertion of jurisdiction over all CATV's.

But in the past six months, a number of broadcasters have pressed on the commission the view that it does have authority under existing law. And the commission last week "initially concluded" they are right.

The commission based this on the view that CATV's are engaged in interstate communication by wire, "to which the provisions of the Communications Act are applicable." The commission suggested its authority stems also from provisions authorizing it to promulgate rules to carry out the provisions of the act—"to insure that the regulatory scheme . . . is not frustrated by the operation of CATV. . . ."

A Nod to the Hill ■ The commission, noting that Congress will probably act on CATV legislation, said it would "welcome congressional guidance as to policy." But it added that if Congress doesn't preclude the commission from taking jurisdiction and if the comments in the rulemaking indicate it should, the agency would be prepared to exercise the authority "without undue delay."

The commission made clear, however, it would not seek to regulate such CATV matters as rates, the extent of service or the award of franchises. Those matters, it said, it will leave to local and state authorities.

The rulemaking, on which comments are due on June 25, also asks for comments on several questions not resolved in the microwave rulemaking including one dealing with color programming. The commission asked for comment on whether all CATV's should be permitted to duplicate in color the programs of a station that broadcasts only in black and white, or whether a CATV should be required to make a showing concerning the percentage of color sets owned by its subscribers.

The commission also asked for comments on whether it should grant a transition period before the carriage provisions are made fully applicable to microwave and nonmicrowave CATV systems with limited channel capacity. The commission intends to send a questionnaire to every known CATV operator seeking information to help in making a determination. The FCC



Chairman Henry

said that some 1,300 CATV's are now operating, 250 of them using microwaves.

Big Markets ■ The commission discussed its "concern" over the trend of CATV into large cities, such as Philadelphia, and the possible effect there on the development of nonnetwork UHF television. It said that two UHF stations planning to go on the air in Philadelphia this year not only faced competition from three network-affiliated VHF stations but three independent New York stations, whose programs CATV applicants in Philadelphia are proposing to carry.

"The crucial question," the commission added, "is thus whether the result will be that New York independents will, in effect, be replacing Philadelphia UHF independents, with a concomitant loss of local service. . . ."

Dr. Seiden, in his report to the commission, argued that a CATV's impact on UHF in a large market would be insignificant since the cable would have only a small percentage of TV homes as subscribers. He said there would be sufficient audience for a UHF station to draw from, and that the independents' major problem is programming.

The commission, however, began moving in the direction of providing protection to UHF's in major markets. It asked for comment on the conditions under which CATV's should be permitted to operate in areas with potential for independent stations.

In the meantime, the commission said, it would require microwave applicants proposing to serve CATV's in large cities to make a showing "that a grant would not pose a substantial threat to the development of independent UHF service in the area." A commission official describes this re-



Commissioner Lee

quirement as amounting to a "freeze." The showing would be required in cities with four or more commercial channel assignments and three or more stations in operation (or with at least two stations in operation and one or more stations authorized or applied for). It would also be required in applications to serve a CATV in a community where, because it is overshadowed by three or more commercial stations, a UHF station would be an independent.

Direct Pickups ■ The commission, asserting that the same concern is applicable regardless of whether microwave is involved (and it isn't in Philadelphia), asked for comment on what interim policy, if any, it should apply to CATV's in major cities "with burgeoning UHF independent development."

The commission specifically requested comment on whether off-air CATV's should be prohibited from transmitting a station's signal beyond its grade B contour into a major market like Philadelphia unless a showing should be made that UHF service would not be impaired.

The commission also dropped a broad hint that it would like local authorities to take note of its concern, stating it believes that "franchising authorities will give due regard to the fact that the matter is thus under commission consideration."

Tough Line ■ Most of the questions raised in the notice of inquiry grew out of the spate of petitions or other pleadings for rulemaking filed by broadcasting groups seeking sweeping regulation of CATV's—ABC, Association of Maximum Service Telecasters, Springfield Television Broadcasting Corp., KBOI-TV Boise, Idaho, and Westinghouse Broadcasting Co.

The commission said the primary purpose of the inquiry is to develop information on whether rules or legislative proposals to Congress would be appropriate. It also said that a notice of rulemaking will "in all likelihood be issued" to enable interested parties to comment on any specific rule proposals. But it also said that, after receiving comments on the issues raised, it would be in a position to take "any rulemaking action found appropriate."

The questions include:

Should limits be placed on the distance a station's signal can be transmitted? Both ABC and AMST urged that such limits be imposed as a means of preventing fractionalization of audience and potential damage to the nationwide system of local television.

Should "leapfrogging" (the importa-

tion of signals from distant stations rather than from closer-in outlets) be banned, or is it needed to extend the service area of UHF stations or VHF stations in sparsely populated areas?

Should CATV's be allowed to originate programing and to carry advertising, and if so should they be required to abide by the political broadcasting and sponsorship-identification laws? The commission also asked



Commissioner Loevinger

whether CATV's should be barred from deleting station identification announcements.

Are pay-TV operations by CATV feasible or desirable, or should conditions be required to protect "the public interest in free television?"

Should CATV systems be required to file information on ownership, control and management? Would other information be appropriate, such as location of the system, the number of subscribers?

Should grants for translators or stations be made to CATV's in communities having no off-the-air television service? Should a similar policy be followed to provide a second off-the-air service? (The general question of CATV-TV cross-ownership was the subject of a notice of inquiry issued last year).

Would it be feasible to use translators to expand the size of one- and two-station TV markets to a point where

they would be large enough to support three stations? Dr. Seiden offered this proposal. He said it would meet the demands of viewers for three network services—a demand that, left unmet, creates customers for CATV.

Does CATV pose a threat to AM and FM broadcasting? If so, what steps should be taken to govern the distribution of aural signals by CATV?

Responses to the notice of inquiry are due Aug. 27.

The commission's actions last week make clear it is in step with, if not ahead of, broadcaster groups that have urged sweeping regulation of CATV's. The arguments of the National Community Television Association that CATV's do not pose a threat to free television, as well as its plea to restrict nonduplication requirements to simultaneous-only, were swept aside.

The two dissents to FCC's CATV action

Two of the six FCC commissioners dissented from the actions of the commission last week in the CATV field. They were Commissioners Lee Loevinger and Robert T. Bartley.

Commissioner Loevinger, former U.S. assistant attorney general in charge of antitrust activities at the Department of Justice and former justice of the Minnesota Supreme Court, doesn't think his colleagues on the FCC read the law correctly, or are consistent in their thinking about CATV.

In an extensive and far-ranging protest to the commission's actions (see page 23), Mr. Loevinger concurs only in the action taking jurisdiction over microwave systems serving CATV systems. He objects principally to:

- The FCC's assumption that it has jurisdiction over off-the-air CATV's.

- The rule, as well as the proposal, that CATV's must protect local TV stations by not duplicating programs carried, or to be carried, on the local station for 15 days before or after.

A key opposition enunciated by Mr. Loevinger is that the FCC is attempting to control, directly or indirectly, specific programs that are to be presented to the audience. It is doing this, he says, for the wrong reason (to prevent competition), in the wrong manner (extending its jurisdiction beyond statutory language and contrary to precedent), with the wrong problem (competition for audience).

And, Mr. Loevinger says, "... the commission is erecting only a gossamer barrier against feared evils because the actions taken and proposed are not only wrong but must ultimately prove to be

ineffective."

Mr. Loevinger agrees with the FCC majority, however, in requiring CATV carriage of local TV stations without degradation, and also with the commission's decision to institute an inquiry into the role and scope of CATV.

Dichotomy ■ In some of the commission's actions, he says, there seem to be inconsistencies. In some portions of the orders, he notes, CATV is discussed as being ancillary or subsidiary facilities to broadcasting, and in other sections, as a service competitive with broadcasting.

"These concepts," he says, "seem inconsistent to me, and differing regulatory consequences flow from them. For example, if the services are truly competitive, then there is some reason to prohibit or discourage joint ownership of broadcasting facilities and CATV's. On the other hand, if the services are ancillary, then that reason does not exist, and broadcasters should be permitted, and perhaps encouraged, to own CATV's . . ."

In one of the strongest paragraphs in his 16-page, single-spaced dissent, Mr. Loevinger takes his colleagues to task for having made up their minds before all the returns are in:

"The documents issued today plainly show that the commission and its staff have strong and fixed views regarding the subordinate place of CATV's in the mass communications system, and these views are not likely to be influenced by anything that can be presented to the commission in the course of the inquiry . . ."

Danger for Broadcasters ■ Among the problems, Mr. Loevinger foresees

for CATV and for telecasters, are:

- If the commission's majority view prevails on nonduplication, will the commission take the next step to require a program to be carried by a TV station which decides it isn't interested in carrying the program it originally planned to and which the CATV system failed to carry because of the nonduplication rule?

- If a CATV system carries political programs favoring only one party, even though TV stations are carrying balanced political programs, is the FCC going to require CATV's to originate programs in order to comply with Section 315 and the fairness doctrine?

- When a CATV is required to carry a blank channel because it's proscribed under the nonduplication rule, won't this virtually guarantee that it is going to think about filling that vacant channel with its own program originations?

Mr. Loevinger saves some of his most caustic language for the proposals that would impose the nonduplication rule on microwave systems serving CATV systems. This opens a host of problems, he says, including the hitherto unthought of possibility that the FCC could, under the same jurisdictional authority, regulate all users of common carriers ("every citizen and every business"). This could even be extended to the owners of TV and radio receivers, he said, under the premise put forth by the commission that it has jurisdiction over all elements in a transmission system—from origination to reception. Under this reasoning he says the jurisdiction of the FCC is "literally unlimited." He adds:

"There is scarcely any aspect of



Commissioner Bartley

organized social living that is not in some way related to the complex ramifications of the communications system that is now under the jurisdiction of the commission . . . all amusements, the field of journalism, the scheduling of trains, planes and ships. . . ."

Precedent Reversed ■ From 1958 until 1962 Mr. Loevinger notes, the commission denied its right to control CATV's. In 1962, it issued the now famous Carter Mountain decision in which it asserted its right to impose conditions on microwave licensees serving CATV systems in order to protect local TV stations. Even then, he observes, the commission maintained that it had no control over wired CATV operating in intrastate commerce.

He would, Mr. Loevinger states, agree that the FCC should have some power to regulate CATV's "as a service closely related to broadcasting." He would, he says, "favor and support appropriate congressional legislation to give the commission jurisdiction in this field."

But, he says, the power granted by Congress "is certainly going to be specified and limited in extent . . ." and the legislative history of any such legislation will, through hearings, "provide some guidance to the commission" on suggesting "a better course" than the commission has decided to follow.

Mr. Loevinger concludes by cautioning his fellow commissioners that they have "not yet learned that the expansion of service is not to be attained by the limitation of competition and the imposition of rigorous regulation but rather by stimulating competition and moderating regulation."

The Bartley Position ■ Commissioner Bartley was more concise in his objec-

Mayors told to await FCC's CATV rules

Mayors and city managers of cities and towns belonging to the National League of Cities were told last week to hold off granting franchises for community antenna systems until the FCC decides what it's going to do in that area.

The league, whose membership includes 300 large cities and state municipal associations representing 13,000 cities and towns in 45 states, recommended that city councils faced with applications for CATV franchises delay action pending an FCC ruling. The notice went out April 19, and consisted of a series of questions and answers on CATV.

Patrick Healy, executive director of the league, listed two reasons for

advising delay on CATV action: (1) The FCC's decision will resolve disputes among groups within the television industry on how CATV is to be treated; (2) The commission's ruling may affect the outcome of a number of lawsuits which raise questions of copyright infringement and, in one instance (United Artists Corp. to New York City), the possible liability of the municipalities which grant CATV franchises.

The league's recommendation, and its review of CATV, came after a number of mayors and other municipal officers queried the national office during the National Legislative Council meeting in Washington early this month.

Pastore promises close look at CATV rule

The FCC's position on community antenna television systems (see page 23) will receive careful study of the Senate Communications Subcommittee and if legislation is indicated, hearings as well.

Subcommittee Chairman John O. Pastore (D-R. I.) said in New York last week that his group would review any FCC policy statement on CATV "very closely." He said it was his opinion that the FCC had the authority to regulate CATV, an opinion he shares with Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, who made a similar statement during the hearings on James J. Wadsworth's nomination to the FCC (BROADCASTING, April 19).

The senator was in New York where he addressed an International Radio & Television Society luncheon. His talk was concerned with the international implications of the Early Bird satellite. His remarks on CATV were made during a news conference held following his speech.

Senator Pastore also said his subcommittee would in all probability review an FCC decision when made on the proposed rulemaking on network prime-time programming.

His speech challenged broadcasters to consider satellite programming from the viewpoint of three questions: "What way of life will that program represent? Who will control its contents? What impression will this leave on the viewer?"

Senator Pastore said that synchronous satellites can "become the show window through which America can and will be seen throughout the

world. [It] can become the mirror of our image."

At the same time, the senator leveled criticism at last summer's TV coverage of the national political conventions, noting that "the confusion, the interference, the disturbance that results are well-known to all who have participated in or attended a political convention."

He attributed much of the confusion to reporters and cameras on the floor while sessions were in progress, finding disturbance particularly

prevalent in constant "criss-crossing" among delegates and interviewing.

This situation, he indicated, would be most unfavorable on an international audience in any convention coverage telecast through a communications satellite.

Senator Pastore called on the broadcast industry "to come up with an answer and a remedy for this convention floor confusion," and suggested that a solution could be found without "sacrificing our freedom from censorship."



At the IRTS luncheon (l to r): Leonard Goldenson, president, American-Broadcasting-Paramount Theaters; Sam Cook Digges, administrative

vice president CBS Films; Senator John O. Pastore (D-R.I.); Fred Friendly, president, CBS News, and Robert Sarnoff, board chairman, NBC.

tions. In two short statements, Mr. Bartley made these points:

- The FCC is wrong in concluding that it has the necessary authority to adopt rules pertaining to CATV.

- Since a majority of the commission has reached such a conclusion, he would concur only with the rule requiring a CATV customer of a microwave licensee to carry without degradation the programs of a TV station in whose Grade A contour the CATV system is located. He would handle on a case-by-case basis "hardship cases" involving a TV station's Grade B contour.

- He cannot agree to the nonduplication order specifying the number of days; but if a program is scheduled to be carried by the local TV station on a

delayed basis, he would afford 24-hour protection only.

- He opposes the imposition of interim conditions before the rules become effective or applicable.

Three unite on CATV

Officials of three television stations in Roanoke and Lynchburg, both Virginia, have organized a new corporation to build and operate CATV systems in the two cities. Applications will be filed when engineering surveys are completed.

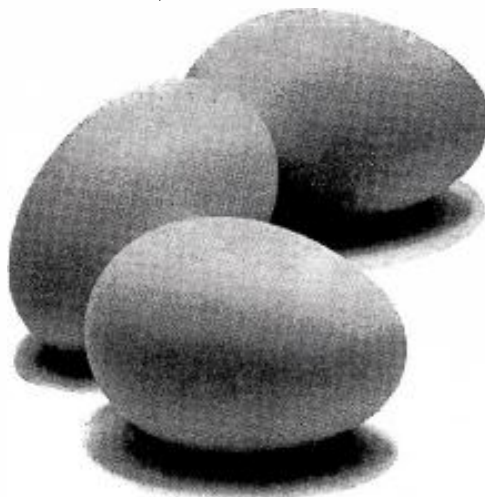
President of the new corporation, Clearview Corp., is G. Frank Clement, president of Shenandoah Life Insurance Co., which owns WSLs-TV Roanoke.

The other stations whose officials are officers in the new corporation are WLVA-TV Lynchburg-Roanoke and WDBJ-TV Roanoke.

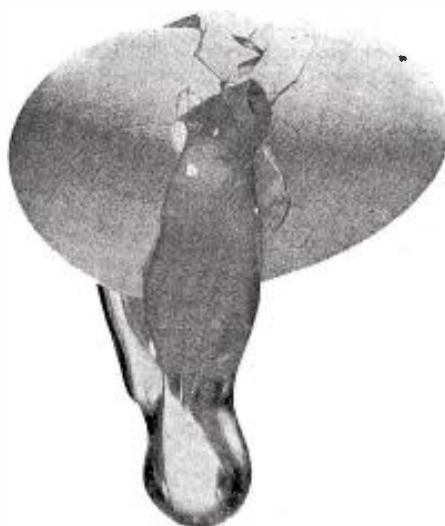
Mutual fund deadline

The FCC last week, extended the deadline for filing comments on its inquiry and proposed rulemaking dealing with the ownership of publicly held broadcast companies by mutual funds and other investment entities, from April 26 to June 12.

July 12 was set as the time for submitting reply comments. The reason for the delay, the commission said, is "because of the complex questions presented" by the investigation.



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bad eggs out of the retail automobile industry—to eliminate dishonesty in advertising and selling. We invite advertising and other industries to join with us in a drive toward quality. You in media hold one of our most effective weapons: the power to reject dishonest advertising. It is also the power to preserve your own business by preserving believability...which is the essence of the power of advertising. May we hear from you?

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Now revealed: growth in total TV audience

Overlooked in network ratings race: more homes using television for more hours every day

As television networks battle for larger shares of the national audience, research is showing there's more and more of that audience to fight over.

Virtually unnoticed in the din of network competition for rating ascendancy in this 1964-65 season and the publicity given comparative network standings has been a steady gain in the size of the total audience.

According to A. C. Nielsen data, television audiences are putting in more time in front of their sets than ever before. Meanwhile the number of homes using TV at a given moment of the broadcast day appears to be growing too. And the gains would seem to be cutting across demographic lines of age and income.

Audience analyses made by the Nielsen company are in apparent conflict with a study recently released by the Louis Harris research organization (BROADCASTING, April 12). The Harris study indicated that television might be losing the cream of its audience: the more affluent and better-educated viewers.

Although Nielsen spokesmen suggest that differing research techniques make meaningful comparison difficult, their own estimates show relatively level amounts of viewing for a given program from one type of household or viewer to the next.

Universe Expands ■ As viewing gains within the television universe, that universe itself is expanding. Nielsen's TV base stood at 49.8 million homes in 1962, climbed to 51.3 million in 1963, moved up to 52.6 million in 1964 and currently the company is using a 52.8 million figure for its station index. Next fall, it's estimated, it will be jumped again to some 54 million television homes.

Monthly estimates of hours spent viewing in the average TV household show an all-time high for February this year when it reached more than six and one-half hours. More significant is a steady month-by-month average that indicates—with the exception of last December—that hours spent viewing were

up over the comparable period of the previous year in every month between April 1964 and March of this year.

Over that stretch TV homes had their sets on for an estimated 5.49 hours on the average day measured. Comparable measurements for the previous 12 months revealed 5.21 hours had been spent viewing per day. The increase for the year represented almost 17 minutes per day in each television household.

Nielsen's national viewing report for the two weeks ended April 4 indicates the percentage of homes using television in the average nighttime minute were ahead in every hour block from 1 p.m. to 1 a.m. In the heaviest viewing hour for the two-week period—8 to 9 p.m.—the percentage of homes using TV in the average minute was up from 63.3% to 66%, a difference of approximately 1.3 million homes computed on the 52.8 million home base.

A comparison of figures for January 1964 and January 1965 shows that in the evening hours—6 to 12 p.m.—viewing was up in the average minute by 1.9 million households.

The Nielsen company last week noted

No teen-age market

The teen-age market was pronounced a fiction by F. William Free, president of The Marschalk Co., New York, at a luncheon meeting of the New York chapter of the National Home Fashions League.

Challenging the classification of over 25 million people in a teen-age market, Mr. Free argued that this market "is in fact many markets with perhaps greater divergence of intelligence, interest and background than any other segment of our population."

He suggested that advertisers gear themselves and their products to the rapid changes in geography, economy, education, travel and leisure time.

in its annual report on television usage that viewing does vary markedly by size of household. For instance, it said, homes of more than five persons had their sets turned on more than half again as much time in the past year as homes of two persons or less.

But other information shows that overall increases in time spent with TV were not confined to any one demographic group.

CPM Down ■ Set usage in recent months as calculated by Nielsen appears to have reversed an upward trend in the network advertiser's cost per thousand by a significant amount. After a four-year period in which average CPM went up from \$3.59 in January of 1961 to \$4.19 a year later, the figure dropped to an estimated \$3.72 for January 1965.

Reasons for the continued upward movement of homes using television and hours spent viewing are uncertain, but widely mentioned as a factor is the growth of color set penetration.

The American Research Bureau's research showing color shows get more viewing in color homes than in those with black-and-white receivers (BROADCASTING, March 1) would indicate that overall national viewing would be up to some extent as a corollary result. This is a factor, it's pointed out, that should accelerate with the faster pace expected for color set sales.

Roy Danish, director of the Television Information Office, attributes the increased viewing to a "changing complexion" of the television audience. The number of people who have been brought up in the TV world is getting bigger each year, he notes. This segment of the population, he points out, would naturally have a stronger predilection to TV than would those who had been raised in print or radio-oriented situations. However, he asserts, the older groups, though slower to accept television, are becoming more favorably disposed to it with each added year of exposure.

Thus, says Mr. Danish, the TV audience is being fed from both ends of the age spectrum. Supporting the increased attention paid to it is television's ability to do things better than it used to, Mr. Danish asserts. Production values are higher; news is gathered more efficiently and presented better.

More Popular ■ Network sources suggested that more time periods are now being programed on a fully competitive three-network basis, and the net effect has been to increase the total TV audience.

"Programing today is simply more popular than it used to be," according to one network researcher.

Another factor mentioned is the con-



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TV's top 100 spenders for 1964

P&G, NO. 1 AS USUAL, BILLS OVER TWICE THE AMOUNT OF NO. 2

The network and spot expenditures in 1964 of 100 advertisers were released today (April 26) by the Television Bureau of Advertising. The top 10, on the basis of network net time and program costs plus gross time for spot, spent \$609,312,390. Procter & Gamble ranked as No. 1

followed by General Foods, Bristol-Myers, American Home Products, Colgate-Palmolive, Lever Brothers, R. J. Reynolds Tobacco, American Tobacco, General Mills and Alberto-Culver (BROADCASTING, April 19).

TVB said that Dow Chemical and DeLuxe Reading entered the top 100

list for the first time. Eight advertisers returned to the list after at least a one-year absence, according to the bureau, were Gulf Oil, Westinghouse Electric, American Oil, Pet Milk, Mennen, Texaco, Humble Oil & Refining and Aluminum Co. of America.

TOP 100 TELEVISION ADVERTISERS
1964

	TOTAL TV	SPOT TV	NETWORK TV		TOTAL TV	SPOT TV	NETWORK TV
1. Procter & Gamble	\$148,783,200	\$70,439,700	\$78,343,500	16. Warner-Lambert	25,569,640	14,608,540	10,961,100
2. General Foods	70,874,800	34,075,700	36,799,100	17. Brown & Williamson	25,290,340	5,181,840	20,108,500
3. Bristol-Myers	61,519,710	21,603,910	39,915,800	18. Chrysler	24,391,470	1,492,670	22,898,800
4. American Home Products	59,422,430	18,466,030	40,956,400	19. P. Lorillard	24,173,590	6,439,090	17,734,500
5. Colgate-Palmolive	59,208,720	32,289,820	26,918,900	20. William Wrigley Jr.	22,413,750	21,582,250	831,500
6. Lever Bros.	58,365,220	24,956,920	33,408,300	21. Miles Laboratories	22,054,120	6,851,120	15,203,000
7. R. J. Reynolds	45,414,270	16,056,070	29,358,200	22. Liggett & Myers	21,404,750	5,657,250	15,747,500
8. American Tobacco	37,635,620	10,680,720	26,954,900	23. Sterling Drug	20,630,430	4,314,930	16,315,500
9. General Mills	34,122,030	18,984,330	15,137,700	24. Ford Motor	20,300,390	1,333,590	18,966,800
10. Alberto-Culver	33,966,390	12,097,390	21,869,000	25. Campbell Soup	18,546,480	7,466,280	11,080,200
11. Gillette	33,257,110	7,030,610	26,226,500	26. National Biscuit	16,002,020	4,903,220	11,098,800
12. General Motors	32,611,660	1,588,260	31,023,400	27. Ralston Purina	15,554,900	6,977,200	8,577,700
13. Philip Morris	31,019,950	3,301,550	27,718,400	28. National Dairy Products	14,898,690	3,298,790	11,599,900
14. Coca-Cola (bottlers)	30,481,100	25,791,100	4,690,000	29. Pepsi Cola (bottlers)	14,650,510	10,977,910	3,672,600
15. Kellogg	27,207,770	11,557,670	15,650,100	30. Block Drug	14,149,370	767,970	13,381,400

tinuing growth in the number of multi-set homes. Such homes now represent approximately 21% of all TV households, up by one percentage point over April of 1964.

Some industry observers have expressed doubts about the comparability of Nielsen viewing figures from one year to the next, basing their skepticism on recent changes in the audience research company's Audimeter sample.

A Nielsen spokesman conceded last week that this could be having some affect on viewing gains but suggested it was more likely that changes in the sample, engineered by the company in the last quarter of 1964, would have acted as a depressant on overall viewing figures.

Late last year it was decided that the Audimeter sample should be changed to reflect fewer homes-with-children than were included at that time. Census figures, it was explained showed 51% of U. S. homes had children in them, while 58% of the Audimeter sample were homes with children.

Nielsen officials estimate they were able to bring this percentage down to 54. Since more viewing is done in larger households, it was explained, and the change was toward smaller households, the effect should have been to depress total viewing. Nielsen now uses

a five-year cut off for any one Audimeter home so that its total sample must be completely turned over within that length of time.

TV art awards range from tea to politics

The Art Directors Club of New York has awarded six gold medals and 16 distinctive merit awards for the best advertising art and design in television commercials shown during 1964.

Gold medals for black-and-white one-minute commercials went to: Salada Foods Inc., through Carl Ally Inc. (art director and producer: Bob Wilvers, writer: Ed McCabe, photographer: Barry Brown, production company: Brilling Productions); Alka Seltzer through Jack Tinker & Partners (art director: Stewart Greene, writer: Dick Rich, producer: Stewart Greene/Dick Rich, photographer: Howard Zieff, production company: Televideo), and to the Democratic National Committee, through Doyle Dane Bernbach (art director: Sidney Myers, writer: Stanley Lee, producer: Aaron Ehrlich, photographer: Ted Pahle, production com-

pany: TV Graphics).

For live action color-TV commercials of one-minute, gold medals were received by: Polaroid Co., through Doyle Dane Bernbach (art director: Robert Gage, writer: Phillis Robinson, photographer: Richard Cunha, producer: Joan Wolf, production company: Elliot-Unger-Elliott); Cole of California, through R. M. Klosterman Co. (art director: Israel Liebowitz, writer: Janet Carlson, photographer: David Nagata, producer: John Urie, production company: John Urie & Associates).

A gold medal also went to the *New York Herald Tribune*, through DDB, for a black-and-white taped commercial entitled "Newsdealer" (art director: William Taubin, writer: Monte Gherltler, producer: John Cholakakis, production house: Videotape Unlimited).

Merit Awards - Distinctive merit awards for one-minute black-and-white commercials went to: P. Lorillard Co., through Grey Advertising, for "Casino & Dock" (art director and designer: Mike Wollman, writer: Dick Karp, producer: Chuck Hyman, production company: Pelican Films); Fresh deodorant, through Papert, Koenig, Lois, for "Pippa Williams" (art director: Lou Musachio, writer: Bill Casey, photographer or artist: Dick Hemann, producer: Ed

	TOTAL TV	SPOT TV	NETWORK TV		TOTAL TV	SPOT TV	NETWORK TV
31. Pillsbury	13,760,190	2,883,190	10,877,000	69. Armstrong Cork	6,918,190	74,290	6,843,900
32. J. B. Williams	12,634,140	774,740	11,859,400	70. Union Carbide	6,858,050	2,066,250	4,791,800
33. S. C. Johnson	12,393,240	1,098,640	11,294,600	71. Johnson & Johnson	6,703,000	2,593,600	4,109,400
34. Quaker Oats	11,670,340	5,434,440	6,235,900	72. Chrysler (dealers)	6,599,770	6,599,770	—
35. Standard Brands	11,474,920	6,958,220	4,516,700	73. Avon Products	6,345,040	6,345,040	—
36. Schlitz Brewing	11,147,390	7,228,890	3,918,500	74. Westinghouse Electric	6,257,320	404,420	5,852,900
37. Corn Products	11,104,640	5,640,840	5,463,800	75. Purex	6,240,970	1,705,970	4,535,000
38. Consolidated Cigar	10,312,020	1,324,120	8,987,900	76. Lehn & Fink	6,200,710	706,810	5,493,900
39. Continental Baking	10,170,770	9,730,670	440,100	77. American Oil	6,186,190	3,233,090	2,952,100
40. Menley & James	10,167,270	3,676,770	6,490,500	78. Frito-Lay	6,169,780	3,530,180	2,639,600
41. Nestle	9,851,100	1,581,500	8,269,600	79. Pet Milk	6,162,650	6,162,650	—
42. Ford Motor (dealers)	9,400,420	9,404,420	—	80. General Electric	6,156,870	1,279,970	4,876,900
43. Beech-Nut Life Savers	9,397,530	6,535,330	2,862,200	81. Beecham Products	6,056,770	893,370	5,163,400
44. Chesebrough-Pond's	9,194,730	5,012,230	4,182,500	82. Charles Pfizer	6,018,660	3,078,860	2,939,800
45. Carter Products	9,121,440	3,304,040	5,817,400	83. Norwich Pharmacal	5,978,920	384,320	5,594,600
46. Shell Oil	8,876,930	7,618,130	1,258,800	84. Pabst Brewing	5,973,180	5,525,280	447,900
47. Carnation	8,770,320	3,105,420	5,664,900	85. Mennen	5,933,640	99,940	5,833,700
48. Noxzema Chemical	8,461,490	3,109,890	5,351,600	86. Goodyear Tire & Rubber	5,860,230	496,630	5,363,600
49. Mars	8,414,370	8,106,670	307,700	87. Wallace & Tiernan	5,840,510	766,710	5,073,800
50. Sears Roebuck	8,192,020	4,350,120	3,841,900	88. Texaco	5,752,490	131,390	5,621,100
51. Armour	8,173,440	281,140	7,892,300	89. H. J. Heinz	5,536,860	3,801,360	1,735,500
52. Borden	8,137,130	4,735,930	3,401,200	90. Revlon	5,502,950	5,399,950	103,000
53. General Cigar	8,059,350	745,750	7,313,600	91. Kimberly-Clark	5,151,610	3,472,010	1,679,600
54. Richardson-Merrill	7,890,060	4,757,760	3,132,300	92. Radio Corp. of America	5,141,370	36,770	5,104,600
55. Drackett	7,756,990	174,990	7,582,000	93. Socony Mobil Oil	5,110,430	1,327,130	3,783,300
56. Helene Curtis	7,654,190	2,987,590	4,666,600	94. Humble Oil & Refining	5,004,970	1,227,270	3,777,700
57. Royal Crown Cola (bottlers)	7,629,780	7,629,780	—	*95. Dow Chemical	4,931,330	694,530	4,236,800
58. Sunbeam	7,597,050	1,221,550	6,375,500	*96. Deluxe Reading	4,921,280	2,287,180	2,634,100
59. Mattel	7,484,640	2,311,840	5,172,800	97. Simoniz	4,919,030	3,087,330	1,831,700
60. International Latex	7,399,730	1,685,630	5,714,100	98. Aluminum Co. of America	4,865,830	332,030	4,543,800
61. Gulf Oil	7,364,430	2,156,830	5,207,600	99. Canadian Breweries	4,848,850	4,630,950	217,900
62. Falstaff Brewing	7,291,590	3,759,690	3,531,900	100. Andrew Jergens	4,747,010	2,467,910	2,279,100
63. Eastman Kodak	7,229,490	1,647,390	5,582,100				
64. American Cyanamid	7,176,270	600,470	6,575,800				
65. Anheuser-Busch	7,156,840	6,000,840	1,156,000				
66. General Motors (dealers)	7,148,970	7,148,970	—				
67. Scott Paper	7,049,630	4,434,130	2,615,500				
68. E. I. duPont de Nemours	6,933,420	256,320	6,677,100				

*New to Top 100

Sources: Network TV—LNA/BAR
Net time & program costs
Spot TV—N. C. Rorabaugh
Gross time charges only.

Murphy/John Cholakakis); Democratic National Committee, through DDB for "TVA" (art director: Sidney Myers, writer: Stanley Lee, designer: Sidney Myers, photographer or artist: Irving Deutch, producer: Lee Rothberg, production company: Leonard Anderson Productions), and Heublein, through Benton & Bowles, for "Byrrh on the Rocks" (art director: Dick Thomas, writer: Sam Miller, producer: Tim Sheehan, production company: P. G. L. Productions).

Black and white distinctive merit awards also went to: H. J. Heinz Co. through Maxon Inc., for "Heinz Tomato Ketchup-Mansion" (art director: Jay Lewis, writer: Victor Kenyon, photographer or artist: John Wilcox/Jay Lewis, producer: Victor Kenyon); American Airlines, through DDB, for "Cowboy Arizona" (art director and designer: Robert Gage, writer: Jack Dillon, photographer: Michael Nebbia, producer: Gerald Kreeger, production house: E. U. E.), and to the Advertising Council, through PKL, for "U. N." (art director: George Lois, writer: Fred Papert, producer: Jack Goldsmith, production company: Becker Productions).

Also to: General Cigar Co., through Young & Rubicam, for "Shepherd's" (art director: Bob Eggers, writer: John LaPick, producer: Stan Dragoti, pro-

duction company: MPO); Puss 'N Boots cat food, through PKL for "Come Home Tom-Pamper" (art director: A. L. Amato, writer: N. Chappell/B. Haugen, producer: J. Goldsmith, production company: Becker Productions), and to the Democratic National Committee, through DDB, for "Little Girl-Atom Bomb-Daisey" (art director and designer: Sidney Myers, writer: Stanley Lee, photographer: Drummond Drury, producer: A. Ehrlich, production company: E. U. E.).

Short Color Awards ■ For color commercials under 60 seconds, distinctive merit awards went to: Levy's Rye Bread, through DDB, for "Indian" (art director and designer: William Taubin, writer: Judy Protas, photographer: Gen Friedman, producer: William Hartman, production company: E. U. E.).

Live action color awards were garnered by: General Mills Inc., through DDB, for "Army Camp-Bugles" (art director: William Taubin, writer: Lore Lionel, designer: William Taubin, photographer or artist: John Bourgoin, producer: Don Trevor, production company: Les Cineastes Associates); Ford Motor Co., through J. Walter Thompson, for "Sound of Silence" (art director and producer: Roger Tilton, writer: John Pike, photographer or artist: Robert Sherry, production company: Roger

Tilton Films), and to Faberge, through De Garmo Inc., for "Tigress" (art director: Tim Galfas, photographer or artist: George Jacobson, producer: Bill McCaffery, production company: Elektra Film Productions).

Separate distinctive merit awards for black-and-white long commercials went to: Xerox Inc., through PKL, for "LDX" and "Unveiling" (art director: Sam Scali, writer: Mike Chappell, photographer: Howard Zieff, producer: Ed Murphy, production company: Audio).

Schweppes plans big summer push

Schweppes (U. S. A.) Ltd., New York, announced last week that it will run a large scale radio and television advertising campaign for its tonic and bitter lemon drinks, aimed at a selected adult audience, beginning in mid-May.

The company will use color-TV commercials for the first time, both as regional network cut-ins, and in 52 spot markets across the country. At the same time, a radio campaign will be run on news and serious music programs on both AM and FM stations in 20 markets.

What's wrong with advertising's image?

AAAA TOLD IT CAN BE IMPROVED BY PLANNING AND PRODUCTION

There's nothing seriously wrong with the public's image of advertising that can't be substantially cured by more thoughtful planning and production of the commercials, print ads and other elements of individual advertising campaigns.

That was the substance of advice given last week by a series of speakers at the 47th annual meeting of the American Association of Advertising Agencies, held Thursday through Saturday at the Greenbrier, White Sulphur Springs, W. Va., with more than 700 AAAA members and guests participating (see page 58).

Along with advice on how to cut through public apathy toward most ad-

vertising, the agency executives received a warning that a waning "entrepreneurial spirit" in American business management may slow the growth of advertising and weaken its character, and that agencies must insist on more profits, not less, in order to do their part not only in serving clients but in building the economy.

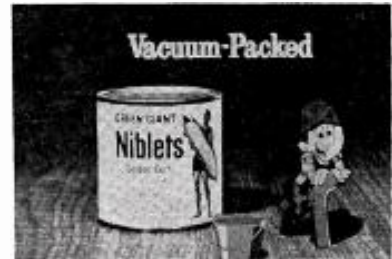
This warning came from Norman H. Strouse of J. Walter Thompson Co., New York, retiring AAAA chairman. Business's failure to boost advertising expenditures at a rate comparable to increases in new plant facilities, he said, may account for much of a \$25 billion to \$30 billion lag between the nation's actual output and its potential

output.

"Managements which would not dream of leaving a manufacturing facility unfinished to improve a year-end showing," Mr. Strouse said, "simply do not realize that they are doing much the same with a sales facility when they capriciously curtail their advertising to meet short-term financial objectives."

Sell Advertising ■ Agencies, he said, must sell the use of advertising as well as create campaigns to sell goods.

He voiced concern about advertiser attitudes toward agency profits. Whenever clients talk about considering new agency-compensation systems, he maintained, there is always the implication



How canned line was separated from frozen

These Green Giant corn commercials were shown to a closed session of the American Association of Advertising Agencies convention last Thursday (April 22) (see above and page 58) by Edward M. Thiele, president of Leo Burnett Co., Chicago, to point up advantages of integrating creativity and marketing in advertising.

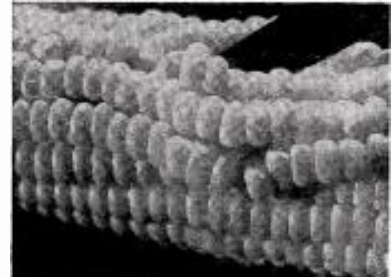
The time was the early 1960's. The Green Giant Co., one of Burnett's first clients, had "a substantial franchise" in the canned-vegetable market but wanted to get into the

faster-growing frozen-vegetable field, without cutting into the sales of its canned goods.

The "Ho Ho Ho" commercial for canned corn (No. 1, above) had been a good sales getter "and we were sorely tempted to use this successful format for the frozen line," Mr. Thiele reported. But in order to "separate the frozen line from the canned line" the agency and client decided on a different approach (No. 2, below) that also played up the inclusion of butter sauce and boil-in-the-bag pouch

within the frozen package. Separate identity for the frozen line was also advanced "by developing new trade characters who allude to the Green Giant" without actually showing him.

"The selling points for the individual vegetables which were built into the product from the conceptual stage are emphasized" in the commercial, Mr. Thiele explained. "The boil-in-bag feature becomes 'a flavor-tight cooking pouch' and the butter sauce with herb seasoning is featured, but neither is allowed to overwhelm the news of the vegetables



that agency profits are too high and ought to be reduced.

But, he said, the after-tax profit levels of top-volume agencies have dropped from 2.4% in the 1930-34 depth-of-the-depression period to 0.91% in the 1960-63 span.

By contrast, he continued, the average for some 30 clients, "representative of the major advertisers today," is 14% before taxes and about 7% after, while "a major magazine publishing house earned 12.9% before taxes, a national broadcast network 15.5% and two regional networks 33% and 35.2% respectively."

More Profits ■ "I believe it is about time," Mr. Strouse said, "that the agency managements took a strong, dignified stand in pointing out that the agency business must be more profitable, not less, in order to play its full part in building a flourishing economy and to provide its clients with the breadth and depth of service needed to compete

successfully in the market place."

Mr. Strouse also cited figures to support his contention that, although the publicity given to agency account switches makes the agency business seem unstable, "the record of constancy in the client-agency relationship is remarkable indeed."

The public's attitudes toward advertising, and what to do about them, were explored by several speakers. Their views related, directly or indirectly, to a massive AAAA study of consumer attitudes first reported to the AAAA convention a year ago. Those findings indicated that broadcast commercials were more often criticized or commended than print messages, but that most ads, about 84% of those noticed at all, failed to arouse either a favorable or unfavorable reaction (BROADCASTING, April 27, 1964).

Ad Education ■ Professor Raymond A. Bauer of the Harvard Graduate School of Business Administration said

it was impossible to find from the study that any particular segment of the public, including so-called opinion leaders, is "conspicuously more or less critical of advertising" than any other segment.

It is not so, he added, that the public needs to be educated as to what advertising contributes to their economic well-being.

The major complaints, he said, have to do with "truth, exaggeration and reality" in advertising, and these "can be remedied in the execution of either individual ads or campaigns."

He suggested that collective action might be the answer in some cases, however. Among the 15% of the people who said they thought advertising needs immediate attention and change, he noted, about one-third (35%) offered some criticism of TV and radio advertising and almost as many (27%) thought there should be less advertising.

While individual agencies may not be able to solve the volume-of-advertising problem, he said, they might be able to tackle it by group action "such as establishing norms for the amount of TV advertising."

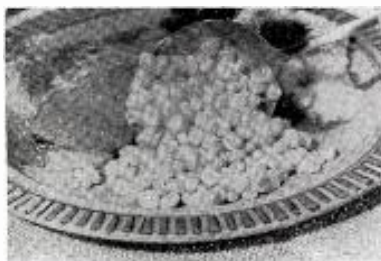
The Image ■ Paul C. Harper Jr. of Needham, Harper & Steers, Chicago, also stressed the "ad by ad" approach to improving advertising's image. Only in this way, he contended, can advertising's impact be increased or its "greatest sin" ("the failure to say things that reflect reality as the viewer knows it") be removed.

William B. Lewis of Kenyon & Eckhardt, New York, stressed agency management's responsibility in fostering creativity that will overcome the "tremendous problem turned up by the AAAA study, the monumental indifference of consumers towards most advertising."

"The importance of being interesting" was also emphasized by Kensinger Jones of Campbell-Ewald, Detroit, in a speech accompanying a Campbell-Ewald film by that title.

The convention also heard from a group of outside speakers chosen, according to Chairman Strouse, to deal with thought-provoking subjects and "help us stretch our minds a bit and give thought to the importance and responsibility of the individual."

These included John W. Gardner of Carnegie Corp. of New York, on "Renewal of the Nation"; Marshall Dimock, author-lecturer-consultant, "Administrative Vitality"; Leo Rosten, Cowles Publications, "The Creative Idea"; Yousuf Karsh, photographer and author, "In Search of Greatness"; M. Peter Piening, director of Syracuse University's Design Center, "Art as Communication," and Thomas V. H. Vail, *Cleveland Plain Dealer*, "The Best Word is Contemporary."



themselves. . . . The ho-hum that is inherent in a dish of corn is replaced with some Ho-Ho-Ho excitement, a result, we believe, of some fine copy by talented writers with a comprehensive understanding of the marketing background."

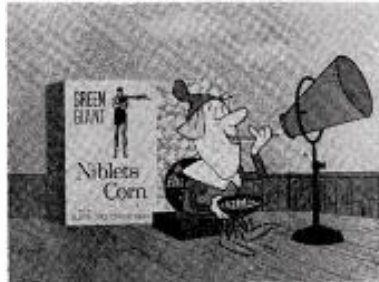
What about the results?

"They were great," Mr. Thiele reported. "Actually, we sold out of product in the early test markets—and was the Giant's face red! After four months it was necessary to eliminate three test markets in order to consolidate the available product

in the fourth.

"When the plan was expanded to national scope it was no less successful, and as of January the most recent audits show the Green Giant with a 20% greater share of the frozen vegetable dish market than the other leading national brand.

"Importantly, a big business has been built on top of the traditional Green Giant canned line without attrition. In fact, the canned vegetable business has been helped, if anything, by the introduction of the frozen line."





"Fasten your seat belt, Daddy!"

Uncommon Advertising for the Common Good



Re-training
(Automotion)



Youth Fitness



Aid to Higher
Education



Challenge to
Americans



Forest Fires
Prevention



Keep America
Beautiful



Peace Corps
Volunteers



United Community
Campaigns



Religion in
American Life



When your little girl reminds you to fasten your seat belt...

When you think of Smokey Bear, and drown your campfire...

When you see someone walk over to a litter basket and drop in a gum wrapper...

When you are asked to support Radio Free Europe, Red Cross, Higher Education—or are encouraged to save by buying U.S. Savings Bonds...

...that's the power of advertising at work—public service advertising, prepared free of charge by The Advertising Council. It's a voluntary gift to America by U.S. business.

There are all kinds of ways to get things done.

You can coerce people, force them, penalize them heavily for disobedience.

Or you can show people that something is worth doing, keep them reminded to do something about it.

And, in America, that method works. For 23 years now, The Advertising Council has been proving that it works. Through the use of advertising, with its unique ability to get results, changes have been brought about to benefit the whole nation.

What the Council is...

The Advertising Council is a non-profit, non-partisan organization that exists *only* for public service. It started right after Pearl Harbor, and, in war and peace, has helped solve more problems and serve more people, than any other single private institution, before or since.

And this advertising space doesn't cost you a cent! All of the support The Advertising Council gives to public service causes is made possible by contributions of men, materials and money from American business.

Advertising agency men and

women donate time and effort to create the Council's advertising messages. Magazines, newspapers, radio and television stations, networks and sponsors, transit and outdoor advertising companies all donate free time and space to keep those messages in your mind.

Last year time and space worth more than \$230 million was contributed.

...and what it does for you

Look at the symbols on these pages. Each one of them stands for a current Advertising Council effort. Each one represents a cause that is more successful because of the work The Advertising Council does to enlist public support for it.

Because these causes succeed, Americans are healthier, safer, stronger, better informed. The United States is a better country, a better place for you and your family to live.

Uncommon advertising, working for the common good, is one of the great social inventions of our time. Its power for good is something new and hopeful in the world.

Next time you see the little circle with the crossed sword and quill, let it remind you of the human benefits of this work.



The Advertising Council ... for public service

If you would like to know more about this work, write for a free booklet to The Advertising Council, 25 West 45th Street, New York 36, New York.



American Red Cross



United Nations



Operation Goodwill
(Know Mexico)



Traffic Safety



United Service
Organizations



U.S. Savings Bonds



Register & Vote



Radio Free
Europe Fund

Fox buys year-round campaign on ABC-TV

The advertising of motion pictures on television took another step forward last week when 20th Century-Fox Corp. revealed it has bought 189 commercials on ABC-TV on a 52-week basis.

Fox said the buy marks the first time a motion picture company has bought network commercials on a continuing basis for product and institutional advertising of its new film releases. The amount of money involved in the purchase was not disclosed but is believed to be about \$1.2 million.

The announcement was made last week at a news conference held by Seymour Poe, executive vice president of Fox and Thomas W. Moore, president of ABC-TV. Under the arrangement Fox has bought 54 one-minute spots on ABC-TV's *Major League Championship Baseball* on Saturday afternoon over a 23-week period, starting on April 24, and 135 one-minute spots on the late-evening *Nightlife* (Monday-Friday, 11:15 p.m.-1 a.m.), starting tomorrow (April 27).

The commercials will be produced by Fox and will be on ABC-TV several weeks before the national release of its features. Mr. Poe emphasized that this network campaign is supplementary to

regular local TV efforts carried out in conjunction with local exhibitors.

No advertising agency currently is involved in the Fox campaign on ABC-TV, according to Mr. Poe.

Twentieth Century-Fox Television is a major supplier of programming to ABC-TV for the coming season with five hours of program series and two hours of feature films each week.

DuPont reinstates heavy TV spending

In a return to corporate advertising on television, E. I. duPont deNemours & Co., Wilmington, Del., will spend approximately \$3 million on ABC-TV during 1965-66 for six color specials.

DuPont's investment in the film specials was revealed last Thursday (April 22) during a news conference in New York by Thomas W. Moore, ABC-TV president. The specials will be produced by Phil D'Antoni and Norman Baer and will be presented once a month, beginning in November. They will be devoted to "the joys and wonders" of six different regions of America. Robert Preston has been signed as host.

The series, still untitled, marks duPont's return to full-sponsorship programming after an absence of a year and

its resumption of institutional advertising on TV. The commercials will deal with the research activities of duPont. Agency is BBDO, New York.

A duPont spokesman said the company's institutional advertising budget on TV was eliminated last year primarily because of its investment in a pavilion at the New York World's Fair. He noted that in the past year duPont was a participating sponsor on TV programs for some of its products.

The six specials will be distributed abroad by ABC Films. Production on the first program will begin in May and will deal with the eastern region of the U. S.

NTS announces outdoor ad division

The formation of a national outdoor sales division that will operate independently of National Television Sales Inc., New York representation firm, was announced last week by NTS President Oliver Treyz.

Mr. Treyz said the division will represent about two dozen outdoor plants located in the northeast section of the country and will have offices in New York, Chicago, Detroit and on the West Coast. He anticipated outdoor advertising will continue with an upward trend in the future particularly in view of the increased use of the automobile and the move to outdoor living. Mr. Treyz predicted the medium would attract more national advertisers and said "the massive impact of outdoors makes it a natural complement to television."

NTS has announced representation of KCTO-TV Denver; KTVW-TV Seattle-Tacoma; KTHI-TV Fargo-Grand Forks and KCND-TV Pembina, both North Dakota, and WPHL-TV Philadelphia which has not yet gone on the air.

Business briefly . . .

Bulova Watch Co. and General Electric Co., both New York, and **Hoffman-La Roche Inc.**, Nutley, N. J., bought into NBC-TV's 1965-66 schedule. Bulova, through Doyle Dane Bernbach, New York, in *The Dean Martin Show*; GE, through BBDO, New York, in *Martin* and in *Saturday Night at the Movies*, *Run for your Life*, *My Mother, The Car*, *The Virginian* and *Daniel Boone*; Hoffman-La Roche, via BBDO, New York, in *My Mother, The Car*.

Gulf Oil Corp. will sponsor NBC-TV's coverage of the Gemini-Titan IV space flight from Cape Kennedy, Fla., and the Manned Spacecraft Center, Houston, in June. Frank McGee will be anchorman

About those newspaper ad headlines . . .

Acting on the theory that "people who live in glass newspaper houses shouldn't throw type," Stephen Geer, reporter-at-large for WTOP-TV Washington, produced a series of newspaper ad headlines on his *Newsnight* feature last Monday (April 19).

After admitting he favored TV commercials because they pay his salary, he noted that some of them are pretty bad . . . "washing machines that suddenly become 10 feet tall, or white tornadoes that go swirling through town, or voices from hall closets saying, 'maam, he didn't brush his teeth'."

However, he said the conclusion of "most newspaper radio-TV critics and many newspaper feature writers that TV commercials are among the greatest irritants in American life" is erroneous. "In fact," he added, "many commercials are a cut above the programs they interrupt."

Citing ads that had appeared in Washington's three daily papers, Mr. Geer produced the following lead

lines: "I itched all night long!", "Burial insurance sold by mail", "Does getting up nights make you feel old", "Those horrid age spots—wrinkles—fade them out."

He also took movie and entertainment ads to task noting "there's an implied endorsement in this one: 'By action of the U. S. Supreme Court, now you can see it all—uncut and uncensored.'" An ad for a film, "I Only Want to Watch," contained the descriptive phrases, "strange compulsion" and "an explosive subject, portrayed with boldness and daring."

The newsman also noted the ad for a local nightery with an "exciting, exotic revue" that advertises its featured performer as "Miss 46-24-26." He said the most intriguing ad of the week was on an entertainment page and read simply, "I like excitement and adventure. Call me . . . 628-0660."

"And speaking of annoyance," the number was busy all day, Mr. Geer noted.



Tribune Press Room?

Take a second look . . . it's The Northwest Paper Company's new coating machine at the Brainerd Mill near Duluth. This modern installation coats both sides of a 114" sheet of paper at 3000 feet per minute. The growing paper industry in the Duluth-Superior Market is a big employer. The Brainerd Mill has 600 skilled workers, one-third of Northwest Paper's northern Minnesota payroll. And Northwest is but one of ten pulp and paper companies here. Brainerd families watch KDAL-TV via their community antenna, one of 30 that extend Channel 3 coverage in the busy Duluth-Superior Market.



Channel 3 and KDAL Radio are represented by Edward Petry & Co., Inc., and in Minneapolis-St. Paul by Harry S. Hyett Co.

Del Monte soft drinks take off with 'whoosh'

Supermarket operators, their shelves already bulging with soft drinks, are not likely to break into cheers when a new one comes along, not even when it bears such a well-known name as Del Monte. So, last fall, when California Packing Co. introduced its new line of Del Monte soft drinks, the reaction they got from chain store buyers was more apt to be "Who needs it?" than "That's great."

A persuader was needed, that was certain. Del Monte and its agency, Campbell-Ewald Co., San Francisco, pondered the problem and decided that radio might be the answer. They came up with a daily five-minute show designed as a spoof on the old-time daytime serials in general, *Superman* in particular. Created by Earl Shorris, C-E copywriter, who wrote the series in association with Arthur Twain, also of the agency, the program was produced at Coast Records, San Francisco, by Hugh Heller of Heller-Ferguson, Hollywood creative firm specializing in radio promotional material.

The series was titled *The Adventures of Delbert Montague*, a name which the announcer transformed into "Delllberrrt Monnnnteeeguuuuuuue" in the line that opened each broad-

cast. As described in one program: "Rock Flat is a slight bespectacled man, an ordinary clerk-typist until he gulps a Del Monte soft drink. Then (KER POW!) he becomes Delbert Montague, heroic fighter against crime and villainy, possessor of the strength of 40 irritated elephants, able to fly at the speed of light. Only Lois Kalorie, his co-worker and the most beautiful creature in the universe, knows Delbert's true identity."

The five-minute shows have no straight commercials, beyond an opening "Del Monte soft drinks presents . . ." and a closing "brought to you by Del Monte soft drinks (KER POW!!)". The sales messages, such as they are, are woven into the plot. In one episode, for example, Lois has been kidnaped by the devilish Gorgoo, from the planet Pactl, who tells his evil sweetheart, Nafka Kafka: "All we have to do is to cut off her supply of that Del Monte low calorie soft drink. That's what makes her the most beautiful creature in the universe." But when Lois tells Nafka: "You too can be beautiful if you drink Del Monte low calorie soft drinks," the villainess cries, "Stop that! One more slogan and I'll unleash the [flesh-eating] plants."

Whoosh ■ When Flat Rock hears

of Lois' abduction, he says: "Now to have a Del Monte soft drink." (Sound of bottle opening, glug, glug. KER POW!!!). The announcer reports: "An astonishing transformation has taken place. Meek, bespectacled Rock Flat has become Delbert Montague," and Delbert exclaims: "Now, to put the Ker-Pow of Del Monte soft drinks to work." (Whoooooosshh!)

The series was put on KCRA Sacramento for a test run. It quickly became popular with the teen-agers; listening to *Delbert Montague* was definitely "in" with the Sacramento high school set, who protested so vigorously when the program was moved from 7:40-7:45 a.m. to 8:30-8:35 a.m. that it was promptly put back to an earlier time.

Delbert was popular with parents too, so much so that today, at the end of his four-month trial run. Del Monte soft drinks are to be found in every food store in Sacramento. Results are still being evaluated, Forrest R. Farrow Jr., account supervisor at Campbell-Ewald, said last week, but they have already been judged as so satisfactory that plans are now being made to put the show on the air in 25 or more major markets throughout 11 western states.

from the two sites. The agency for Gulf Oil is Young & Rubicam, New York.

Schick Safety Razor Co., Culver City, Calif., will sponsor for 26 weeks five new features on CBS Radio that will star Arthur Godfrey and be heard in the network's *Dimension* series. The features, called *Our Man Godfrey*, will be on the weekends, three on Saturday and two on Sunday, starting with May 1-2. Agency is Compton Advertising, Los Angeles.

ABC-TV announced full sponsorship of its new *Milton the Monster* children's cartoon show which will begin Saturday, Oct. 9 (12:30-1 p.m. EST). Advertisers are: **The A. C. Gilbert Co.**, New Haven, Conn.; through Friend-Reiss Advertising, New York; **Kellogg Co.**, Battle Creek, Mich., through Leo Burnett, Chicago; **Kenner Products Manufacturing Co.**, through Leonard M. Sive Associates, both Cincinnati; **Mars Inc.**, through Needham, Harper & Steers, both Chicago; **Louis Marx & Co.**,

through Ted Bates & Co., both New York, and **Remco Industries**, Harrison, N. J., through Gumbinner-North, New York.

Dodge Dealers' Association, Northern California and Nevada, through BBDO, New York and San Francisco, will sponsor *Frank Answers*, on 29 radio stations. The five-minute show, produced by Sportstape Features, Oakland, Calif., features sportscaster Barney Lee and Herman Franks, manager of the San Francisco Giants baseball team.

The F. & M. Schaefer Brewing Co., through BBDO, both New York, will sponsor the Carter Handicap from Aqueduct Raceway, New York, on May 1 (4:30-5 p.m. EDT) on WNEU-TV New York; WTEN-TV Albany, N. Y.; WHDH-TV Boston; WTIC-TV Hartford, Conn.; WMAR-TV Baltimore; WCAU-TV Philadelphia and WRC-TV Washington. In addition Schaefer planned to sponsor the final round of National Basketball Association Championship play-offs (if held) yesterday (April 25) on 13 sta-

tions in New England, New York state, Washington and Baltimore.

Pennsalt Chemicals Corp., Philadelphia, will use TV for the first time for its Pennswim line of swimming pool sanitation and water control products. Test campaign, aimed at home pool owners, will be built around 60-second commercials in the Philadelphia area and 20-second spots in Miami. Agency is Aitkin-Kynett, Philadelphia.

The Sunshine Brewing Co., Reading, Pa., through J. M. Korn & Sons, Philadelphia, last week began a state-wide spot radio campaign to run through the summer announcing a new brand label for its Sunshine beer.

The Mark II Co., subsidiary of **Hickok Manufacturing Company**, Rochester, N. Y., plans for Mark II and the new Inferno line of toiletries on TV stations in 60 markets and radio stations in 68 markets during the Father's Day-Graduation season. Al Paul Lefton Co., Philadelphia is agency.



In-store theater party promotion posters surmounting stacks of Del Monte soft drinks were displayed in 67 Sacramento stores in tie-in with the radio series.

Budweiser beer's annual "Pick a Pair" promotion this year will run May 24 through July 3 and will again include heavy radio-TV spot promotion plus network TV participations and print media, it was announced last week by Anheuser-Busch Inc. and the Budweiser agency, D'Arcy Advertising, St. Louis. Last year a record total of 39 million six packs were sold during the campaign.

Agency appointments . . .

- Trans Caribbean Airways Inc., New York, has named Grey Advertising as its agency, effective July 15, replacing Warwick & Legler, New York. Account bills \$1 million, of which \$850,000 is in spot radio.
- E. S. Lowe Co., New York, manufacturer of children's and adults' games, has named Helitzer, Waring & Wayne, that city, to handle advertising. The agency noted that the 1965 advertising campaign includes a heavy spot TV

schedule beginning in the fall for Lowe's Scribbage game.

■ Knickerbocker Federal Savings and Loan Association names Kane & Light, both New York, as its advertising agency. Knickerbocker will use a 13-week radio campaign on WNBC New York to introduce its new corporate symbol, a large letter "K" with a heart and the slogan "With Your Interest At Heart."

■ Pleasant Valley Wine Co., Hammond-sport, N. Y., has appointed Hockaday Associates, New York, as advertising agency for its Great Western line of champagnes, wines and vermouths, effective July 1. The account is currently with D'Arcy Advertising, New York.

■ Moxie Co., Needham Heights, Mass., moves soft drink account to Ingalls Associates Inc. from Campbell, Emery, Haughey & Lutkins Inc., both Boston. Commercials are now in production for six major market saturation TV campaign.

■ P. J. Ritter Co., Bridgeton, N. J., names Weightman Inc., Philadelphia, to handle the Ritter and Brooks food lines. The account, which has used spot radio and TV, had been with S. E. Zubrow, Philadelphia.

■ Oceans of the World Eastern Inc., New York, names Norman J. J. Berger Associates Inc., that city, to handle advertising for its Carnation frozen seafoods. The initial advertising campaign will open with a radio schedule in the New York metropolitan area.

■ Coast-to-Coast Stores Central Organization Inc., Minneapolis, subsidiary of Household Finance Corp. and operator of more than 1,000 franchise and owned retail hardware stores in 22 states, names Needham, Harper & Steers, Chicago, as national agency.

■ Market Tire Co., Washington retail tire company with nine outlets in District of Columbia and one in Fredericksburg, Va., names W. B. Doner & Co., Baltimore, as its advertising agency.

■ International Association of Congress Motels and Inns, Miami, moves from Lewis & Armbruster, Beverly Hills, Calif., to Hospitality Marketing Inc., Columbus, Ohio.

■ Davis, Johnson, Mogul & Colombatto Inc., Los Angeles will handle the Southern California division of Colonel Sanders' Kentucky Fried Chicken. The initial campaign will be concentrated in radio and TV.

Rep. appointments . . .

- WABR Orlando, Fla.: Savalli/Gates, New York.
- WJVA South Bend, Ind.: Mid-West

Time Sales, St. Louis, as regional representative.

■ KCKC San Bernardino, and KWIZ Santa Ana, both California: J. A. Lucas Co., Los Angeles.

■ WBSM New Bedford, WALE Fall River, both Massachusetts: Spot Time Sales, New York.

Sara Lee's talking cake is back on radio

Kitchens of Sara Lee, Deerfield, Mich., this week starts a new spot radio campaign in New York, Chicago, Los Angeles, San Francisco and Boston. The campaign, featuring all varieties of cakes and rolls, will use the "talking cake" spots which Sara Lee and its agency, Foote, Cone & Belding, created more than a year ago.

In addition to spot, Sara Lee used CBS Radio for a campaign in February and March and will run a two-week campaign starting June 13.

Commercials in production . . .

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

Mel Blanc Associates Inc., 1680 North Vine Street, Hollywood 90028.

Carling Brewing Co., Cleveland (Heidelberg Beer); ten 30's for radio, humorous. Noel Blanc, production manager. Agency: Frederick E. Baker Advertising, Seattle. Jerry Wolfe, account executive. Approximate cost: \$10,000.

Bobbie Brooks Inc., Cleveland (dresses, sportswear); three 60's for radio, humorous with music. Noel Blanc, production manager. Agency: Nelson Stern Advertising, Cleveland. Nelson Stern, account executive. Approximate cost: \$5,000.

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.

Noxzema Chemical Co., Baltimore (skin cream); three for TV, musical scores. Charles Barclay, production manager. Agency: Sullivan, Stauffer, Colwell & Bayles, New York. Nick Pelligrino, agency producer.

National Airlines Inc., Miami (air travel); one 60, two 20's for TV, musical scores. Charles Barclay, production manager. Agency: Kenyon & Eckhardt, New York. Joseph Fitzgerald, agency producer.

MGM Telestudios, 1540 Broadway, New York 10036.

General Electric Co., New York (World's Fair); one 70 for TV, live on tape, color. Giff Cummings, production manager. Agency: BBDO, New York. Lou Georgaras, agency producer.

RCA, New York (portable TV's); one 60, one 50 for TV, live on tape, color. Robert Breton,

production manager. Agency: J. Walter Thompson, New York. John Keown, agency producer.

Gerald Schnitzer Productions, 5746 Sunset Boulevard, Hollywood.

American Dairy Association, Chicago (June dairy month); one 60 for TV, live on tape, color. Gerald Schnitzer, production manager. Agency: Campbell-Mithun, Chicago. Joseph Berner, agency producer.

Advertiser, agency also ruled liable

A U. S. District Court in New York ruled last week that the sponsor and advertising agency as well as the television network and producer can be held responsible in a copyright infringement action.

Judge Wilfred Feinberg decided that a dramatization of the Edith Wharton novel, *Ethan Frome*, carried on CBS-TV in 1960 on the *du Pont Show of the Month*, infringed upon the copyright held by the late dramatist, Owen Davis. The decision was said to be precedent-making in that for the first time a sponsor, E. I. du Pont de Nemours & Co. and BBDO were held responsible for damages as well as CBS and Talent Associates Ltd.

Judge Feinberg ruled only on the issues of whether there had been a copyright infringement and where the responsibility lay. Damages will be set after another trial or by a special master appointed by Judge Feinberg. It was said there is no ceiling on the amount that might be assessed.

The suit was brought by Donald Davis, son of the Pulitzer Prize-winning playwright, who collaborated with his father on a stage drama of *Ethan Frome* on Broadway in 1936. The plaintiff claimed that the elder Mr. Davis had

Network television net time and program billings

by day parts
(Source: TvB/LNA-BAR)
(add 000)

	February†			January-February		
	1964	1965	% Chg.	1964	1965	% Chg.
Daytime	\$25,484.8	\$26,840.2	+ 5.3	\$ 54,075.1	\$ 57,887.3	+7.0
Mon.-Fri.	17,684.5	19,995.2	+13.1	39,199.3	42,012.0	+7.2
Sat.-Sun.	7,800.3	6,845.0	-12.2	14,875.8	15,875.3	+6.7
Nighttime	73,320.1	71,286.5	- 2.8	148,396.8	145,492.0	-2.0
TOTAL	\$98,804.9	\$98,126.7	- 0.7	\$202,471.9	\$203,379.3	+0.4

	1965	1964	% Chg. '65/'64
January	\$105,252.6*	\$103,667.0	+1.5
February†	98,126.7	98,804.9	-0.7

*January figure adjusted as of April 15, 1965

†February 1964 had 29 days while February 1965 had 28.

entered into an agreement with Miss Wharton in 1934 for the exclusive rights to dramatize the novel and said the agreement had been renewed with the executors of her estate following the novelist's death in 1937.

The defense contended that it had obtained the rights to *Ethan Frome* from the estate of Miss Wharton. A spokesman for Coudert Brothers, attorneys for the defense, said that "we are looking into the matter of an appeal."

After finding that the telecast had infringed upon the copyright, Judge Feinberg said the "direct financial interest of du Pont and BBDO in the success of the infringing broadcast cannot be questioned."

He noted that the program was called *du Pont Show of the Month*; several du Pont products were advertised on

the program and the company spent "substantial sums" to have the TV program produced and presented. He said it could be "easily inferred" that du Pont stood to benefit in increased sales from "favorable acceptance of a widely viewed telecast under its sponsorship."

The judge said BBDO also had "a financial interest in the increased sales of a client's products generated by an advertising package."

Newspaper ads adopt television techniques

Newspaper advertisements are beginning to adapt the visual techniques originally developed for TV commercials, according to Charles T. Lipscomb Jr., president of the Bureau of Advertising of the American Newspaper Publishers Association.

At a presentation during ANPA's annual convention last week in New York, Mr. Lipscomb said that in a bureau program, in which the services of 14 advertising agencies were engaged this year to produce prototype newspaper ads for agency and advertiser study, many of the advertisements use TV's pictorial techniques to create feelings and moods not previously attainable in newspaper advertising approaches.

The agencies involved in the program are N. W. Ayer, Benton & Bowles, Campbell-Ewald, Cunningham & Walsh; Foote, Cone & Belding; Kenyon & Eckhardt; Ketchum, MacLeod & Grove; Knox Reeves; MacManus, John & Adams; McCann-Erickson; Needham Harper & Steers; Tatham-Laird; West, Weir & Bartel, and Leo Burnett.

Mr. Lipscomb said that the ads will be shown particularly to "those many advertisers . . . who are coming to the

BAR estimates for 18 markets

Estimates of the dollar volume of nonnetwork television business on the air in 18 U. S. markets during the week ended April 2 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 April 2:

Amarillo, Tex. (3)—\$54,242
Dallas (4)—\$310,818
Denver (4)—\$207,446
Greensboro, N. C. (3)—\$89,620
Little Rock, Ark. (3)—\$64,414
Los Angeles (7)—\$1,609,156
Louisville, Ky. (3)—\$139,457
Memphis (3)—\$119,753
Milwaukee (4)—\$244,387
Peoria, Ill. (3)—\$51,774
Pittsburgh (3)—\$492,467
Richmond, Va. (3)—\$82,752
Roanoke, Va. (3)—\$60,004
San Antonio, Tex. (3)—\$109,409
San Diego (3)—\$183,433
Seattle (4)—\$229,372
Syracuse, N. Y. (3)—\$163,605
Wheeling, W. Va. (2)—\$68,862

conclusion that television has been over-used as an advertising medium, and newspapers underused."

He also stated that TV will continue to provide strong competition to newspapers for advertising dollars, but that its pattern of rapid yearly growth achieved since the end of World War II was coming to an end. He did not amplify the statement.

Toy company names agency

Amsco Industries, Hartsboro, Pa., which plans to expand its spot TV, has appointed Pesin, Sydney & Bernard, New York, to handle its advertising. Most of the toy manufacturer's \$600,000 budget is allotted to spot TV. The agency said it will increase spot television advertising from 16 to 40 markets for Amsco's Hooper-Dooper outdoor toy. More than \$200,000 is now used to promote the toy, described as "the successor to the hula-hoop." Another Amsco product, Giant Boots, plastic boots which make children 8 inches taller, will be advertised this summer and fall in a special advertising campaign.

Y&R gets all of Eastern

Eastern Air Lines, New York, has moved its special promotion, display, direct mail and trade advertising, estimated at \$2 million, from Gaynor & Ducas to Young & Rubicam, both New York, effective July 1. The switch will place all of Eastern's advertising with Y&R.

Also in advertising . . .

Popular bridge ■ Anheuser-Busch Inc., St. Louis, has donated a copy of its Michelob beer TV commercials to the U. S. Information Agency which plans to use part of the spot which pictures the new Verrazano Narrows Bridge at New York in a film about American bridge construction. Michelob agency is D'Arcy Advertising, St. Louis.

Catholic instruction ■ ACTA Foundation, Chicago, a non-profit Roman Catholic group, through E. H. Russell & Co. there, is launching a "War on Ignorance" campaign to promote its teaching aids for children and plans to test radio-TV advertising in 15 mid-west markets. Initial material will be sex instruction aids for youngsters to be made available through sanction of various denominations under ecumenical philosophy.

Ban applies ■ The TV code of the National Association of Broadcasters has

interpreted its "men-in-white" rule to apply to chiropractic advertising. The NAB Code Authority said it has no ban against advertising by chiropractors, which is allowed in about a half-dozen states, as long as the ads do not violate code standards.

364 new products tested

The first quarter of 1965 saw 364 new products in test markets, 127 expanding nationally and 105 in other stages of development. Breaking down

the new product totals by product category: consumer (food, beverages and tobacco)—132; health and beauty aids—87; household products—72; industrial—73.

This information is contained in the March issue of the BBDO "New Products Report" released last week. The monthly summary, which is prepared by BBDO's marketing department from public sources, is available on a \$25 per year subscription basis. Subscriptions may be obtained from BBDO, Marketing Department, 383 Madison Avenue, New York 10017.

AIR FORCE PHOTO — By Robins A.F. Base, Ga.



GEORGIA'S LARGEST INDUSTRY

IN WMAZ-TV'S MACON MARKET (Metro Area)

**FACTS — ROBINS
AIR FORCE BASE
GEORGIA
OCTOBER 1964**

- Civilian Population 15,000.
Payroll \$98.3 Million.
- Military Population 5,000.
Payroll \$27.4 Million.

**PLANS FOR
ADDITIONS
BEGINNING
JULY 1, 1965**

- 3800 Additional Jobs
- \$32-Million Added Payrolls

For information
about WMAZ-TV's
total Macon
market, contact
the Station or
Avery-Knodel, Inc.

wmaz-tv
MACON, GA. CHANNEL 13

SOUTHEASTERN
BROADCASTING
CORPORATION

AFFILIATED STATIONS:
WFBC-TV, GREENVILLE, S. C.
WBIR-TV, KNOXVILLE, TENNESSEE

Represented by Avery-Knodel, Inc.

**1602 FEET
HIGH...
160 MILES
WIDE**

the yellow color that covers
the whole lot of north Oklahoma
nearly about yellow color
when city when they'll
the yellow color that covers
the whole lot of north Oklahoma
nearly about yellow color
when city when they'll
the yellow color that covers
the whole lot of north Oklahoma
nearly about yellow color
when city when they'll

Oklahoma City

Clinton

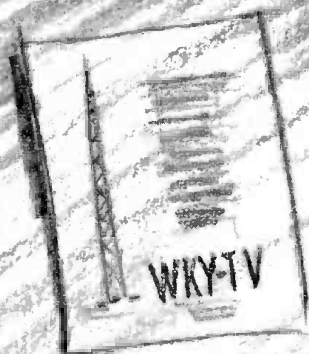
Ada

WKY-TV
CHANNEL 4

The WKY Television System, Inc.
WKY Oklahoma City
WTVT, Tampa-St. Petersburg, Fla.
KTVT, Dallas-Ft. Worth, Tex.
Represented by the Katz Agency

1602
975
62471

taller than
old tower



WKY-TV CHANNEL 4 OKLAHOMA CITY, OKLAHOMA

● INTERDEPARTMENTAL CORRESPONDENCE

ADVERTISING DEPARTMENT

MEMO TO: Norman Bagwell

FROM: Jim Willis

SUBJECT: PROMOTION WKY-TV'S NEW TOWER

The agency has come up with a good copy theme for our new tower promotion. Copy goes something like this:

1602 FEET HIGH — 160 MILES WIDE

WKY-TV's new tower rising 1602 feet above ground pushes the Grade B circle out a distance of 160 miles. This will not only result in a greatly improved color and black and white picture in thousands of Oklahoma homes but will add additional counties to the station's old 54-county coverage area. Engineers estimate that the new tower will add upwards of 51,000 homes to WKY-TV's service area.

NOW TELECASTING FROM THE TALLEST TV TOWER
IN OKLAHOMA CITY

(WKY-TV SIG)

If you agree with this theme we'll get it into production.

Jim

*Think you should emphasize the
51,000 additional homes - perhaps
set it in bold face type. Also
bring out the fact that the old
tower was 978 feet tall.*

Otherwise it's OK. -

Norm Bagwell

CATV, chairman top agenda

NAB joint board may pick new man at May meet instead of June

Selection of a chairman has found a spot on the agenda for the special meeting of the National Association of Broadcasters joint board in Washington, May 12. The six-member nominating committee will meet for its final session on May 11 and make a recommendation to the board the next day.

However, at the top of the agenda is still what position the board should take with regard to the FCC's actions on community antenna television regulation (see page 23). The NAB's Future of Broadcasting Committee, which was to have met May 3, will now meet May 8 to discuss the FCC actions and recommend a position to the board.

The election of a new chairman was not in the picture when the special board meeting was called (BROADCASTING, April 19). And it is possible that the joint board could defer a choice until the regular board meeting in Buck Hill Falls, Pa., June 22-26. The point in question centers around the NAB bylaws which call for the chairman to be elected at "the first meeting of the board of directors following each annual meeting of the membership" and adds "the chairman shall serve until a successor is elected."

Ben Sanders, KICD Spencer, Iowa, chairman of the nominating committee, said he interpreted this bylaw to mean the committee's recommendation would have to be brought forth at the May 12 meeting. However, other NAB spokesmen said the intent of the bylaw referred to the annual June meeting, and noted a resolution passed by the board at its January meeting in Palm Springs, Calif. At that time, the board set up its new policy calling for a president and chairman to work together at Washington headquarters.

The resolution, under which Willard Schroeder, present board chairman, is serving, states: "The chairman will be elected on an annual basis by the board at its June meeting, and he may be reelected." Therefore it appears to be the board's decision on whether to elect a new chairman in May or June.

Still Working ■ In either case, Mr.

Schroeder, vice president and general manager, WOOD-AM-FM-TV Grand Rapids, Mich., will stay on the job through June, at the direction of the board. He has considered his interim post as working chairman as one of observing and offering recommendations to the board as guidelines for future plans. He has sent one interim report to the board and plans several others before the June meeting.

Just who the new chairman will be is still uncertain. Mr. Sanders said the field, which had numbered more than 100, had been "pretty well narrowed down." Although no one would say just how many names are still on the possible list, it was believed the committee was considering only about five or six men, one of them a nonbroadcaster.

Under a change in the bylaws, approved by the membership, the chairman no longer has to be selected from the radio or TV boards. However, the chances of the nonbroadcaster were said to be "pretty dim."

The committee has had three meetings so far—in Washington (BROADCASTING, April 1), Chicago and at the NAB convention in March. Members of the committee are: Mr. Sanders; James D. Russell, KKTU(TV) Colorado Springs; Robert F. Wright, WTOK-TV Meridian, Miss.; Ray Johnson, KMED Medford, Ore.; Ben Strouse, WWDC-AM-FM Washington, and Carleton D. Brown, WTVL Waterville, Me. All are former members of the radio and TV boards whose terms expired this year.

The television board also has two items to take up May 12. It will vote on the nomination of Bill Michaels, vice president, Storer Broadcasting Co., to fill the seat on the TV code board left open by the resignation of George Storer Sr. (BROADCASTING, April 19). It will also vote on a successor on the TV board for Payson Hall, who resigned as president of Meredith Broadcasting Co. earlier this month (CLOSED CIRCUIT, April 12).

The NAB's executive committee will meet Thursday (April 29) in Grand Junction, Colo. Among the topics its members will cover are plans for the June board meetings, future NAB conventions, the fall conferences and the management/engineering seminar. It will also hear reports on government relations, research, freedom of information and membership.

Another report which the executive committee will probably get is the proposal of John Couric, vice president for public relations. Mr. Couric has been working on a revised public relations program.

NAB opposes WNBT's plan

Anello says credits for sponsors are commercials and should be prohibited

The National Association of Broadcasters says educational stations that voluntarily identify donors of nonpolitical and noncontroversial programs are delivering commercials, which should be prohibited. Educational stations have been making such voluntary announcements for years, often at the advice of the FCC.

The association takes the position, in effect, that donor identification on educational stations is required, and therefore permissible, only when the program involved is controversial or political.

The NAB's position was stated by its general counsel, Douglas A. Anello, in a letter to FCC Chairman E. William Henry protesting the go-ahead the commission has given to a plan of WNBT (TV) Newark, N. J.-New York, for soliciting funds. Under the plan, the educational station will identify on a rotating basis 15 corporations making annual donations of \$200,000 each to underwrite five blocs of programing to be aired every week (BROADCASTING, April 5).

Mr. Anello said the commission "is under the erroneous impression" that Section 317 of the Communications Act, which details sponsorship-identification requirements, obligates stations to make "appropriate announcements in all cases where programs are furnished free of charge." He noted that the commission, in its letter to WNBT, referred to a rule requiring noncommercial educational stations, "to the extent applicable," to abide by the sponsorship identification requirements governing commercial stations' use of donated programs.

Limits on Requirement ■ But Mr. Anello said that the identification announcements required of commercial stations apply only if the programing supplied "is controversial or political or made pursuant to a promise to carry an identification of the donor." He said this interpretation is borne out by the rules themselves and one of the examples listed in the House report issued when Section 317 was amended in 1960. The cited example states that no identification announcement is required un-

RECIPE FOR A PRIZE-WINNING COMMERCIAL.



Start with product. (**A-1 Sauce.**)

Add highly creative storyboard.
(**From Fletcher Richards.**)

Top with a production house that will handle it with skill and sensitivity. (And that is where **Videotape Productions** comes in.)

The result: World's Best Video Tape Commercial. As decided by the Hollywood Ad Club's International Broadcast Awards.

Feel like whipping up something special for *your* next commercial?

If it calls for something a little out of the ordinary in lighting, special effects, or anything else, we have the people to handle it. The most skilled people in TV production are on the staff at Videotape Productions.

And they're *all* available to help you with your particular problem.

Take a look at our client list: it includes virtually all of the leading agencies and advertisers in the country today.

Wouldn't you like to be in that kind of company?

Feed me more!

Videotape Productions, Inc. TR 3-5800
101 West 67th Street, N.Y. C.

Name _____ Title _____

Company _____

Address _____

Videotape Productions, Inc. **3M**
A SUBSIDIARY OF COMPANY



BCS takes over at WTOL-TV

A station sale approved by the FCC on March 10 was consummated on April 15, when Broadcasting Co. of the South (soon to become Cosmos Broadcasting Corp.) took over the operation of WTOL-TV Toledo, Ohio. Under the transaction, BCS also acquired WTOL-AM-FM from Community Broadcasting Co., owned by Frazier Reams and others. Total price was \$12 million. BCS then transferred WTOL-AM-FM to Seaway Radio, with Mr. Reams as president, for \$500,000. Call letters for the

AM-FM have been changed to WCWA-AM-FM.

On hand for closing of the deal were (l to r): Thomas S. Bretherton, general manager, WTOL-TV; Mr. Reams; John W. Lindsay, BCS secretary; B. Calhoun Hipp, BCS board chairman; Frazier Reams Jr.; Mrs. Frazier Reams; Francis M. Hipp, BCS vice president and treasurer, G. Richard Shafto, BCS president.

Other BCS stations are: WIS-AM-TV Columbia, S. C., and WSFA-TV Birmingham, Ala.

less a program gives a "disproportionate" amount of exposure to a product of the donor.

Mr. Anello said that if a commercial station voluntarily identified the donor of a program that was neither political nor controversial, the identification "would have to be logged as a commercial on the theory that the donor furnished the program only in the expectation that he would at least get the benefit of an identification announcement.

"It seems to me," he added, "that the same logic applies to an educational station and that any identification announcement that is not required by law is, in fact, a commercial which the station should be prohibited from airing."

Mr. Anello said later that educational stations could not present programs if they obtained them only after agreeing to make an announcement because that would constitute a commercial also.

The difficulty, as he sees it, stems from a conflict between two commission rules. One requires noncommercial educational stations to make announcements under the same conditions as those in a rule applying to commercial stations. But one of those conditions, he said, is incompatible with the purpose of a noncommercial educational station.

FCC View ■ A commission official said that even under Mr. Anello's in-

terpretation identification announcements would be required for one fifth of the WNDT programming to be financed by the new plan. Public-affairs programs, presumably dealing with controversial subjects, will be aired one night a week. As for the rest, he added, voluntary sponsor identification has been the practice for years, "and the NAB knows it."

Other commission officials, as well as a spokesman for the National Association of Educational Broadcasters, noted that the commission has long advised educational broadcasters to make brief announcements regarding the source of programs as a means of complying with sponsorship-identification requirements of the Communications Act.

The issue apparently involves a relatively insignificant source of support for educational television. NAEB sources last week said that a study on ETV financing, to be released soon, shows that program underwriting by industry accounts for less than 2% of the funds provided the nation's 101 ETV stations.

Press strike hits WMAR-TV

Members of the American Newspaper Guild picketed WMAR-TV Baltimore last week, but the station stayed on the air. Some announcers, technicians and prop men observed the pickets Wednesday

(April 21), and supervisory personnel filled in that day. On Thursday, all regular personnel crossed the picket lines and were back at their jobs.

The pickets at the station came in the wake of the newspaper guild's strike against the *Baltimore Sun*. The paper and WMAR-TV are owned by the A. S. Abell Co.

CBS Foundation awards eight news fellowships

CBS Foundation Inc. last week announced the winners of eight \$8,000 news fellowships to Columbia University for the 1965-66 academic year.

The one-year grants, the ninth in a series which began in 1957, are presented to people active in radio and TV news and public affairs, and represent the foundation's educational, cultural and philanthropic contributions. The fellows receive all university expenses and a stipend to cover living costs.

The eight recipients are Joseph K. Abrell, director, special news projects, WTVJ(TV) Miami; Kenneth Bell Jr., reporter and news editor, WBBM Chicago; Frank Flannery, production supervisor, CBS-TV New York; Irwin J. Krakowsky, assistant director of news and public affairs, and Alan Littell, editorial writer, both WCBS New York; Jack L. Nott, producer-director, KCMO Kansas City Mo.; William R. Pitcock, newscaster-reporter, KOTV(TV) Tulsa, Okla., and Thomas Slinkard, news director, WJTV(TV) Jackson, Miss.

Ford grants funds for journalism training

Columbia University quickly assembled a national committee made up of publishers, editors and broadcast executives for an organizational meeting April 23 in New York to seek funds to match a \$1.6 million grant of the Ford Foundation made last week to its Graduate School of Journalism.

Harvard University received \$1.2 million from the foundation, also to be matched by funds to be gathered from private sources over a three-year period, to enable that university to double the number of awards made yearly to practicing journalists under its Niemen Fellowship program.

Scholarships made available by the grants will be open to radio and TV journalists, it was noted. At Columbia, funds will be used to implement a variety of new programs planned by Dean Edward W. Barrett. The projects are expected to entail expansion of course

1965 BROADCASTING YEARBOOK

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work and facilities in radio and TV.

The Half-Century Fund committee meeting in New York on the Columbia fund raising is under the chairmanship of Elliott V. Bell, editor of *Business Week*, and the group numbers among its membership several prominent editors and publishers; Dr. Frank Stanton, CBS Inc. president; Robert E. Kintner, NBC president; James C. Hagerty, vice president, American Broadcasting-Paramount Theaters Inc.; Gardner Cowles, editor-in-chief, Cowles Magazines and Broadcasting Inc.; James A. Linen, president of Time Inc.; Donald H. McGannon, president, Westinghouse Broadcasting Co.; Sol Taishoff, editor and publisher, BROADCASTING and TELEVISION magazines, and Louis G. Cowan, president of Chilmark Press and former president of CBS-TV.

Most funds, it is expected, will be sought from newspapers, magazines and TV and radio networks and stations, according to the Ford Foundation.

IRTF plans grants for radio-TV students

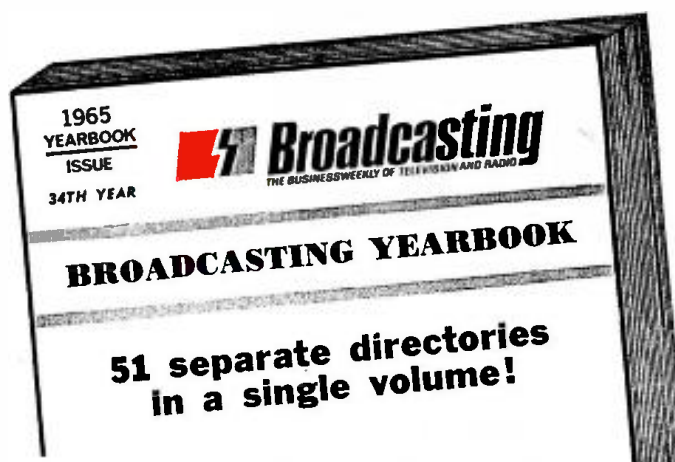
The International Radio & Television Foundation announced last week it will award two \$500 scholarships to undergraduate or graduate students planning careers in broadcasting, advertising or allied fields. Thomas J. McDermott, foundation president and vice president, radio and television, N. W. Ayer, New York, said the scholarships will be granted for the 1965-66 school year.

In order to qualify, students must have finished four semesters of undergraduate work, be citizens of good moral character and have the recommendation of school authorities. Students must currently be majoring in communications or advertising. A 1000-word essay on the "Responsibilities of the Media" (radio and TV) is required. Applications from the foundation, 444 Madison Ave., New York 10022, must be returned on or before June 1.

Widespread approval for translator rule

The FCC's proposal to liberalize its translator rules has received near unanimous approval and endorsement from all segments of the broadcasting industry.

Of the 23 comments filed on the April 15 deadline, 21 strongly urged that the rulemaking be adopted, with certain modifications, deletions or additions. The two filings opposing the change felt that high-power translators



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| 7. AM Station Call Letters | 26. Group TV Ownership | 40. RTNDA News Directors |
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| 9. Equipment Directory | 28. FM Educational Call Letters | 42. Radio-TV News Services |
| 10. Broadcast Product Guide | 29. FM Frequencies, Channels | 43. Foreign Language Programs |
| 11. NAB Television Code | 30. Caribbean, Mexican Stations | 44. Country & Western Stations |
| 12. NAB Radio Code | 31. Canadian AM by Frequency | 45. Negro Programming |
| 13. Program Producers, Distributors | 32. Canadian FM by Frequency | 46. Associations, Societies |
| 14. Talent Agents, Managers | 33. College Radio Stations | 47. Government Agencies |
| 15. Radio & TV Representatives | | 48. Radio-TV Attorneys |
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would have "a depressing rather than a stimulating effect" on the development of local TV stations in remote and marginal markets, and that high-power translators would cause considerable interference to other existing translators.

The rulemaking proposal, initiated by the commission in February, would permit the licensing to regular TV stations and certain other groups of TV translators with up to 100 w on unoccupied UHF and VHF channels now assigned to communities in the commission's TV table of assignments (BROADCASTING, Feb. 22).

The National Association of Broadcasters, which urged that the rulemaking be finalized as quickly as possible, said that where a translator operates to carry a TV station's signal beyond its grade B contour, the translator should not be allowed to duplicate the programming of another TV already serving the area.

The NAB also urged, as did the Television Accessory Manufacturers Association, that translator licensees be permitted to use microwave facilities to relay TV signals.

A number of comments suggested that the FCC raise its 100 w power limit. Among those were KOOK-TV Billings and KXLF-TV Butte, both Montana, which argued that anything less than

500 w would be inadequate.

The Electronic Industries Association recommended that translators be authorized only in remote areas not receiving acceptable service. EIA also suggested that the commission establish a study program to weigh all factors relating to frequency usage and requirement, both broadcast and non-broadcast, in major metropolitan areas.

Other comments supporting the rulemaking came from ABC, Wometco Enterprises, the Florida Educational Television Commission and numerous manufacturers, TV stations and translator groups.

UHF ownership limit waiver denied Overmyer

The FCC last week denied a request by D. H. Overmyer for waiver of its multiple-ownership rules to permit the UHF aspirant to apply for an eighth television channel.

Mr. Overmyer had requested the waiver last February when applying for channel 53 in Pittsburgh (BROADCASTING, Feb. 15).

At that time, through D. H. Overmyer Communications Co., he had ap-

Mine's better than your's

The requirement to determine the needs of a community for a radio or TV service, especially in a comparative hearing case, has been established, an FCC hearing examiner writes in the current issue of the *Journal of the Federal Communications Bar Association*, but a new issue looms.

Gifford Irion, FCC hearing examiner, suggests that the next problem in adjudicatory hearing cases, where more than one applicant has applied for the same facility in different communities, will be the need to determine which of different surveys on a community's needs is best. Where each applicant insists that his survey is better than those done by other applicants, "is there to be an evaluation of the methods used in order to determine the needs which exist?", asks Mr. Irion in conclusion.

Mr. Irion's dissertation is followed by an explanatory article on *Statistical Surveys as a Legal Aid*, by Joseph Steinberg, a statistician for the Social Security Administration.

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plications pending for seven UHF stations, two of which have been granted: channel 79 Toledo and channel 75 Newport, Ky. The others still pending, are for: channels 36, Atlanta; 55, Stamford, Conn.; 20, San Francisco; 29, Dallas, and 17, Rosenberg, Tex.

In supporting his request for waiver of the FCC's rules, which presently limits ownership to seven TV stations, Mr. Overmyer pointed out that UHF in general has had a poor financial history and that the future development of UHF needs the support of those, like himself, "who are willing and able to risk the necessary capital for investment."

In denying the request, the commission noted that "the main thrust of the reasons advanced for the waiver apply to UHF in general and are more appropriate as reasons to change the general rule," rather than for a waiver of the rule.

Changing hands

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

■ KBYR Anchorage: Sold by J. Chester Gordon and associates to A. G. Hiebert and associates for \$159,000 includ-

ing \$14,000 covenant not to compete. Mr. Hiebert owns KTVA(TV) and KNIK-FM Anchorage, and KTVF(TV) Fairbanks, Alaska. KBYR is on 1270 kc full-time with 1 kw.

▪ KFRB Fairbanks, Alaska: Sold by J. Chester Gordon and associates to A. G. Hiebert and associates, for \$90,000 including \$10,000 covenant not to compete. See sale above. KFRB is on 900 kc fulltime with 10 kw.

▪ WKOS Ocala, Fla.: Sold by Robert L. Gilliam to Flem Evans, Edward Gurney, John E. Jenkins Jr. and O. W. Myers, for \$70,000. Mr. Evans has interest in WKIZ Key West, Fla., Messrs. Myers and Gurney are on staff of WHTN-TV Huntington, W. Va., while Mr. Jenkins is attorney. WKOS is daytime on 1370 kc with 5 kw. Broker: Chapman Inc.

APPROVED ▪ *The following transfer of station interest was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 72).*

▪ WLBK-AM-FM DeKalb, Ill.: 70% sold by George C. and Genevieve C. Biggar to John J. Dixon, for \$154,150. Mr. Dixon had 30% interest before sale. WLBK is daytime on 1350 kc with 1 kw while WLBK-FM is on 92.5 mc with 3.1 kw.

COMMUNITY TELEVISION

▪ Mankato, Minn.: Sold by Robert M. Regan, Cliff Kroon and Ken McHugo to Minnesota CATV Inc. (Al Hartman, chairman). No price was disclosed. The Mankato system serves over 6,000 subscribers and carries the signals of TV stations in Mankato, Minneapolis-St. Paul, Rochester and Austin, all Minnesota, and Mason City, Iowa. Messrs. Regan, Kroon and McHugo also own a CATV system in New Ulm, Minn. Mr. Hartman's group (principally the Narragansett Capital Co., Providence, R. I.) also owns CATV's in Chanute, Independence and Parsons, all Kansas. Mankato sale was handled by Daniels & Associates.

Magnesses to buy 50% of Carter Mountain

Application for the sale of 50% interest in Carter Mountain Transmission Corp. was accepted last week by the FCC. Application seeks approval to transfer 4,000 shares of the microwave common carrier to Mountain Microwave Corp., Bozeman, Mont.

Mountain Microwave, a newly formed company, owned by Bob and Betsy

Magness, president and secretary-treasurer, respectively, who purchased the half interest in Carter Mountain Feb. 1 from Thomas W. Mitchell Jr. and Roy E. Bliss for \$5,230.

Carter Mountain, which is the licensee of six microwave radio stations in Wyoming, was the object of the celebrated Washington appeals court decision issued in May 1963 which upheld in the first test the FCC's right to protect local TV stations from the inroads of community antenna TV systems (BROADCASTING, May 27, 1963). Ruling was later upheld by the U. S. Supreme Court which refused to review the lower court's decision (BROADCASTING, December 23, 1963).

The other two principles of Carter Mountain, each holding 25% interest (2,000 shares), are E. T. Melbraaten and Harry M. Moore. Currently pending before the commission is an application filed in February 1963 by Mr. Moore requesting approval to transfer his 25% interest to Mr. Melbraaten who, upon approval, will then hold the remaining 50% interest in the company.

Mr. Melbraaten has reportedly agreed, however, to sell an additional 2,000 shares or 25% of the outstanding common stock to the Magnesses "within a reasonable time" after the com-

mission approves the latter's purchase from Messrs. Mitchell and Bliss.

The Magnesses, who have extensive CATV holdings throughout the West and Midwest, also own 43.3% of the stock of Capital City Broadcasting Co., which is the licensee of KBLL-AM-TV Helena, Mont.

New TV stations

As of April 22 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.

Comings and goings on NAB's codes

There were 23 stations added and 23 deleted from membership in the National Association of Broadcasters radio code for the period Feb. 15 to March 15. In the same period, the television code added one station and four were withdrawn.

Radio additions: KRKT Albany, Ore.; WALD Walterboro and WLOW Aiken, both South Carolina; KFLI Mountain

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Home, Idaho; KICS-FM Hastings, Neb.; KOKO Warrensburg, Mo.; KSBW-AM-FM Salinas, Calif.; KFOG(FM) San Francisco; KSTA Coleman, KTEO San Angelo and KSOX Raymondville, all Texas; KUTT Fargo, N. D.; WVAR Richmond, W. Va.; WGWC Selma, Ala.; WCWC-FM Ripon, WTMF-FM Tomah and WRDB Reedsburg, all Wisconsin; WSIP-FM Paintsville and WCND Shelbyville, both Kentucky; KGKO Benton, Ark.; WHRN Herndon, Va., and WINT Winter Haven, Fla.

Radio deletions: KAWA Waco, Tex.; KPRM Park Rapids, Minn.; KCUB Tucson, Ariz.; KGMV Missoula, Mont.; KVON Napa, Calif.; WAWA West Allis, Wis.; WBNC Conway, N. H.; WBRO Waynesboro, WSNT Sandersville and WWCC Bremen, all Georgia; WCAR Detroit; WCME-AM-FM Brunswick, Me.; WERI Westerly, R. I.; WLUV-AM-FM Loves Park, Ill.; WMFD Wilmington, N. C.; KYVA Gallup, N. M.; WEVA Emporia, Va.; WIVY Jacksonville, Fla.; WMQM Memphis, and KPRS-AM-FM Kansas City, Mo.

TV addition: WIHS-TV Boston.

TV deletions: KLFY-TV Lafayette, La.; KPAR-TV Sweetwater - Abilene, Tex.; WICU-TV Erie, Pa., and WOWL-TV Florence, Ala.

Media reports . . .

Gobbledy gook ■ Grove, Paglin, Jaskiewicz, Sells, Gilliam & Putbrese, Washington communications law firm, has asked the FCC to reconsider and modify its newly adopted rule which

would require broadcast stations to keep a local file of documents for public inspection (BROADCASTING, April 12). The law firm suggested the new rule be amended to limit the file's contents to current and pending material. The present rule, it said, would result in bulky files of "frustrating gobbledy-gook" which will cause public misunderstanding, confusion and resentment.

Added Affiliates ■ Mutual announced last week that it has added three radio stations to its list of affiliates since March 1. They are: WTKM Hartford, Wis. (500 w on 1450 kc); WCMP Pine City, Okla. (1 kw on 1350 kc), and KOKL Okmulgee, Okla. (1 kw on 1240 kc).

Airport studios ■ WHRN Herndon, Va., has announced a starting date of June 1 and plans to install studios at Dulles International Airport outside Washington. Permittee of the 1-kw daytimer on 1440 kc is Coastal Broadcasters Inc. (BROADCASTING, Nov. 30, 1964).

Elaborate facilities ■ The Belo Corp., licensee of WFAA-AM-FM-TV Dallas-Fort Worth, has leased 3,200 square feet of space at the North Park Shopping Center in Dallas for the installation of nearly \$250,000 in studio-office space, equipment and other facilities. The remote studio, which is scheduled to be completed by July 20, will also serve as the advertising, promotion and news substations of the *Dallas Morning News*,

the station's parent company.

First weekly ■ Scripps-Howard Newspapers has bought the 52-year-old *Stuart, (Fla.) News*, a weekly with a circulation of 4,860. It is the first weekly bought by the Scripps-Howard organization, which consists of 17 daily newspapers as well as broadcast properties in five cities, including WPTV(TV) West Palm Beach, Fla.

New affiliate ■ WMEG Eau Gallie, Fla., has become an ABC Radio affiliate. WMEG operates on 1 kw at 920 kc, and is not currently affiliated with any other network. The station is owned by Mel-Eau Broadcasting Co.

Remodeling ■ WKLO Louisville, Ky., spent \$50,000 in remodeling its showcase studios in downtown Louisville. The new studio provides more than 5,400 square feet of floor space and gives passersby a view of the inter-workings of the broadcast facility.

Nose counting ■ The geography division of the Bureau of the Census, Department of Commerce, has prepared a six-color map showing the percentage of families in each county of the United States with incomes under \$3,000 a year for 1959. The counties are clearly outlined and colored differently for each percentage range. The map is available from the Superintendent of Documents, U. S. Government Printing Office, Washington, at 50 cents a copy. The map number is GE-50, Map No. 6.

EQUIPMENT & ENGINEERING

Master FM antenna planned for N.Y.

The United States' first omni-directional master FM antenna, atop the Empire State building in New York, will be transmitting signals for at least three New York FM stations when it goes into operation next fall.

WQXR-FM, WLIB-FM and WHOM-FM last week completed negotiations with the Empire State building to use the antenna. The stations also have applied to the FCC for permission to install their FM transmitters in space made available for that purpose on the 81st floor of the building. Coaxial cables will feed the antenna which will be erected above the 102d floor, 1,250 feet above the ground.

Alford Manufacturing Co., Boston, is designing and building the antenna which will be able to broadcast 17 FM stations simultaneously.

More than six years were spent study-

ing the problems involved in the venture by the Empire State building and its consulting engineers, Dr. Frank Kear of Kear & Kennedy, Washington, and William Scofield of Edwards & Hjorth, structural engineers. Gunnar A. Olsen Corp. and Belmont Electric Co., both New York, will install the antenna, an operation which will take six months.

GE color chains to CBS

General Electric has shipped a four-vidicon color film camera chain to CBS-TV, New York, and said it will deliver an "undisclosed" number of the units to the network before summer. The cameras will be used by the network and WCBS-TV New York at the new CBS production center in New York and at CBS Television City, Los Angeles.

GE said that it had 34 cameras on the air at 27 installations prior to last month's National Association of Broadcasters convention and will have more than 100 units in operation by autumn.

Two stations fined

Two radio stations found themselves at odds with the FCC last week for "willful and repeated" failure to have properly licensed operators at their transmitters or authorized remote control points.

WFPG Atlantic City, N. J., which had been notified late last year that it had incurred a \$500 liability (BROADCASTING, Nov. 30, 1964) was ordered to pay the fine after the commission considered WFPG's reply to the notice.

KOAD Lemoore, Calif., was notified it had incurred an apparent liability for \$500. It has 30 days to contest the action or pay the forfeiture.

Technical topics . . .

Space to stretch ■ RCA said last week a new \$2 million facility giving the company an additional 304,000 square feet of warehouse space would be completed

Ward resigns from NAB's TV code

Harry H. Ward, assistant manager of the TV code of the National Association of Broadcasters, resigned last week. The resignation is expected to go into effect sometime this summer. Howard H. Bell, director of the code, said he was assigning Jerome G. Lansner, senior editor in the New York code office, to Washington effective today (April



Mr. Ward

26).

Mr. Ward's resignation will leave the TV code without a manager or assistant manager. Edward H. Bronson, manager of the code for 12 years, resigned last year (BROADCASTING, Nov. 12, 1964).

Mr. Ward, who joined the code as assistant director in October 1958, was named assistant manager in 1961. Before coming to the code he had been with NBC for 10 years and was continuity acceptance supervisor of NBC Chicago when he left in 1958.

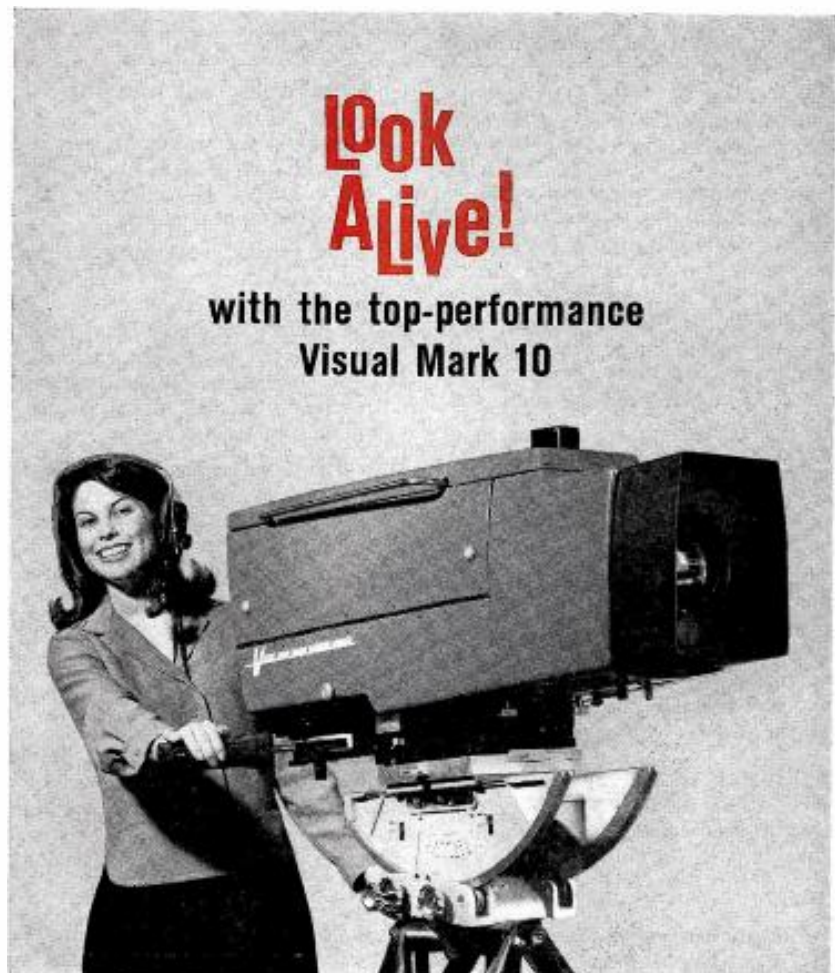
Mr. Lansner, who joined the New York code office in April 1963 (BROADCASTING, April 1, 1963), had been a commercial and program editor in the broadcast standards department of NBC.

at Bloomington, Ind., by October. The facility will support RCA Victor Home Instruments Division increased production of color and monochrome TV receivers in Bloomington, as well as other home instruments produced in Indianapolis.

IEEE groups merge ■ The Institute of Electrical and Electronics Engineers (IEEE), New York, has merged two technical committees to lessen administrative burdens and broaden membership activities. In the consolidation, the administrative committees of the Component Parts Group and the Product Engineering and Production Group, became the Parts Materials and Packaging Group.

Studio lighting ■ Lighting & Electronics Inc., Brooklyn, has issued a 32-page booklet containing illustrated and diagramed discussions of the planning of TV-studio lighting facilities, suspension systems, electrical distribution, lighting-load requirements, budget, light-

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ing control and instruments. Available to the public, "Studio Lighting" was adapted from the National Association of Broadcasters *Engineering Handbook*. The firm is located at 81 Prospect Street.

Home video-tape recorder ■ Japan's Matsushita Electric Industrial Co. has reported it expects to have a home video-tape recorder ready for market later this year and hopes to be able to introduce it in the U. S. next year. Firm also plans a home-type camera for use with the recorder. The recorder itself is to cost about \$560 but the camera has not yet been priced.

Emerson subsidiary ■ Emerson Radio Inc., New York, has purchased the assets and business of Pilot Radio Corp., Yonkers, N. Y., a subsidiary of Jerrold Corp. Pilot Radio Inc., the new corporate subsidiary of Emerson, will have as its executives: Morton P. Rome, president; Sidney Brandt, executive vice president; A. A. Vogel, vice president; Raymond Herzog, secretary, and Joseph Kattan, treasurer.

CATV list ■ Viking Cable Co. has issued its new catalogue of community antenna equipment. The catalogue is available from the company, 830 Monroe St., Hoboken, N. J. 07030.

New line extender ■ Kaiser Aerospace and Electronics, Phoenix, has announced the development of a new all-band line extender for community antenna TV. The new all-band amplifier, model KLE-20, has high-output and is all silicon transistorized for use in CATV systems with up to 12 TV channels and full FM capabilities.

TV for classrooms ■ Licenses will be granted by the Blonder-Tongue Labs Inc., Newark, N. J., on ETV product patents for its "Versa-lox" box outlet. This move will allow the units to

Small color set missing

General Electric Co. is reportedly completing plans to place on the market a 12-inch color TV set to cost approximately \$250.

A company spokesman in New York said there were no immediate plans to place such a set on the market within the next three months, but would not comment on reports that a miniature color receiver from GE would be distributed in the fall.

There was speculation in the industry as to whether the set would be a one-gun or a three-gun color type. The GE official declined to discuss further details at this time.

be installed in school systems with specified company equipment, and where purchasing requirements demand competitive bidding. The "Versa-lox" design permits programing to originate from a single classroom to be seen in all other classrooms, or distribute off-the-air TV.

Tape recorder head ■ Michigan Magnetics, Vermontville, Mich., has announced the introduction of a new laminated tape recorder head which, according to the manufacturer, will last five times longer than conventional heads. Michigan Magnetics said the 5NP-300 costs no more than singular-laminar type heads and is available for almost all tape recorders.

New color ■ KTVH(TV) Hutchinson-Wichita, Kans., had purchased more than \$400,000 worth of RCA solid-state color equipment and plans to pro-

gram all local-live and video-tape programs in color by February 1966. The equipment includes two TK 27 color film chains and associated studio and test equipment, two TK 42 live color studio cameras and two RCA type TR-22 HL transistorized video-tape recorders.

Bridging amplifier ■ A solid-state, remote-power outdoor bridging amplifier covering the low through high VHF band, including FM and intermediate bands, is available from Entron Inc., Silver Spring, Md. The model B-1 features 20 db gain to four distribution line outputs and is designed for stand mounting. Remotely powered through the coaxial cable, it is available with electronically regulated power supply circuits for 28 or 60 volts. Each distribution outlet is individually fused. It is available with a variety of connectors, including UHF and aluminum flare types for 0.412, 1/2 and 3/4 inch cable.

Power amplifier ■ Microwave Associates Inc., Burlington, Mass., has introduced a portable 20 w TWT RF power amplifier designed primarily for television broadcast relay operations. The MA-8531 is particularly useful in airborne broadcasting and other field operations where greater transmitting power is required. The amplifier operates with 150 w from 28 volt DC source and can be modified to act on 110 volt AC. Unit is weather sealed and provides front panel with visual checks on circuit voltages and RF output. The amplifier transmits on the 2,000 mc band.

New tower ■ WVEC-TV Norfolk-Hampton, Va., began broadcasting April 6 from its new 1,049 foot tower. The new tower adds 60,000 homes and 200,000 viewers to the WVEC-TV audience, according to Thomas P. Chisman, station president and general manager.

INTERNATIONAL

Film trade center is opened in Brussels

Centre International de l'Industrie du Cinema opened its film trade center in Brussels this month. The organization, called CIIC-Film Centrum, operates as a cross-road for the more than 50 movie-producing nations of the world.

CIIC operations evolve from active and associate members coordinating their efforts to buy, sell, rent, trade, exchange and barter for film products, equipment, supplies, ideas and services. On-the-spot screening and negotiations

for film products are controlled from one building, composed of leased offices, temporarily assigned offices for associate members, screening rooms, conference rooms, film-storage vaults, information center, public relations facilities, advertising production and printing services.

Beginning with two Americans and a Belgian as operators, CIIC expects applications from 450 members within six months, one-third to serve actively. John Starr, former Warner Bros. story editor and president of International Film Exchange, predicts the center will increase picture distribution at least 10%.

BBG wants CJOR's license cancelled

The Canadian Board of Broadcast Governors has recommended that the license of CJOR Vancouver, B.C., be cancelled. The BBG also recommended that the station, which would have marked its 40th anniversary in May 1966, be allowed to operate until Oct. 31. In the interim, the minister of transport could accept applications for purchase of CJOR.

The CJOR case marks the first time the BBG has taken such an action, and would be the second time a license has

been cancelled in Canadian broadcasting.

In its recommendation to the Department of Transport, the BBG said CJOR's license should not be renewed after March 31, 1965. The BBG said it was dissatisfied with the station's past operations and that it has "no confidence that CJOR Ltd. can exercise sufficient supervision and direction" to insure operation in the public interest "or compliance with the policy now proposed."

Complaints against the station's "hot-line" programs dealing with homosexuality and lesbianism were major reasons for the decision (BROADCASTING, April 5).

CBS-owned TV's plan 5th international series

CBS-owned TV stations will begin their fifth annual international program exchange with nine countries in May, it was announced last week by Merle S. Jones, president of CBS-TV Stations Division.

The CBS contribution to this exchange is the KMOX-TV St. Louis program *International Hour: Festival of Music* with Metropolitan Opera star Robert Merrill, the duo piano team of Ferrante and Teicher and the St. Louis Symphony Orchestra. After the St. Louis program, the series will include productions from Japan, Australia, Malaysia, Italy, Argentina, Uruguay, Canada, Yugoslavia and Venezuela. Arrangements for the exchange are made by the International sales department of CBS Films Inc.

Montreal fair to have radio-TV building

The Canadian Broadcasting Corp. will build a permanent radio and television building at the site of the 1967 Montreal World's Fair. Broadcasting will be done from the building during the 26 weeks of the fair. The building and studios are expected to cost about \$4 million and equipment for the broadcasting center another \$6 million. The broadcasting center will be used prior to and after the 1967 exhibition, and will become part of CBC's Montreal operations.

Production facilities will include a main television studio of about 7,000 square feet, with a smaller TV studio and six radio studios. Total floor space, including storage space, will be about 88,000 square feet. The two-story structure will be designed so that all activities inside will be exposed to public view. There will be a studio auditorium on the lower floors.

Abroad in brief . . .

Bankruptcy ■ Walsh Advertising Co. Ltd., Toronto, has filed a voluntary assignment under the Ontario Bankruptcy Act, showing it owed unsecured creditors \$531,923 and had cash and other assets totaling \$493,182. Among the creditors were CKFH Toronto, \$16,000, and CFTM-TV Montreal, \$14,560. Agency had billings of more than \$2 million at its Toronto office and a large amount at its Montreal office. The latter office has been merged with that of Willis Advertising Ltd., and some of the Toronto office executives have moved to the Toronto office of the Willis firm. Negotiations for a merger of the two agencies had been underway for some months.

Post-'48 Group ■ Paramount Pictures Corp. has leased 50 of its post-1948 feature films to ABC Television Ltd. for telecast in the United Kingdom and Ireland during the next seven years. Among the films are: "Detective Story," "Stalag 17," "Sabrina," "The Five Pennies," "The Bridges at Toko-Ri," "The Joker is Wild," "Vertigo," "A Place in the Sun," "The Buccaneer" and "The Court Jester."

South American records ■ Columbia Records' international label, CBS Records, has announced the formation of a subsidiary company, Discos CBS, S.A., of Columbia. Discos CBS, headed by Stefan Riess, will have full recording, manufacturing and distribution facilities in Columbia.

Call letters changed ■ CHYM-AM-FM Kitchener, Ont., are the new call letters of CKCR, AM on 1490 kc with 10 kw-D, 5 kw-N, and FM on 96.7 mc with 350 w. Don Hildebrand is president and general manager. Station is represented by Stovin-Byles Ltd., in Canada, and by Devney Organization in the U. S.

New rep ■ CKOY Ottawa, Ont., has appointed Standard Broadcast Sales, Toronto, as exclusive representative in Ontario.

New survey computer ■ McDonald Research Ltd., Toronto, is installing as a test for advertisers, the Veritron computer in about 200 Toronto area television homes to record programs watched. The Veritron punches a tape each minute, 24 hours a day and can handle up to 32 channels. The tape is then fed into a computer which gives the results in about a week.



Nobody sleeps when psychologist Joyce Brothers tells her listeners "How to Avoid Insomnia at Night." And you can bet they're wide awake when the topic is "How to Tell If a Husband is Lying." Personal subjects like these—discussed with candor and good taste—are heard regularly on The Dr. Joyce Brothers Radio Show. For two years, Dr. Brothers—famous as a TV and newspaper personality, has kept a vast audience of listeners eager for each 5-minute radio program.

Even pleased with each commercial message.

So wake up to the profit possibilities of Dr. Joyce Brothers (you may sleep better at night). For full information, write or call Mr. Marvin Grieve, The ABC Radio Network, Special Program Features, 7 West 66th Street, New York, N. Y. 212 SU 7-5000.

THE DR. JOYCE BROTHERS PROGRAM. A PRODUCT OF THE  NETWORK

SPECIAL PROGRAM FEATURES DEPT.

CBS net down in first quarter

Stockholders are told

'65 will be a good year;

FCC program rule is hit

CBS stockholders were told last week that "1965 is going to be a good year" for the company in spite of a preliminary first-quarter report showing profits off their 1964 mark by approximately five cents a share. Later they heard dire predictions of the possible results of the FCC proposal to curtail network control of programming.

Board Chairman William S. Paley, addressing the annual meeting of stockholders at CBS's new broadcast center in New York, said sales for the first quarter had increased by \$8 million to \$166 million but that net income had



CBS Chairman Paley

dropped about \$900,000 to \$11.6 million. Per-share earnings for the first quarter of 1965 were placed at 59 cents.

Dr. Frank Stanton, CBS president, said the FCC's recent program control proposal could drastically affect revenues and profits.

Under the proposed rules, he said, advertisers would have to supply CBS-TV with 11½ hours of programming a week. Their current contribution to the prime-time schedule is only 2¼ hours weekly, he noted.

"It seems to us quite doubtful that advertisers would come forward with 11½ hours of satisfactory programming a week," he said. For this year, Dr. Stanton noted, the network's program costs, not including news, are expected to exceed program revenues by more than \$20 million.

If the commission "takes a sober second look" at what it has proposed, he said, and examines its own authority and the public interest, the suggested rules "will ultimately die a well-deserved death."

In a rundown of performance of the company by division Dr. Stanton said CBS-TV in this season to date, for all commercial periods, held a 10% lead over NBC in total home hours of viewing and 43% over ABC.

Aubrey's Termination — Commenting on the recent departure of James T. Aubrey Jr. from the CBS-TV presidency, Dr. Stanton declared his "services were terminated because we became dissatisfied in recent months with his administration" of the division. But it was asserted by Chairman Paley that

programming arrangements entered by Mr. Aubrey for the network were normal and usual in all respects and management knew of no preferential treatment for any producer. In light of the stockholder suit filed against Mr. Aubrey, Richelieu Productions and CBS (BROADCASTING, April 5) Dr. Stanton said CBS is withholding Mr. Aubrey's termination pay and his right to exercise stock options on CBS shares pending outcome of that case and other possible suits. On his resignation from the company it had been agreed that he would receive termination pay and be allowed to exercise his outstanding options on CBS stock.

The CBS Television Stations Division, it was reported, is maintaining a sales pace comparable to its record year in 1964. CBS Films sales were said to be substantially ahead of last year.

Sales of the CBS-owned radio stations for the first quarter were slightly ahead of those for the first three months of 1964 and the full-year prospects for CBS Radio were reported as most promising though the network was said to have had a poor first quarter.

In his summation of the company's first-quarter performance, Mr. Paley said the profit decline from 1964's first period was largely a result of unscheduled news coverage, which he said added to programming costs in the amount of six cents a share of outstanding CBS stock. Stronger competition among the networks for audience was also credited with a part in the decline.

Management's slate of directors was approved by 99% of the voting shares at the meeting. A motion to limit the

SEC's report of transactions

The Securities and Exchange Commission has reported the following stock transactions by officers, directors and stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* (all common stock unless otherwise indicated):

American Broadcasting - Paramount Theaters—James G. Riddell disposed of 200 shares, now holds 2,156.

Capital Cities Broadcasting Corp.—F. Sibley Moore acquired 3,600 shares, now holds 3,600.

CBS Inc.—Goddard Lieberman disposed of 6,000 shares, now holds 19,690; E. K. Meade Jr. disposed of 340 shares, now holds 9,073.

Columbia Pictures Corp.—Stanley Schneider acquired 269 shares and 40 shares as custodian, now holds 837 and 226 as custodian; Donald S. Stralem trusts acquired 3,500 shares, now holds

12,880; E. A. Stralem estate holds 123; Donald S. Stralem holds 4,929.

Crowell-Collier Publishing—Sumner Blossom disposed of 1,500 shares, now holds 1,520; John Boe disposed of 483 shares, now holds 19; John Boe jointly with wife disposed of 17 shares, now holds 109; Armand G. Erpf acquired 7,437 shares, now holds 53,941; Jeremiah Kaplan acquired 338 shares, now holds 3,380; Joseph Schwartz acquired 649 shares, now holds 18,391; Mrs. Joseph Schwartz retains 416; Clarence E. Stouch acquired 338 shares, now holds 3,264; Carl A. Wallen acquired 100 shares, now holds 100. 5% convertible debentures disposed of by: Armand G. Erpf disposed of \$110,000, now holds none; Jeremiah Kaplan disposed of \$5,000, now holds none; Joseph Schwartz disposed of \$9,600, now holds none; Clarence E. Stouch disposed of \$5,000, now holds none.

H & B American Corp.—Video Independent Theaters Inc. (RKO General) acquired 14,900, now holds 612,500.

MCA Inc.—David A. Werblin disposed of 4,100, now holds 148,547; Mrs. David A. Werblin retains 5,872; Albert A. Dorskind

company's contributions to charitable or educational institutions was defeated.

More than 800 stockholders attended the two-hour meeting in studio 41 of the broadcast center. The proceedings were televised over closed circuit to company employees at 485 Madison Avenue and throughout the broadcast center itself.

Metromedia registers first-quarter gains

Metromedia Inc., New York, reported last week gains in gross revenues and net income for the first quarter of fiscal 1965 over the same period a year ago.

For the first 13 weeks ended April 4:

	1965	1964
Earnings per share	\$0.26	\$0.27
Gross revenue	24,362,518	21,648,383
Operating income	3,321,099	2,991,010
Net income	548,728	513,512

Plough Inc. reports record 1st quarter

Abe Plough, president of Plough Inc., has announced that sales, net income and earnings per share for the three-month period ended March 31 were the highest in any first quarter of the firm's history.

Mr. Plough said that operations for the drug manufacturer and group station owner are at a record level and that figures for the first quarter indicate that

operations will continue at peak levels. Plough stock is currently trading at about \$40 per share.

Plough owns WPLO-AM-FM Atlanta; WCAO-AM-FM Baltimore; WCOP-AM-FM Boston; WJJD-AM-FM Chicago, and WMPS-AM-FM Memphis.

For the first quarter ended March 31:

	1965	1964
Income per share	\$0.45	\$0.38
Net sales	14,750,000	13,750,000
Income before taxes	2,250,000	2,000,000
Income taxes	1,010,000	960,000
Net income	1,240,000	1,040,000
Shares outstanding	2,752,491	2,739,526

Cox earnings up 33% in first quarter

Cox Broadcasting Corp., Atlanta, last week released figures showing gains in revenues and earnings of 41% and 33% respectively for the 1965 first quarter over the corresponding period last year.

Cox owns and operates: WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C.; WIOD-AM-FM Miami; KTVU-TV San Francisco-Oakland; WICV-TV Pittsburgh; and also operates CATV systems in Pennsylvania, Ohio, Washington and Oregon.

For the first three months ended March 31:

	1965	1964
Earnings per share	\$0.36	\$0.36
Broadcast revenues	6,987,104	4,939,073
Earnings before federal income taxes	1,945,042	1,421,365
Net earnings	953,042	715,365
Shares outstanding	2,652,270	2,000,000

AB-PT first quarter up 46%

Goldenson says both broadcasting and theaters contributed to gains

American Broadcasting-Paramount Theaters reported a record first quarter last week with operating earnings climbing 46% over those in the first three months of 1964.

President Leonard Goldenson said the public's acceptance of ABC-TV's programs had been the strongest for any first quarter in the network's history.

Advertiser reaction to the network performance, he said, has been earlier commitment to the new season (1965-66) schedule than been experienced at this time last year.

According to Mr. Goldenson both broadcasting and theater operations were behind the improved earnings. He noted that the increasing penetration of color sets and heightened interest of sponsors in this area had been recognized in ABC-TV's decision to program six hours of its prime-time schedule in color next season, approximately one-quarter of the nighttime lineup.

First quarter ended March 31:

	1965	1964
Earnings per share	\$0.90	\$0.63
Operating earnings	4,177,000	2,865,000
Earnings including capital gains	4,206,000	2,983,000
Shares outstanding	4,628,960	4,558,292

acquired 200 shares, now holds 6,320.

Metromedia Inc.—John W. Kluge Companies acquired 300 shares, now hold 42,000.

MPO Videotronics Inc. — Sanford Greenberg acquired 1,000, now holds 3,184.

Minnesota Mining & Manufacturing—Herbert P. Buetow disposed of 500 shares, now holds 93,009.

National General Corp.—Samuel Schulman acquired 1,000 shares, now holds 52,928; Samuel Schulman acquired 4,783 warrants, now holds 11,783.

National Video Corp.—A. D. Giacchetti exercised option on 4,000 shares and acquired 666 shares, now holds 14,332, and also disposed of 666 shares of class B common stock, now holds none.

Oak Electro/Netics Corp.—E. A. Carter acquired 400 shares, now holds 1,700; F. A. Astrologes acquired 100 shares, now holds 500; Luther W. McCoy disposed of 500 shares, now holds 3,500.

Outlet Co. — Kenneth Logowitz acquired 1,700 shares, now holds 2,300; Bruce G. Sundtun acquired 2,500 shares, now holds 4,525.

Papert, Koenig, Loie Inc.—William J. Casey exercised option on 800 shares and acquired 9,000 shares, now holds 10,200; Julian Koenig disposed of 17,910 shares, now holds 80,744; Theodore Levenson acquired 15,000 shares, now holds 24,564; Mrs. Theodore Levenson retains 400 shares; William A. Murphy acquired 1,500 shares, now holds 9,964.

RCA—W. Walter Watts disposed of 2,200 shares, now holds 37,043; Kenneth W. Bilby exercised option on 9,914 shares, now holds 22,754; John O. Cannon disposed of 609 shares, now holds 6,191.

Reeves Broadcasting—Hazard E. Reeves disposed of 4,000 shares, now holds 568,822. 6% convertible debentures disposed of by: J. Drayton Hastie disposed of \$5,000, now holds \$37,000.

Rollins Inc.—John W. Rollins disposed of 4,700 shares of class B common, now holds 172,200; George L. Barenbrege disposed of 1,000 shares, now holds 3,230; Henry B. Tippie acquired 1,300 shares, now holds 7,800; John W. Rollins holds 2,048 shares as custodian.

Screen Gems Inc.—Berton Schneider disposed of 500 shares, now holds 6,600;

Leo Jaffe disposed of 1,000 shares, now holds 1,542.

Storer Broadcasting Co.—Wendell B. Campbell acquired 500 shares, now holds 1,465; Bill Michaels disposed of 500 shares, now holds 8,550; Francis W. Sullivan acquired 300 shares, now holds 600; Francis W. Sullivan companies retain 2,300 shares.

Taft Broadcasting Co.—Rogers B. Read disposed of 300 shares, now holds 1,562; Lawrence H. Rogers II exercised option on 804 shares, now holds 5,810.

Teleprompter Corp.—George Leibowitz exercised option on 1,000 shares, now holds 1,000; Jay J. Merkle exercised option on 300 shares, now holds 300; Raymond V. Schneider exercised option on 400 shares, now holds 500.

Westinghouse Electric Corp. — E. D. Brackett acquired 300 shares, now holds 500; Francis Dalton exercised option on 333 shares, now holds 1,630; J. H. Jewell disposed of 1,500 shares, now holds 3,700; J. Emmet Judge exercised option on 10,000 shares, now holds 10,200; J. W. McLeod disposed of 900 shares, now holds 2,811; A. C. Monteith disposed of 1,000 shares, now holds 1,006.

Not an FCC friend in sight

Major advertisers line up with TV networks
in resisting government attempt to cut back
network program equities and syndication

Leaders of the nation's major advertising agencies last week heard a top network executive and a leading television advertiser agree that the FCC's plan to ration TV network programing is unworkable and undesirable.

Frank Stanton, president of CBS Inc., told a closed session of the 47th annual meeting of the American Association of Advertising Agencies that the FCC's proposed rules (BROADCASTING, Jan. 25, et seq) "are bad all around—for networks, for producers, for you in advertising and for the public."

Leonard H. Lavin, president of Al-berto-Culver, told the same session that

up which is dedicated to building empires and perpetuating its own growth. The challenge is not to slow this development down. Rather, it is to bring government regulation to a cranking halt except where it is absolutely necessary."

He continued: "There are advertisers who are working behind the scenes in their support of the recent FCC proposal with respect to the control of programs. There are also advertisers and agencies who have worked behind the scenes to put the kybosh on pay television.

"Well, I submit to you that we will

originally slated to be the third panelist but did not participate.

AAAA authorities said he advised them that "there has not been sufficient time to complete the kind of study upon which to base a definitive opinion," and that he also feared that his participation "would be construed as one on behalf of other producers with whom I have not had an opportunity to consult and exchange views."

Mr. Lavin noted the absence of a spokesman for packagers but said that "obviously they have a great deal to gain" from the FCC proposals.

Dr. Stanton, however, contended that packagers stand to lose.

He noted that FCC's proposal would limit network-furnished nonnews programing between 6 and 11 p.m. to 14 hours per week or 50% of the total, whichever is greater, with the rest to be supplied by advertisers. Since no network now offers more than 28 hours of "nonexempt" programing in this period, he said, each network would be allowed 14 hours.

"The practical thrust of the rules," Dr. Stanton contended, would be to encourage each network to produce all 14 of those hours, rather than the substantially smaller number that they now produce.

For example, he said, CBS fully produces six of the 25½ hours of sponsored nonnews programing it now carries between 6 and 11 p.m. each week, but the FCC plan would create an incentive for CBS to produce the limit.

Fewer Opportunities ■ "If this happens," he said, "independent producers would be knocked out of nine hours of programing on our network in which they currently participate."

Moreover, he continued, the rules discourage network financing of programs by independent packagers because they forbid the networks to acquire financial interest in such programs, so that the inevitable tendency of the rules seems to be to contract rather than expand the opportunities for outside packagers."

Of the 25½ weekly hours of commercial nonnews programs now on



Dr. Stanton



Mr. McCabe



Mr. Lavin

he felt his own company can profit from the FCC plan but that its limiting networks to a set number of hours of nighttime programing is "neither practical nor workable."

ANA Spokesman ■ In another closed session the agency men heard the chairman of the Association of National Advertisers, Thomas B. McCabe Jr. of Scott Paper, warn against inviting federal intervention in such things as TV programing.

Mr. McCabe said "we have to decide that if we are against excessive federal control of advertising, promotion, packaging and television programing, then we had better act like we are, pursue a strong solid front and communicate our views to the legislators and the general public."

What should concern advertising people, he said, is "the bureaucratic set-

never successfully meet the challenge of federal regulation unless we practice what we preach as advocates of the free marketing system and not pursue the schizophrenic approach of damning federal regulation bureaucracy on the one hand and trying to maneuver it to our advantage on the other."

Mr. Lavin blamed lack of responsibility among program packagers for a big part of the present situation. In an apparent call for the development of alternatives to the FCC proposal he said "—something must be done because we don't need any more federal restrictions. . ."

Two Participate ■ Dr. Stanton and Mr. Lavin were the only members of what had been scheduled as a three-man panel examining the FCC's proposals. John Mitchell of Screen Gems, an independent program producer, was

CBS, Dr. Stanton said, two and a quarter hours are supplied by sponsors and 17¼ hours are occupied by 26 different programs produced wholly or partly by 33 different outside packagers, aside from the six hours wholly produced by CBS.

Under FCC's proposals, he noted, advertisers would have to supply about 35 hours of programing to the three networks each week in order to keep the nighttime schedules at their present levels. He wondered whether advertisers are prepared to "undertake the headaches and the financial risks" of supplying that much programing, which he said represents an investment of about \$200 million a year.

These 35 hours, he continued, also represent six times the amount of prime-time network programing now supplied by advertisers, five times the amount of prime-time programing currently under single sponsorship and more than twice the amount under single or double sponsorship. In addition, he noted, the three networks' prime-time program costs, not counting news and public affairs, exceed their revenues for such nonnews programing by about \$60 million.

Intricate Problems ■ "Are advertisers going to fill these enforced gaps and take over those burdens, risks and losses?" He asked. "And where advertisers are not ready to assume single or full alternate-week sponsorship, how many advertisers are willing to get into the complex maze of joining forces, trying to put together three or six or even 12 different sponsorship interests in a program? And how many advertising agencies want to play matchmaker, mediator and umpire for their clients as they try to work that out for them? To me, it sounds like a pretty way to lose clients and win ulcers."

To support his contention that few advertisers would welcome such an opportunity Dr. Stanton quoted a letter from "an important medium-sized television network advertiser."

The advertiser, not identified, said that "while we deplore the ruthless tactics that the networks have been using, we seriously question whether these are in any way detrimental to the public's interest."

The commission's proposal, the letter continued, would "discriminate against us," would "not accomplish the purpose of up-grading the quality of television" and "would be decidedly discriminatory in favor of a few very large advertisers."

The FCC plan could also severely curtail the amount of network programing, Dr. Stanton continued.

"For example," he said, "on CBS-TV if sponsors supply only the two and a quarter hours they are currently supplying, these hours added to our permitted quota of 14 hours would limit

the prime-time schedule to 16¼ hours—exclusive of news and other exempt programs—thus requiring us to curtail the prime-time network offerings by a total of nine and one-quarter hours a week. And these nine and one-quarter hours, of course, would have to be filled by the affiliated stations."

Hurts Packagers ■ He continued: "I know that this is not good for the networks. It certainly shrinks the opportunities of outside packagers to get into the network television market. I doubt that the public will much appreciate the enforced substitution of

FCC's high fog index

The literary style as well as the intent of the FCC's network program control plan leaves quite a bit to be desired, President Frank Stanton of CBS told the American Association of Advertising Agencies last Thursday (see page 58). He urged the agency men to read the FCC documents, although "I admit I am thereby prescribing cruel and unusual punishment for my friends."

Dr. Stanton cited this FCC sentence in particular: "It has not been shown that this country's nonnetwork financial and artistic resources are not adequate to play an expanded role in nighttime television." He observed:

"It takes a while to learn how to cope with triple negatives like that. I have grown accustomed to sitting with three lawyers who have three different interpretations of the same document, [but] these FCC rules mark the first time I have sat with three lawyers who had six different interpretations of the same provision."

"Some unkind critic, after struggling through the FCC notice and the rules, said that this is what would have been written by the author of *Tiny Alice* if he had gone to law school and wound up at the FCC. I am not sure that this is quite fair to Edward Albee."

"But while I am not here to review these rules as a literary work, their obscurity and turgidity become important because we have to try to understand what they mean. It is, after all, proposed that some time in the future we are to live under them. And so the inescapable fact that they hardly have the lucidity of, say, the Sixth Commandment, does become important."

local or syndicated programs for network programs.

"And cutting down on the number of prime-time hours available to advertisers who want to use network television can't be very beneficial to advertisers."

Dr. Stanton also stressed that "if the federal government can extend its reach this far—for the first time to regulate networks and their relationships to nonbroadcasters—advertisers and their agencies should not be surprised if, sometime in the years after these rules become effective, they too will find themselves on the stand to give an accounting to these same gentlemen of what they have done and why they have done it and why the FCC shouldn't issue a new set of rules which begin, 'no television licensee shall enter into contracts with advertising agencies or advertisers who. . . .'"

"You can fill in the rest of that 1984 rule."

Alberto-Culver's President Lavin contended that "programing should be the sole responsibility of the networks with support from packagers and advertisers."

He said "it's not always possible to get the shows we want in the time periods we want" and that "I don't think it will ever be possible to be 100% satisfied," but "the situation has been getting worse instead of better." If FCC was right in saying that network ownership of rights in a program may determine its selection for scheduling, he continued, "then there is a problem."

"Any financial loss the networks may incur by giving up rights to weaker programs will be more than offset by their ability to sell more commercial time at the proper price," he maintained.

Networks, he said, "owe it to their viewers to give them the finest of diversified programs to choose from" and "owe it to us advertisers who are supporting these efforts, to enable us to reach the maximum number of potential customers."

Packagers Avoid Risks ■ But, Mr. Lavin said, most program packagers "have shirked their responsibility in attempting to avoid the financial risks necessary to do business." They have done this, he contended, by building their operations on "subsidies from networks, advertisers or both" instead of underwriting their own productions.

"In the beginning," he said, "it was traditional for independent packagers to recoup their investment costs and make their profits from domestic and foreign syndication rights. As they became more dependent on the networks, they began making syndication concessions in order to get their programs on the air."

"But they had to make a profit from somebody. So they passed the costs on

to the advertiser. And the cost for programs has spiraled. In the past seven years the cost for a half-hour television show has actually doubled. If this continues, the medium must become more expensive and less efficient, thereby making it more difficult for us to invest in television as we should."

It was considerations like these, Mr. Lavin said, that led Alberto-Culver to finance the plot of the *Smothers Brothers Show*, subsequently scheduled for showing on CBS-TV next fall.

"We didn't and don't want financial ownership of any show," he asserted. "This isn't our business. But we went in because we need strong shows and we saw an excellent TV idea that might have gone in another direction unless we backed it."

Dual Responsibility — Packagers and networks must both "awake to their mutual responsibility to develop the strongest programs possible," he said. He continued:

"But I don't think the FCC's arbitrary 50-50 program is right. It's neither practical nor workable. Neither is a 47-53 nor a 60-40 ratio. Nobody can set a programming schedule with a slide rule."

"The networks shouldn't be legislated into supplying only 50% of the nighttime programs during a season when they might have other shows that could be far superior to those offered to advertisers or packagers. What's important is getting the strongest programming possible," Mr. Lavin cited Dodge and *The Lawrence Welk Show*, General Foods and *Danny Thomas*, Procter & Gamble and *Dick Van Dyke* and Campbell Soups and *Lassie* as evidence that "advertisers can make significant programming contributions."

"If the packagers assume their true responsibility and become a strong producing force," he said, "The addition of

strong packagers selling to networks and advertisers can only result in stronger and stronger schedules. The open competition among independent, and I mean *independent* packagers will also help bring costs down, making the medium more efficient rather than less efficient. But this is in the future."

The problems today are clear and the solutions not so clear, he said, adding, "I haven't really tried to find any."

"But," he continued, "something must be done because we don't need any more federal restrictions; because more strong packagers will cut the spiraling costs that are threatening the medium; because more creative ideas are needed for stronger TV shows; because stronger TV shows are essential to the growth of the medium; because stronger TV shows will appeal to more viewers; because more viewers are what you and I are most interested in, and, most important of all, everybody should gain."

Even the FCC would gain, he said, "because they would get what they want without legislation."

William Hylan of J. Walter Thompson Co., former sales chief of CBS-TV, and Leonard S. Matthews of Leo Burnett Co., Chicago, were moderators.

CBS seeks delay on program comments

CBS has asked the FCC for a lengthy postponement of the deadline for filing comments on the commission's proposed rulemaking to limit the amount of prime-time programming networks may own or control.

The network asked, first, that the commission publish Part II of the net-

work study staff's Second Interim Report on network program practices and identify the source of other information on which the proposed rulemaking is based.

It then asked that the parties involved be given 180 days after that material is made available to file comments. CBS asks that another 60 days be allotted for filing reply comments. Present deadlines are June 21 for comments, July 21 for replies.

Under the proposed rule, networks would be limited to ownership or control of 50% of the prime time, non-news shows they carry. They would also be barred from domestic syndication and from the foreign sale of independently produced programs (BROADCASTING, March 29).

Part I of the Second Interim Report was published Nov. 28, 1962, and contains a summary of the evidence presented at the network program hearings, as well as the staff's conclusions and recommendations.

Part II, which is still in preparation, will contain the detailed documentation on which Part I is based. CBS said it wants to examine Part II so that it might include "appropriate rebuttal" in its comments on the proposed rule.

In requesting the extension of time, CBS noted the huge amount of material, including 70 volumes of transcript from the network hearings, that would have to be studied. The network also said it intends to retain an independent economist to study the economic questions raised by the proposal and added it will make a detailed study of the commission's power to adopt the proposed rules.

The network recalled that the commission's own inquiry has been in progress more than six years. Accordingly, CBS added, "the affected parties should be entitled to six months in order to study the commission's proposed rule and its basis and to make constructive comments."

Differences narrow on copyright law

The questions of statutory damages and short-lived recordings are the only two real differences broadcasters have with the proposed new copyright law, according to the preliminary position of the National Association of Broadcasters.

Douglas A. Anello, NAB general counsel, cited these areas in a summary of an April 5 discussion of the bill by representatives of the NAB, networks and stations. Another meeting of the group is expected before House hear-

McIntire plans D.C. rally on fairness

The Rev. Dr. Carl McIntire, who has denounced the FCC's fairness doctrine repeatedly over the facilities of some 600 radio stations, now plans to do it in person, in Washington.

He has scheduled a rally for the night of May 17, in Constitution Hall, and has invited all members of Congress as well as FCC Chairman E. William Henry to hear him attack the commission policy requiring broadcasters to be fair in their treatment of controversial issues. Chairman Henry has not yet replied.

The rally was originally conceived as a means of helping Dr. McIntire in his campaign to raise \$1 million,

according to the Rev. Ralph Schuler, of Falls Church, Va., chairman of a Washington-area committee making arrangements for the affair. Dr. McIntire plans to use the money to increase to 1,000 the number of stations which carry *The Twentieth Century Reformation Hour*, on which he airs his conservative views.

The Rev. Mr. Schuler said Dr. McIntire later decided to focus the rally on the fairness doctrine, which he feels denies broadcasters the freedom to express themselves. A request for funds will be made, however, in keeping with the original purpose, according to the Rev. Mr. Schuler.

ings start on the bill, May 12.

Mr. Anello noted that the proposed bill would afford copyright protection to sound recordings but raises the questions of the right to reproduce and possibility of having to pay additional performance rights to record companies. He said the new law would allow a broadcaster to make a single copy of a recording, but the copy would have to be destroyed after six months. He noted that this would include tape and construed this as detrimental to automated programming.

Although, broadcasters have over the years used reproductions solely to facilitate performances, he said, the area is a gray one. For practical purposes the broadcaster may reproduce daily as long as it's not for resale.

The basic question in this area, he said, is whether the industry should fight extension of copyright protection to records. And if the protection is extended, whether broadcasters should fight for unlimited rights to reproduce if the records weren't then resold.

Mr. Anello noted that ABC had already filed a suggested change that would allow making an unlimited number of copies, again to be destroyed after six months.

The NAB general counsel said the section dealing with exclusive rights in copyrighted works might need better language to insure inclusion of community antenna television. He said even though the register of copyrights has stated that CATV does perform and should pay fees, a definition of CATV and mention of CATV in this section may be required.

If copyright protection is extended to records, he said, Section 112, which specifically denies the right of performance to sound recordings and limits the rights to duplicating the record, would be vitally necessary.

On the question of infringement damages, Mr. Anello pointed out that the new law retains the \$250 minimum statutory damages. If this is not reduced, he said, broadcasters would find very little benefit in the new law.

Attending the April 5 meeting were: Harry Olson, ABC; Robert Evans, CBS; Joseph Keating, Mutual; Howard Monderer, NBC; Myron Roth, NBC; Warren Zwicky, Storer Broadcasting Co.; Robert Mason, WMRN Marion, Ohio; Richard Smiley, KXXL Bozeman, Mont.; Vincent Wasilewski, NAB president, and Mr. Anello.

Official offers UHF package

A programming plan designed to provide large groups of series to UHF-TV stations on a long-term ability to pay basis was announced last week by Of-

BROADCASTING, April 26, 1965

Computerized baseball

Viewers of CBS-TV's New York Yankee *Game of the Week* will get a new angle on the baseball games this season from a speechless commentator—a General Electric computer.

The relative pressure on a batter in any given situation will be rated by the computer on a 100 point scale and the figure flashed on the screen for the television audience.

With the bases loaded, two men out in the ninth inning, and the score tied the batter would be faced with a pressure factor of 100. The game situation will be fed to the computer by telephone lines.

ficial Films, New York.

Through the plan, Official will provide a variety of documentary, sports, news, adventure and children's programs to UHF stations, with payments staggered proportionately as each individual station improves its financial position. Among programs offered by Official are *Biography*, *Sportfolio*, *The Adventures of Robin Hood*, *My Little Margie*, and *Peter Gunn*.

Cox defends FCC religious interest

The FCC's right to ask what a potential broadcaster intends to program in the way of religion was defended last week by FCC Commissioner Kenneth A. Cox.

The question is included in the FCC's program form, Mr. Cox said, so the commission can determine if the applicant will perform (or in the case of license renewals, whether he has performed) in the public interest.

And, he added, the question is only there because early broadcasters mentioned religious broadcasting as one of the categories they broadcast in relating how they served the public interest.

Rebutting questions on the legality of the FCC's question on religion in its forms, raised by FCC Commissioner Lee Loevinger and by Washington lawyer Marcus Cohn (BROADCASTING, Feb. 1, and Jan. 4 respectively), Mr. Cox urged that the religious question be left as is, rather than attacked as unconstitutional.

"I'd rather continue the dialogue between regulatory agency and regulated . . . licensee. Despite all the problems

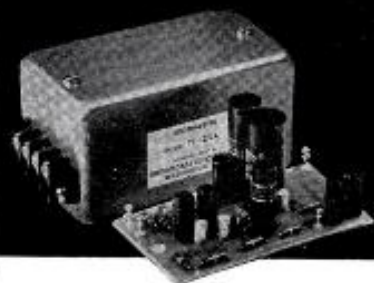
and constitutional hazards, I think the public interest has been, and will be, reasonably served by this process. And if we are wrong, I suspect the courts will tell us so in due course."

Speaking to the Communications Law Committee of the Federal Bar Association last Wednesday (April 21), Mr. Cox justified the commission's right to consider programming, and religious broadcasting as part of total programming.

The Communications Act gives the FCC a broad authority to regulate broadcasting, he said. Since it did not specifically prohibit consideration of programming, there is no bar to this. "I simply cannot see how anyone can argue that we can make a proper judgment," Mr. Cox said, "as to whether the grant of an application will serve the public interest without considering the programming which has been, or will be, presented."

Even Without Question • Religious programming becomes part of this consideration, he added, because it's an aspect of public interest. Even in the early days of the Federal Radio Commission, when no questions were asked about program categories, he said, stations mentioned their religious programming as one instance of their programming in the public interest. Kvoa Tulsa, in

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1927, Mr. Cox mentioned, spoke of religious programing in response to a question in the then FRC renewal form asking it to tell why its operation was in the public interest. In fact, Mr. Cox said, it provided 15% of its program time to religious broadcasting.

If the public indicates that religious programing is what it wants and needs, Mr. Cox asked, shouldn't the FCC take this into account?

Newspaper find new ways to live with TV

Gene Robb, president of the American Newspaper Publishers Association, told the annual convention of that organization last week that "independence is the distinctive and fundamental characteristic of American newspapers today."

There is no government licensing power as in the case of radio and television, he said, "to consider in judging how to play the news or what to say on the editorial page."

Mr. Robb said newspapers are finding new ways to live with "the red eye of the television camera." He referred to TV as "sometimes a vigorous competitor, sometimes an important ally, indisputably a force which presses a host of fresh challenges upon the newspapers."

In the area of labor relations Mr. Robb noted that ANPA has started a program of personnel communications in the association's Chicago office and also began a training program for newspaper supervisory forces.

He said competitors in the government-regulated electronics field have fewer people at work than comparable newspapers and thus have fewer labor problems.

Big plans made for Early Bird's TV debut

Elaborate preparations are underway for the first Early Bird international telecast on May 2 for which its planners in North America and Europe estimate a potential 300 million viewers.

Plans for *This is Early Bird* were outlined by Av Westin of CBS News who is executive producer representing also the news divisions of ABC and NBC, and the Canadian Broadcasting Corp. and members of the European Broadcasting Union (EBU). The show will be seen live at 1-2 p.m. EDT on that Sunday.

From a heart-valve operation in Houston to a coordinate five-band musical presentation from five different coun-

Fairness for newspapers?

Newspapers may one day find themselves working under a self-imposed sort of FCC fairness doctrine. That prospect was raised last week by Thomas V. H. Vail, publisher and editor of the *Cleveland Plain Dealer*, when he told the American Association of Advertising Agencies that "the newspaper of today and tomorrow must be more and more sensitive to giving both sides of the story in its news columns regardless of its editorial opinion." This was one of the changes he foresaw for newspapers in a time of such "fantastic developments" as jet planes, the new ecumenical spirit in religion and "the change of comics and movies from mass entertainment into more intellectual appeals as television takes over the mass common denominator."

tries, viewers will be witness to features from 35 different locations in Europe and North America.

Among the segments planned for the international telecast will be a tour of the new Astrodome in Houston, a sports event from eastern Europe, exchange of wanted person information between Scotland Yard, London, the FBI in Washington and the Royal Canadian Mounted Police in Ottawa.

A "men at work" portion of the program will switch between the tide force power project in Dinard, France, astronauts training at the Manned Space Flight Center in Houston, a test of a jet engine in Britain and the tunneling under Mount Blanc in Italy.

A musical section will show pictures of the Soviet Navy Chorus on board the *HMS Victory*, Portsmouth, England; a student carnival in Skansen, Sweden; the Swingle Singers at the Schloss Nymphenburg Bach Festival, Munich, Germany, the Carabinieri in Rome and the Mexico City Mariachi Band.

Trans-Lux gets 'Titan'

Trans-Lux Television Corp., New York, has acquired world-wide distribution rights to *The Mighty Mister Titan*, a cartoon series in color or black and white, running 3½ minutes. Negotiations were completed with Mister Titan Productions through its president, Richard H. Ullman. Episodes have been sold to KHJ-TV Los Angeles, WTAE-TV Pittsburgh, KLZ-TV Denver, KONO-TV San Antonio, Tex., and KLS-TV Salt Lake City.

Telemeter seeks delay on pay-TV comments

International Telemeter Corp., the subscription TV subsidiary of Paramount Pictures Corp., has asked the FCC to extend for 30-days, to May 26, the time for filing comments on the rulemaking proposal requesting commission authorization of pay TV on a nationwide basis.

The current deadline for submitting comments on the rulemaking request is today (April 26). The rulemaking was sought early last month by Zenith Radio Corp., Teco Inc. and RKO General Inc. as their three-year, FCC-authorized test neared completion over RKO's WHCT-TV (ch. 18) Hartford, Conn. (BROADCASTING, March 15).

Telemeter, which will conclude a five-year subscription TV experiment in Toronto on April 30, said it believes that its extensive experience, experimentation and planning "should be of major interest and assistance" to the commission in arriving at its conclusion (BROADCASTING, March 29).

Also asking for a delay was the Joint Committee on Toll Television, an organization comprising seven theater associations. The group has requested a 60-day extension, to June 26, to comment on the rulemaking proposal as well as the joint petition submitted at the same time by Zenith and Teco.

Program notes . . .

Radio-minded King Features ■ King Features Syndicates is considering the establishment of a radio syndication operation with a five-minute daily show starring Heloise, KFS household columnist, as the potential first offering. To determine whether there would be a market for Heloise and other KFS columnists, the syndicate has sent a two-page questionnaire to radio stations throughout the country. Replies will influence KFS' decision on radio syndication.

Colorful Saturday ■ NBC-TV last week announced its Saturday morning program scheduled for the 1965-66 season, noting that each week three hours of it (made up of six half-hour programs) would be in color. The schedule: *The Jetsons* (color) at 9-9:30; *Atom Ant* (color) at 9:30-10; *Secret Squirrel* (color) at 10-10:30; *Underdog* (color) at 10:30-11; *Top Cat* at 11-11:30; *Fury* at 11:30-noon; *The First Look*, (a new children's color series based on the use of art forms to present information) at noon-12:30 p.m. and *Exploring* (color) at 12:30.

Sunday shuffle ■ NBC-TV will revise its *Sunday* program this fall, emphasizing

ing hard news with newscaster Frank McGee as anchorman. Show will be carried at 6-6:30 p.m. New York time. A number of special full-hour *Meet the Press* programs will follow, featuring key news figures.

Races for free ■ Taped reports of the four qualifying runs and the 500-mile Memorial Day race at the Indianapolis Motor Speedway are being offered free. The 3M Co., 2501 Hudson Road, St. Paul, said technician Jan Eden will interview racing-car drivers and experts for forecasts and tips of how the race will be driven. Interviews will be in conjunction with the Champion Spark Plug Co., with references to Champion confined to mention of the Champion highway safety program and the 100-Mile-An-Hour Club, composed of veterans of the 500. Scotch Brand sound tape, designed for inserting in local radio sports shows, will be used.

Night and day ■ CBS-TV's new twice-weekly nighttime version of its daytime *As the World Turns*, will be called *Our Private World* and will be telecast Wednesdays (9:30-10 p.m.) and Fridays (9-9:30 p.m.), beginning May 5. The daytime version of the dramatic series continues Monday-Friday at 1:30-2 p.m.

Set for color ■ WPX(TV) New York is set to begin film and tape color programming on Sept. 1 and expects this fall to have an estimated 23% of its programming in color. By 1966, Fred M. Thrower, executive vice president and general manager, said WPX will be fully equipped for colorcasting, including local color originations.

JFK story ■ Hour-long musical narrative based on the life of the late President John Fitzgerald Kennedy, *The Young Man from Boston*, has been completed by producer Allan Jay Friedman and will be broadcast on ABC-TV late in the spring. Joseph Cotton narrates the program, said to include personal photos and film footage never before shown publicly, against a musical background composed by Mr. Friedman in collaboration with Paul Francis Webster with orchestration and choral arrangements by Pete King. Stephen Longstreet wrote the book for the program; Steve Mills was executive producer; John Urie and Associates did the production design.

Auto race coverage ■ Triangle Stations, New York, will set up a national lineup of radio stations to provide live coverage of four major auto racing events at Langhorne, Watkins Glen, Elkhart Lake and Riverside, scheduled for this summer and fall. The arrangement will be similar to Triangle's coverage of the March 27 Sebring race.

Spaceborne ■ The Air Force Systems

FM's buying mysteries

The new FCC rule requiring FM stations to program separately from their AM sisters, effective Oct. 15, is stimulating interest in radio mystery dramas, according to distributor Charles Michelson. He reports that his company, Charles Michelson Inc., New York, has received inquiries from 70 FM radio stations. He commented: "The new rule will boost radio drama sales to new and unexpected heights."

Command is offering a new monthly series of 15-minute radio programs. The series, *Countdown*, features reports on aerospace projects and is available from the systems command, Andrews Air Force Base, Washington 20331.

Griffin sale ■ NBC-TV has purchased a new daytime game show, *Let's Play Post Office* with Don Murrow as host, from Merv Griffin Productions, New York. The program's starting date has not been announced. The pilot is expected to be completed by May 1.

Keeping the peace ■ Telsun Foundation, New York, has begun production on location of a television film concerning the U. N.'s peace-keeping mission along the India-Pakistan cease-fire line. The program, which will be shown as a Xerox Corp. special later this year, is being produced by Sam Spiegel.

Second time around ■ CBS Films reports that *America!*, a half-hour series in color and black and white of various regional points of interest in the U. S., has moved into its second year of production. Produced by Jack Douglas, the series has been renewed by Whitehall Division of American Home Products Corp., New York, for presentation in 11 western cities. The agency for

Whitehall is Ted Bates & Co., New York.

Rebroadcast ■ *CBS Reports* will repeat its "Abortion and the Law" program on May 17 (10-11 p.m., EDT) on CBS-TV. Written by David Lowe, the news special is covered by Walter Cronkite and five foreign correspondents.

V-E Day program ■ The Westinghouse Broadcasting Co. on May 8 will present *V-E Day in Retrospect*, a one-hour special broadcast commemorating the 20th anniversary of V-E Day. The program will be carried at different times during the day by the six Westinghouse owned radio stations: WINS New York; wowo Fort Wayne, Ind.; WBZ Boston; KDKA Pittsburgh; WIND Chicago, and KYW Cleveland.

'One Man' back ■ Universal TV has acquired the TV rights to *One Man's Family*, one of radio's longest-lived radio series, from Carleton Morse, who created and wrote it. Ted and Matilda Ferro, husband-wife writing team, are revamping the series to give it a contemporary setting, with Bert Berman, in charge of daytime programs at Universal-TV, supervising the updating.

Tennis singles ■ The *CBS Tennis Classic* tournament will be video taped from Dallas on CBS-TV for seven Saturdays in the period May 8-July 24 (3-4 p.m., EDT) featuring eight pros: Ken Rosewall, Rod Laver, Pancho Gonzales, Andres Gimeno, Lew Hoad, Mike Davies, Pancho Segura and Butch Buchholz. Sportscaster Jack Whitaker and tennis star Jack Kramer will act as commentators.

'CameraCades' ■ Jack Douglas Productions, Hollywood producer of TV documentary programs, specializing in travel films, have entered the TV special field with hour-long all-color programs, most of them outside the travel field. The specials will be presented under the generic title of *Jack Douglas CameraCades*.



16 already lined up for 'Griffin' show

Westinghouse Broadcasting Co.'s newest programming effort in the late-night area, *The Merv Griffin Show*, will begin May 10 on a lineup of at least 16 TV stations.

Les Arries, operating director of WBC Productions and of WBC Program Sales, which are producing and syndicating, respectively, the daily 90-minute variety program, reported last week that the number of stations should total 20 by opening night. He also said that negotiations are being conducted with two New York stations and an announcement on the outlet there can be expected within the next week.

The *Griffin* program will be carried on the five Westinghouse stations (WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPX[TV] San Francisco); WMAQ-TV Chicago; KTTV(TV) Los Angeles; KRDL-TV Dallas; KOLD-TV Tucson, Ariz.; KOOL-TV Phoenix, Ariz.; KSHO-TV Las Vegas; CHCH-TV Hamilton, Ont.; WTTV (TV) Indianapolis; KSD-TV St. Louis; WHYN-TV Springfield, Mass. and KTRG-TV Honolulu.

The *Merv Griffin Show* will originate in New York, taped in advance at the Little Theater, a playhouse in midtown Manhattan.

In some midwestern markets the program will be slotted on NBC-TV affiliates immediately after *The Johnny Carson Show* at midnight.

Westinghouse announced last week that Tele-Tape Productions, New York, has been signed to provide technical personnel and equipment.

Mr. Arries said the Tele-Tape contract is for one year, with renewal options for 15 successive 13-week periods.

James Witte, Tele-Tape vice president and general manager termed the contract the largest in Tele-Tape's five-year history as a video taping and production organization.

AP board cites better news cooperation

Associated Press members at their annual business meeting in New York last week were told of increasing cooperation among AP's broadcast and newspaper members.

In the board of directors report to the meeting it was noted that an increasing broadcast membership is "supplying a substantial portion of the news report."

"Broadcasters were in a position to

provide quick tips on big news breaks and also supplied the only stringer protection in a great many communities throughout the country which are not served by a daily newspaper," it was stated.

The board said it depletes restrictions on newsmen in Viet Nam. The result, it was asserted, has been that broadcast listeners and newspaper readers get only the most limited information on the recent air strikes in that country.

It referred to a "pseudo-censorship" in barring reporters from the source of news which is carried beyond that found necessary in World War II or the Korean war.

The cooperative vote-gathering effort of the television networks and news wire services (Network Election Service) was called an outstanding development. There were some faults in the system, the AP board said, but they would be remedied and a continuation of NES was endorsed.

It was noted the AP had joined efforts to maintain or improve current rates for leased wires.

UPI head cites NES as landmark

United Press International President Mims Thomason last week said the 1964 elections would be remembered as a landmark for the introduction of cooperative vote gathering by networks and news wire services.

The Network Election Service consortium, he said, had been "the first joint effort of major American news media to stop fragmenting their resources in an area where unified action would clearly serve the greatest public interest."

In his report to UPI's annual business meeting in New York Mr. Thomason said it was hoped that a broader arrangement for future collection of election returns at all levels could be set up.

A gain of 220 subscribers to UPI in the past year brought the service's total worldwide subscriptions to 6,066.

Mr. Thomason noted UPI's expenses had increased by over \$2 million in 1964 to \$44.8 million. Additions to the news service's facilities included a 24-hour two-way picture cable between New York and London which can be linked with the European Telephoto network in London, and a hookup of permanent photo lines in Europe with Moscow and eastern Europe.

Mr. Thomason said UPI would oppose the recommendation by an FCC official that higher rates be instituted for press users of private leased wires. "This is of major importance to the press as a whole," he said, "and we expect others will join us in our opposition."

Film sales . . .

The Bishop Sheen Program (Marcus Associates): KELO-TV Sioux Falls, S. D.; KOTV(TV) Tulsa, Okla.; KENS-TV San Antonio and KELP-TV El Paso, both Texas.

The Lloyd Thaxton Show (MCA-TV): WLW-TV Miami; WRDW-TV Augusta, Ga., and WIMA-TV Lima, Ohio.

M-Squad, Riverboat, Johnny Staccato, Wide Country, Tales of Wells Fargo, Coronado 9, Love That Bob, Arrest & Trial, Suspicion, Calvin and The Colonel (MCA-TV): WPHL-TV Philadelphia.

Overland Trail, Cimarron City, Frontier Circus, Restless Gun (MCA-TV): KCTO(TV) Denver.

Volume 10 (Seven Arts): WJRT-TV Flint, Mich.; WTAE(TV) Pittsburgh; WJXT(TV) Jacksonville, Fla.; WBT(TV) Charlotte, N. C.; WJBK-TV Detroit, Mich.; WOW-TV Omaha; KOIN-TV Portland, Ore.; WDAU-TV Scranton, Pa.; WHEN-TV Syracuse, N. Y.; WBAL-TV Baltimore; WOC-TV Davenport, Iowa; WHO-TV Des Moines, Iowa; WCSH-TV Portland, Me.; WRC-TV Washington. Now in 14 markets.

Century I (20th Century-Fox TV): KHQ-TV Spokane, Wash.; WTVW(TV) Evansville, Ind.; WFTV(TV) Orlando, Fla.; KRDO-TV Colorado Springs, Colo.; KTHI-TV Fargo, N. D.; WEWS(TV) Cleveland, and WSAZ-TV Huntington, W. Va. Now in 93 markets.

Century II (20th Century-Fox TV): KHQ-TV Spokane, Wash.; WTVW(TV) Evansville, Ind.; WFTV(TV) Orlando, Fla.; KRDO-TV Colorado Springs, Colo.; KTHI-TV Fargo, N. D.; WDBJ-TV Roanoke, Va., and KSBW-TV Salinas, Calif.

Superman (Wolper Television Sales): WKBP(TV) Burlington, N. J.; KMJ-TV Fresno, Calif.; WLOS-TV Asheville, N. C., and WAST-TV Albany, N. Y.

Men in Crisis (Wolper Television Sales): WRoc-TV Rochester, N. Y.

The Mighty Hercules (Trans-Lux): WVUE(TV) New Orleans.

Mack and Meyer for Hire (Trans-Lux): KRNT-TV Des Moines and WCSH-TV Portland, Me.

My Childhood (Banner Films): WNAC-TV Boston; WTTV(TV) Indianapolis, and KPLR-TV St. Louis.

Rebirth of Jonny (Banner Films): WTTV(TV) Indianapolis, and KPLR-TV St. Louis.

Space Group No. 1 (Offical Films): WPIX(TV) New York; WBAL-TV Baltimore; WBN-TV Buffalo, N. Y.; KTVU-TV San Francisco; WTTV(TV) Indian-

apolis; KONO-TV San Antonio, Tex.; WZZM-TV Grand Rapids, Mich.; WBIR-TV Knoxville, Tex.; CKLW-TV Detroit; WSJV-TV South Bend-Elkhart, Ind.; WBNS-TV Columbus, Ohio; WFRV-TV Green Bay, Wis.; WJRT-TV Flint Mich.; WREX-TV Rockford, Ill.; WESH-TV Daytona Beach-Orlando, Fla.; KAKE-TV Wichita, Kans.; KRGV-TV Weslaco, Tex., and WNBE-TV New Bern, N. C.

McKeever & The Colonel (Four Star): KMSP-TV Minneapolis-St. Paul; KTLA (TV) Los Angeles; WABC-TV New York, and WGN-TV Chicago.

Feature re-issue package (Four Star): KOIN-TV Portland, Ore.; WNBC-TV New York; KNBC-TV Los Angeles; WPTV-TV West Palm Beach, Fla.; WFLA-TV Tampa, Fla.; WKZO-TV Kalamazoo, Mich., and WDSU-TV New Orleans.

NTA Color Cartoons (National Telefilm): KXLY-TV Spokane, Wash.

Famous Films II (National Telefilm): WNYS-TV Syracuse, N. Y., and WZZM-TV Grand Rapids, Mich.

NTA Westerns (National Telefilm): WHIS-TV Bluefield, W. Va.

Picture producers rejoin NAB code

For the first time in more than a year, television film producers as a group are again subscribers to the National Association of Broadcasters code. The NAB Code Authority and the Association of Motion Picture & Television Producers last week signed an agreement which has been under negotiation for several months (CLOSED CIRCUIT, March 15).

AMPTP members will be able to display the code seal on programs produced for the first-run syndication and the code will have the right to review scripts and film of these programs before final production. There has been no agreement between the codes and the TV film producers since the AMPTP and Alliance of Television Film Producers merged (BROADCASTING, April 6, 1964).

Members of AMPTP are: Danny Thomas Group (Amigo Productions, Ashland Productions, Bellmar Enterprises, Calvada Productions, Mayberry Enterprises, Tycoon Productions), Bing Crosby Productions, Columbia Pictures



Shown discussing the agreement between NAB and the Association of Motion Picture & Television Producers are (l to r): Frank Morris, manager of NAB's Hollywood code office; Richard W. Jencks, AMPTP vice president, and Charles S. Boren, AMPTP executive vice president.

Corp., Daystar Productions Inc., Desilu Productions Inc., Four Star TV, Jack Chertok TV Inc., Metro-Goldwyn-Mayer Inc., Paramount Pictures Corp., Twentieth Century-Fox Film Corp., Universal Television Inc., Walt Disney Productions, Warner Bros. Pictures Inc. and Wrather Corp.

FANFARE

Peabody awards drop categories

Instead honor examples of outstanding broadcasting;
also cite networks for coverage of racial discontent

Ten George Foster Peabody awards for distinguished achievement in radio and television and a special citation to the broadcasting industry for its presentation of racial discontent are being made today (April 26) by the University of Georgia's Henry W. Grady School of Journalism.

Peabody board member and former FCC Chairman Paul Porter stated that the board had decided to abandon the traditional categories in favor of choosing examples of outstanding broadcasting. Claiming "a dreary sameness and steady conformity (which) seemed to dominate the airwaves," Mr. Porter said that since the judges did not want to forego the awards they decided to honor the high spots of the past year.

The 25th annual presentation of the Peabody awards is being held under the auspices of the Broadcast Pioneers at the Hotel Pierre in New York.

The award winners and their citations follow:

■ **CBS Reports**—In a year when the intelligent, adult television audience has been consistently short-changed by net-

works wooing teen-agers, *CBS Reports* stands out as a heartening exception to the trend. Judicious selection of material, first-rate editing, and superb production have been the hallmarks of every *CBS Reports* program. The Peabody board singles out for special mention as a highlight of the series the interview with Walter Lippmann that was

televised on April 8, 1964.

■ **Profiles in Courage**, NBC—A Pulitzer prize-winning book written by a President of the United States is a formidable challenge to the television producer. To Robert Saudek and his associates, and to NBC, a Peabody award for their faithful, artistic, and sensitive portrayal of some of the most moving episodes in American history. By adapting this book to the television screen, Mr. Saudek and NBC have added the vital dimensions of sight and sound to enrich the nation's understanding of its past, and to deepen the nation's perception of its heritage.

■ William H. Lawrence, ABC—A

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Ground broken for new Illinois UHF

Shown above are some of the more than 150 visitors and city officials from northern Illinois and southern Wisconsin who attended the ground-breaking ceremonies for WCEE(TV) Freeport, Ill.

Lending weight to the ceremonies of a "community station," WCEE's motto, were the mayors of Freeport, Belvidere, Rochelle and Loves Park, all Illinois; the president of the Greater Beloit, Wis., Association of Com-

merce and the chairman of the county board of supervisors of Rockford, Ill.

The station, which plans to go on the air in mid-August, will be on channel 23 with 754 kw. It will have RCA equipment and facilities to transmit network, slide and film color in its new 13,000 square-foot building.

WCEE is owned by area businessmen.

Peabody award goes to Bill Lawrence of ABC for television news reporting. In the words of an industry authority, Bill Lawrence is a real quintuple threat man—he can write, report, speak, edit, and put it all on the air. Bill Lawrence typifies the solid corps of radio and television reporters who bring to the American public the hard news with skill and accuracy and thus have made radio and television the principal source upon which the public relies for the news. This award therefore is not only to Bill Lawrence for his individual excellence but also in a representative capacity on behalf of his many colleagues who stride the White House lawn or the banks of the Pedernales, who brave the bombs in Viet Nam and are found at the frontlines wherever the news is breaking. In addition, Bill Lawrence as a reporter of the old school is constantly on the prowl for a scoop. He uses his legs as well as his mind. As a political commentator and analyst, a notable example of his skill was a spot documentary after the Governors'

Conference in Cleveland on June 10, 1964, called *A Moment of Truth* in which he predicted unequivocally the outcome of the Republican convention, cutting through the conflicting claims of competing factions and laying it on the line well in advance. Bill Lawrence has brought to television the highest traditions of a careful, objective, and hard-hitting reporter—those same qualities which characterized his distinguished career in the printed media.

■ Joyce Hall (*Hallmark Hall of Fame*, NBC)—A Peabody award goes to Joyce Hall for being television's consistent and practical champion of the theater, for encouraging dramatic variation and musical innovation, for presenting impeccable adaptations of literary classics as well as impressive original productions, for his 15-year support of the concept that sustained fine programing is a worthwhile investment, whether or not the "estimated audience" is relatively large—in a word, for being an enlightened patron of the television arts.

■ Julia Child—*The French Chef*, WGBH-TV Boston (NET)—A Peabody award to Julia Child for her appetizing program, *The French Chef*, which originated in WGBH-TV Boston, and is now broadcast weekly over the National Education Television network.

■ Intertel—In the fragile field of international cooperation and understanding, a strong bond has been formed by the documentaries produced by the five-year-old Council of the International Television Federation, known as Intertel, which links the English speaking nations through the Australian Broadcasting Corp., the Canadian Broadcasting Corp., Britain's Rediffusion TV Ltd. and, in America, the Westinghouse Broadcasting Co. and National Educational Television. By sharing these special programs which focus on contemporary forces at work in the world today, Intertel has made the first continuing contribution toward international understanding through television.

■ *Off the Cuff*, WBKB(TV) (ABC) Chicago — Norman Ross' two-hour weekly *Off the Cuff* program seems to have disproved the contention of pessimists that television would ultimately kill off all conversation in the homes of the nation. His program whets the appetite for exchange of discussion by articulate speakers on many subjects, often esoteric and erudite, and yet brought to the level of everyday living in a stimulating and exciting manner. Norman Ross has a special gift for catalyzing these exchanges with intelligence, candor and wit. For this unique and lively public service at the improbable hours of 12:10 to 2:10 a.m. Monday (actually after midnight Sunday) the Peabody award goes to Norman Ross who is well-informed from atomic energy to Zen Buddhism.

■ WRVR(FM) New York—Riverside Radio WRVR(FM) has become one of the most influential factors in the expanding use of FM radio. It not only serves the discriminating metropolitan New York listeners but its tapes have been used by 105 radio stations from Alaska to Florida, and by networks abroad. This process of cross-fertilization is lifting the entire moral, intellectual, and cultural levels of radio.

■ *The Louvre* (NBC)—NBC's color documentary *The Louvre* carried the American viewer on an exciting hour-long excursion into the world of art and history. Excellent when seen in black and white, it was the added dimension of color that truly brought the great French museum to life. Charles Boyer, with his reverent narration, was the perfect guide. Producer Lucy Jarvis and all connected with this production are worthy of Peabody commendations.

■ *Burr Tillstrom*—Burr Tillstrom in his 25th year in television, found new

artistry in his haunting, sensitive interpretation of the true meaning of the Berlin Wall. Burr Tillstrom's heart and hands portrayed the depths of the wall's tragic separation of families and loved ones. It left an enduring mark not only on the television screen, but also on the mind of the viewer. Mr. Tillstrom's serious achievement was part of the weekly program, *That Was the Week That Was*—an uneven, unsteady program that at least tried to pierce the pompous, needle the stuffed shirt, and milk the sacred cow. We need more of such efforts to enliven the airwaves.

■ *The Networks and the Broadcasting Industry*—For inescapably confronting the American public with the realities of racial discontent.

Paley is given TV award for contribution to arts

Television has made worthwhile contributions to the arts despite certain built-in limitations, John D. Rockefeller III told the 1965 Concert Artists Guild Award dinner-concert honoring CBS Board Chairman William S. Paley April 15.

In introducing Mr. Paley as the recipient of the award, Mr. Rockefeller cited the CBS board chairman's association with government, education, community organizations and the arts.

In accepting the award for "bringing fine music into millions of American homes through radio, television and recordings," Mr. Paley said it was his happy destiny to have come of age at the start of "a great revolution in communications."

Three lead list of overseas news awards

Two special citations for "unique journalistic enterprise" went to broadcasters in the annual Overseas Press Club awards for 1964. The press club also named the late George Clay of NBC for its George Polk memorial award.

In the awards listing, made public in New York last week, the citations described as outside the prescribed categories, were granted to John Scali, of ABC, for "his journalistic integrity in handling an important diplomatic activity which produced eventually a major news story," and a special award to KTLA(TV) Los Angeles and its producer-cameraman Baldwin Baker for the one-hour program *Korean Legacy*.

Mr. Clay was posthumously awarded for "best reporting, any medium, requiring exceptional courage and enterprise abroad." He was killed on Nov. 27,



Persuasive youth

Eight-year old Kathy Jacobs liked to spin records at her father's station wpyx Buford, Ga., after it went off the air in the evening. One day when she asked him if she could have a live show of her own he replied: "If you can find a sponsor, you can have a show."

The next day she entered a local clothing store and talked to the owner about a Saturday morning show with herself as the disk jockey. He was impressed and signed for an eight-week sponsorship. Shown above are Miss Jacobs and her sponsor, Buice Wallace.

1964, near Stanleyville in the Congo.

Other broadcast news awards announced: best television reporting from abroad, to Frank Bourgholtzer of NBC for his Yemen report; in this category for radio, to Dean Brelis of NBC for his Cyprus report; best interpretation of foreign affairs, television, to Marvin Kalb, of CBS for his analysis of Sino-Soviet affairs and analysis of the U. S. and the two Chinas; and in radio, to Bill Sheehan of ABC London for his analysis of the British election.

Scholarship fund sought in memory of Todd Storz

Just about a year ago Jack L. Sandler, vice president and general manager of WQAM Miami suggested that some kind of memorial be established in memory of Todd Storz (BROADCASTING, May 11, 1964). Mr. Storz, who had been president of the Storz Sta-

tions (which includes WQAM), died on April 13, 1964.

Since Mr. Storz had attended the University of Nebraska and the university has a radio-television department, Mr. Sandler, in a letter being sent to broadcasters, said: "It would be fitting to set up a permanent scholarship fund so that an annual grant can be made to a worthy student in that school."

Mr. Sandler is asking that one-time contributions be made to establish a \$10,000 fund so that, with the interest it will accrue, a scholarship of \$500 a year can be presented. Checks can be sent to him in care of WQAM.

Edison awards go to WRCV and WJZ-TV

The Thomas Alva Edison Foundation, in its 10th annual presentation of awards for distinguished contributions of mass media to science and youth, last week honored WJZ-TV Baltimore and WRCV Philadelphia as the stations which "best served youth" in 1964.

Radio and television program awards were made to ABC, NBC, Mutual and the University of Michigan Television Center. These were for *Discovery* (ABC) as the best children's TV program; *The Saga of Western Man: 1964* (ABC), the TV program best portraying America; *Mutual of Omaha's Wild Kingdom* (NBC) as the best science television program for youth; *Mr. Novak* (NBC), the television series best portraying America, and *The World Today* (Mutual) as the radio program best portraying America.

The Louvre (NBC) received a special citation for cultural television and the University of Michigan Television Center, a special citation for educational television.

Drumbeats . . .

Visitors ■ For the third year the Educational Foundation of American Women in Radio and TV is sponsoring visits of foreign broadcasters to the United States. This year four women were chosen to represent Japan, Yugoslavia and Korea. Their tour of radio and television stations will conclude with an appearance at the AWRT annual meeting in May.

AMA awards ■ American Medical Association, Chicago, has announced its first media awards for programs and articles on medical topics, each with \$1,000 prize. Broadcast winners were WFBM Indianapolis, for *Clinic Opens* and

WRCV-TV Philadelphia for *The Child Killer*. Merit certificates also went to WIP Philadelphia, KNXT(TV) Los Angeles and NBC-TV, New York.

Broadcasting scholarship ■ KTBC-AM-FM-TV Austin, Tex., has announced that it will award a \$300 scholarship annually to a University of Texas radio-television student. The scholarship will be given on the basis of grades, financial need and extra-curricular activities.

Still going strong ■ To celebrate its 40th anniversary, KPRC Houston is giving a Rolls Royce to the winner of a local contest. The car was built the same year the station went on the air, 1925.

Award for carnivals ■ Lawrence Fraiberg, vice president and general manager of WTTG(TV) Washington, received a special award for his fund-raising work on behalf of the Muscular Dystrophy Associations of America. Through the summers of 1962, '63 and '64 the station promoted "Carnivals for Muscular Dystrophy" on its children's programs. With advice from WTTG, vacationing youngsters raised \$150,000 with backyard carnivals. Mr. Fraiberg is to assume new duties at WNEW-TV New York (see page 10).

Tune in to safety ■ Better citizenship in general and safer motoring in particular are the goals sought through a reciprocal arrangement between NBC Radio and the National Automobile

Dealers Association. The network broadcasts announcements promoting good driving habits and public participation in civic causes on its weekend *Monitor* programming. To aid in getting increased listening to the spots by the people who can benefit from them most, NADA members make sure that NBC stations are included in the selection on the pushbutton radio tuners of the cars they sell.

WGN-AM-TV also gives

A gift of \$100,000 to Chicago's educational station, WTTW(TV), was announced April 16 by WGN-AM-TV Chicago. CBS and NBC gave like amounts earlier this year.

FATES & FORTUNES

BROADCAST ADVERTISING

Robert E. Drinkwater, account executive at de Garmo-Boston Inc., Boston, named account executive on Sealtest account at N. W. Ayer & Son Inc., New York. **Samuel R. Gardner**, with Ayer before becoming product manager for Bayuk Cigars, joins agency in Philadelphia office as account executive. **Blake C. Hunter**, advertising manager for Heath de Rochemont Corp., joins copy department of Ayer in Philadelphia. **Victor W. Meinert Jr.**, account executive with Marsteller Inc., Chicago, joins Ayer in similar capacity, that city.

Diana M. Wear and **Karl A. La Borie**, media buyers at Young & Rubicam, Los Angeles, promoted to media account supervisors, newly created positions.

Gordon G. Hurt, executive assistant to president, Zenith Sales Corp., Chi-

cago, promoted to advertising director. He assumes all responsibilities of **Erik Isgrig** who retires May 1 after 15 years with Zenith to do freelance writing and lecturing. Mr. Hurt earlier was with Sunbeam Corp. and McCann-Erickson.

Lloyd Miller, executive art director at Jameson Advertising Inc., New York, promoted to VP.



Mr. Roes



Mr. Abrams

William L. Abrams and **Nicholas Roes**, copywriters at Ted Bates & Co., New York, named VP's and creative supervisors.



Mr. Lyman



Mr. Lecat

Walter Lecat, art director at Leo Burnett Co., Chicago, promoted to executive art director. **William H. Lyman**, copy supervisor at Burnett, named associate creative director.

Gary Freund, supervising film editor for Gerald Schnitzer Productions, Hollywood, named VP.

William Cline, media director of Chicago office of Erwin Wasey, and **Eugene Reveles**, media supervisor in Los Angeles office of agency, named associate media directors in Los Angeles office.

William P. Marseilles, on New York sales staff, and **Richard M. Walker**, manager of Atlanta office, elected VP's of Robert E. Eastman & Co.

Frank Browne, sales manager of Trans-Lux TV, New York, named mid-western manager of National Television Sales, representative firm, with offices in Chicago.



Mr. Brown

Myles Atlas, media supervisor at Grey Advertising, Beverly Hills, Calif., named media manager of office.

Jack Fenster, eastern sales manager for Prestige Representatives, New York, named sales account executive at WNCN (FM), that city.

Louis A. Fitzgerald Jr., formerly with

Pioneers' nominations announced

Nominations for officers of Broadcast Pioneers to serve as directors and officers with term beginning July 1 announced by nominating committee.

President (by succession) **Joseph E. Baudino**, Westinghouse Broadcasting; First VP **John T. Murphy**, Crosley Broadcasting; VP's **Robert L. Coe**, ABC-TV, and **Leonard J. Patricelli**, WTIC-TV Hartford, Conn.

Directors for one-year term:

William Cartwright, Edward Petry & Co., Detroit; **James Beach**, Foote, Cone & Belding, Chicago; **Thomas McCray**, KNBC Los Angeles; **Raymond Green**, WFLN(FM) Philadelphia (all above are either chapter chairmen or chapter presidents);

Robert K. Richards, Richards Associates and WKYR Keyser, W. Va., and **Glenn Marshall**, WJXT(TV) Jacksonville, Fla.

Directors for two-year term:

Paul Raymer, Paul Raymer Co.; **Frank Gaither**, WSB Atlanta; **Carl Lee**, WKZO Kalamazoo, Mich.; **James Riddell**, ABC Hollywood; **Willard Walbridge**, KTRK-TV Houston; **G. Richard Shaffo**, WIS Columbia, S. C., and **Ernest Lee Jahncke Jr.**, NBC.

Other nominations may be made by any member of Broadcast Pioneers by submitting, not later than May 29, 1965, petition signed by not less than 20 members, to Executive Secretary M. H. Shapiro at 589 Fifth Avenue, New York.

NAEB names directors

C. Scott Fletcher, management consultant, former president, Fund for Adult Education, Miami; **Dr. Fred Harrington**, president of University of Wisconsin, Madison; **Irving Harris**, president of Standard Shares Inc., board member of Chicago Educational Television Association, Chicago, and **Leonard Marks**, senior partner of Washington law firm of Cohn & Marks, all named directors of National Association of Educational Broadcasters. Directorship vacancies were created by change in by-laws of NAEB and provide first public directors of organization since it was founded.

WCIU(TV) Chicago, joins WMAQ-TV, there, as account executive.

Dick Stern, branch manager and VP for Fletcher Richards, Calkins & Holden, Atlanta, and **Lawrence Weitzner**, account executive at Warwick & Legler, New York, join contact staff on Coty account at West, Weir & Bartel, that city.

Tom Danley, account executive at H. Bruce Advertising Inc., Columbus, Ohio, named VP in charge of new business.

Johnny Logan, major league baseball player for past dozen years, joins sales staff of WOKY Milwaukee.

Vincent (Tom) Young, formerly with Fulton, Morrissey & Co., Chicago, joins Buchen Advertising, there, as copywriter.

Lou Boehm, sales representative at KGNC-TV Amarillo, Tex., named director of sales development at KFDA-TV Amarillo, and KFDW-TV Clovis, N. M.

William E. Bolster, VP of Grant Advertising, New York, and more recently, account supervisor at Hepler & Gibney Inc., New Haven, Conn., joins Franznick-Meden Inc., New York, as VP, account management head.

James B. Winston, account executive at Needham, Harper & Steers, New York, named manager of advertising and promotion for Rival Pet Foods, division of Associated Products Inc., that city.

Russell C. Johnson, assistant secretary and assistant treasurer of Al Paul Lefton Co., Philadelphia, retires after 31 years with company.

Gordon Dewart, formerly with Bristol-Myers; **Edward D. Brown Jr.**, formerly at American Home Products, and **Eduard Peter**, formerly at McCann-Erickson, all New York, named account executives at Doyle Dane Bernbach, New York.



Mr. Alstad



Mr. Kuelper



Mr. Terry

Kenneth H. Alstad and **Robert Kuelper**, associate creative directors, and **Gale H. Terry**, account supervisor, all with Leo Burnett Inc., Chicago, named VP's.

William Worster, media director of Grey Advertising, Los Angeles, joins Frojen Advertising, that city, in similar capacity.

Jon T. Werolin, assistant media director with Honig-Cooper & Harrington, San Francisco, joins Foote, Cone & Belding as media supervisor on Hills Bros. Coffee.

Hank Hamilton, director for U. S. P. Benson agency, Melbourne, Australia, and senior creative writer at Erwin Wasey, Los Angeles, joins Anderson-McConnell Agency, that city, as director of TV and radio. **Jim Fish**, with Guild, Bascom & Bonfigli, San Francisco, joins Anderson-McConnell as account executive.

Tom Slocum, Detroit and regional sales representative of WJRT(TV) Flint, Mich., joins television sales staff of Avery-Knodel, Detroit, with some responsibility in radio sales.

Richard L. Buck, former product manager for Beech-Nut Life Savers, New York, joins Gardner Advertising, St. Louis, as account executive on Pet Milk Co. account. Agency's New York

office has promoted **Richard H. Behrman** and **Arlene Petersen**, research supervisors, to new posts as associate research directors.

Dean Murdock, local sales manager of CKLW Windsor, Ont.-Detroit and with that station 14 years, has been promoted to general sales manager.



Mr. Lieber

Charles M. Lieber, salesman, named mid-western sales manager, Storer Television Sales, Chicago. He joined Chicago office when company was formed in July 1961.

Gertrude P. Hodges, TV sales office manager at WSOC-AM-FM-TV Charlotte, N. C., named assistant to director of television sales at stations.

Dean L. Aldrich, formerly sales manager of WPLO-AM-FM Atlanta and more recently divisional retail sales manager of Atlanta Times, joins sales staff of WSB-AM-FM, that city, as local sales representative.

Robert A. Hiers, art director of Liller Neal Battle & Lindsey Inc., Atlanta, named associate creative director in charge of art. **Paul Darcy Boles**, senior copywriter at agency, named associate copywriter in charge of copy. **Gordon French**, with Needham, Harper &



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AP reelects Gannett's Miller president



Mr. Miller meeting in New York last week. **W. D. Maxwell**, *Chicago Tribune* (Tribune Co. stations), elected first VP, and **George W. Healy Jr.**, *New Orleans Times-Picayune* and *States Item*, second VP; **Harry T. Montgomery**, reelected secretary **Louis J. Kramp** and **Keith Fuller**, assistant secretaries; **Robert Booth** reelected treasurer, and **Stanley M. Swinton** and **Harold Glasser**, assist-

Paul Miller, *Rochester (N.Y.) Times-Union and Democrat & Chronicle* (Gannett Newspaper stations),

reelected president of Associated Press at board

ant treasurers.

Elected to AP's executive committee: **Mr. Miller**, chairman; **Robert McLean**, *Philadelphia Evening and Sunday Bulletin* (WPBS[FM] Philadelphia, KTMS Santa Barbara, Calif.); **Benjamin M. McKelway**, *Washington Sunday Star* (Evening Star stations); **Eugene C. Pulliam**, *Phoenix (Ariz.) Gazette*; **Mr. Healy**; **Mr. Maxwell**; **Harry F. Byrd Jr.**, *Winchester (Va.) Evening Star*; and **Franklin D. Schurz**, *South Bend (Ind.) Tribune* (WSBT-AM-FM-TV South Bend).

Elected to AP's finance committee: **Mr. Schurz**, chairman; **Mr. McClean**; **William Dwight**, *Holyoke (Mass.) Transcript-Telegram* (WHYN-AM-FM-TV Springfield-Holyoke); **Mr. Pulliam**; **Max E. Nussbaum**, *Moultrie (Ga.) Observer* and **Mr. Miller**.

Steers, Chicago, joins account servicing department of LNB&L.

Donald E. Whiting, account manager at Perrin & Associates, Chicago, named executive VP.

Carson Magill, senior VP and general manager of McCann-Erickson, San Francisco, elected chairman of Northern California Council of American Association of Advertising Agencies.

MEDIA



Mr. Lambe

Robert M. Lambe, chief operating officer of broadcast division of Norfolk-Portsmouth Newspapers Inc. (WTAR-AM-FM-TV Norfolk, Va., and WFMV-TV Greensboro, N. C.), named board member of parent organization.

James M. Patt, general manager of WALL Middletown, N. Y., named VP.

Adalbert von Gontard Jr., assistant VP of Manufacturer's Hanover Trust Co., New York, named general executive, corporate planning for Metro-media Inc., that city.

Frank A. Delle Jr., studio engineer for CBS Radio, New York, resigns to devote full time to WLKN Lincoln, Me., of which he is president.

Charles Olson, national sales manager of KRBC-AM-TV Abilene, Tex., named station manager of KOLD-TV Tucson, Ariz.

Peter K. Friend rejoins National Association of Broadcasters as assistant to **Sherril Taylor**, VP for radio. Mr. Friend had been with NAB Code Au-

thority for seven years. Since 1962 he has been in U. S. Army assigned to broadcasting activities.

Tom B. Hawkins, public relations director and program director of KGFI Los Angeles, named director of station operations.

Ken Rogers, news director of WASH (FM) Washington, named station manager and air personality at WAIA College Park, Ga.

Walter F. O'Malley, president of Los Angeles Dodgers, elected to board of Earle C. Anthony Inc., which owns and operates KFI Los Angeles.

Joel Rosenbloom, special assistant to FCC Chairman E. William Henry, has resigned to join Washington law firm of Wilmer, Cutler & Pickering. Mr. Rosenbloom joined FCC in 1957 as trial attorney in litigation division, office of general counsel, then was legal assistant to former FCC Chairman Newton N. Minow.

George Boucher, station manager of KBLE Seattle, named general manager of KBLE-AM-FM.

Fred Dupree, London, Ky., CATV operator was elected president of newly-organized Kentucky Community Antenna Association which met for first time April 15 in Lexington, Ky. Other officers: **Bill Betts**, Maysville, and **John Gerard**, Frankfort, VP's; **Lex Walters**, Glasgow, secretary, and **Tom Gullett**, Winchester, treasurer.

PROGRAMING

Colin Romoff, musical director of Broadway's "Fade Out—Fade In" and formerly musical director of *Andy Williams Show*, named musical director of *Merv Griffin Show*, to be put into syn-

dication by WBC Productions.

Arthur Ludwig, director at WTCN-TV Minneapolis-St. Paul, promoted to assistant production manager.

Ruth L. Ratny, formerly VP and creative director of Fred Niles Communications Center, Chicago, named president of Washington Video Productions Inc., Washington, succeeding **George F. Johnson** who died March 21 (BROADCASTING, March 29).

Larry Merchant, sports columnist for *Philadelphia Daily News*, joins WIP-AM-FM, that city, as morning sports personality.

James O. Williams, public information officer for Strategic Air Command base, Tucson, Ariz., named associate farm director at KVOO Tulsa, Okla.

Al Wiman, public service director KFWB Los Angeles, assigned additional duty as assistant program director.

Dick Wesson, producer and head writer of *Petticoat Junction*, named producer of *Tammy*, which begins on ABC-TV this fall.

Hy Averbach, Hollywood producer, signed by Warner Bros. Television as producer of *F Troop*, new ABC series.

Bud Getzler, executive VP and treasurer of Format Films Inc., Hollywood, named VP and general manager of Hanna-Barbera Productions, that city.

Danny Arnold, producer for Screen Gems, has formed Four D Productions Inc., to develop and produce new TV properties with Screen Gems.

Parke Levy, producer of *December Bride*, *Pete and Gladys* and *Many Happy Returns*, signed by Screen Gems to create TV properties for 1966-67.

Richard Newton, associate producer of *Burke's Law* for past year, named producer of *Honey West*, produced by Four Star on ABC-TV next fall.

Jack Donahue, former general sales manager for KTLA-TV Los Angeles, named western division sales manager for Thunderbird Films, distributor of feature and syndicated film for TV.

Jim Simpson, formerly program director of WPOP Hartford, Conn., named program director of WTRX Flint, Mich.

Morton Stevens, composer-conductor-arranger, signed by CBS-TV as director of music for West Coast, responsible for all music for programs originating on West Coast.

Bill Hooper, salesman with CBS Films, TV Marketeters and Ziv-United Artists, named account executive in charge of eastern sales for Official Films Inc., New York.

George Booker, producer-director and production manager for WLBW-TV Miami, joins Videotape Center, New

ABC names managers

ABC's new talent development program will be served with new programming department appointments according to network's **Edgar J. Scherick**, VP in charge of programming. In new posts, **Warren Lyons**, in Broadway stage managing and production and **Larry Gordon**, writer-producer in TV, become managers, talent development in New York and Hollywood, respectively. They'll work closely with American Academy of Dramatic Arts with which ABC is associated in creative talent project. Also involved in New York: **Peter J. Rabow**, in TV production with network, becomes manager of program planning and **Yale M. Udoff**, eastern script supervisor, becomes manager of program submissions in new projects division under aegis of **Douglas Cramer**, VP in charge of program development for network; **Donald R. Boyle**, producer-director, Gray & Rogers, Philadelphia, succeeds Mr. Udoff in Hollywood. **Charles Engel**, now assistant, becomes manager, program development, reporting to **Harve Bennett**, director of program development, western division.

York, division of 3M Co., as producer.

Art Loel, Hollywood artist, named television art director for Warner Bros. TV's *Mister Roberts*, *Hank* and *F Troop*.

Charles A. Scott, senior attorney for CBS-TV, New York, named counsel, west coast office of United Artists Television, Hollywood.

Guy LeBow, newscaster and moderator at WPEN-AM-FM Philadelphia, named director of sports for stations.

John Gray, announcer at WSyr-AM-FM-TV Syracuse, N. Y., named chief announcer for stations, succeeding **Don Dauer**, named program director.

Garth Olmstead, assistant sales manager of Desilu Sales Inc., Toronto, named northwestern sales manager with headquarters in Vancouver, B.C., with responsibility for western Canada and northwestern U. S. **John Pearson**, international sales manager of Independent Television Corp., joins DSI as manager of all Latin American sales. He will have headquarters in Hollywood.

John Cromwell, casting director of QM Productions, Hollywood, named assistant to executive producer for *The Fugitive*, *12 O'Clock High* and *The*

FBI. **Meryl Abeles** named casting director of *12 O'Clock High*, and **Pat Rose** named casting director for *The Fugitive*.

Michele S. Buslik, with Harrington, Righter & Parsons, New York, named research assistant at MGM-TV, that city.

Roy Hammerman, unit manager for NBC Sports, New York, named associate producer in department.

Robert Stamler, associate producer of *Mr. Novak* for MGM-TV, named associate producer of *Please Don't Eat the Daisies*, for same studio.

Paula Purcell, in program department of KHJ-TV Los Angeles, since 1962, named assistant to director of programming.

Marv Albert, announcer at WCBS-TV, WABC-TV and WHN, all New York, named sports and special events director at WHN.

Jules Schermer, motion picture and TV producer, named VP and production executive of Carthay Center Productions, film-producing subsidiary of National General Corp.

E. Henry Powell, projectionist at WTEV-TV Providence, R. I., named film director.

M. H. Friedrichsen, floor manager of KPIX-TV San Francisco, named producer-director.

Bill Gordon, with WEWS-TV Cleveland, joins KGO-TV San Francisco, as host of daily interview show.

Walt De Silva, formerly with KFVB Los Angeles, named program director of KPCC-FM Pasadena-Los Angeles.

NEWS

Jack B. Venable, newscaster at WSFA-TV Montgomery, Ala., named news director.

Brad Palmer joins KGLO-AM-TV Mason City, Iowa, news department.

Phil Hayes, news editor of WKHM Jackson, Mich., joins news staff of WFUN South Miami, Fla.

FANFARE

Bob Marcella, with Official Films for past year, named promotion director, New York.

Geren W. Mortensen, WJZ-TV Baltimore, assistant promotion and public relations director, named public relations director.

Stephen N. Dubay, with U. S. Army in Germany, named promotion copywriter at WBTB-TV Charlotte, N. C.

Robert F. Tolliver, with public relations and promotion staff of KPIX-TV

San Francisco, named manager of public relations and promotion of WLWD-TV Dayton, Ohio.

Franklyn Phillips and **Albert Ardmore**, public relations executives at Lennen & Newell, Los Angeles, join public relations staff of Reach, McClin-ton & Co., that city.

Jean French, free-lance publicist, joins WBAI(FM) New York, noncommercial, as director of publicity and promotion.

EQUIPMENT & ENGINEERING



Mr. Hlavaty

Ladislav Hlavaty, chief engineer at WIFE-TV Hershey, Pa., noncommercial named director of engineering at WNAC-AM-TV and WRKO(FM) Boston, and Yankee Network.

Reginald Armour, vice chairman of board of The Dorsey Corp., named president of SOS Photo-Cine-Optics, New York, and **Newell P. Crawford**, secretary-treasurer of Dorsey, named VP and treasurer of SOS, professional motion picture and television production equipment manufacturer.



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ALLIED FIELDS

Robert Schnee, account service director, Marketing Evaluations Inc., New York, named senior project director, Universal Marketing Research Inc., that city.

Aaron I. Fleischman, counsel with review board of FCC, named associate of McKenna & Wilkinson, Washington communications attorneys.

Eugene Carr, formerly president and general manager of WONE-AM-FM Dayton and president of WHBC-AM-FM Canton, both Ohio, both owned by Brush-Moore Newspapers, and more recently on special assignment with Henderson Belk Enterprises, Charlotte, N. C., joins Blackburn & Co., Chicago, as broker.



Mr. Carr

Robert James Lavidge, president of Chicago market research firm of Elrick & Lavidge, elected president of American Marketing Association for 1966-67 and he joins AMA's executive committee, effective July 1. **Jack T. Turner**, associate dean of college of business administration at University of Illinois, elected secretary-treasurer of AMA, ef-

fective July 1.

Rome Arnold, head of own market research firm, elected president of Chicago chapter of American Marketing Association starting July 1. He succeeds **Gilbert Palen**, VP-research director, J. Walter Thompson Co., Chicago.

DEATHS

Eugene (Doc) Pournelle, 60, owner of KFDR Grand Coulee, Wash., and part owner of KECB Ketchikan and KJNO Juneau, both Alaska, died April 19 at his home in Grand Coulee, following heart attack. Mr. Pournelle had been in broadcasting since 1927 and was with WHBQ Memphis for 17 years. He bought wwso Springfield, Ohio, in 1949 and acquired KCLX Colfax, Wash., in 1952. In 1954 he became general manager of KBYR Anchorage, KFBR Fairbanks, and KJNO, all Alaska. He is survived by his wife, Ruth, and son, Jerry E., of Long Beach, Calif.

Carl K. Tester, 59, president of Philip J. Meany Co., Los Angeles agency, died April 10 following short illness. He had been with agency for 29 years and served as president since 1951. He was director of American Association of Advertising Agencies and past chairman of AAAA's western region; he was also director of Advertising Associa-

tion of the West. Survivors include his wife, Anne, son and daughter.

C. J. LeBel, 59, president of Audio Instrument Co., and VP of Audio Devices Inc., both New York, died April 14, following heart attack. Mr. LeBel held many patents at time of his death, some of which were in field of magnetic tape and its applications. He had been employed by Raytheon Inc. and by Sylvania Corp. as resident engineer. He founded Audio Devices in 1937. In 1949 he set up Audio Instrument and was founder of Audio Engineering Society, and its first president. At his death he had been permanent secretary of AES for 14 years. He is survived by brother, Everett M.

Fred Hendrickson, 48, freelance producer, died April 20 in New York. Mr. Hendrickson, with CBS for nearly 30 years, was director-producer of Arthur Godfrey's radio and TV shows for eight years and before that was CBS engineer.

Hector Chevigny, 60, radio script writer and novelist, died April 20 in New York of heart attack. Mr. Chevigny, who lost his sight at 38, had written over 1,500 radio scripts. His broadcasting career began in 1928 with KOMO Seattle. He was former national president of Radio Writers Guild and founder of its western region branch.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 15 through April 21 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 temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

Existing TV stations

ACTIONS BY FCC

■ Granted renewal of licenses of following TV's (Chairman Henry and Commissioner Cox dissenting, latter reserving right to issue dissenting statement): WGEM-TV Quincy, Ill.; WTVH-TV Peoria, Ill.; WEEK-TV Peoria, Ill.; and satellite WEEQ-TV LaSalle, Ill.; WHO-TV Des Moines, Iowa; WOC-TV Davenport, Iowa; WAPI-TV Birmingham, Ala.; WBRC-TV Birmingham, Ala.; KROC-TV Rochester, Minn.; KSTP-TV St. Paul; KMSP-TV Minneapolis, and KMBC-TV Kansas City, Mo. Action April 15.

■ By memorandum opinion and order in proceeding involving applications by American Colonial Broadcasting Corp. to change trans. site and ant. height of WSUR-TV, channel 9, Ponce, and increase power of WKBM-TV, channel 11, Caguas, both Puerto Rico, commission granted applicant's petition for leave to amend WKBM-TV application and accepted tendered amendment proposing use of directional ant. having ratio of maximum to minimum radiation in horizontal plane of 12 db, waived related rules Sec. 73.685(e); also, granted petition for extension of time to Feb. 25 to file reply pleading and accepted same. Action April 15.

New AM stations

APPLICATIONS

Catskill, N. Y.—Caranje Broadcasting Inc. 560 kc, 500 w. D. P.O. address c/o Jean Czaplinski, 7 Charles Street, Hudson, N. Y. Estimated construction cost \$71,062; first year operating cost \$48,000; revenue \$60,000. Principals: Andrew Wisniewski, Carmine A. Pizza and Jean Czaplinski (each 33⅓%). Mr. Pizza was announcer for WHUC Hudson.

	EDWIN TORNBORG & COMPANY, INC.
	Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Mr. Wisniewski was program director and announcer for WHUC while J. Czapinski was also associated with WHUC. Ann. April 5.

Red Springs, N. C.—K & R Broadcasting Corp. 1510 kc. 5 kw. D. P.O. address 209 West Broad Street, Saint Pauls, N. C. Estimated construction cost \$47,400; first year operating cost \$58,000; revenue \$63,900. Principals: Thomas J. Rogers (50%), Frederick R. Keith Jr. and Thomas J. Keith (each 25%). Mr. Rogers was engineer for WLSC Loris, S. C. Ann. April 9.

Existing AM stations

ACTIONS BY FCC

■ Granted renewal of license of KROC Rochester, Minn. Action April 15.

■ By order, commission granted in part petition by Effingham Broadcasting Co. to continue in effect until May 5 existing stay of Feb. 8 action which set aside previously granted authority to operate WCRA Effingham, Ill., with 1 kw which modified program test authority by reducing authorized power to 250 w, and which designated for hearing application for license covering CP for increased power. Action April 15.

New FM stations

ACTIONS BY FCC

Russell, Kan. — Kilo Broadcasting Co. Granted CP for new FM on 95.9 mc, channel 240A, 3 kw. Ant. height above average terrain 294 feet. P.O. address Box 666, Russell. Estimated construction cost \$11,400; first year operating cost \$8,000; revenue \$10,000. Principals: Fred L. Thompson (34%), Anthony Floyd (33%) and Ralph B. Evans Jr. (33%). Kilo Broadcasting is licensee of KRSL Russell. Action April 19.

Monroe, La.—Noe Enterprises Inc. Granted CP for new FM on 101.9 mc, channel 270, 97 kw. Ant. height above average terrain 1,669 feet. P.O. address Box 4087, Monroe. Estimated construction cost \$86,905; first year operating cost \$37,000; revenue \$25,000. Principal: James A. Noe Sr. (100%). Mr. Noe owns KNOE-AM-TV Monroe, La., and WNOE New Orleans. Action April 19.

Elmira, N. Y.—Elmira Heights-Horseheads Broadcasting Co. Granted CP for new FM on 94.3 mc, channel 232, 950 w. Ant. height above average terrain 502 feet. P.O. address Box 2097, Elmira Heights, N. Y. Estimated construction cost \$12,064; first year operating cost \$12,000; revenue \$12,000. Principals: Frank P. (35%) Emmagene S. (35%) and Anthony P. (30%) Saia. Principals also own WEHH Elmira Heights-Horseheads, N. Y. Action April 16.

Covington, Tenn.—Tipton County Broadcasters. Granted CP for new FM on 93.5 mc, channel 228A, 3 kw. Ant. height above average terrain 180.6 feet. P.O. address Box 289, Covington. Estimated construction cost \$12,000; first year operating cost \$5,000; revenue \$5,200. Principals: Robert C. Whitley Jr. and Katherine C. Whitley. Tipton County is licensee of WKBL Covington. Action April 14.

APPLICATIONS

Jonesboro, Ark.—Radio Jonesboro Inc. 107.9 mc, channel 300, 37.5 kw. Ant. height above average terrain 217.2 feet. P.O. address Radio Station KNEA, Jonesboro. Estimated construction cost \$23,805; first year operating cost \$12,000; revenue \$15,000. Principals: Julian James (27.4%), H. J. Parker (18.9%), Harold Crall (15.5%), Merritt Crall (12.9%) and others. Radio Jonesboro is licensee of KNEA Jonesboro. Ann. April 9.

Milledgeville, Ga. — Michael T. Landy. 102.3 mc, channel 272A, 3 kw. Ant. height above average terrain 161 feet. P.O. address Box 519, Milledgeville. Estimated construction cost \$13,639; first year operating cost \$12,000; revenue \$14,000. Mr. Landy owns WMVG Milledgeville. Ann. April 14.

Monticello, Ind. — Fidelity Broadcasting Inc. 95.3 mc, channel 237A, 320 w. Ant. height above average terrain 57 feet. P.O. address Box 1033, Kokomo, Ind. Estimated construction cost \$5,520; first year operating cost \$16,800; revenue \$18,750. Principals: Joseph P. and Patricia A. Sweeney (99.4% jointly), Flora M. Smith (0.2%) and Anna Sweeney (0.4%). Fidelity is licensee of WFKO(FM) Kokomo, and Sweeneys have

interest in WGLM(FM) Richmond, Ind. Ann. April 14.

Lakewood, N. J.—Mid-State Broadcasting Co. 106.3 mc, channel 292A, 3 kw. Ant. height above average terrain 167.5 feet. P.O. address 180 East Fourth Street, Lakewood. Estimated construction cost \$44,607; first year operating cost \$49,895; revenue \$50,000. Principals: Melvyn Lieberman (27.2%), Seymour Abramson, Solomon B. Zinkin, Dell Sharbutt and Sanford Marshall (each 18.2%). Mr. Sharbutt is newscaster for Mutual Broadcasting System, New York, and has 25% interest in Nationwide Songs Inc., that city. Mr. Marshall is also newscaster for Mutual. Mr. Lieberman is commercial products sales supervisor for 3M Co., New York, and sales manager for Electronics, Missiles & Communications, Mount Vernon, New York. Other principals have nonbroadcast business interests in Lakewood. Ann. April 5.

Caguas, P. R.—American Colonial Broadcasting Corp. 103.3 mc, channel 277, 25 kw. Ant. height above average terrain 1,123 feet. P.O. address Box 4189, San Juan, P. R. Estimated construction cost \$19,000; first year operating cost \$15,000; revenue \$15,000. Principals: Ralph Perez Perry (99.9%) and others. American Colonial owns WSUR-TV Ponce, WKBM-TV Caguas-San Juan, and WKVM San Juan, all Puerto Rico. Ann. April 12.

Ownership changes

ACTIONS BY FCC

KFDF Van Buren, Ark.—Granted acquisition of positive control of licensee corporation, Broadcasters Inc., by George Dome-rese (33½% before, 100% after), through purchase of stock from Harry Fischer (37.5% before, none after) and Jack Dennison (29½% before, none after). Consideration \$25,000. Action April 19.

KARM-AM-FM Fresno, Calif.—Granted 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%) d/b as KARM, George Harm Station. No financial consideration. Action April 16.

*WFSU-TV Tallahassee, Fla.—Granted assignment of license from Board of Control of Florida and Florida Educational Television Commission, both acting 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. Action April 15.

WKLE Washington, Ga.—Granted assignment of license from J. S. Carter tr/as Wilkes County Broadcasting Co. to Better Broadcasting Inc., owned by Mrs. Otis McDonald (50%), B. L. Williamson (25%) and Otis G. Stephens (25%). Consideration \$50,000. Mr. Williamson is general manager of WPEH Louisville, Ga. Action April 19.

WLBBK-AM-FM DeKalb, Ill. — Granted transfer of control of licensee corporation, DeKalb Radio Studios Inc., from George C. and Genevieve C. Biggar (70% jointly before), to John J. Dixon (30% jointly with wife before, 100% after). Consideration \$154,150. Action April 15.

KCIJ Shreveport, La.—Granted acquisition of negative control of licensee corporation, Universal Broadcasting Corp., by Lawrence Brandon (21% before, 50% after), through

purchase of stock from KREB Inc. (29% before, none after). Mr. Brandon has 50% interest in KREB Inc. Consideration \$5,000. Action April 14.

WITH-AM-FM Baltimore—Granted 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. Action April 14.

WMPG Lapeer, Mich.—Granted 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, Roy C. Moore, Mary E. Hayes, Virgil Shoults, Donald V. Sitts, Arnold L. Bracy and Donald Pettitt. No financial consideration. Action April 15.

WKJR Muskegon Heights, Mich.—Granted 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. Action April 15.

WSTS Massena, N. Y.—Granted assignment of license from Visual Associates Ltd., owned by Leland Hayward (60%), Thomas H. Ryan and estate of Herman Bernstein (each 20%), to Stoehr Broadcasting Corp., owned by Robert D. Stoehr (100%). Mr. Stoehr is presently furniture salesman with past broadcasting experience. Action April 19.

WYFM(FM) Charlotte, N. C.—Granted relinquishment of positive control of licensee corporation, Charlotte Broadcasters Inc., Bailey W. Hobgood Jr. (5% before, none after) and others, through sale of stock to Russell A. Langlelle (2% before, 7% after). Consideration \$1,000. Action April 19.

KINT El Paso, Tex.—Granted assignment of license from Radio KINT Inc., owned by George O. Coy (60%) and Gerald Olesch (40%), to Maury Ferguson Broadcasters Inc., owned by Maury H. Ferguson (75%) and Patty Jane Ferguson (25%). Consideration \$78,750. Mr. and Mrs. Ferguson own Maury Ferguson Associates, Oklahoma City advertising agency. Action April 14.

APPLICATIONS

WARF Jasper, Ala.—Seeks assignment of license from Walker County Broadcasting Inc., owned by Hudson C. Millar Jr. (100%), to Radio South Inc., owned by Paul D. Nichols, Houston L. Pearce, Fred H. Davis, and Charles R. Wiggins Jr. (each 25%). Consideration \$102,500. Mr. Davis has 51% interest in WBIB Centerville, Ala. Messrs. Nichols and Pearce own WPRN Butler, Ala., and have 24.5% interest in WBIB. Ann. April 7.

WJDB Thomasville, Ala.—Seeks acquisition of control of licensee corporation, WJDB Radio Inc., by Cecil Goodreau (10% before, 100% after) through purchase of stock from J. Dige and Julia H. Bishop (90% before, none after). Consideration \$71,732. Ann. April 9.

KUBA Yuba City, Calif.—Seeks assignment of license from Peach Bowl Broadcasters Inc., owned by C. V. Ullom (66½%) and Roger R. Hunt (33½%), to Grayson Broadcasting Inc., owned by Sidney A. and Della G. Grayson (100%). Contingent on grant of KUBA transfer of control filed in March. No financial consideration. Ann. April 14.

WOL-AM-FM Washington—Seeks assign-

Broadcasting
THE BUSINESSWEEDY OF TELEVISION AND RADIO

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

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

☐ 52 issues and '65 Yearbook \$13.50

☐ 1965 Yearbook \$5.00

☐ Payment enclosed

☐ Bill me

Name _____ Position _____

Company _____

☐ Business
☐ Home

City _____ State _____ Zip _____

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 21

	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
	Lic.	CP's	CP's	for new stations
AM	4,021	44	69	426
FM	1,283	34	232	287
TV	551 ¹	41	101	206

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, April 21

	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.

ment of license from Washington Broadcasting Co., owned by Henry Rau (85.5%), Lloyd S. Smith (3.12%) and others, to WOL Inc., owned by WOPA Inc. which is owned by Richard Goodman (55%), Mason A. Loundy (20%) and Egmont Sonderling (25%). Mr. Sonderling has interest in WOPA-AM-FM Oak Park Ill.; WDIA Memphis; KDIA Oakland, Calif.; KFOX-AM-FM Long Beach, Calif., and WWRL New York. Messrs. Goodman and Loundy also have interest in same stations. Consideration \$1.25 million. Ann. April 14.

WPXE Stark, Fla.—Seeks assignment of license from George Gothberg Radio Inc., owned by George A. Gothberg (51%) and Ozelle G. Gothberg (49%), to Sanders Enterprises Inc., owned by Lee Jenkins Sanders (50%) and John Sanders (49%). Consideration \$55,000. Messrs. Sanders are officers in Lee-San Corp., licensee of WBGC Chipley, Fla. Ann. April 12.

WYOU Tampa, Fla.—Seeks assignment of license from John M. McLendon, to WYOU Radio Inc., owned by T. B. Lanford (74%), H. Arthur Reuben (25%) and William L. Switzer (1%). Consideration \$175,000. Mr. Lanford owns KALB-AM-FM and has 50% interest in KALB-TV Alexandria, La.; 13.8% interest in WSLI and WJTV(TV) Jackson, Miss., and owns KRMD-AM-FM Shreveport, La. Mr. Reuben is national sales manager of KALB-AM-TV. Ann. April 15.

WBBK Blakely, Ga.—Seeks assignment of license from H. A. Felder (25%) and W. C. Woodall Jr. (75%) d/b as Radio Blakely, to Radio Blakely, owned by W. C. Woodall Jr. (51%), Wayne R. Foster, O. W. Parnacott and J. N. Stephens (each 16%). Consideration \$12,500 for Mr. Felder's interest and \$3,600 to Mr. Woodall for 24% interest. Ann. April 12.

KUPI Idaho Falls, Idaho—Seeks assignment of license from Charles J. Saunders tr/as Saunders Broadcasting Co., to Idaho Broadcasters Inc., owned by Charles J. Saunders (100%). No financial consideration. Ann. April 9.

KRIB Mason City, Iowa—Seeks relinquishment of negative control of licensee corporation, Mason City Broadcasting Corp., by William H. Sandberg (50% before, 25% after), through sale of stock to Linton D. Hargreaves (none before, 25% after). Consideration \$4,250. Mr. Hargreaves owns KAOH Duluth, Minn. Ann. April 14.

KBIZ Ottumwa, Iowa—Seeks assignment of license from Post Iowa Corp., owned by Post Corp. which is owned by V. I. Minahan family and others, to KBIZ Inc., owned by

Post Iowa Corp. No financial consideration. Ann. April 9.

KCKN-AM-FM Kansas City, Kan.—Seeks assignment of license from Cy Blumenthal to Seattle, Portland & Spokane Radio which is owned by Dena Pictures Inc. (80%), owned by Danny Kaye, and Alexander Broadcasting Co. (20%), owned by Lester M. Smith. Messrs. Smith and Kaye own KJR Seattle; KXL Portland, Ore., and KNEW Spokane, Wash. Ann. April 9.

WMPA Aberdeen, Miss.—Seeks assignment of license from Ray Tolar, to J. W. Furr. Consideration \$70,000. Mr. Furr owns WMBC Macon, Miss. Ann. April 14.

WAYS Charlotte, N. C.—Seeks assignment of license from Inter-City Advertising Co. of Charlotte Inc., owned by George W. Dowdy, Harold H. Thoms and Mrs. Virginia Pou Doughton (each 33%). to Sis Radio Inc., owned by Harriet M. (95%) and Stanley Kaplan (5%). Consideration \$550,000. Mr. Kaplan was, until April 9, executive vice president of WMEX Boston. Ann. April 7.

WAEF(FM) Cincinnati—Seeks transfer of control of licensee corporation, North Cincinnati Broadcasting Co., from Big Value Stamp Co., owned by Charles F. Hartsock (40%), Charles J. Arrighi (30%) and Foster Paulis (30%) to Parkview Markets Inc. which is owned by Charles Reuter (0.96%) and others. Alvin and Edward Fishman retain 50% interest in WAEF. Mr. Arrighi is general manager of Parkview while Mr. Hartsock is attorney for firm. Consideration \$2,000. Ann. April 9.

WIOO Carlisle, Pa.—Seeks assignment of CP from James B. Holder (50%), Norman Swidler and Harold Swidler (each 25%), to WIOO Inc., owned by same individuals with same percentages. No financial consideration. Ann. April 12.

WIBF-TV Philadelphia and WIBF-FM Jenkintown, Pa.—Seek assignment of CP from William L. Fox, to WIBF Broadcasting Co., owned by William L. Fox, Irwin C. Fox and Dorothy Kotin (each 19%). Benson Apartment Corp. (29%) and Fox Brothers Management Corp. (12%). Messrs. Fox and D. Kotin own Benson Apartment Corp. and Fox Brothers Management. Consideration \$63,000 worth of WIBF Broadcasting stock to be issued. Ann. April 14.

WENS(TV) Pittsburgh—Seeks assignment of CP from Telecasting Inc., owned by Thomas P. Johnson and others, to Springfield Television Broadcasting Corp., owned by William L. and Rorer L. Putnam and others. Consideration 5,000 shares of Springfield stock or about \$110,000. Springfield TV

owns 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. Ann. April 14.

WPFM(FM) Providence, R. I.—Seeks assignment of license from Golden Gate Corp., owned by Harold C. Arcaro (88%) and others, to Brown Broadcasting Service Inc., William A. Surprenant, president. WPFM will be used to make available the resources of Brown University by radio for information and education of public and as facility for continuing educational workshop for students of Brown. Consideration \$30,000. Ann. April 9.

WSIB Beaufort, S. C.—Seeks assignment of license from Lee J. Berry, T. D. Hiers, Julian S. Levin and T. R. Sams d/b as Sea Island Broadcasting Co., to Sea Island Broadcasting Corp. of South Carolina, owned by Charles E. Bell (49.33%), Bobby S. Merritt (24.66%), Emil H. Klatt Jr. (24.66%) and Ernest F. Hollings (1.35%). Consideration \$45,000 and assumption of \$11,000 liabilities. Mr. Bell is chief engineer at WSIB. Messrs. Merritt and Klatt have nonbroadcast business interests in Beaufort. Mr. Hollings is attorney. Ann. April 14.

KVET-AM-TV Austin—Seeks assignment of license from Austin Broadcasting Co., owned by Willard Deason (99%) and Jeanne F. Deason and Charles F. Herring (each 0.5%), to KVET Broadcasting Inc., owned by Roy A. Butler (60%) and Ann Showers Butler (40%). Consideration \$500,000 plus accounts receivable. Mr. Butler has various nonbroadcast business interests in Austin and vicinity. Ann. April 9.

KGBC-FM Galveston, Tex.—Seeks assignment of CP from Mrs. Lenore C. Bradner, to Harbor Broadcasting Inc., owned by Pete S. Miller, Aaron R. Schwartz and Edward J. Walsh Jr. (each 33%). Consideration \$1. Harbor Broadcasting recently purchased KGBC from Mrs. Bradner. Ann. April 12.

WTOS Wauwatosa, Wis.—Seeks acquisition of positive control of licensee corporation, Broadcast Inc., by Robert H. Perthel (50% before, 55% after), through acquisition of stock from Russell H. Leitch (50% before, none after). Morton Gollin acquires 40% interest and E. Walter Clare acquires 5%. Consideration \$4,000 for Mr. Gollin's stock and remaining 10% for past services performed by Messrs. Clare and Perthel. Ann. April 5.

KIT Yakima, Wash.—Seeks transfer of control of licensee corporation. KIT Inc., from Carl E. Raymond (79%), C. Dexter Raymond (8%) and Jack H. Goetz (15%), to Goetz Enterprises Inc., owned by Jack H. Goetz (98.39%), Margaret A. Goetz (0.03%) and Douglas A. Wilson (1.59%). Consideration \$430,950. Mr. Goetz is vice president and general manager of KIT. Mr. Wilson is attorney. Ann. April 19.

KIT Yakima, Wash.—Seeks assignment of license from KIT Inc. to Goetz Enterprises Inc. See above. Ann. April 19.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Dubuque Broadcasting Co. for new FM on channel 287 (105.3 mc) in Dubuque, Iowa. Action April 19.

■ Hearing Examiner Elizabeth C. Smith issued supplemental initial decision reaffirming July 11, 1961 initial decision which looked toward granting application of Tidewater Broadcasting Inc. for new AM on 940 kc. 10 kw D. in Smithfield, Va., and denying application of Edwin R. Fischer for same facilities in Newport News, Va. Action April 19.

DESIGNATED FOR HEARING

WWDS (Dennis A. and Willard D. Sleighter) Everett, Pa., and Beacon Broadcasting Concern, Martinsburg, Pa.—Designated for consolidated hearing applications of Dennis A. and Willard D. Sleighter to change facilities of WWDS from 1050 kc, 250 w. D to 1110 kc, 5 kw, 1 kw (CH), D; and Beacon for new AM on 1110 kc, 5 kw, 1 kw (CH), D. Action April 15.

Sam H. Beard, Clanton, Ala., and WKLF-FM (Southeastern Broadcasting Inc.) Clanton, Ala.—Designated for consolidated hearing applications of Beard for new FM on channel 249 (97.7 mc); ERP 3 kw; ant. height 243 feet; and Southeastern to change facilities of WKLF-FM on channel 265 (100.9 mc); ERP 370 w; ant. height 255 feet to channel 249 (97.7 mc); ERP 3 kw; ant. height 244 feet. Action April 15.

OTHER ACTIONS

■ Commission gives notice that February 26 initial decision which looked toward

PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 296-6400

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFOOE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFOOE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-0111
Washington 4, D. C.
Member AFOOE

**COMMERCIAL RADIO
EQUIPMENT CO.**
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
DI 7-1319
WASHINGTON, D. C. 20005
Member AFOOE

A. D. Ring & Associates
42 Years' Experience in Radio
Engineering
1710 H St., N. W. 298-6850
WASHINGTON 6, D. C.
Member AFOOE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFOOE

Lohnes & Culver
Munsey Building District 7-8215
Washington 5, D. C.
Member AFCEE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFOOE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MEIrose 1-8360
Member AFOOE

GUY C. HUTCHESON
P.O. Box 808 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

**SILLIMAN, MOFFET
& KOWALSKI**
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCEE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
901 20th St., N.W.
Washington, D. C.
Federal 3-1116
Member AFOOE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFOOE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFCEE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

**JULES COHEN
& ASSOCIATES**
9th Floor, Securities Bldg.
729 15th St., N.W., 393-4616
Washington 5, D. C.
Member AFCEE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFOOE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
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granting application of Elmira Heights-Horseheads Broadcasting Co. for new class A FM on channel 232A in Elmira, N. Y., became effective April 16 pursuant to Sec. 1.276 of rules. Ann. April 19.

■ By order, commission granted petition by WEBR Inc. to extent of extending time to April 21 to file opposition to petitions by (1) Ultravision Broadcasting Co. to delete financial issues specified by panel of commissioners in proceedings on applications for new UHF-TV's in Buffalo, N. Y., Cleveland, and Boston and (2) Superior Broadcasting Corp. for reconsideration and rehearing en banc. Action April 15.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By separate memorandum opinions and orders in 1110 kc, Pasadena, Calif., area proceeding in Doc. 15751 et al., (1) granted motions by Orange Radio Inc., Western Broadcasting Corp. and California Regional Broadcasting Corp., to strike comment of Crown City Broadcasting Co. on petitions to enlarge issues dealing with trans. sites of California Regional, Voice of Pasadena Inc., Pacific Fine Music Inc., Western Broadcasting Corp. and Orange Radio; (2) denied petition by Pasadena Broadcasting Co. to enlarge issues with respect to application of Orange Radio; and (3) denied petitions by Pasadena Broadcasting Co. to enlarge issues with respect to applications of Goodson-Todman Broadcasting Inc., Crown City Broadcasting Co., Pasadena Community Station Inc., and Radio Southern California Inc. Member Nelson not participating. Action April 19.

■ In proceeding on applications of WEPA-TV Inc. for modification of CP to change operation of WEPA-TV Erie, Pa., from channel 66 to channel 24, and Jet Broadcasting Inc. for new TV on latter channel in Erie, granted petition by WEPA-TV to extend time to May 3 to reply to opposition by Broadcast Bureau to joint petition for approval of agreement, etc. Action April 15.

ACTIONS ON MOTIONS

By Commission

■ Commission because of complex questions presented by notice of inquiry and notice of proposed rulemaking, extended time from April 26 to June 14 to file comments and from May 26 to July 12 for replies in matter of amendment of Sec. 73.35, 73.240 and 73.636 of rules relating to multiple ownership of AM's, FM's and TV's. Action April 21.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Isadore A. Honig to preside at hearings in proceeding on FM applications of Sam H. Beard and Southeastern Broadcasting Inc. (WKLF-FM), Clanton, Ala.; scheduled prehearing conference for May 17, and hearing for June 9. Action April 19.

■ Designated Examiner Millard F. French to preside at hearings in proceeding on AM applications of Dennis A. and Willard D. Sleighter (WWDS), Everett, and Beacon Broadcasting Concern, Martinsburg, both Pennsylvania, scheduled prehearing conference for May 17, and hearing for June 10. Action April 19.

■ In view of dismissal of renewal application of Pioneer States Broadcasters Inc. (WBZY), Torrington, Conn., (1) ordered that hearing on remaining AM application of Southington Broadcasters, Southington,

Conn. shall be held in Washington on May 17, as scheduled, and (2) vacated March 15 order of chief hearing examiner to extent that it specifies Torrington as place of hearing. Action April 16.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of Dubuque Broadcasting Co. and Telegraph-Herald for new FM in Dubuque, Iowa, in Doc. 15442-3, granted petition by Telegraph-Herald for leave to amend application to change specification of frequency sought from channel 287 (105.3 mc) to channel 225 (92.9 mc), and center of gravity from 339.4 to 336.4 feet above average terrain, and removed amended application from hearing and returned it to processing line. Action April 16.

■ Denied petition by Northern Indiana Broadcasters Inc. seeking continuance of April 19 hearing to either April 29 or May 11 in proceeding on application for new AM in Mishawaka, Ind. Action April 16.

■ Granted request by South Bend Tribune, intervenor, to continue April 14 hearing to April 19 in proceeding on application of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind. Action April 14.

By Hearing Examiner Charles J. Frederick

■ In proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Inc., Springfield, Va., in Doc. 15861-2, granted WBXM petition to extent of rescheduling April 19 further prehearing conference for May 4 at which time all other procedural dates will be established. Action April 14.

By Hearing Examiner Millard F. French

■ 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 motion by California Western to continue certain procedural dates and reschedule June 23 hearing for July 7. Action April 20.

■ 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 Traxlers' petition for leave to amend to furnish up-to-date information on proposal; by separate action, denied petition by Boca Broadcasters to direct Sunshine Broadcasting to elect to pursue either application for assignment of license for WDBF Delray Beach, Fla., or application for new FM in Delray Beach. Action April 14.

By Hearing Examiner Isadore A. Honig

■ On own motion, continued hearing from April 22 to May 24, in proceeding on applications of Southern Broadcasting Co. and Hall County Broadcasting Co. for new FM in Gainesville, Ga., pending review board's disposition of applicants' joint petition for approval of agreement. Action April 20.

■ Pursuant to actions taken at April 15 prehearing conference in proceeding on AM application of Grenada Broadcasting Inc. (WNAG), Grenada, Miss., in Doc. 15885, scheduled certain procedural dates and rescheduled May 10 hearing for June 15. Action April 15.

By Hearing Examiner H. Gifford Irion

■ In Henderson-Boulder City, Nev., TV channel 4 proceeding in Doc. 15705 et al., granted petition by Vegas Valley Broadcast-

ing Co. for leave to amend application to bring up-to-date financial showing. Action April 14.

By Hearing Examiner Forest L. McClenning

■ On own motion, scheduled hearing conference for April 27 in matter of revocation of licenses of Quality Broadcasting Corp. for WKYN and WFQM(FM) San Juan, and Radio Americas Corp. for WORA-FM Mayaguez, P. R. Action April 14.

■ Formalized by order certain agreements reached at April 14 hearing conference in proceeding on application of Selma Television Inc. (WSLA-TV), Selma, Ala., and scheduled certain procedural dates and rescheduled May 19 hearing for June 21. Action April 14.

■ By separate actions in proceeding on applications for 1110 kc in Pasadena, Calif., area in Doc. 15751-15766, (1) granted petition by Voice of Pasadena Inc. for leave to amend application to specify different trans. site; (2) granted request by California Regional Broadcasting Corp. for further prehearing conference on April 22; and (3) granted petition by Goodson-Todman Broadcasting Inc. for leave to amend application to reflect acquisition of 6% stock interest in licensee of KOL-AM-FM Seattle, by principal of Goodson-Todman. Action April 14.

By Hearing Examiner Chester F. Naumowicz Jr.

■ In proceeding on applications of KXYZ Television Inc. and Crest Broadcasting Co. for new TV on channel 29 in Houston in Doc. 15826-7, granted request by KXYZ Television to continue dates for exchange of exhibits to May 12, and further prehearing conference to May 4. Action April 16.

By Hearing Examiner Sol Schildhouse

■ In consolidated AM proceeding on applications of Lebanon Valley Radio and Cedar Broadcasters, Lebanon, Pa., Catonsville Broadcasting Co., Radio Catonsville Inc. and Commercial Radio Institute Inc., Catonsville, Md., in Doc. 15835 et al., granted petition by Commercial Radio on behalf of three Catonsville applicants for acceptance of late publication notice of hearing. Action April 15.

■ On own motion, rescheduled prehearing conference for May 6 and hearing for June 7 in proceeding on application of Carolina Radio Broadcasting Co. for new AM in Spartanburg, S. C. Action April 14.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of Southern Newspapers Inc. and Radio Hot Springs Co. for new FM in Hot Springs, Ark., in Doc. 15701-2, granted joint petition to extend time to April 29 to file joint petition for approval of agreement looking toward dismissal of Southern Newspapers application. Action April 15.

■ In proceeding on applications of Dirigo Broadcasting Inc. and Downeast Television Inc. for new TV on channel 7 in Bangor, Me., in Doc. 15485-6, granted joint motion to reschedule April 16 hearing conference for June 4. Action April 15.

By office of opinions and review

■ In proceeding on applications of Chronicle Publishing Co. (KRON-TV), and American Broadcasting-Paramount Theaters Inc. (KGO-TV), San Francisco, in Doc. 12865-6, granted petition by American Broadcasting-Paramount Theaters to extend time to April 21 to file opposition to petition by Chronicle Publishing for reconsideration, and petition of Crocker Land Co. for rehearing and reconsideration. Action April 20.

BROADCAST ACTIONS

by Broadcast Bureau Actions of April 20

WAPI-TV Birmingham, Ala.—Granted licenses covering changes and installation of auxiliary trans. and ant. system at main trans. location.

WPTN-FM Cookeville, Tenn.—Granted license covering increase in ant. height, changes in ant.-trans. and studio location, and remote control operation.

KRIO McAllen, Tex.; KFDA-TV Amarillo, Tex., and KFDW-TV Clovis, N. M.—Granted mod. of licenses to change name to Bass Broadcasting Co. Includes VHF-TV translator K06DF, Pampa.

WEAN Providence, R. I.—Remote control permitted; conditions.

■ Following were granted extensions of completion dates as shown: WPIN St. Petersburg, Fla., to July 9; KGOL Palm

Continued on page 83

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RADIO

Help Wanted—Management

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.

Florida full timer needs manager that can organize, sell, and program a good C&W format. Small single market and never been in the red. Send complete resume to Box D-292, 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.

Ohio AM-FM wants experienced salesman ready for management, organization expanding, send complete details, secure position, good salary and percentage. Box D-44, BROADCASTING.

Sales manager for San Francisco classical stereo FM format. Retail and agency accounts. Send documented sales record, background—first letter—excellent guaranteed draw and liberal commission arrangement. Box D-277, BROADCASTING.

Young salesman for top S. F. classical stereo FM station. Send documented former sales record, background—first letter—good starting draw and high commission. Box D-278, BROADCASTING.

Sales manager wanted for 5 kw daytimer within 100 miles of New York City. Second fastest growing county in N. Y. state. Need aggressive, creative, promotion-minded man who can put roots down and exploit station's full potential. Sales manager experience preferred. Five figure income for right man. Company founded retirement-insurance plan and other benefits. Send resume and details of sales experience to Box D-296, BROADCASTING.

Wanted: Professional salesman. No beginners. Dale Low, KWIX, 300 West Reed, Moberly, Mo.

Salesmen—2,—suburban Chicago and Tacoma-Seattle, unusual permanent opportunity, excellent chance to grow with growing organization. Complete details and requirements to WEAW, Evanston, Ill. Subsequent interviews arranged at either WEAW or KMO, Tacoma, Washington.

Midwest Family Station, Outstanding sales opportunity with top rated music/news station. Good money, good future, good family living. Opening comes as result of promotion within our 7 station group. Phil Fisher, WISM, Madison, Wisconsin.

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.

Sales—(Cont'd)

Experienced radio time salesman needed now for expanded operation. WSER, Elkton, Maryland. 301-398-3883.

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

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.

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. Mid-western 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.

New England five thousand watt full time station needs experienced top 40 dj with 1st phone, no maintenance. Stable job with good pay and living conditions. Send air-check, resume, photo and references Box D-245, BROADCASTING.

Announcers wanted, 1st phone, 3 dj's for top 40 outlet in hot Southeast market. Exp'd or inexp'd. Rush tape, photo & resume to Box D-246, BROADCASTING.

Looking for a good radio job? We want an announcer to work with a congenial established staff in a station that is benefit-loaded and a good place to work. Send audio tape, full resume and salary expected right away to Box D-258, BROADCASTING.

Phoenix resort area station with middle-of-road, good music format seeks 1st phone announcer. No engineering. Need adult voice, imaginative, tight board man. No prima-donnas or floaters. This is an immediate, full-time, permanent position. The money's not great, but the security and weather is. References carefully checked. Send full resume, tape, to Box D-262, BROADCASTING.

Announcers—(Cont'd)

Morning Man . . . Good Pay, Contemporary Music. 24 Hour Station. . . Sent Tape and Resume. Box D-301, BROADCASTING.

Adding an announcer-salesman. Must be hard worker. Good salary. Contact KBRC, Houston, Missouri.

Opportunity married staff announcer. Tape. Resume. KFRO, Longview, Texas.

Immediate opening for announcer with sales. Willing to train in sales. Good pay, working conditions. KLEX, Lexington, Missouri.

Combo-1st phone—top 40—middle road—News capabilities. Emphasis on air work and no maintenance except for emergency. Excellent facilities and conditions. Send tape and resume Rex Hall, P. O. Box 486, KWBB, Wichita, Kansas.

Experienced morning man who can work under a controlled middle of the road music format and with good air-news ability. Some copywriting. Prefer reasonably mature man. Send tape, photo, other details, including salary requirement and availability first letter. No phone calls. WEPM & WEPM-FM, Martinsburg, W. Va.

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.

Experienced announcer. Mature voice for adult, good music station. Good salary. Benefits. Send background, tape and photo to WFDF, Flint, Michigan

Staff announcer for network affiliate in Appleton, Wisconsin. Two years experience required. Must be good at news and middle of the road music dj work. This is a solid station, the first in the market with 40 years experience. Send photo, resume and audition direct to Radio Station WBY, Appleton, Wisconsin.

WHTG—Eatontown, New Jersey has opening for experienced announcer-newsman. Phone for interview.

Bright morning type dj-pd. WHYI, Carlisle-Harrisburg, Pa. You will help build a contemporary sound with screamers. 1st phone preferable. Send tape and background. References checked. Management promotions from staff based on proven ability. Excellent salary, talent on outside programs, health & accident insurance and retirement program. Phone or write Phil Potter, Manager, CH 9-1717.

Immediate opening for announcer. Must be able to handle news. Send resume, tape, picture to Maurice K. Henry, WMIK, Middlesboro, Kentucky.

Experienced announcer needed immediately. News and sports background desirable. Write John Bienhardt, Radio Station WMRF, Lewistown, Penna. Phone 717-248-6757.

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.

Announcer with 3 years minimum commercial experience for Penna station. Adult format of music, talk, & award winning news & editorials. Give expected salary, references and send tape in first letter. All tapes returned. Manager, WRTA, Altoona, Penna.

Announcers—(Cont'd)

Opening for announcer, preferable with first phone. No maintenance, middle of road music with heavy local news coverage, mobile radio unit, applications from recent graduates welcome, salary open . . . call or write Radio Station WRTL, Rantoul, Illinois.

We offer top pay in growing chain for an airman who is also good or excellent in production. Production being defined as one who can write and assemble sellable commercials from various effects and jingle services. Call 704-632-4214, not collect, or air mail sample of work, resume and air check to WTLK, Taylorsville, North Carolina.

Need top announcer for adult music station in Midwest. NBC affiliate. Some TV possible. Rush air check to Ed Huot, WTRC, Elkhart, Indiana.

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.

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.

If you'd like to tie up with a successful and expanding operation this is your chance. Good announcer with first phone needed immediately. Call Cliff Willis at 936-4096, Plymouth, Indiana.

Technical

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.

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.

Excellent opening for chief engineer for good Pennsylvania AM-FM station in medium market. Qualified handle full maintenance. Similar background essential. Married, settled man. Start \$400-500 month depending on qualifications. Rush resume, recent earnings, photo if available to Box D-244, BROADCASTING.

Chief Engineer, technically qualified DA. Good voice essential. Eastern Central States. Box D-300 BROADCASTING.

Engineer for Studio and transmitter duties at 5kw full time regional station in Great Lakes area. First class license Necessary and interview desirable. Send resume in first letter to Box D-303, BROADCASTING.

1st phone—engineer, no announcing. Must be capable of handling directional array installation and maintenance of audio AM and FM, equipment. Only sober, diligent, capable persons with good background need apply. Salary open. Send complete resume to J. M. Hall, P. O. Box 486, KWBB, Wichita, Kansas.

Technical—(Cont'd)

First class operator for AM-FM station. Write WKKD, Aurora, Ill.

N. Y. C. suburban, first phone, tape production ability. \$90. Chief engineer 914-666-5177.

NEWS

Need top morning man for adult music station in Midwest. NBC affiliate. Some TV possible. Rush air check to Box D-152, BROADCASTING.

Professional newsmen 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-184, 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.

News director, Eastern Iowa, opening for experienced newsmen as director about June first. As staff man, you might qualify for news chief job. Contact News Award station KROS, Clinton, Iowa. Bernard Jacobsen, Manager.

Wanted: Professional news man with experience in local news gathering, to join four man news department. Dale Low, KWIX, Moberly, Missouri.

Immediate opening—we need a newsmen who can gather, write and broadcast news on Delaware's No. 1 news station. 1st phone required. Call or write: Jack Rieley, News Director, WAMS, Wilmington, Delaware.

Aggressive newsmen with good voice and brisk pace ready to step up into fast company with news-minded, top-40 operation. 4 to midnight shift open immediately. Tape, news writing samples, and resume to Durham Caldwell, News Director, WHYN, Springfield, Mass.

Wanted: Experienced newsmen for one of the nation's finest regional stations. Must have 3rd class ticket and be able to gather, write and report the news. Send resume, tape and references to Bob Smith, WIXK, New Richmond, Wisconsin.

Need newsmen for radio-TV. Must gather, write and report news. Must be experienced but will consider journalism graduate. Send tape and resume to Ed Huot, WTRC, Elkhart, Indiana.

Attention newsmen! Immediate opening for news director. Phone 217-345-2149. 1st phone desired but not necessary.

Newsmen! Manuscripts! Writing, style, voice technique etc. Tape coaching. Beginners accepted. Fisher, 878 Old Medford, Patchogue, New York 11772.

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 or 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-238, BROADCASTING.

Wanted! A brain! A young guy with ideas (not just jokes) for a network variety-audience show. Novel ideas—kooky ideas and sensible ideas—if you've got 'em—you may be our man! Replies confidential. Box D-283, BROADCASTING.

Production—Programing, Others

Continued

Program director-announcer for middle of road full time Northeast market. Starting salary range \$400-450. Send tape, resume etc. to Box D-302 BROADCASTING.

Sports director-sales. Salary, plus commission. Over 120 games yearly. Experienced. Base pay \$90-\$100 weekly. Tape and snapshot to KHAS Radio, Hastings, Nebraska.

Experienced copywriter—versatile, strong on punch, quick on sales angles. Good salary, with benefits. Leading, adult station. Send background, photo, and sample copy to WDFB, 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.

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.

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

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.

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, programing, news, promotions. Minimum \$250 per week. Box D-229, BROADCASTING.

Successful general manager looking for last move. 15 years of know how in producing sales, ideas, programing results. Prefer Southwest or Midwest, medium to large market. Box D-236, BROADCASTING.

Experienced manager 1st phone, sales, announcing, programing. References. Box D-261, BROADCASTING.

Sales

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.

Ready for sales. Five years commercial experience in announcing, production, engineering, and now with college degree, I'm ready for sales. Personable, experienced Midwest 400,000 market. Box D-252, BROADCASTING.

Salesman-announcer. 12 years experience, 31, college graduate & family. Prefer Southeast. Box D-287, 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.

Situations Wanted

Announcers

DJ, announcer, beginner, trained, tight board, available now. Box D-101, BROADCASTING.

Beginner, trained by top professionals in area, board experience. Want small station experience. Box D-167, BROADCASTING.

First phone wants start as combo man. Work anywhere, anytime. Box D-249, BROADCASTING.

College graduate, six years commercial experience, first ticket, looking for growth opportunity. I've prepared myself in 400,000 Midwest market with personality and good music announcing, studio, transmitter engineering, production, writing, promotion and with June B. A. degree ready to move into promising future in either major or smaller markets. If right opportunity arises for management or good sales position in small market, I'd not disregard it. Currently chief engineer/announcer, Box D-250, BROADCASTING.

Want major or large market top 40 announcing or news position. First ticket, college degree, 5 years experience in Midwest market of 400,000. Currently announcing here. 23, Box D-251, BROADCASTING.

Top 40. Two young, clever, ambitious men. Two years college, draft free. Take one or both. We have: 1st phone; tight board; good news, commercials, production; bright happy sound; teen appeal. Not floaters. Prefer Florida, Texas. Box D-260, BROADCASTING.

DJ—wants top 40. 1 year middle of road experience. Single, Box D-264, BROADCASTING.

Married announcer currently employed desires change. Pennsylvania preferred. 3rd ticket. Ten years experience. Box D-271, BROADCASTING.

Mature young announcer wants to settle with family-type salary. 4 years in radio—good voice—can handle your format. Would take news or TV work. Write Box D-272, BROADCASTING.

Announcer dj, experienced dj-newscaster. Bright sound, family man willing to travel. Have third class license. Box D-280, BROADCASTING.

Announcer, mature voice, have recommendation. Endorsement. Midwest, ambitious worker. Box D-281, BROADCASTING.

Kentucky, Tennessee preferred. First phone. Desire air work. Limited experience. Box D-285, BROADCASTING.

Top 40 jock, currently program and music director, with first. Box D-288, BROADCASTING.

Experienced, up tempo, middle of the road announcer. 24 married, BA, seeks announcer-program director position and future. East. Excellent references. Box D-291, BROADCASTING.

Experienced disc-jockey excellent delivery in commercials news. New Jersey, New England, New York need apply. Box D-297, BROADCASTING.

Announcer 1st phone, married, over 25, no military obligation, willing worker, will relocate, no maintenance. Box D-299, BROADCASTING.

Negro dj, announcer, newscaster—entertainment background. No floater, prima donna. Relocate immediately. 3rd phone. Box D-305, BROADCASTING.

DJ—announcer want rock, good production, 3rd phone, not floater, relocate. Box D-306, BROADCASTING.

DJ—sports caster, salesman, talented beginner, 29, 3rd phone. Prefer New York, Phila. area. Box D-307, BROADCASTING.

Announcers—(Cont'd)

DJ—announcer, newscaster, bright personality. Experienced. Family man. Willing to settle down New York area. Tight board operator. Not a prima donna or floater. Box D-308, BROADCASTING.

Female dj, announcer, continuity, young, not floater. New Jersey, New York, Connecticut location preferable. Box D-309, BROADCASTING.

Young Negro dj, 3rd class, bright sound, looking for start anywhere. Box D-310, BROADCASTING.

Female dj, announcer, bright sound, continuity, personable, not floater, will relocate. New York location preferable. Box D-311, BROADCASTING.

Bilingual dj—announcer. Spanish—English speaking. Experienced. Bright and happy. A family man, an authoritative newscaster. Not a floater or prima donna. Box D-312, BROADCASTING.

1st phone. 3 years experience. Evening or all night show a must. Available immediately. Bill Melton, 5610 Lewis. Dallas, Texas. TA 4-8720.

Personal problems forced me to resign sports directorship at major S. F. station. Would like to relocate. Will go anywhere for right position. Top notch play by play all sports. Can do news and dj but prefer sports. Tape, references, resume on request. Whole working life been in radio and urgently need job. Contact H. L. Markall, 384, Granada Dr., S. San Francisco, Calif., 415-589-9153.

Bright sounding dj family man. Tight board exceptional news and commercial delivery—Available now. Bob O. Tate, Route 2, Box 126, Corvallis, Oregon.

First Phone, two years experience. 20 years old, good announcer, good deejay, good references. Write or phone Bill Drobnick, Box 961, Marshall, Texas. WE 8-2181.

Loyola University liberal arts student, with year's experience as 6-9 am-mid-road jock at 5000 watt network affiliate in medium market wants to re-enter field after semester ends in May. Write to Ed DeWitt 2504 West 115th St., Chicago; or call 312-238-7812.

Situations Wanted—Technical

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.

First phone engineer. Inexperienced. Will relocate. Box D-259, BROADCASTING.

Are you a chief engineer with a job and a half? Why not hire me for the half and relax? Your manager can utilize the rest of my time, in office, continuity, traffic, service and bookkeeping departments. First phone. Florida. Southeast. Box D-267, BROADCASTING.

Competent experienced chief. Construction background. Better than average announcing. Sales and management experience. Multi-engine rated pilot excess three thousand hours. Want reliable position with clean operation where my talents can be used. Relocation expenses. References. Colorado preferred but will consider other. Box D-298, BROADCASTING.

Best engineer I've met in ten years in radio is looking for a job. Worked for me past two years. First ticket, tops. North-east only. Call 413-568-8685.

News

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.

Newsman, experienced. Seeking security. Family. 3rd endorsed ticket. Best references. Make offer. Box D-254, BROADCASTING.

Production—Programing, Others

Good music working program director for major California station. No hurry! Box D-248, BROADCASTING.

Promotion man wants new environment. Preferable the West or far Southwest. Experienced in all phases of radio and TV sales and production. Rated helicopter pilot. Write Box D-284, BROADCASTING.

What's said is important. Fascinating column by experienced, capable, informed veteran handicapped by attitudes provides quality distinction. Box D-289, BROADCASTING.

TELEVISION

Help Wanted

Management

Assistant general manager of VHF station in Mid-west market. Must have broad experience in sales management in national and local sales and knowledge of station operations. Prefer man no older than his forties. Station is member of group operation. Opportunities for advancement. Submit full resume, with recent snapshot, availability and salary expected. Box D-314, BROADCASTING.

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.

NBC affiliate, Midwest, has opening for experienced local salesman. Top facilities for executing local business. Good base plus commission. Box D-255, BROADCASTING.

Wanted: an individual to sell television to both large agency and small retailer. Top ten market. Top dollar potential. Youth helpful. Three years radio or TV experience preferred. Be hungry but not starving. Sociable but sober. Aggressive but not hasty. Reply to Box D-294, BROADCASTING.

Announcers

Experienced, stable TV announcer for medium Southwest market. Handle regular shift. Send letter and picture. Box D-90, BROADCASTING.

Commercial announcer-weatherman. KIFT-TV, Idaho Falls, Idaho.

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.

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 for Eastern VHF with multiple station ownership has immediate opening. Should have knowledge of all phases of technical operation. Excellent opportunity for future. Send details including experience and background. Box D-313, BROADCASTING.

Immediate opening for experienced TV transmitter engineer. Prefer TT50AH maintenance experience. Permanent position. Profit sharing plan plus fringe benefits. Write or call, Claude Clevenger, KAKE-TV, P. O. Box 1010, Wichita, Kansas, Phone 316-943-4221.

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.

Technical—(Cont'd)

Transmitter man for central Florida educational UHF. Transmitter experience necessary. UHF desirable. Chief engineer, WMFE-TV, 2908 West Oak Ridge Road, Orlando, Florida.

News

Experienced on-air news reporter for TV station in major Southern market. Send picture, state experience and qualifications. Box D-233, 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.

Editorial writer for television and radio station in Northeast. Some newspaper experience preferred. Rush resume & salary requirements. Box D-256, BROADCASTING.

Experienced TV on-air newscaster-writer. Take over number one rated early news spot. Southwest. VHF. Box D-273, BROADCASTING.

Newsman, experienced in 16mm and still photography, with the ability to write and deliver the news. KIFT-TV, Idaho Falls, Idaho.

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.

Reporter needed (experienced only) by expanding news operation in 15-year-old CBS TV affiliate. Will cover beat, shoot some silent film, do on-the-scene sound reports. Must be able to write meaningful news and think visually. You'll like working with our award-winning news team. Excellent working conditions. Send complete resume and videotape or film of work to News Director, WFMV-TV, Greensboro, N. C.

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

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.

2 jobs open now. If you've been director-cameraman in a small market and feel ready for larger responsibility, or if you have camera experience and feel you're ready to learn camera directing write Harry Abbott. Manager TV operations, WXEX-TV, 124 W. Tabb St., St. Petersburg, Va.

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. 8 years radio-TV experience. Hardworking family man, age 31, always hungry for more sales. Willing to gamble for right sales opportunity. Box D-163, BROADCASTING.

Technical

First class engineer, presently employed at TV station. Desires to relocate in East coast area. Box D-257, BROADCASTING.

First class phone—3 years experience in TV studio control. Permanent position. Box D-270, BROADCASTING.

Experienced, sincere, first phone engineer desires position, eastern half U.S. Box D-275, BROADCASTING.

NEWS

White House correspondent with strong reporting, writing, broadcasting background wants television airwork. Employed. Box D-186, BROADCASTING.

TV news director, newsman, desires to move up to larger market. Presently employed, experienced in all phases of news operation. Photography, editing, writing, reporting and on camera presentation etc. Box D-263, BROADCASTING.

Capable, industrious news director available. Solid experience in gathering, writing, filming, editing and airing news. Box D-286, BROADCASTING.

That "quintuple threat man—he can write, report, speak, edit, and put it all on the air" is now available for a news minded major market station. Read the morning paper to see how it treats the stories on your previous day's newscasts. Box D-293, BROADCASTING.

Production—Programing, Others

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-180, BROADCASTING.

TV-Radio writer. Scripts—and 7 years commercial copy. Also, TV-film, production. College grad. Located NYC. Box D-265, BROADCASTING.

Producer-director. Degree. 6 years experience ETV & commercial. Box D-269, BROADCASTING.

Experienced TV weatherman, professional member of the American Meteorological Society seeks permanent position as staff member of news, weather, sports team. Thirty years old—best of references. Reply Box D-274, BROADCASTING.

Available now!—Continuity and/or promotion. 8 years in broadcasting. Will relocate. Sample material on request. Box D-304, BROADCASTING.

WANTED TO BUY—Equipment

Need 12 or 25 kw UHF amplifier. State price, condition, availability. Chief engineer, WMVT, 1015 North 8th Street, Milwaukee, Wisconsin.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable. Hellax, 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.

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.

The complete source of used broadcast equipment. Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

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, BROADCASTING.

Three Gates 101 spot tape recorders, in first class condition. \$225.00 each F.O.B. Norton, Virginia. Contact WNVA, Norton, Virginia.

Steel and Tower Erection and Maintenance Co., Box 263 A, Route 9, Old Annapolis Rd., Pasadena, Md., CL 5-4831.

FOR SALE

Equipment—(Cont'd)

Stainless G-36 415 foot insulated guyed tower complete with lighting. Hugh M. Smith. WCOV-TV, Montgomery, Ala.

For Sale: 76 B-5 RCA Console. Power Supply & Manuals. 2-70 B RCA tables with flip over cartridges, one table equipped with RCA Record Lathe. All for 400.00. C. Chamberline, Box 69, Bellefontaine, Ohio. Phone 592-8606 evenings.

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

The Rage of L.A.: Ten second music bridges—spot separators. Full orchestration, big name instrumentalists. 25 for \$7.50—money back guarantee. Indicate format: pop, good r&r, cw, classic, etc. Send check to Bridging Factors, 4347 West McLaren, Seattle Washington, 98199.

Creative "News-Sounds"—Make your newscasts fresh—exciting. 23 news effects—introductions—breakers—dividers—time signals—weather introductions—conclusions—background. Exclusive. One station per market. Airmail tape delivery—ten dollars. Warren G. Weagant and Associates, 923 Rogers, Pullman, Washington.

"The Weekly Prompter" Radio Division. 4151 West Lake Avenue, Glenview, Illinois. Seven sections sample script.

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, 2803 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, 2803 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 18, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin May 25-June 29 Aug. 3 & Sept. 7. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programming, 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.

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

Sales

OPPORTUNITY

is knocking for a Radio Salesman in tune with Radio's important role in today's advertising market. One who can take over, direct and build a hard working result producing sales force. Excellent growth potential, fringe benefits, etc. Remember, opportunity knocks but once.

Box D-276, BROADCASTING

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

Announcers

QUALITY TALENT APPLY NOW

Major New England 50 kw facility, appealing to adult audience, is auditioning 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

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

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.

ANNOUNCERS

20 well trained announcers with 3rd class tickets available now. For audition tapes and resumes, write or Phone Midwestern, 228 S. Wabash, Chicago, WA 2-0712.

IMAGINE—FINALLY

Your station well sponsored on weekends. Four hours per day Sat. and Sun. shows—by a well known New York DJ and national commercial announcer. Custom tailored completely including commercials. Priced below what you now pay! Personality and credentials guaranteed.

Box D-253, BROADCASTING

Announcers—(Cont'd)

Two versatile top-40

personalities seek permanent position with progressive station preferably in market of 300,000 plus population. Combined 9 years experienced with top ratings. One has first phone. Other with college degree. Happy, bright on-air sound. Outstanding imaginative production. Presently employed. References.

Box D-295, BROADCASTING

Production—Programing, Others

I am not now a
PROGRAM DIRECTOR
But I have a wealth of experience in
CONTESTS, PROMOTION, PRODUCTION,
PEOPLE
If you're looking for a sharp P. D.
I'm looking for you.

Box D-268, BROADCASTING

No radio station or market is exactly the same as another. . . Yet, the basic ingredients of success for one of the leading top twenty market—top forty stations can be put to work for your major or medium market station. Top rated, responsible, experienced air personality now ready for programing. If you want number one ratings, top sales results, and good professional modern radio for your station, I am your man.

All inquiries confidential,

Box D-290, 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

Announcers

ATTENTION TELEVISION ANNOUNCERS

Immediate opening with major mid-Southern station for mature, experienced, versatile television professional. Send resume, picture, audio and/or video tape to:

Box D-279, BROADCASTING

You Can't Top A
CLASSIFIED AD
in

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Production—Programing, Others

Continued

W-TWO
CHANNEL 2 TERRE HAUTE
"ONE OF INDIANA'S TOP TWO MARKETS"

**NOW UNDER
CONSTRUCTION**

**TARGET DATE
AUGUST 15**

COMPLETE STAFF NEEDED
PROGRAM — PRODUCTION MANAGER — REGIONAL SALES MANAGER — LOCAL SALES MANAGER — FIRST CLASS ENGINEERS — ART DIRECTOR — CONTINUITY DIRECTOR — SWITCHER DIRECTORS — NEWS DIRECTOR — TRAFFIC MANAGER — ANNOUNCERS — FILM DIRECTOR — FLOOR CREW — ACCOUNTING — SECRETARIAL

WANT THE CHALLENGE . . . THE FUN . . . THE OPPORTUNITY FOR RAPID ADVANCEMENT YOU GET ONLY BY STARTING WITH A BRAND NEW STATION?

APPLY NOW!

To: Jack Gelder, P.O. Box 299
Terre Haute, Ind.

State experience . . . Qualifications and salary requirements . . . Send photo if possible. All replies held in strict confidence.

**Our future competitor has been saying this for a long time . . . and we know it's true!*

EMPLOYMENT SERVICE

JOB-SEEKERS

Since Jan. 1st we could have filled 86 more jobs in 29 states if we had your reference-checked application, resume, and tape in our files. If you are a skilled broadcaster . . . Write now—Right Now!

We have immediate openings.

C.B.I. Placements

641 Equitable Bldg. Denver, Colorado 80202
Phone 303 - 534-0688

**STATION OWNERS - MANAGERS
IN THE WEST**

Your personnel problems are over THE AMPS AGENCY has hundreds of excellent applicants in all job categories. Let us fill that next opening on your staff. All applicants thoroughly qualified and reference checked. Call or write now:

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

EMPLOYMENT SERVICE

Continued



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.

CONFIDENTIAL NEGOTIATIONS

Need applications from exp. or beginning announcers, 1st phone or 3rd endorsed. Exp. engineers, newsmen, P.D.'s Females, copywriters. Nationwide service. Write for application.

**CONFIDENTIAL BROADCAST
EMPLOYMENT AGENCY**

1610 Potomac Ave., Pittsburgh, Pa. 15216
Phone 412-563-3330 day or evenings

WANTED TO BUY—Stations

STATION WANTED

Small chain wants to buy additional station in a one to four station market East of Mississippi River. Will pay 29% to 100% cash. All information confidential.

Hudson Millar

WKUL

Cullman, Alabama

FOR SALE—Stations

WSUN • WSUN-TV

St. Petersburg, Florida

FOR SALE

Preliminary meeting for prospective bidders to discuss sealed bid specifications will be held in City Hall, St. Petersburg, Florida, at 2 p.m. May 20. Attendance not necessary to qualify for final bidding. Formal and final specifications to be released mid-June. Interested parties are requested to advise the City of St. Petersburg, Director of Finance, of their intention to attend the preliminary conference.

FOR SALE—Stations

Continued

**CALIFORNIA DAYTIMER
GROWING COMMUNITY
IDEAL OWNER-OPERATOR**

\$125,000 with substantial cash down. All inquiries answered

Box D-282, BROADCASTING

MINNESOTA

Twin Cities—Major Market C & W Daytimer—with valuable Real Estate, Needs aggressive owner—operator, Priced at \$100,000 with \$20,000 down.

Box D-247, BROADCASTING

FOR SALE

So. Calif. Class B FM Station

Dual Polarization

Hi Power—Major Market

(City 600,000 plus)

No Brokers—Principles only

Box D-266, BROADCASTING

**METRO LOS ANGELES
FM STATION**

Established one thousand watt fulltime property in fastest growing area of Southern California. Business increasing monthly under good management. Full price \$65,000. Terms to qualified buyers. Contact:

Donald Dewar, Attorney

458 South Spring St.

Los Angeles, 90013 or call

area code 213—MA 6-1291

FOR SALE

1,000 watter in Southern Ohio market asking \$70,000.00. Will consider investment money no less than \$25,000 to clear. Mortgage brokers welcome.

Box D-172, 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

Ta Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

HA 1-0818

TE 2-9362

Jack L. Stoll & Assocs.

CATV Systems & Broadcast Stations Currently listed **FOR SALE**. All negotiations completely confidential, all replies considered. Expert appraisals and Market analyses.

Contact:

Doug Bailey Adv.

140 Congressional Lane, Rockville, Md.

Continued from page 76

Desert, Calif., to June 1; KTAC-FM Tacoma, Wash., to July 31; KWLW-FM Willmar, Minn., to July 31; WTRF-FM Wheeling, W. Va., to Oct. 28; WIXN-FM Dixon, Ill., to Sept. 1; KNWS-FM Waterloo, Iowa, to June 15; KACE-FM Riverside, Calif., to Sept. 29.

KMBO-FM Kansas City, Mo. — Granted mod. of CP to change type trans. and make engineering changes; ERP 98 kw.

K72CA Crystal City and Carrizo Springs, Tex.—Granted mod. of CP to change type trans. for UHF-TV translator.

K80BN, K76BT, K82BE, K78BH Cotulla, Tex.—Granted CP's to replace expired permits, specify type trans., and make changes in ant. system for K80BN and K76BT; also specify trans. location for K76BT; and mod. of CP's to change type trans. and make changes in ant. system for K82BE and K78BH; also change trans. location for K82BE.

Actions of April 19

WLEF Greenwood, Miss.—Granted increased power on 1540 kc, D, from 500 w to 1 kw, install new trans., and make changes in ant. system.

KRWB Roseau, Minn.—Granted CP to change operation on 1410 kc, 1 kw, from daytime to unl., and install DA-N; conditions.

KBIM-FM Roswell, N. M.—Granted CP to change operation from channel 246 (97.1 mc); ERP 5.84 kw to channel 235 (94.9 mc); ERP 5.8 kw, and ant. height remaining 160 feet; remote control permitted.

WGEM Quincy, Ill.—Remote control permitted; conditions.

WISM-FM Madison, Wis.—Granted CP to increase ERP to 20 kw, and ant. height to 350 feet; install new trans. and new ant.; make changes in ant. system (increase height), and make engineering changes; condition.

WAEF-FM Cincinnati—Granted CP to install second trans. to be used in conjunction with main trans., install new ant., and make engineering changes; condition.

WTAD-FM Quincy, Ill.—Granted CP to make changes in transmission line.

KOFM(FM) Oklahoma City—Granted mod. of CP to change ant.-trans. location; increase ERP to 96 kw, and ant. height to 1,360 feet; change type trans. and type ant.; install new ant., and make engineering changes.

Actions of April 16

■ Granted renewal of licenses of following main and co-pending auxiliaries: KRBN Red Lodge, Mont.; KTVS(TV) Sterling, Colo.; KUTT Fargo, N. D.

KGNS Laredo, Tex.—Granted change in remote control authority.

K83BE Doss, Cherry Springs and Loyal Valley, Tex.—Granted mod. of CP to make changes in ant. system for UHF-TV translator.

FOR SALE—Stations—(Cont'd)

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

Me.	single	fulltime	\$100M	terms
La.	single	daytime	75M	29%
Pa.	small	daytime	70M	25M
East	monopoly	fulltime	600M	29%
South	Top 50	daytime	150M	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

K11GQ Lower Deschutes River subdivision, La Pine and upper Deschutes River subdivision, Ore. — Granted extension of completion date to Oct. 18, for VHF-TV translator.

K80AZ Mason, Tex. — Granted CP to change primary TV to KONO-TV (ch. 12) San Antonio and add converter to trans. for UHF-TV translator.

Actions of April 15

■ Granted renewal of licenses of following TV translators: K08DP, Tioga Television Association, Poole Plant, Calif.; K13FJ, Central California Communications Corp., San Ardo, Calif.; K70AP, Indian Valley Television Corp., Greenville, Calif.; K72AZ, K74AK, K76BJ, K78AD, Television Improvement Association, Ukiah, Calif.; K12DN, Beatty TV Maintenance District, Beatty, Nev.

WICH Norwich, Conn.—Granted renewal of license of AM.

WICH Norwich, Conn.—Granted license covering increase in daytime power and installation of new trans. (two main transmitters), and changes in DA system.

WWL New Orleans—Remote control permitted; conditions.

WKEY-FM Covington, Va.—Granted CP to increase ant. height to minus 255 feet, and change ant.-trans. location; remote control permitted.

WAUK-FM Waukesha, Wis.—Granted CP to increase ERP to 19.5 kw, decrease ant. height to 160 feet, change ant.-trans. location to Brookfield, and install new trans.; remote control permitted; condition.

WRVM Rochester, N. Y.—Granted mod. of CP to make changes in ant. system (reduce height).

KZIX-FM Fort Collins, Colo.—Granted mod. of CP to change studio and ant.-trans. location, decrease ant. height to minus 64 feet, change type trans. and type ant., and delete remote control operation.

WFMA(FM) Rocky Mount, N. C.—Granted mod. of CP to change type ant.

*KOAC-TV Corvallis, Ore.—Granted extension of completion date to Oct. 19.

Actions of April 14

■ Granted CP's for new UHF-TV translators to Hansford County Translator System, on channels 71, 73 and 75, Gruver, Tex., to rebroadcast programs of KGNC-TV (ch. 4), KVIT-TV (ch. 7), and KFDA-TV (ch. 10), Amarillo, Tex.

WOCB West Yarmouth, Mass.—Granted CP to make changes in ant. system (increase height); conditions.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KMAM Butler, Mo.; KGHS International Falls, Minn.; KWFM(FM) and SCA Minneapolis; KXGN Glendive, Mont.; WBCN(FM) Boston; WKYF-FM Greenville, Ky.; WQSR Solvay, N. Y.

■ Granted CP's to install new auxiliary trans. for following: WNAC Boston; WLOF Orlando, Fla.

KINS Eureka, Calif.—Granted CP to install new main nighttime and auxiliary daytime trans., with DA-N.

KRZY Albuquerque, N. M.—Granted CP to change ant.-trans. location, install new trans., and delete remote control operation.

KIXI Seattle — Granted CP to install auxiliary trans. and ant. at main studio location.

WTHR Panama City Beach, Fla.—Granted CP to change ant.-trans. and main studio location; remote control permitted.

Action of April 13

KTXN-FM Victoria, Tex.—Granted mod. of CP to change type trans., increase ant. height to 130 feet, and make changes in ant. system (increase height), and make engineering changes; specify ant.-trans. and studio location; remote control permitted.

Action of April 12

Star Valley TV System Inc., Afton, Wyo.—Granted CP's for new VHF-TV translators on channels 11 and 13, to rebroadcast programs of KID-TV (ch. 3) and KIFI-TV (ch. 8), Idaho Falls, Idaho.

Action of April 9

Yampa Valley TV Association, Steamboat Springs, Colo.—Granted CP for new VHF-TV translator, on channel 3, to rebroadcast programs of KBTB-TV (ch. 9) Denver.

New call letters requested

■ *Allentown, Pa.—Lehigh Valley Educational Television Corp. Requests WLVT-TV.
■ Greenville, S. C.—Fleet Enterprises. Requests WHYZ.

■ *Dawson, Ga.—Georgia State Board of Education. Requests WACS-TV.

■ *Pelham, Ga.—Georgia State Board of Education. Requests WABW-TV.

■ Logan, Ohio—Logan Broadcasting Co. Requests WLGN-FM.

■ WKLE Washington, Ga.—Wilkes County Broadcasting Co. Requests WLOV.

■ Newton, Iowa—Charles L. and Mildred B. Hamilton. Request KUWS-FM.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ New York—Capital Cities Broadcasting Corp. Requests FCC take following actions: (1) institute proceedings looking toward adoption of regulations governing transmission and retransmission of programs by CATV systems; (2) adopt interim policy pending outcome of rulemaking proceeding of withholding action on initial authorizations and renewal applications for microwave facilities serving certain CATV systems; (3) undertake full scale initiative to obtain legislation confirming power of FCC to regulate transmission and retransmission of programs by CATV systems. Received April 7.

■ McKenzie, Tenn.—Michael R. Freeland d/b as Murray Broadcasting Co. Requests institution of rulemaking proceedings to allocate FM channel 279 to Murray, Tenn. Received April 7.

■ New Port Richey, Fla.—Richey Airwaves Inc. Requests institution of rulemaking proceeding to allocate FM channel 250A to New Port Richey. Received April 8.

■ Washington—Electronics Industries Association. Requests FCC extend for three years present temporary 1000 microvolt per meter limitation at frequencies between 470 and 1000 mc now applicable to radiation from UHF-TV receivers. Received April 9.

■ KFLA-AM-FM Scott City, Kan.—Broadcasters of Scott City. Requests institution of rulemaking proceedings to assign FM channel 233 in place of channel 232 to Scott City. Received April 9.

■ WBMG-TV Birmingham, Ala.—Birmingham Television Corp. Requests amendment of rules to delete channel 8 from Selma, Ala., also requests show cause order be issued on WSLA-TV looking toward requiring it to operate on channel 58 in Selma in lieu of channel 8. Received April 12.

■ Slidell, La.—William R. Mecom and Homer G. Fritchie Jr. Requests FCC assign FM channel 281C to Slidell. Received April 2.

■ KMAQ Maquoketa, Iowa — Jackson County Broadcasting Co. Requests FCC make following amendments in FM table of allocations: Maquoketa: add 272; Cedar Rapids, Iowa: delete 275, add 276 or Maquoketa: add 237; Muscatine, Iowa: delete 237. Received April 13.

■ Pinellas Park, Fla.—John K. Pringle. Requests amendment of FM table of assignments to add FM channel 250 to Clearwater, Fla. Received April 13.

■ Medford, Ore.—T & R Broadcasters Inc. Requests institution of rulemaking proceedings to delete VHF-TV channel 8 from Brookings, Ore., and assign it to Medford, and assign UHF-TV channel 22 to Brookings. Received April 13.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through April 19. 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.

Pacific, Calif.—The city council has rejected the franchise bids of Pacific Cable Television Co., Pacific Cable Co., Santa Cruz, Calif., and California Cable Communications, San Francisco. The council

urged the city to seek bids from other cable firms and invited the three firms to resubmit. A franchise is to be awarded May 12.

■Los Angeles—Hoffman Electronics Corp. has been granted a franchise in a new housing tract in the Hollywood Hills section of Los Angeles. The company will charge \$4.50 monthly for the service.

Sacramento, Calif.—Perfect Picture TV, 2401 Capitol Avenue, has filed for a franchise. Kneeland H. Lobner, secretary, said subscriber costs would be \$25 for installation and \$5 monthly. The city would receive 2.66% of the annual gross receipts.

Bellefonte, Del.—Rollins Broadcasting Co., Wilmington, Del., has applied for a franchise. The eight channel system would cost an estimated \$250,000. The monthly charge would be \$5.

Manatee county, Fla.—Manatee Cablevision Inc. (operated by C. T. Jones and V. J. Vehnekamp) has applied for a 10-year franchise. The county would receive 3% of the annual gross receipts for the first five years and 4% thereafter. Subscriber costs would be about \$10 for installation and \$5 monthly.

Palmetto, Fla.—Manatee Cablevision Inc. has applied for a 10-year franchise under virtually the same terms as it offered Manatee county. See Manatee county, Fla.

■Clinton, Ind.—A franchise has been awarded to Clinton Cable TV Co., represented by George O. Nichols. An earlier ordinance had been granted to Clinton Cable TV but was later withdrawn when the city found that fees to the city were not included in the agreement. The firm has agreed to have the system in operation by Sept. 1. Applicants refused are Tele-View Cable Co. and American Telecable Systems Inc.

Greensburg, Ind.—An application for a nonexclusive franchise has been submitted by Telemation Systems Inc., Evansville, Ind., represented by William F. Russell. The firm has proposed a \$15 installation fee and a \$5 monthly charge.

Muncie, Ind.—A franchise has been requested by Muncie Cablevision Corp., a subsidiary of Franklin Communications Corp., Hartford City, Ind. The firm is represented by R. K. Bolen, vice president of Franklin Communications, a multiple CATV owner.

Dixon, Ill.—A 25-year franchise has been requested by Sound Vision Inc., represented by O. K. Wright, 907 Myrtle Ave., Dixon. Mr. Wright has an interest in WFRL-AM-FM Freeport, Ill.

■Fulton, Ky.—Twin City Cable-Vision Co. has been granted a 20-year franchise in Fulton and South Fulton. The company is owned by Charles W. Stratton (WNGO-AM-FM Mayfield, Ky.) and Kenneth Turner (WFUL-AM-FM Fulton). Subscriber costs are about \$10 for installation and \$5 monthly. The city will receive 2% of the gross receipts. The estimated construction cost is \$80,000.

Jeffersonville, Ky.—Kentucky Cable TV Inc. (214-216 West Main St., Glasgow, Ky.), a subsidiary of Ameco Inc., Phoenix, has applied for a franchise. A 12-channel system is proposed. The monthly charge would be \$4.75 and the city would receive 2% of the annual gross receipts.

South Fulton, Ky.—See Fulton, Ky.

Ipswich, Mass.—Town selectmen have turned down franchise requests from Ipswich Cable Corp. (formerly National Franchise Association) and WBZ-AM-FM-TV Boston after objections were heard from the electric light department and from an individual citizen.

Battle Creek, Mich.—Two new applicants are Fetzter Broadcasting Co. (WKZO-AM-TV Kalamazoo, Mich.) and a local group represented by Richard G. Allman. Previous applicants are Triad Stations Inc. (WALM Albion, Mich.) and the Battle Creek Enquirer & News.

Springfield, Mich.—Three groups have applied for a franchise. They are the Battle Creek Enquirer & News, Richard G. Allman, and Triad Stations Inc. (WALM Albion,

Mich.)

Edgewater Park, N. J.—Jerrold Electronics Inc., Philadelphia, a CATV equipment manufacturer and a multiple CATV owner, has applied for a franchise. Subscriber rates would be \$10 for installation and \$5 monthly.

■Catskill, N. Y.—A 20-year franchise has been awarded to Mid-Hudson Cablevision Inc., 445 Warren St., Hudson, N. Y. (George I. Reynolds, president). The firm has established a \$20 installation fee and a monthly charge not to exceed \$4.95. A remittance of 2% of gross receipts will go to the village annually. Mid-Hudson will carry New York, Albany, and Schenectady stations, all New York, with an option to originate local programming.

■East Syracuse, N. Y.—A franchise has been awarded to Newhouse Broadcasting Co. (WSYR-TV Syracuse, N. Y.). Newhouse has established a \$19.50 installation charge and a \$5 monthly charge. Applicants denied were General Electric Cablevision Corp., Onondaga Video Inc. and Meredith Broadcasting Co.

■Fishkill, N. Y.—A franchise has been awarded to Better TV of Dutchess Inc. A second firm, TV Cable Corp., Waynesboro, Pa., currently holds a franchise.

Onondaga, N. Y.—Applications for franchises from General Electric Cablevision Corp. and Meredith-Avco Inc. (WHEN-AM-TV Syracuse, N. Y.) have been submitted. A previous applicant is Newhouse Broadcasting Corp. (WSYR-AM-FM-TV Syracuse). Onondaga Video Inc., Dryden, N. Y., was previously granted a franchise (BROADCASTING, March 29)

Asheville, N. C.—Applications are pending from WISE-TV Inc. (WISE-TV Asheville); Skyway Broadcasting Co. (WLOS-AM-FM-TV Asheville); Broadcasting Company of the South, Columbia, S. C.; Reeves Broadcasting Corp., New York, and National Trans Video Inc., Dallas. BCS is a multiple TV owner. The last three are multiple CATV owners. The city is also considering the possibility of going into CATV itself.

Tarboro, N. C.—Tarboro Cable TV Co. (Stanley Fox, president) has applied for a franchise. Initial investment in the system would be \$125-150,000. Charges would be approximately \$20 for installation and between \$5 and \$7 monthly. The town would receive \$500 yearly or 1% of the yearly gross receipts. TV channels to be carried include: WUNC-TV Chapel Hill, N. C., noncommercial; WTAR-TV Norfolk, Va.; WYAH-TV Portsmouth, Va.; WRAL-TV Raleigh-Durham, N. C.; WTVD-TV Durham-Raleigh, N. C.; WITN-TV Washington-Greenville, N. C.; WNCT-TV Greenville, and WNBE-TV New Bern-Greenville.

Barberton, Ohio—Applications for franchises have been submitted by Westinghouse Broadcasting Co. (KYW-AM-FM-TV Cleveland) and Multi-Channel Cable Co., Portsmouth, Ohio, a multiple CATV owner. Two previous applications were filed by Tri-County Television Viewing Corp., Barberton, and South End TV Inc.

Bryan, Ohio—A franchise granted to Direct Channels Inc., Akron, Ohio, has been stayed pending a November referendum. Originally passed unanimously by the city council, the franchise was later vetoed by Mayor Paul Van Gundy and finally passed a second time over the veto. The referendum will delay any construction until November (BROADCASTING, March 29).

■Greenfield, Ohio—A 20-year franchise has been awarded to Tower Antennas Inc., Coshocott, Ohio, a multiple CATV owner represented by Ralph Squires. The system will carry stations from Cincinnati, Columbus, Dayton, all Ohio, and Huntington, W. Va. The company has established a \$10 installation fee and a \$4.95 monthly charge.

Grove City, Ohio—An application for a franchise has been submitted by Multi-Channel Cable Co., Portsmouth, Ohio, a multiple CATV owner represented by Paul J. Setters. Stations to be carried are Cleveland, Cincinnati, Toledo and Dayton. The firm has established a \$10 installation fee and a \$5 monthly charge.

Lima, Ohio—Neptune Broadcasting Corp. (a subsidiary of Rust Craft Broadcasting Co.), Steubenville, Ohio, has applied for a franchise. A previous applicant is Ohio Cablevision Inc., (WIMA-AM-FM-TV Lima),

which is seeking a renewal of its franchise (BROADCASTING, March 29).

Sandusky, Ohio—A 25-year non-exclusive franchise has been requested by Telerama Inc., Cleveland. The firm is controlled by a group of Cleveland businessmen with a minority interest held by Scripps-Howard Broadcasting Co. (WEWS-TV Cleveland).

Troy, Ohio—Troy Ohio Television Technicians Society (TOTTS) has applied for a franchise. TOTTS has proposed a \$24 installation charge to be refunded at the rate of \$2 per month and a monthly charge (including the refund) of \$2.75. Previous applicants are Trojan Enterprises Inc. and Troy Cablevision Inc. (BROADCASTING, March 29, April 5).

■Warrensville Heights, Ohio—A 20-year franchise has been awarded to Telerama Inc., Cleveland, a firm controlled by Cleveland businessmen and a minority interest held by Scripps-Howard Broadcasting Corp. (WEWS-TV Cleveland). The ordinance specifies a maximum installation fee of \$25 and a monthly charge of \$5.95. Construction must begin within one year. Applicants denied were Cleveland Area TV Inc. and Westinghouse Corp. (see Cleveland, BROADCASTING, March 1).

Ponca City, Okla.—In two special elections voters have denied franchises to Fidelity Cables Inc. and Ponca City TV Cable Co.

■Boyetown, Pa.—The borough council has approved a nonexclusive 20-year franchise for Triangle Publications, "with agreement of renewal every year." Triangle (a group station owner), will pay 5% of the annual gross receipts or \$625 annually, whichever is higher.

■Chester, Pa.—The city council has granted a franchise to Delaware County Cable Television Co., Philadelphia. The 25-year agreement calls for maximum installation charges of \$25 and monthly fees of \$5. The city will receive 5% of gross revenues.

■Donora, Pa.—A 10-year franchise has been granted to Tex-Video Inc., Pittsburgh (Louis Gaetano, president). The agreement assures a \$500 annual payment to the city and a maximum monthly charge to subscribers of \$4. Cable service is pledged to begin within 24 months.

Spartanburg, S. C.—Cablevision Inc., Greenville, S. C., has applied for a franchise. The proposed system would carry 12 TV channels

Milbank, S. D.—Applications are pending from Minnesota All-Channel Cablevision Inc., Alexandria, Minn., and Mid-Continent Broadcasting Co. (KELO-AM-TV Sioux Falls, S. D.).

■Centralia, Wash.—KELA-TV Inc. (KELA Centralia-Chehalis) has been awarded a non-exclusive franchise. Final approval in the form of a city ordinance is necessary however. Construction costs are estimated at \$300,000. There will be no installation charge if the connection is made when the cable is being installed. Otherwise the charge is \$19.95. The monthly rate is \$4.35. Other companies which had applied were King Broadcasting Co., and Telecable Inc., both Seattle.

Yakima, Wash.—Cable TV of Yakima Inc. (KIMA-TV and KNDOTV), both Yakima) and Telecable Inc., Seattle, have joined to form Cable TV of Yakima Valley. The Yakima stations had received a franchise from the city council (BROADCASTING, March 29), but faced a referendum initiated by Telecable. Under the joint ownership, Telecable will manage and operate the system.

Park Falls, Wis.—Rhineland Cable TV Co., Rhineland, Wis. has requested a franchise. Subscriber costs would be \$10 for installation and \$4.75 monthly. The following TV stations would be carried: WAOW-TV and WSAU-TV, both Wausau, Wis.; KDAL-TV and WDSE-TV, noncommercial, both Duluth, Minn.; WDSM-TV Superior, Wis.-Duluth, Minn., and WEAU-TV Eau Claire, Wis.

■Buffalo, Wyo.—Buffalo Cable Television Inc. has been granted a franchise. Officers of the company are Jim Hicks, Jack Williams and Frank Hicks, owners of the weekly Buffalo Bulletin. Plans call for completion of the system by early fall. The five TV stations to be carried are KOOK-TV and KULR-TV, both Billings, Mont.; KTWO-TV Casper, Wyo., and two Salt Lake City stations.

IN THE field of broadcast program production, John Guedel has a track record that has never been duplicated, let alone surpassed. One of his creations, Art Linkletter's *House Party*, now nearing the end of its 21st year on the air, is among the five top-rated daytime TV shows and it's doing all right on radio too. Linkletter's *People Are Funny* had 21 years of first-run production before moving into syndication and the Groucho Marx quiz, *You Bet Your Life*, ran for 15 years.

It all started in the late 1930's. Mr. Guedel ran across an old book titled *Games* and started wondering why a radio game show couldn't be just as successful as straight quiz shows had been. He started to work on the idea, which was quite a change of pace, as he had been writing serious half-hour radio dramas for Los Angeles's Forest Lawn Memorial Park, possibly the first cemetery to use radio advertising.

On June 8, 1938, *Pull Over, Neighbor* went on the air on KHJ Los Angeles. It was radio's first audience stunt show. On the first broadcast, a contestant sang "Smiles." At the end of each line, John shoved an ice cube in his mouth. The show was an instant hit. After three years, a railroad replaced the original oil company as sponsor. The program got a new name, *All Aboard*, and it was now broadcast on a West Coast regional network.

People Are Funny ■ One day Mr. Guedel went to an ad club luncheon and noticed that most of the executives present were doodling on the tablecloths. The sight of a group of grown men drawing houses and cows and triangles started him doodling on his own and what he doodled were the words: "People are funny."

He read that the show that Raleighs had been sponsoring was going off the air and wrote a note to Russel M. Seeds Co., Chicago, agency for the account, saying: "I have the answer to your problem." When Seeds asked what it was, he sent a recording of a dressed-up version of *All Aboard*, with a new name, *People Are Funny*, and Art Linkletter as emcee.

When the Seeds agency arranged for Raleighs to sponsor the show, part of the deal was that John should become a vice president of the agency to head up a Hollywood office. There was just one drawback: he was already a vice president of another agency, the Dan B. Miner Co., located in downtown Los Angeles.

Into Production ■ For six months, John raced back and forth between his two agency desks in Los Angeles and Hollywood, but when he was given the job of producing the *Red Skelton* and *Tommy Dorsey* radio programs, also on NBC for Raleighs, he resigned his other agency post.

Game shows are not child's play

As producer of the *Red Skelton* program, Mr. Guedel soon got to be friends with the show's band leader and singer, Ozzie Nelson and Harriet Hilliard. Because they came off so well as foils for Red, John suggested that they portray themselves in a situation comedy, letting the band leading and singing become incidental. And so the *Ozzie and Harriet* show was born.

One night he was watching Bob Hope and Groucho Marx rehearsing for a special program, when both men dropped their scripts and began to ad lib. After the rehearsal, John went up to Groucho, introduced himself and suggested that the comedian should be doing audience

participation shows. Result: *You Bet Your Life*.

John Guedel Productions has some 75 employees, each one a vice president, including John Guedel. ("Waiting in agency anterooms, I noticed that the man with a card reading 'vice president' got in ahead of the others, so I decided to take advantage of that situation," he says.) One staff member is Walter Guedel, John's father, who after the market crash had wiped away his fortune, discovered he could write.

Free Facilities ■ Forced by that crash to quit college at the end of his freshman year, young John did all manner of odd jobs, from ditch digging to door-to-door selling.

About this time, Mr. Guedel tried his hand at short story writing and in less than a year amassed a collection of more than 100 rejection slips. When he sold a joke to *Esquire* and a short story to *True Confessions* (for \$5 each) he felt he was in as a magazine writer, but writing for the movies might pay better. So he collected 12 more rejection slips. Then he figured it would be easier to get a job writing pictures if he had his own movie column, so he wrote to all the newspaper syndicates, in alphabetical order. One replied: NEA, whose headquarters were in Cleveland. Mr. Guedel borrowed carfare to get there and talked himself into the job of writing a daily column which went to 720 newspapers and paid him \$25 a week.

He immediately started blasting the new pictures in his column and sending clippings to their producers. Within a month, Hal Roach took the bait. Figuring it was better to have the columnist working for him than attacking him, he wired Mr. Guedel offering him a job. Young Mr. Guedel thus found himself working eight blocks from home at a job he'd gone halfway across the country to get. He spent three years with Roach, writing for the "Our Gang" and the Laurel and Hardy pictures. During that time he was fired and rehired six times. A decision to look for something more stable led him to his first agency job.

Too Easy ■ "One trouble with television is that it's too easy for the viewer," Mr. Guedel says. "It's like a candy store with shelves filled with goodies there for the taking. There's no white space in television. One show runs into another, with no time for the viewer to think about what he has seen whether he liked it or not. Even the word 'show' is wrong. TV's not formal entertainment, really: its typical audience is two or three people in their own home who look at a program more as an old friend who has dropped in to visit for a half-hour or an hour. That's why series are generally more successful than anthologies."

WEEK'S PROFILE



John Bimel Guedel — VP, John Guedel Productions, Los Angeles; b. Oct. 9, 1913, Portland, Ind.; U. of California at Los Angeles, 1931-32; motion picture writer, Hal Roach Studios, 1933-37; VP in charge of radio, Dan B. Miner Advertising Co., Los Angeles, 1937-42; VP and head of Hollywood office, Russel M. Seeds Co., 1942-44; author, "Tornado," 1942; formed John Guedel Radio Productions in 1942 (now John Guedel Productions); m. Beth Pingree, 1936; children: John (20), Heidi (17); 2nd m. Helen Parrish, 1956; consultant U.S. State Dept., 1952; president, Hollywood chapter, National Academy of Television Arts & Sciences, 1964-65; VP, Hollywood Museum; member: Writers Guild of America (president, Radio & Television Directors Guild, 1949-50); Lakeside Country Club; president, Guedel's Dinky Foundation; hobbies: golf, foreign cars.

Yearning for yesteryear

SOME newspaper editors just can't help resenting progress when it comes in the form of electronic competition in the news field. There can't be any explanation other than that for the snide report issued two weeks ago by a committee of the American Society of Newspaper Editors.

In commenting on the performance of the Network Election Service in reporting last November's returns, the ASNE's Committee on the Editorial Future went out of its way to make cracks about broadcast newsmen. Of the NES consortium of television networks and the two wire services that pooled coverage of the 1964 election, the committee said: "What major foul-ups occurred were in states where the direction was under men belonging to the electronic branch of journalism." If another pool is to operate in the future, the committee of editors proposed, it ought to be run by "the long- and well-trained news agencies."

At best the ASNE committee's report was a lukewarm concession to the probability that the NES principle will be adopted in a permanent organization to pool election coverage of the future. At worst it was a wishful hope that radio and television would somehow go away before they have another chance to beat the newspapers with election news. The editors would make a more useful contribution to the general profession of journalism if they addressed themselves to constructive proposals that would make the future pools work better than the one that was hastily set up to function last November.

It was only five months before the 1964 election that ABC, CBS, NBC, the Associated Press and United Press International agreed to establish the joint Network Election Service. In an altogether remarkable feat of organization the consortium put more than 140,000 persons to work on election night in precincts and vote collection centers. The wonder was that it functioned at all.

But even the most reactionary editor ought to admit that the NES of the future can capitalize on the experience of 1964. A committee representing the five members of the consortium has continued to function in anticipation that another pool operation will cover the 1966 elections. Unless bickering is fomented by dissident newspapermen, the NES ought to be able to proceed with orderly arrangements that will overcome the deficiencies of last November.

One problem yet to be resolved is whether the consortium can obtain the approval of the Justice Department for a continuation of its service. Last year only weeks before the election government lawyers raised a threat of antitrust action. Forgetting legal technicalities, it seems to us that the national interest is to be served by a continuation and refinement of the Network Election Service.

Free rides

STATION owners are free agents except for those requirements attendant to government licensing and payment of taxes. They are under no compulsion to join any trade association or any other group organized for the mutual betterment of their profession.

Nor should there be required membership, such as was proposed by FCC zealots in the case of the commercial provisions of the radio and television codes. Broadcasters must be free to make their own judgments.

This does not mean that the actions of owners are beyond valid comment. Take the instance of Taft Broadcasting Co., which has withdrawn its seven TV, five AM and five FM stations from membership in the National Association of Broadcasters. It previously had resigned from the Television

Information Office. These disaffiliations, it has been reported, amounted to savings of \$20,000 to \$30,000 per year.

A Taft spokesman denied the resignations were for economy reasons. They were ascribed to dissatisfaction with the NAB's operations and the moderate position of the NAB on CATV regulation. Other group owners, involved in CATV, were displeased with the NAB's CATV position as being too extreme and contrary to their best interests. As far as we are aware, none of them has resigned.

The Taft defections come at a time when the NAB is under new executive direction. The resignations could be construed as a vote of no confidence in that new leadership before it has had a chance to prove itself.

Taft, which became a public company several years ago, is doing well. Its report for the third fiscal quarter ended Dec. 31, 1964, cited an increase of 102% in earnings as compared with the same quarter the preceding year—from \$3,538,000 to \$7,147,000. Profit for the quarter, before federal taxes on income, rose to \$2,877,000 from \$1,446,000. A two-for-one common-stock split to 5 million shares has been recommended by its board.

Taft's showing is in some measure attributable to its acquisition last year for \$33 million of seven stations of Transcontinent Television Corp. Thereby it incurred a long-term debt of \$32 million.

When a group owner the size of Taft goes it alone there must be a reason. The report to stockholders last May, after citing pursuit of greater operating economies, states: "Your company has no plans for diversification at least until a substantial portion of the long-term debt has been retired."

All in good time

SCARCELY a dozen years ago the total billings for television were under \$400 million. This year daytime billings alone may reach that figure.

Daytime used to be TV's no-man's-land. But good broadcasters learned that programing tailored to daytime audience specifications has developed a medium within a medium for network, spot and local. Week-end business is booming, too. NBC's Johnny Carson *Tonight* show, in what had been unsaleable fringe time, now sells at \$18,000 per spot minute.

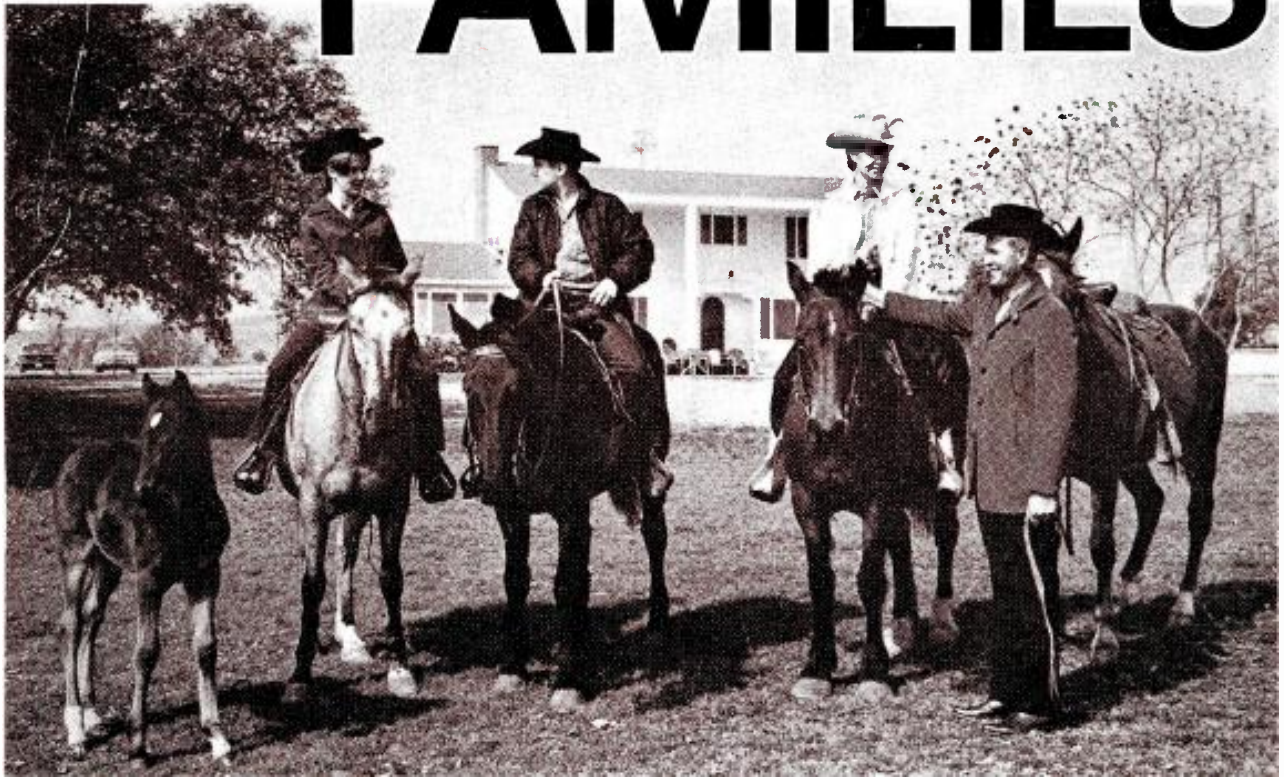
Television stations in several major markets are now operating around-the-clock. In the next few years the 24-hour TV station will become commonplace.



Drawn for BROADCASTING by Sid Hix

"Will you tell that jolly green giant to wipe his feet before he comes into the studio!"

more **TEXAS** **FAMILIES**



Now, more Texas families can also enjoy WBAP-TV's over 60 hours weekly of color programming . . . that's because they're buying color sets so fast the dealers can't keep them on the floor, plus the fact that our new 1685' tower delivers 75,000 new families for a whopping 800,000 TV home total and over 3,000,000 population. Nope, they are not all on horseback as pictured above . . . WBAP-TV families come from city apartments, suburban homes, medium size towns, small towns and ranch houses in rural areas. And they all don't own color sets, but an estimated 60,000 do. And they stick to Channel 5 like the small colt in the picture sticks to its mother. More Texas families should enjoy your commercial in color, too. Be it tape, film or slide, we'll schedule at no extra charge. Ask any PGW Colonel.

TELEVISION



WBAP
DALLAS/FORT WORTH



PETERS, GRIFFIN. WOODWARD, INC., National Representatives



FROM WALT DISNEY'S "MARY POPPINS"
CHIM CHIM CHER-EE

LYRICS AND MUSIC
RICHARD M. SHERMAN
ROBERT B. SHERMAN

Lightly with gusto

Piano

CHIM CHIM-IN-EY, CHIM CHIM-IN-EY, CHIM CHIM CHER-EE! A SWEEP IS AS
LUCK-Y, AS LUCK-Y CAN BE. — CHIM CHIM-IN-EY, CHIM CHIM-IN-EY,
CHIM CHIM CHER-EE

WANDS WITH

**"Chim Chimin-ey, Chim Chimin-ey, Chim Chim Cher-ee.
Of Bob and Dick Sherman we're proud as can be!"**

To the Sherman Brothers, Robert and Richard, winners of the Academy Award for the Best Musical Score and Best Song, "Chim Chim Cher-ee," of 1964, composed for "Mary Poppins," and to Wonderland Music Co., Inc., the publisher, supercalifragilistic applause from BMI and our affiliated writers, composers, and publishers.



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