

MAY 10, 1965

50 CENTS



34TH YEAR

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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EXP 2/66

Fast spot TV selling pace puts good minutes at premium. p27

CBS-TV affiliates plan action on color, program rules. p62

Schroeder calls for revamping the NAB hierarchy. p43

Early Bird off to flying start; shows its versatility. p68

COMPLETE INDEX PAGE 7



(What's bothering Mr. Wilson? Turn the page and see!)

How did "Dennis the Menace" rate on the CBS-TV network? Wow!

National Nielsen Averages "Dennis The Menace" vs. Competition

Oct. 1959	Apr. 1960	A.A. Ratings	Share
CBS	Dennis The Menace.....	26	40%
ABC	Maverick	27	41
NBC	Riverboat/Overland Trail	15	24
Oct. 1960	Apr. 1961		
CBS	Dennis The Menace.....	26	42%
ABC	Maverick	20	32
NBC	Shirley Temple	13	22
Oct. 1961	Apr. 1962		
CBS	Dennis The Menace.....	24	39%
ABC	Follow The Sun.....	16	25
NBC	Walt Disney's Wonderful World Of Color	22	35
Oct. 1962	Apr. 1963		
CBS	Dennis The Menace.....	20	34%
ABC	The Jetsons	15	24
NBC	Walt Disney's Wonderful World Of Color	22	35

Who was the "Dennis the Menace" audience? Everybody!

From 1959 to 1963—on the network—in prime time on Sunday nights—
Dennis was seen by 25 million viewers a week

...56% Adults...36% Children...8% Teenagers

What other television series offers this extra promotional boost? None!

- The "Dennis the Menace" comic strip now appears in 650 leading newspapers across the nation with a total circulation of 53,000,000 with an estimated 130,000,000 readers!
- 17,000,000 "Dennis the Menace" comic books and paperbacks were sold last year!

When is the best time to schedule "Dennis the Menace"? Anytime!

- Its track record on the network proved it to be a top attraction during prime time.
- It's perfect for late afternoon or early evening to lure the kids after school!
- It's a natural for daily stripping during the morning or afternoon when housewives are the major TV audience—they are among Dennis' most loyal fans!

Why have 8 out of 11 top TV markets already licensed "Dennis"?

...because they know it will deliver big audiences...top sponsors.

Already licensed to CBS O & O's: WCBS-TV New York, WBBM-TV Chicago, KMOX-TV, St. Louis, WCAU-TV Philadelphia; Metromedia Stations: KTTV Los Angeles, WTTG Washington, D. C.; RKO-General Stations: CKLW-TV Detroit-Windsor, WNAC-TV Boston.

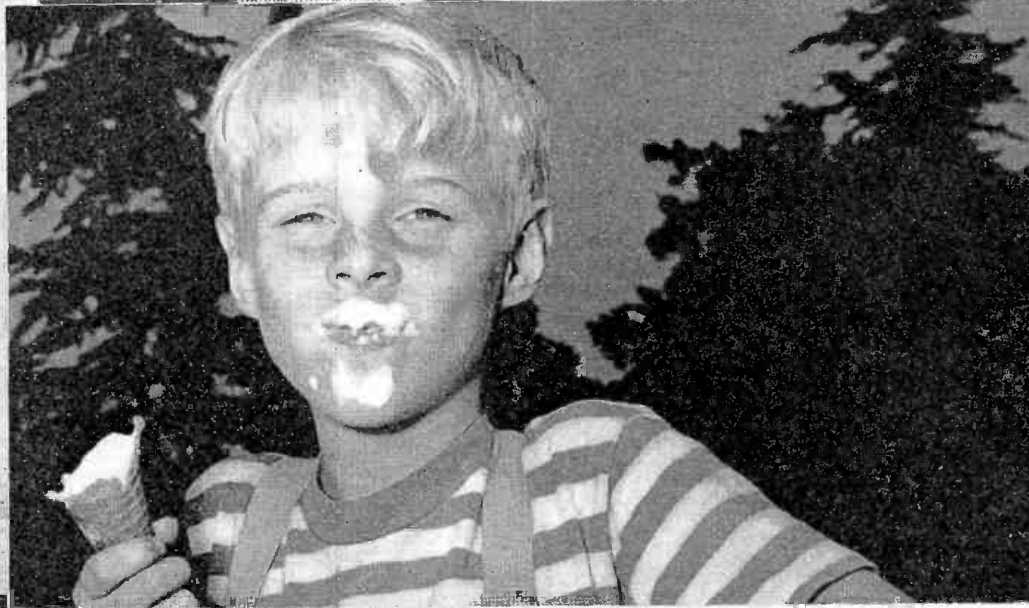
Dennis anyone? Call, write, wire now!

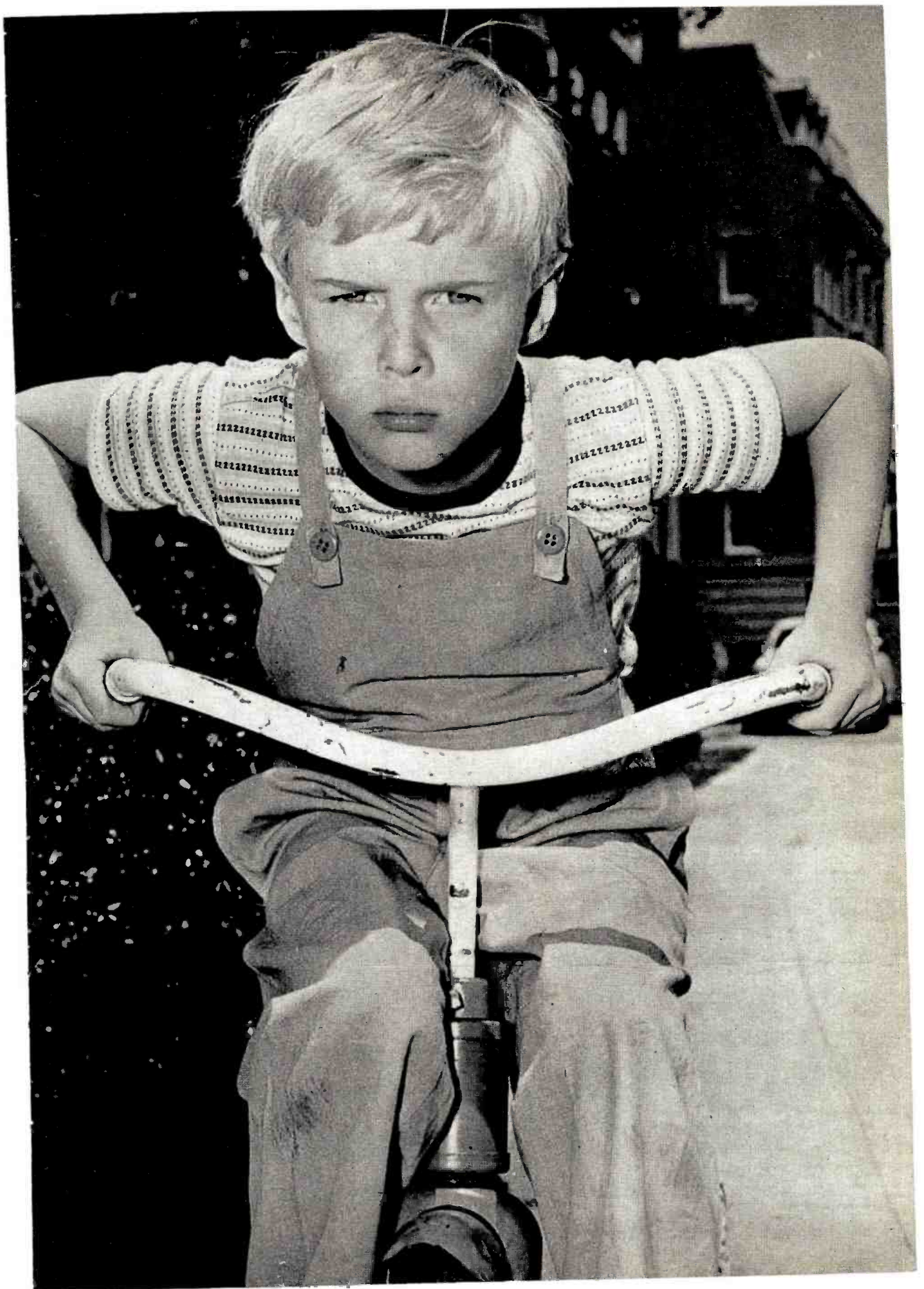
Screen Gems

oh yes...

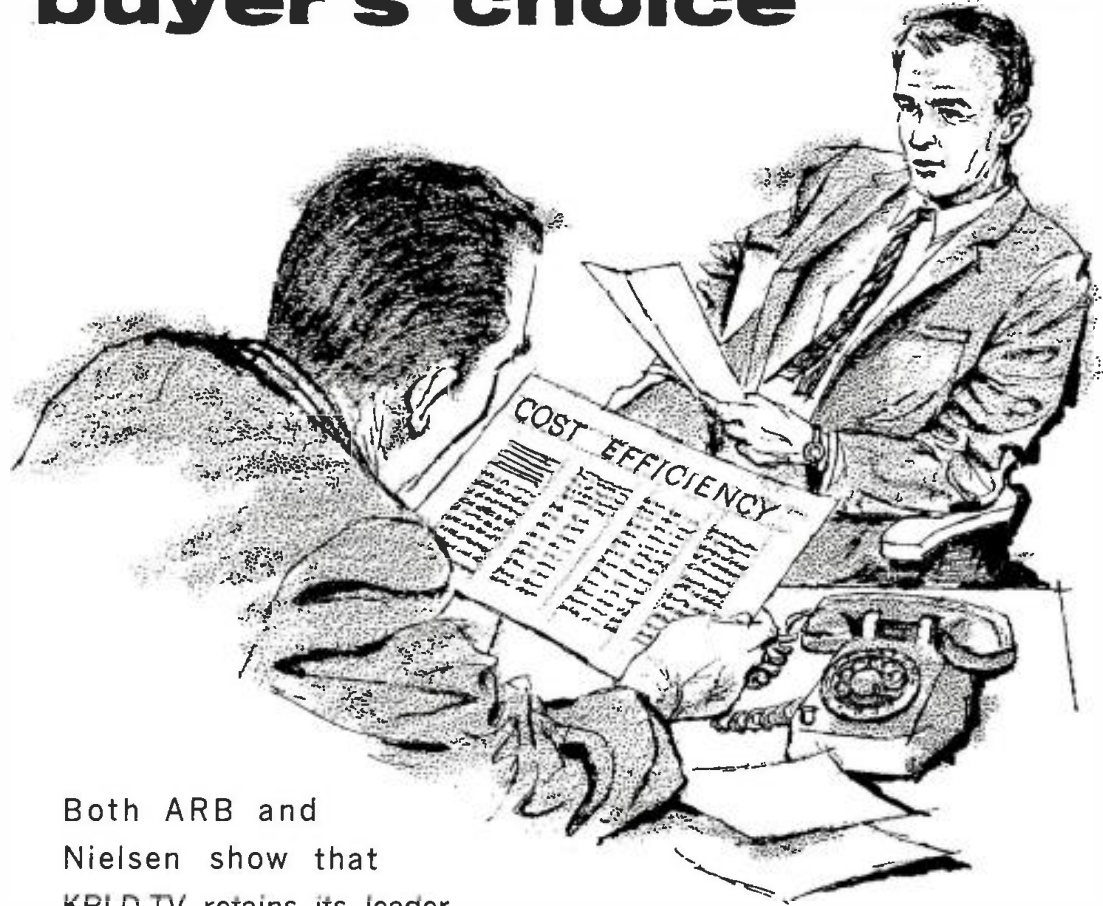
**“Dennis
the
Menace”
is back!**

**After 4 fabulous years among the top 25
network programs...the 146 hilarious
half-hours of this all-family series are
now available for local telecasting!**





buyer's choice



Both ARB and Nielsen show that KRLD-TV retains its leadership in Homes Per Average Quarter-Hour in the Dallas-Fort Worth market:

NIELSEN*
 31.8% more than Station "B"
 33.8% more than Station "C"
 112.2% more than Station "D"

ARB**
 28.5% more than Station "B"
 32.3% more than Station "C"
 86.9% more than Station "D"

With a rate card designed to give your clients a most efficient CPM, Channel 4 offers you the largest, most loyal audience in Texas.

See your **ADVERTISING TIME SALES** representative.

*9 am-Mid., Sun. thru Sat., Feb. 25 - Mar. 24, '65
 **9 am-Mid., Mon. thru Sun., Mar. 4 - Mar. 31, '65



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

House Commerce Committee Chairman Oren Harris (D-Ark.) this week will disclose his project for formulation of national television policy under congressional guidance and with aid of advisory group representing every branch of television. Plan will be unfolded in forthright speech tomorrow (May 11) in Chicago before convention of Association of National Advertisers.

Far-reaching project is designed to implement Harris bill (HR 7715) introduced April 28, ostensibly dealing with CATV regulation but which in its preamble cited need for national television policy. He believes FCC must receive mandate from Congress before it can regulate CATV but he sees CATV as only one segment of overall problem. Responsibility, in his judgment, must repose in Congress which itself needs expertise of TV profession—hence his plan for advisory group.

GE pass at Storer

Reports that General Electric Co. would acquire Storer Broadcasting Co. circulated last week after GE emissaries tried to find out whether such transaction would clear FCC. Storer's highest echelons denied any deal was contemplated. GE, which owns WGY, WGFM(FM) and WRGB(TV), all Schenectady, N. Y., and has announced hopes to expand broadcast holdings, reportedly approached Storer some time ago with proposal to absorb Storer's major portfolio of stations through exchange of stock. Offer, according to Storer officials, was rejected.

One report was that GE representatives, during private calls at FCC, said market value of stock offered for Storer properties was in excess of \$100 million. Storer officials, however, said no such offer had been made. Storer, first independently owned station group to become public stock company, has 1,262,869 shares of common and 771,806 of Class B stock outstanding. As of last Friday, stock was traded at \$49.50 per share.

Accreditation time

It's getting close to accreditation time at Broadcast Rating Council. Audits of four national audience-measurement services—ARB, Hooper, Nielsen, Pulse—have been completed and Dr. Kenneth H. Baker, council's executive director, is studying auditors'

reports. He plans to confer with services individually on audit findings later this month, then come up with recommendations for or against accreditation in each case. It'll then be up to council's board to act on his recommendations, possibly in June. Fifth major service, Sindlinger, meanwhile is reported in process of testing some new procedures but has indicated it will apply for accreditation about mid-year.

Program form gloom

FCC's proposed AM-FM program reporting form is scheduled to be before commission next week, following extensive review by budget bureau. And broadcasters who may have hoped bureau would recommend sweeping changes are due for disappointment. Staff has revised form to incorporate "some" changes, but according to one source, even if all recommendations were accepted, those who liked document before would still like it; those who didn't like it wouldn't be any happier with it." Although budget bureau is responsible for passing on most government forms, question as to whether its recommendations are adopted is—as practical matter—subject to give-and-take discussions between bureau and agency involved.

Aubrey's new image

Is James T. Aubrey Jr., deposed president of CBS-TV, planning to announce new business association soon or merely trying to change his image? Or both? Without fanfare, Mr. Aubrey has retained New York public relations firm of Milton Fenster & Associates to handle his personal PR and for some future business projects. Mr. Aubrey's name creeps occasionally into chit-chat columns in New York, reporting his presence at various night spots.

CBS stays out

CBS has decided to stay out of controversy among broadcasters over regulation of community antenna television. Word that Richard S. Salant, CBS Inc., vice president, gave to networks' TV affiliates last week during closed session was that CBS would neither support nor oppose bill that Representative Oren Harris (D-Ark.), chairman of House Commerce Com-

mittee, has introduced on CATV regulation (BROADCASTING, May 3). CBS intends to prosecute its suit to establish its copyrights on programs and still thinks that is best way to handle CATV problem. Mr. Salant said. NBC and ABC have not yet reached decision on what position to take on bill, if any.

Color money

Color filming adds about \$9,000, or nearly 13% to average \$70,000 estimated cost for half-hour nighttime network show, of which networks on average reportedly pay \$7,500 and producer absorbs remainder. Film producers reporting this practice note that their added investments are absorbed and not recoverable unless they can sell series overseas or place programs eventually in domestic syndication. Networks have stepped up their plans to convert several black-and-white film series to color next fall—both ABC and CBS have announced increases in schedule and NBC will be nearly wholly colorized in prime-time.

Hinckley political institute

Endowment of what is believed to be first "Institute of Politics" to encourage college students to enter career politics as responsible and honorable profession, shortly will be announced by University of Utah, Salt Lake City. Initial \$250,000 endowment is from Robert H. Hinckley, World War II federal official who now sits on board of American Broadcasting-Paramount Theaters Inc. Mr. Hinckley, Democrat, now resides in Ogden, is establishing non-partisan institute, along with Edward J. Noble Foundation, of which he is trustee. He served on Board of Regents of Utah U. for 12 years.

Report on Seiden

All that remains of Dr. Martin H. Seiden at FCC these days is his extensive economic analysis of CATV. He was retained by commission for that project last July. But as he neared end of assignment, officials suggested he stay on as consultant on some other tough jobs, such as network ownership of programs. (CLOSED CIRCUIT, April 5). But negotiations led nowhere, and he is now back in private practice as economic consultant in Washington.



"THE WOMAN'S ANGLE"

featuring **SYLVIA SCOTT**

Monday through Friday, 1:00 to 1:30 P.M.

The only 5 day-a-week women's service program in Baltimore!



The Women's Civic League of Baltimore

...goes straight to your market!

There is no wasted coverage with "The Woman's Angle". It is planned, programmed and promoted for women. And they respond! Viewers are loyal . . . they believe in Sylvia Scott . . . and they buy the products and services advertised on this well-established early afternoon program!

- Fashions • Cooking • Decorating • Home Management
- Interviews with such celebrities as . . .

Oleg Cassini	Diahann Carroll	Anna Maria Alberghetti
Bennett Cerf	Art Linkletter	Dr. Benjamin Spock
Jim Nabors	Jules Munshin	Harry Belafonte
Hugh O'Brian	Vaughn Monroe	John Ringling North

In Maryland Most People Watch

WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by THE KATZ AGENCY, INC.

WEEK IN BRIEF

Spot TV business shows signs that spring is bountiful season, according to BROADCASTING survey. Minute positions are scarce. Color facilities becoming factor in where spot schedules land. See . . .

SPOT SALES SOAR . . . 27

FCC finds itself on hot seat with House subcommittee regulating flame. Harris roasts commissioners for move toward CATV regulation. Loevinger, Henry cross verbal swords at session. See . . .

TEMPERS FLARE . . . 42

If CBS-TV eye looks bloodshot next season affiliates won't complain. It will be another indication of network's sharp move toward color. Aim is for all-color evening schedule by 1966-67. See . . .

GOING ALL COLOR . . . 62

Schroeder tells NAB board members that chairman should be number-one man on association totem pole. Claims 45-man board is unwieldy, should be reduced. Says two men are needed to run NAB. See . . .

WHO SHOULD BE ON TOP? . . . 43

Telephone companies taking bigger steps toward land of CATV. System operators signing for phone company lines and bypassing franchises. Independent phone firms urged to enter field. See . . .

ENTERING CATV . . . 56

FCC's Cox says commission has right and duty to lift level of TV programing. Chides critics who want FCC to keep hands off. Says government has to speak for those who don't like 'Beverly Hillbillies.' See . . .

COX WANTS 'DIALOGUE' . . . 66

Senate Commerce Committee votes out cigarette labeling bill. But report will say committee favors showing side of package containing warning on TV commercials. Stringent Neuberger bill defeated. See . . .

BILL SENT TO SENATE . . . 33

'Creeping commercialism' by educational stations is moving along and FCC is supporting idea 'inch at a time,' NAB's Wasilewski charges. Calls for restraint until subject gets public debate. See . . .

SCRUTINY AND DEBATE . . . 36

Take heaping tablespoonful of crisis, add dash of LBJ, stir in White House advisory and networks have aggravation stew. They seek meeting with George Reedy on short-notice appearances. See . . .

FLAP OVER LBJ . . . 70

Cops and robbers, satellite style, was pleaded for real on Early Bird's multicontinent debut. One-hour opening show covered events all over Europe and North America. Networks follow with individual shows. See . . .

OFF AND WINGING . . . 68

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This is a photo of Horst Faas winning his first Pulitzer Prize and AP's twentieth.



For his photographic coverage of Viet Nam, Horst Faas has won this year's Pulitzer Prize and the Robert Capa Award. But when this snapshot was taken of him by an American helicopter gun-

ner, awards were the furthest thing from his mind. Getting the story and getting it back to you fast—that was what he was thinking. That's what every one of your 3,000 AP staffers is always thinking.

THE ASSOCIATED PRESS
THE PRESTIGE SERVICE

KHCC&A, drug firm found guilty of fraud

Kastor, Hilton, Chesley, Clifford & Atherton, first agency ever convicted on criminal charge of preparing fraudulent advertising for client, will carry case to appeals court, barring success of motion to set aside guilty verdict, spokesman said Friday (May 7).

Conviction in federal district court in Brooklyn Thursday night was on all 41 counts of indictment charging agency with knowingly preparing false claims for Regimen "no diet" reducing pill and passing them to media including three TV networks (BROADCASTING, Feb. 3, 1964).

Agency's penalty could be \$1,000 fine on each count. Judge John R. Bartels set June 25 for sentencing.

KHCC&A has interest in motion of other defendant in trial, Drug Research Corp., which marketed Regimen, was found guilty on 45 of 56 counts. Drug Research motion asks that guilty verdict be set aside in light of article in *TV Guide* which, company contends, prejudiced case against it. Title of article was "The Diet Pill Fraud All America Watched." Drug Research charges that government's prosecuting attorney, Martin Pollner, assisted in preparation of article.

Agency was given until May 17 to make its own motions to court. It was believed Kastor Hilton would make motion similar to Drug Research Corp.'s. Hearing on Drug Research motion will be held June 24. Appeal to higher court cannot be made until sentence has been imposed.

KHCC&A said "Judgment, if permitted to stand, thrusts upon advertising agencies new and costly responsibilities never heretofore contemplated for testing and verification of products and product claims of clients."

During period covered by indictment Drug Research grossed reported \$16 million on sale of four million boxes of Regimen tablets. Government estimated Kastor Hilton handled at least \$10 million in Regimen billings and made \$1.5 million in commissions.

Neuberger wants changes in 'weed' labeling bill

Senator Maurice Neuberger (D-Ore.) will try to amend Magnuson cigarette labeling bill on floor of Senate when it comes up for vote, prob-

ably in week or two. Main changes Senator would like to see are: 1) reduction to one year of three-year moratorium on additional action by federal authorities, and elimination of its application to states and localities, leaving them free to establish their own labeling or advertising regulations; 2) inclusion of provision from her own bill requiring listing on pack of "incriminated agents" (provision for tar and nicotine content statement was removed from Magnuson bill).

Senator Neuberger supported amended Magnuson bill, unanimously reported out of Senate Commerce Committee last week, as better than nothing (see page 33).

Ellsworth seeking TV, radio coverage in House

Congress is hurting itself by banning electronic news media, Representative Robert Ellsworth (R-Kan.) told Capitol news conference Friday (May 7).

Mr. Ellsworth plans introduction of House resolution to permit radio, TV and photo coverage of House sessions at discretion of speaker, and committee sessions at discretion of chairman. Senate committees now permit live coverage; neither body allows electronic or photographic equipment on its floor.

President and other public officials make good use of television, he said, but "Congress has cut itself off from the electronic media as a means of communication."

He said he had qualified support of Speaker John W. McCormack (D-Mass.), but admitted existence of "a lot of opposition in high places."

Shapp states issues on FCC's cable proposals

In speech last Saturday (May 8) before Pennsylvania Community Television Association Inc., Jerrold President Milton J. Shapp, took issue with FCC's stand on CATV on two counts.

He said that 30-day, non-duplication ruling and position on four channel markets were unnecessary since broadcast industry needs no protection from CATV.

Mr. Shapp said that CATV operators should give their support to Oren Harris bill since it does not protect broadcasters or punish CATV operators. He also stated that regulation will give CATV operators equal status with broadcasters.

WBOY-TV hearing is ordered by court

FCC action approving sale of only television station in Clarksburg, W. Va., to community antenna television operator there was vacated by U. S. Court of Appeals in Washington, Friday (May 7).

Court, by 2-1 vote, sent case back to commission with instructions to hold hearing on application for sale of station, WBOY-TV, from Rust Craft Broadcasting Co. to Fortnightly Corp., owner of CATV's in Clarksburg and nearby Fairmont, W. Va.

Case was taken to court by Clarksburg citizens group and publisher of local newspaper. They were mainly concerned about conditions attached to commission approval of sale requiring CATV to carry WBOY-TV and WDTV(TV) Weston. This had effect of dropping two Pittsburgh stations from cable.

Commission had approved sale after oral argument on whether hearing was necessary to determine if Fortnightly ownership of CATV and TV in same community would violate duopoly rules (BROADCASTING, March 16, 1964). But case helped trigger FCC inquiry into question of CATV ownership by TV licensees.

Court, in remanding case, said commission could not have determined if Fortnightly's promise of forceful operation of WBOY-TV outweighs policies against duopoly.

Decision, by Chief Judge David L. Bazelon and Judge J. Skelly Wright, was not entirely unwelcome at commission. Some FCC attorneys saw language in it supporting commission's

Stanton to arts group

Dr. Frank Stanton, president of CBS Inc., has been nominated by New York Governor Nelson D. Rockefeller as member of New York State Council on Arts. New York State Senate must confirm.

Also nominated: Mrs. Aline B. Saarinen, widow of Eero Saarinen, architect who designed CBS's new skyscraper headquarters building at 51 West 52d Street in New York. Mrs. Saarinen is now NBC News correspondent.

views on CATV regulation.

At one point, court majority said commission action requiring CATV's to afford stations non-duplication protection before and after local broadcast appears to have been taken for "sound reasons."

In suggesting issues to consider in hearing, decision said commission "may not be without authority or interest" in determining how many distant stations may be carried by CATV if survival of local station is at stake.

Opinion even touched on CATV rates. It said commission might be concerned that Fortnightly CATV didn't reduce rates after substituting local stations on cable for distant ones.

In dissenting opinion, Judge Charles Fahy said commission acted within discretion in approving sale without hearing.

LBJ message wings ocean by Early Bird

President Johnson spoke to nation and Europe Friday (May 7), appearing before TV cameras in White House 2:21:18 p.m., EDT, with feed going to Europe via Early Bird satellite.

All U. S. networks carried President's remarks commemorating V-E Day 20 years ago on live basis, but only Britain's two TV networks (BBC and commercial group) carried it live as far as could be ascertained late Friday. Other nations arranged to record transmission for later showing on their regular news shows. Unable to establish reception facilities in time were Spain, Finland and Yugoslavia. Geneva headquarters of Eurovision network reported that Intervention network had asked for delayed feed later in day; Intervention is Soviet-bloc TV group.

First word that President would make speech came to Robert H. Fleming, ABC Washington news chief, pool coordinator for month, at about 10:30 a.m., EDT, Friday. At noon program was confirmed. In interim, Mr. Fleming contacted Comsat to arrange Early Bird facilities. After about hour during which Comsat's Andover (Maine) ground station was unable to raise Goonhilly Downs in England, connection was made.

Evaluation Problem ■ Although all networks had what they considered sufficient advance notice—lack of which has been vexing to broadcast newsmen on other occasions (see page 70)—news chiefs indicated that they were again unable to make judgment on how to handle speech until content was known. This became available to them only 15-

WEEK'S HEADLINER

Dora Cosse, VP, Dora-Clayton Agency station representative in Atlanta, elected president of American Women in Radio & Television. She succeeds **Elizabeth Bain**, assistant to VP, CBS television stations program services. Mrs. Cosse formed rep firm partnership with her husband, **Clayton J. Cosse**, in 1950, after having been associated with rep firms in New York, and having operated Dora Dodson Agency in Southwest.

For other personnel changes see FATES & FORTUNES

odd minutes before President's appearance.

Network production men were pleased that President consented to accept cue signal, following 45-second introduction. At one of his previous appearances before TV cameras, President had walked into theatre room of White House and immediately had begun his speech.

President stood at podium with prompter device three feet in front of him. Main TV camera shot through prompter box.

CBS immediately asked for reverse Early Bird TV circuit for same day to feed reaction to President's speech from Europe to U. S. After Comsat officials found other networks not interested, project was abandoned. Comsat, however, approved use of Early Bird Saturday (May 8) and today (May 10) for TV. Under plans for experimental period, TV was scheduled to use Early Bird only on Mondays.

Harper calls on medium to study leisure needs

Marion Harper Jr., president and chairman of board, Interpublic Group of Companies, called upon broadcasting Friday (May 7) to become "leading authority on the place of leisure time in American life."

Mr. Harper spoke in New York at convention of American Women in Radio & Television.

Terming radio and TV "people's first choice as to how they spend their leisure," and foreseeing much more leisure time in years ahead, he said it was imperative that broadcasting "accept challenge of leisure, before government determines "what communications people should receive in leisure hours in the public interest."

Mr. Harper also said that one of most serious weaknesses of TV and radio today is volume of advertising

that "ends up in failure." Such failure, he said, is "a serious waste in many advertising budgets." He stressed that research can improve commercials as well as programing and help reduce wide differences in effectiveness that now separate "successful" and "unsuccessful" commercials.

Results of election survey coming Friday

Secrecy surrounding CBS-sponsored study of effects that broadcasting election returns and projecting results may have upon voting behavior is due to be lifted this week.

Highlights of study—actually, two interrelated studies under overall title "Ballots and Broadcasts"—will be presented Friday (May 14) in session to be presided over by Dr. Joseph T. Klapper, CBS Inc.'s social research director, at annual conference of American Association for Public Opinion Research at Groton, Conn.

Project stemmed from widespread speculation that TV-radio projection of election results influenced voting in areas where polls were still open, but it also explores effects of election broadcasting generally.

Studies were done in California on and after last election day by Dr. Harold Mendelsohn, University of Denver, and Kurt and Gladys Engel Lang, New York sociologists.

WRVM, WHCC sold; awaiting FCC approval

Sale of two AM stations were announced Friday (May 7), both subject to FCC approval:

■ **WRVM** Rochester, N. Y.: Sold by James M. Johnston and associates to Milton Maltz and Robert Wright, for \$325,000. WRVM-FM is being retained by Mr. Johnston, Messrs. Maltz and Wright own WBRB Mt. Clemens, and WERB Garden City, both Michigan, and WTIF Tiffin, Ohio. WRVM broadcasts daytime on 680 kc with 250 w. Broker: Blackburn & Co.

■ **WHCC** Waynesville, N. C.: Sold by Kenneth D. and Margaret F. Fry to Allen W. Askins Jr., Joseph W. Byrne and Allen W. Askins Sr., for \$87,500. WHCC is on 1400 kc with 1 kw day and 250 w night. Broker: Chapman Inc.

Copyright hearings May 26

House hearings on revision of copyright law, originally scheduled for April 28 and postponed to May 12, have been postponed again. New date is May 26.

*Now...
another
great
half-hour
western
series
from
Warner Bros.*



COLT.45

COLT .45 stars Wayne Preston as Chris Colt, whose skill with the family's product helps him operate as government undercover agent. Over three network seasons—in five time periods—COLT .45 averaged an 18.2 rating, 29% share.* In 1958-59, when it stayed in one time period, COLT .45 won a full-year 32% share. Available for fall start—67 fast-moving half-hours.

*Source: Nielsen Television Index



WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N. Y. Circle 6-1000



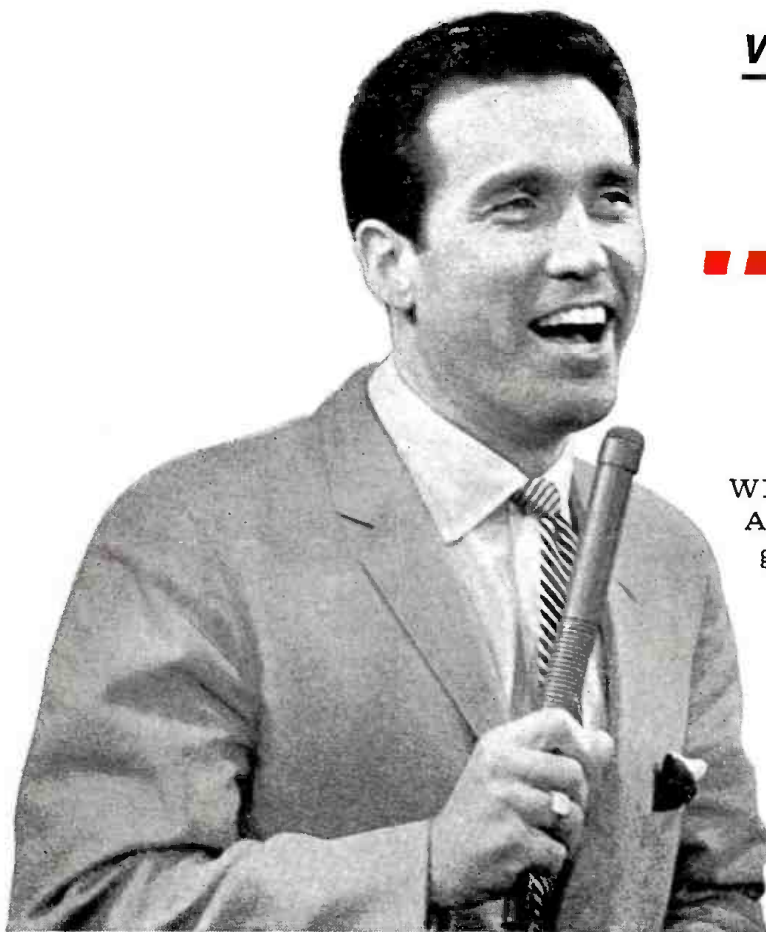
WLW-T—PAUL DIXON SHOW in **COLOR**—a big-time, power-packed personality, a Cincinnati TV favorite for 16 years. A master performer from clown-about-town to super-salesman, delighting his audience for a bouncing 90 morning minutes...first half-hour on WLW-C, WLW-D, WLW-I.



WLW Radio—BOB BRAUN GOOD MORNING SHOW—direct from a department store tea room. Handsome singing star emcee, lively musical cast, one hundred ladies for breakfast, variety, guests, prizes, the works. An hour-and-a-half smash hit. Refreshing return to real Radio.

WLW Stations on the GO—

...AND IT'S



WLW-D—DICK CURTIS A.M. SHOW—one of the most gifted, versatile performers in broadcasting. He sings. He dances. He acts. He clowns. He writes. He sells. All on his free-wheeling, anything-can-happen program. His talent brought him to Dayton for a happy hour every weekday A.M.



WLW-C—SPOOK BECKMAN'S COFFEE CLUB—worked his way into broadcasting as an entertaining waiter. A big man with a big talent for "talking to people, not at them." Soft-spoken guy and sure-sell artist—brass knuckles in a kid glove for a new popular hour show.

WLW-I—DON MELVOIN SHOW—and it's for adults! A great impersonator and satirist with a repertoire of zany characters. This rubber-faced comedian-drummer trips the light fantastic through his 90-minute morning variety show.



ALL LIVE

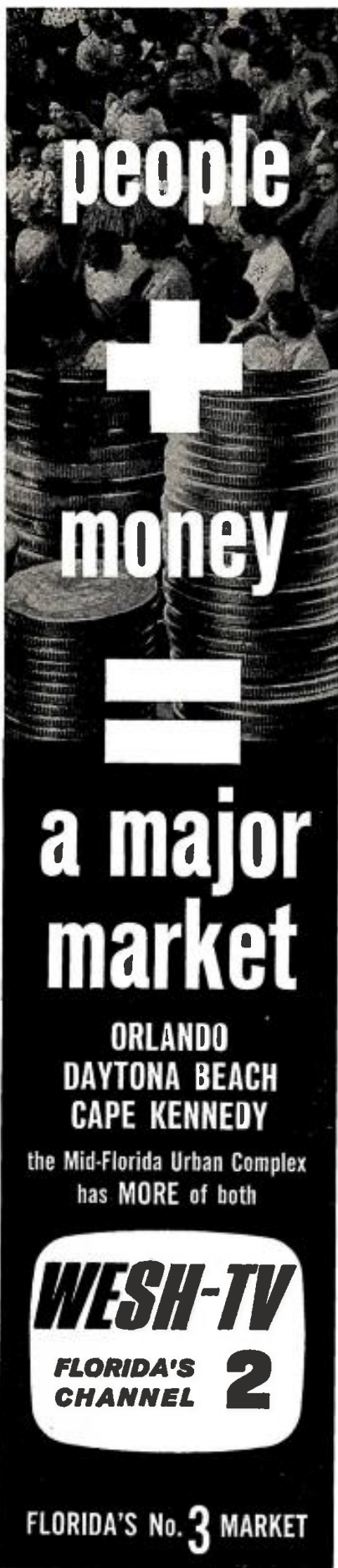
six and one half hours every weekday morning—

PLUS...the great Ruth Lyons' "50/50 Club"!

Unbelievable. Unbeatable. This bright bold array of live morning shows with these live wire stars. Originating on WLW TV Stations and WLW Radio. Like daytime comets brightening up the whole Midwest. A rare collection of talent, adult programming, and in-person performance tailored to each market to make the most of it. This is WLW Television and Radio. Forward! Look! Listen! Crosley's on the GO!

CROSLEY BROADCASTING CORPORATION, a subsidiary of *Avco*

COLOR TV NETWORK: WLW-T, Cincinnati / WLW-D, Dayton / WLW-C, Columbus / WLW-I, Indianapolis / WLW RADIO, Cincinnati



people
+
money
=
a major market

**ORLANDO
DAYTONA BEACH
CAPE KENNEDY**
the Mid-Florida Urban Complex
has MORE of both

WESH-TV
FLORIDA'S CHANNEL 2

FLORIDA'S No. 3 MARKET

REPRESENTED BY THE KATZ AGENCY, INC./NBC

DATEBOOK

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

■Indicates first or revised listing.

MAY

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

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

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

May 10-11—National Association of Television Program Executives annual meeting. Featured speaker is Willard Schroeder, vice president and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., and chairman of joint boards of National Association of Broadcasters. Savoy Plaza hotel, New York.

■May 10-12—Annual spring conference of Washington State Association of Broadcasters. Speakers include Howard Bell, director, National Association of Broadcasters Code Authority; Maurie Webster, vice president of CBS Radio and general manager of CBS Radio Spot Sales; Harry Flannery, AFL-CIO radio coordinator; FCC Commission Rosel H. Hyde. Ocean Shores.

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

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

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

■May 11-14—National Community Television Association of Canada ninth annual convention and trade show. Featured speakers: W. R. Wilson, technical adviser to the Board of Broadcast Governors, on "The Future"; I. Switzer, "Testing Techniques for All Band Systems"; panel discussions on "More Subscribers Through Auxiliary Services," and "Government Regulations," and a sales and marketing workshop. Sheraton King Edward Hotel, Toronto.

■May 12—Special meeting of the National Association of Broadcasters Radio and Television Boards. Washington Hilton, Washington.

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

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

May 13—New York Deadline Club annual dinner. Awards to be presented include radio-TV reporting award, sponsored by Westclox division of General Time. Bill Vaughan, associate editor of Kansas City Star speaker; Barry Gray, WMCA New York personality, master of ceremonies. Americana hotel.

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

■May 13-14—Oklahoma-Kansas Community Television Association meeting. Agenda includes discussion of plans for the formation of a regional group, including CATV operators in Nebraska, Missouri and Colorado; a technical panel, business session, banquet. Interested exhibitors should contact George Miller, chief engineer, Vunore Co., Oklahoma City. Hilton Inn, Kansas City, Kan.

May 13-14—Spring convention of Ohio As-

sociation of Broadcasters. Speakers include Edward Bleier, vice president, Cunningham & Walsh; Harry K. Renfro, vice president, D'Arcy Advertising; Earl Mullin, vice president, ABC Radio. Imperial House South, Dayton.

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

■May 14—Radio and Television Women of Southern California, 11th annual Genii award banquet, honoring Donna Reed, 1965 winner. Ambassador hotel, Los Angeles.

May 14—Spring meeting of Arizona Broadcasters Association. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters. Pioneer, Tucson.

■May 14-15—New Mexico Associated Press Broadcaster's Association spring news seminar. Albuquerque Press Club, Albuquerque.

■May 15—All-day seminar on legal problems of TV film production and distribution, 11th annual program on entertainment industry legal aspects held under joint sponsorship of Beverly Hills Bar Association and University of Southern California Law School. Founders Hall, USC.

■May 16-17—Directors of Canadian Association of Broadcasters meeting at Toronto.

■May 16-18—West Virginia and Mid-Atlantic CATV Associations meeting. Guest speakers will be Robert L'Heureux, general counsel of the National Community Television Association; Fred Stevenson, immediate past chairman and member of board, NCTA. Interested exhibitors should contact Charles Erickson, Parkersburg, W. Va. University Inn, Athens, Ohio.

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

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

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

May 17 — International Radio & Television Society's annual meeting (luncheon), honoring CBS-TV personality Ed Sullivan. IRTS officers for the coming year will be installed. Grand Ballroom, Waldorf-Astoria, New York, is successor to Continental Advertising May 17-19—First convention of Advertising and Marketing International Network. AMIN

NAB CONFERENCE SCHEDULE

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

May 17-18—Hilton Inn, Atlanta.

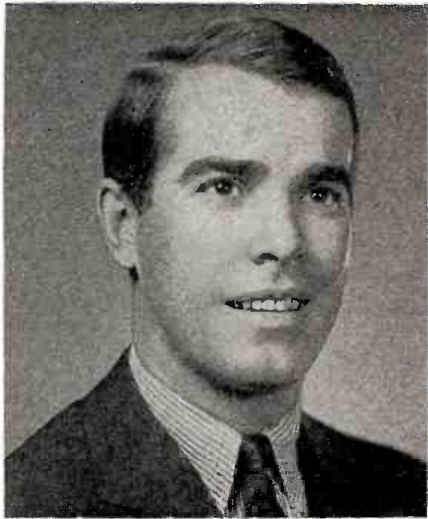
May 20-21—Essex House, New York.

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.



William Marseilles, V.P.
Eastman, New York

EASTMAN is better than BLEEP!

"BETTER? PROVE IT!"

"O.K."

In one market Eastman has Station A and **BLEEP!** has Station B. The two are about as close in media values as you will ever see. If anything, **BLEEP!** has the edge.

Eastman is better because its station does 50% more national volume.

Do you think it's a fluke?

All right. Let's take another market. Facilities, programming and ratings all neck and neck. Yet, in this case, Eastman outbills **BLEEP!** by 100%.

Why is Eastman better than **BLEEP!**?

In a word—Salesmanship.

It is also because we work harder selling America's
Best Radio Stations.



Robert E. Eastman & Co., Inc.

Representing America's Best Radio Stations

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

Presented Annually through the Auspices of
The Texas Association of Broadcasters



KTBC am/fm/tv
Austin, Texas

J. C. KELLAM
President and
General Manager

Agency Network and embraces North and South America, and West Indies. Pontchartrain hotel, Detroit.

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

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

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

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

■May 20—Spring managers meeting of New Jersey Broadcasters Association. Speakers include Robert D. L'Heureux, general counsel, National Community Television Association. Woodlawn, Rutgers University, New Brunswick.

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

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

■May 20-22—Fourth annual convention of the North American Broadcasters Idea Bank. Greentree Inn, Sandusky, Ohio.

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

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

■May 21 — Chesapeake Associated Press Broadcasters meeting. Baltimore.

May 21 — South Dakota Associated Press Broadcasters Association meeting. Winner.

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

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

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

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

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

■May 26—New FCC deadline for filing comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. The former deadline for commenting on the rulemaking proposal was April 26. Reply comments are now due June 10.

■May 26—Oregon Advertising Club luncheon meeting. Marion Stephenson, vice president, administration, NBC Radio, is guest speaker. Portland.

May 26-28 — Fifth National Conference on the Peaceful Uses of Space. Sponsored by

■Indicates new or revised listing.

Bench-Strength.

Who has depth everywhere in the lineup in radio? We do. It suits two groups of people we're interested in. Listeners and advertisers.

Listeners listen in large blocks of time. A few stars up front don't hold them. And advertisers want choices. They can't all buy Arthur Godfrey. Well, after Arthur Godfrey, who is there?

Walter Cronkite. Art Linkletter. Lucille Ball. Garry Moore. Betty Furness. Mike Wallace. Others. Phil Rizzuto. Douglas Edwards. Lowell Thomas. Frank Gifford. Harry Reasoner. And others. Abigail Van Buren. Robert Trout. Durward Kirby. Jack Drees. Allan Jackson. And still others.

We field a favorite in every position. And lead with listeners and advertisers year after year.

When you move into network radio, a most effective advertising medium, you may well decide that it's best for your company to play the favorite—on every count.

The CBS Radio Network



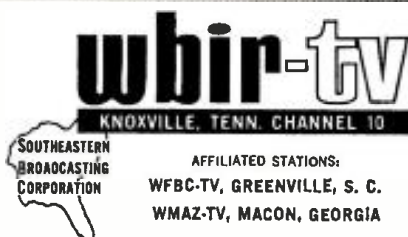
IN THE KNOXVILLE 4-STATE AREA . . . "We Got Letters"



In a contest on the Channel 10 "EARLY SHOW" (4:30 to 6 P.M.) sponsored last Fall by Royal Crown Cola, a total of 52,309 entries came to WBIR-TV for the bicycles that were awarded as prizes. These entries came from 64 counties in Tenn., Ky., Va. and N. C.

For information about this coverage and pulling power, contact the Station or Avery-Knodel.

AVERY-KNODEL, INC.
National Representatives



Broadcasting
THE AUTHORITY WEEKLY OF TELEVISION AND RADIO

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

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

Name _____ Position _____

Company _____

☐ Business
☐ Home

City _____ State _____ Zip _____

☐ 52 issues and
'65 Yearbook
\$13.50

☐ 1965 Yearbook
\$5.00

☐ Payment
enclosed

☐ Bill me

the National Aeronautics & Space Administration. Speakers will include following NASA officials: Dr. Hugh L. Dryden, deputy administrator; Dr. George E. Mueller, associate administrator, Office of Manned Space Flight; Dr. Homer E. Newell, associate administrator, Office of Space Science & Applications; Dr. Raymond L. Bisplinghoff, associate administrator, Office of Advanced Research & Technology. St. Louis.

■May 27—Federal Communications Bar Association meeting. FCC Commissioner James J. Wadsworth will be the luncheon speaker. Willard hotel, Washington.

■May 30-June 1—Ninth annual Television Program Conference. Hilton Inn. El Paso, Tex.

JUNE

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

■June 4-6—Annual meeting and election of officers of Wyoming Association of Broadcasters. Teton hotel, Riverton.

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

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

■June 8—Annual meeting, Federal Communications Bar Association. Mayflower hotel, Washington.

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

■June 10—New FCC deadline for filing reply comments on the joint petition for rule-making by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. The former deadline for replies was May 11.

■June 10-11—Spring meeting of Indiana Broadcasters Association. Indiana University, Bloomington.

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

■June 10-12—Colorado Associated Press Broadcasters annual meeting (in association with Colorado Broadcasters Association summer convention) Palmer House motel, Colorado Springs.

■June 12-15—Annual Georgia Association of Broadcasters summer convention in conjunction with annual GAB engineering conference. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; and Frederick W. Ford, president, National Community Television Association; Senator John O. Pastore (D-R. I.), and Paul Rand Dixon, chairman, Federal Trade Commission. Holiday Inn, Callaway Gardens.

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

■June 14—Oklahoma Broadcasters Association annual summer convention. Guest speaker is Stephen B. Labunski, executive vice president in charge of NBC Radio. Shangri-La hotel, Tulsa.

■June 14—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. The former deadline was April 26.

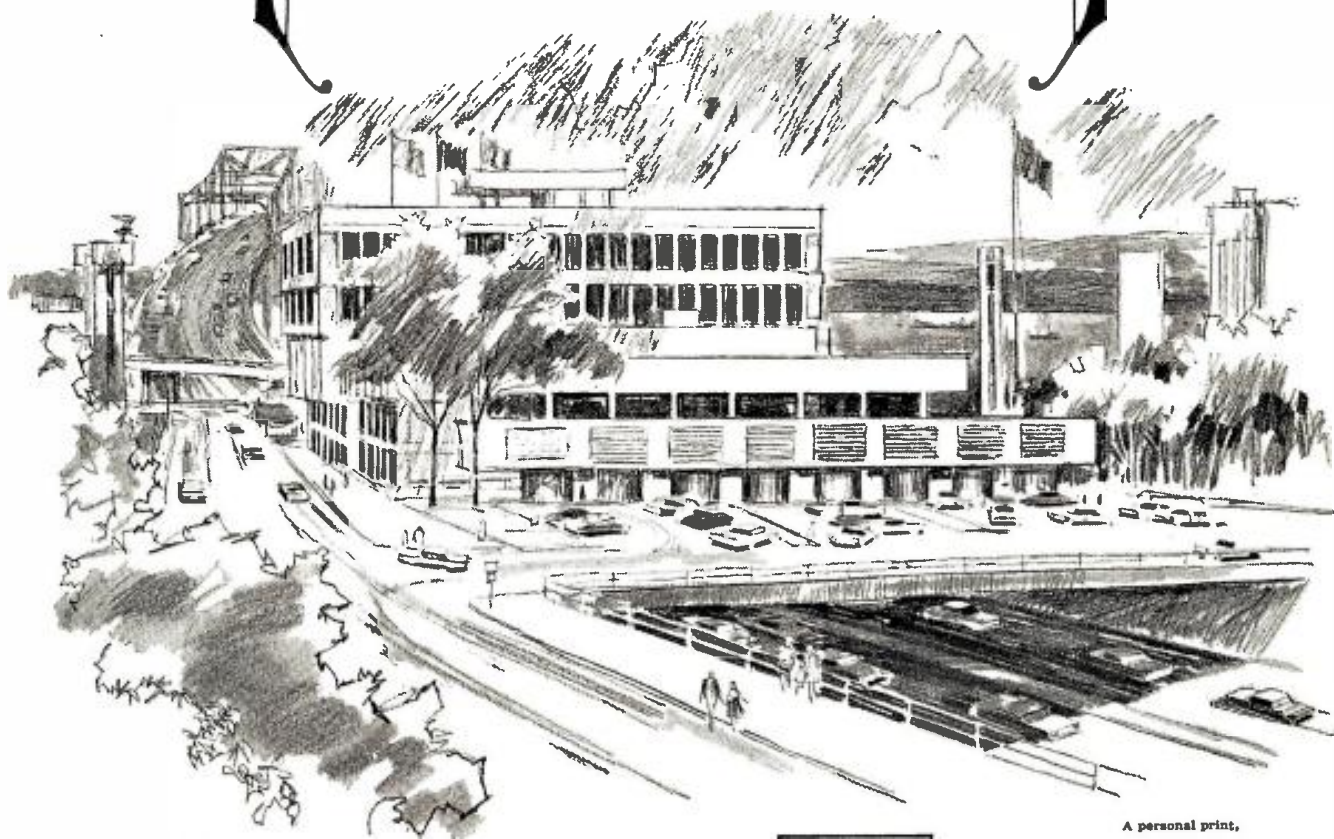
June 14-16—World Congress on Marketing. Event will celebrate 50th anniversary of American Marketing Association and will be attended by 2,000 delegates from North America, Europe and Asia. Hilton hotel, New York.

■Indicates first or revised listing.

18,500,000 cars under the Mayor's desk?

"Now there's a twist. Fall River, Massachusetts, is the first city in the U.S. to get permission for buildin' a City Hall smack, dab over a Federal freeway. When she's built, you'll be able to head east toward the Cape from Providence on new Route 195 — over a new, \$21 million bridge — and in a few minutes 'Whoosh' — under the Mayor's desk!"

Add the new industries in Fall River to the new highways — \$22 million of capital improvements — an airport-industrial park. Add the state's new Technological Institute nearby — the floating memorial battleship, Massachusetts (expected to draw 500,000 tourists this year). You'll see why people say the optimism of Fall River's citizens typifies the go-ahead spirit throughout the bustling Providence market: South-eastern Massachusetts, Rhode Island, and Eastern Connecticut. People in television say **Providence is WJAR-TV.**

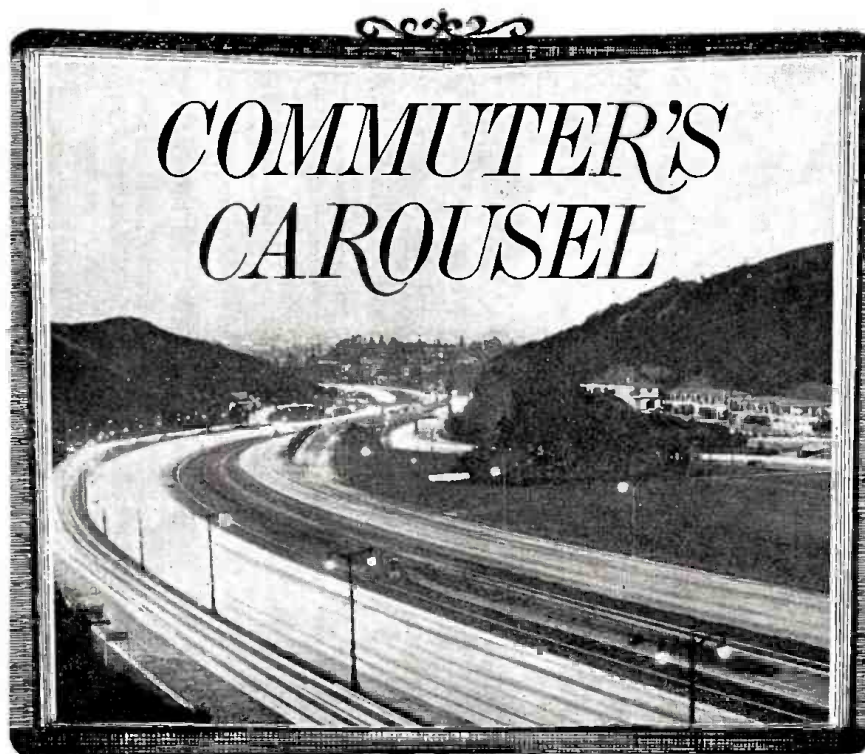


A personal print,
suitable for framing,
awaits your card or call.
© OUTLET 1965

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



NBC - EDWARD PETRY & CO., INC.



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

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

KPOL

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

In New York call
BOB RICHMOND
at PL 9-5570



United Press International news produces!

OPEN MIKE®

Farewell from London

EDITOR: We all lost a real friend and craftsman of excellence in the sad death of Ed Murrow. Having dodged a few bombs in the blitz of 1943 and again the buzz bombs in 1944 in dear old London town with him, my admiration for his courage and integrity are as warm now as they were then. It perhaps has been forgotten that he was the first to use the mobile wire recorder (strapped on his back and powered by batteries) in a combat mission over Norway and later over France in 1943. The late Howard Nussbaum (Lieutenant Colonel) was the second. Me? I merely took them to Algiers and London and said "Here, fellers. . . ."—Edward M. Kirby, director of public relations United Service Organizations Inc., New York.

(Mr. Kirby is the former chief of SHAEF Radio, London.)

Reaching for \$10 million

EDITOR: In your November 23, 1964 issue of BROADCASTING Magazine, Richard K. Manoff Inc. was listed among the top 50 agencies with a total broadcast billing estimated at \$10,500,000. Although your estimate was close, our total broadcast billing was slightly less than \$10 million. . . .

Based upon our experience of growth in the past, and the recent addition this year of Ward Foods, and Tussy Cosmetics Division, we are very hopeful of achieving a total broadcast billing in excess of your estimate in the near future.—Richard Trea, director of media and broadcast planning, Richard K. Manoff Inc., New York.

Fast action needed on CATV

EDITOR: First, the FCC and Congress orders all TV manufacturers to produce all-channel TV, which placed UHF in the cat-bird seat. It also gave a few more broadcasters the questionable opportunity of investing money so TV-starved communities could have variety.

Then the basic concept of CATV was twisted by the usual "enterprising American," and the system was allowed a foot in communities already supporting stations. That, for all intents and purposes, killed chances of survival by any new UHF operator.

In recent years, FM and FM stereo broadcasters have had more than their share of struggling, but now are managing to attract new business and listeners. Some are even in the black.

Now, another enterprising CATV'er is feeding FM into FM sets rather than the empty TV channel and another is originating FM stereo for clients . . .

40th anniversary

RADIO STATION

KPRC

HOUSTON, TEXAS

*Congratulations on four decades
of outstanding service in Texas
and of leadership in Broadcasting.*

EDWARD PETRY & CO., INC.



DELIVERS
227,000
KIDS IN
Washington, D.C.

*ARB (FEB.-MARCH) WTTG-TV

TRANS-LUX
TELEVISION CORPORATION
 625 Madison Avenue, N.Y. • Plaza 1-3110
 CHICAGO • HOLLYWOOD
 Trans-Lux Television International Corporation
 Zurich, Switzerland

RADIO 1320
WILS
LANSING
 5,000 WATTS / 24 HOURS A DAY

No. 1 MID-MICHIGAN RADIO STATION

LANSING MICHIGAN

WILS delivers all the Lansing Metro area plus most of another seven counties.

92 National advertisers use WILS. For complete cost/M and other audience data, write or call:

VENARD, TORBET & MC CONNELL

RADIO 1320
WILS
LANSING
 5,000 WATTS / 24 HOURS A DAY

all as an added attraction. (BROADCASTING, April 26).

Since UHF stands little chance of success, and apparently even some established VHF stations may have economic difficulties in the future, and FM is on the way to being swallowed by CATV, there had better be some fast and precise action by Congress and the FCC.—Allen Bonapart, vice president, WUFM(FM) Utica, N. Y.

Newspaper recognition

EDITOR: I noted the letter from Ward L. Quaal of Chicago (BROADCASTING, March 22) in which he praised the respect shown KDAL Duluth, Minn., by the Duluth newspapers by reprinting the station editorials.

May I add another sample of highly unusual newspaper recognition afforded a radio station. Enclosed is the editorial column of the Nevada State Journal of March 15 in which a KCBN editorial was reprinted.

Newspaper editorial exposure of a radio station's editorial, we feel, is truly recognition.—Elizabeth M. Brown, general manager, KCBN Reno.

(Editorial clipping enclosed was a print version of KCBN's on-air editorial answering charges of another radio station that other news media had failed in its reporting of a city hall incident.)

In defense of the USIA

EDITOR: I read with more than a little interest the March 15 Monday Memo from Arthur Meyerhoff and should like to disagree with his conclusions.

Mr. Meyerhoff cites the smashing of our USIA libraries and United States embassies as manifestations of misinterpretation abroad of our policies. Only the most naive, I believe, would be satisfied to blame our information agency for what is in reality caused by a myriad of interrelated, complex factors . . .

The "USIA is charged with our propaganda effort," Mr. Meyerhoff writes, "but confuses news with truth and to totally rejects advertising techniques." I didn't know news was to be confused with truth. To me, they're synonymous.

I, for one, do not think that the panacea for the outbreaks that have occurred in the countries against the U. S. lies in the employment of advertising techniques as we know them in American business. I fear that to do so would only lead the USIA to become a medium for presentation of glowing superlatives and vague generalities about this country. What the USIA does need, I think, is trust, support, and respect.—Philip J. Harwood, Janesville, Wis.

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Broadcasting

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ASSISTANT PUBLISHER
 Lawrence B. Taissoff

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 *Reg. U. S. Patent Office
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Among research techniques only Pulse gets out-of-home

...by going in!



This is the technique which earned for Pulse the AMA N.Y. Chapter award. The technique that gives you not sets, not just homes, but *persons*. Personal interview—in

the home. Not self-conscious (unlike diaries). Not limited to telephone homes. Face to face. Like the U. S. Census. It's the only one we've ever used. In 250 markets.

730 Fifth Avenue, New York, N.Y. 10019 • JUdson 6-3316

 **The Pulse, Inc.**

Network radio: Its audience is vast but its reach is specific

Radio is everywhere.

No one, advertisers, agencies, media or the public, argues the point. With some 230 million sets in the United States, the radio medium has achieved an unrivaled universality.

By the same token, radio's complete reach also may be its Achilles heel when it comes to advertising. For everywhere and everybody have little practical value in business where the goal is simply to get a substantial share of the market for a product at a reasonable cost. Today's advertiser couldn't care less about box-car figures unless it can be shown that radio goes somewhere and is able to sell to somebody.

Advertising that hits the target for Mennen products goes back to the company's earliest days when founder Gerhard Mennen used horse, wagon and banjo player to promote sales of his first product. Mennen's method was new. He advertised his product for sale in drug stores, rather than selling on the spot. As the company grew under William G. Mennen Sr., Mennen pioneered in placing the first full-page ad in *The Saturday Evening Post*. Mennen was among the early users of network radio sponsoring big name shows, *Ben Bernie*, *Colonel Stoopnagle* and *Famous Jury Trials* among others. All were successful as the company's growth record shows.

Like many advertisers, Mennen left the radio medium in 1950 for a period when it found television was a more effective means of communicating.

Radio Return ■ But unlike most major advertisers, Mennen moved back into radio in the late 1950's, first with spot and then in 1960 with a network schedule. The reasons were many for this unusual step, but not among them was the fact that radio was everywhere. Quite the opposite, a way was developed to reach a segment of "everywhere," Mennen's prime sales target the male audience.

Beginning with a single show on Mutual nearly five years ago, Mennen built an important sports and news franchise on four networks, all with high male-appeal program audiences, as well as interest-catching to women who buy Mennen products. Through the years as Warwick and Legler sought to improve the schedule, a number of changes has taken place, though the basic concept has remained the same.

In the lineup today are *Tom Harmon Sports*, *News Around the World* and *Weekend News* on ABC; *Jack Drees*

Sports and *CBS Radio News* on CBS; *Van Patrick Sports Reel*, *7:30 AM News* and *Weekend News* on Mutual, and *Joe Garagiola Sports* and *Monitor News* on NBC. In addition to Warwick & Legler, Grey Advertising and Tatham-Laird handle the shows for Mennen.

Significant was the use of four networks rather than one. As the No. 2 network radio advertiser in 1964, Mennen might have improved its cost efficiency by concentrating on one network, but the advantages in reach as opposed to frequency were far more important.

To begin with, network radio audiences are extremely loyal as well as different. Among the four networks less than 15% of the audience is duplicated so that when bought in combination, the result is a substantially higher unduplicated audience level. In an average week, according to recent Sindlinger data, the Mennen schedule reaches some 55% of all U.S. men 18 years of age and older at a frequency of 4.9 times and at a relatively low cost per thousand when compared to other media.

In addition, the audience includes all age brackets since each network has individual characteristics in age distribution. One network, for example, is strong with younger audiences.

Radio's impact here is important to almost any advertiser, for the objective is not only to sell present potential customers but to reach those who may soon be interested in your product.

Obvious to most readers is the appeal of radio sports to men. One study showed 62% of the men turning to radio for last-minute sports results, while only 38% relied on television.

The Prime Listener ■ The results are much the same when it comes to news

and sports in the traffic times and on weekends when Mennen broadcasts are carried. Each weekday morning from 6-9 a.m., in the early evening hours and on Saturdays and Sundays, the man on the move or at home is a prime listener to radio news and sports.

Tuning in the audience you want to reach with your commercial in today's complex marketing scheme is never enough to obtain the maximum values from advertising. Other advantages in the use of radio include the following:

- Radio serves as a natural complement to television, reaching new audiences which for one reason or another might not see the television advertising.

- Sports and news personalities serve as ideal means for merchandising a product outside the scope of advertising through personal appearances at sales meetings and other events as well as providing a sound public service image.

- At a very low cost, network radio provides continuity in advertising year-round, buttressing the television advertising. With some 4,500 commercials each year on some 1,200 stations on behalf of Mennen in markets large and small, 12 months a year, little opportunity is lost to sell a potential customer.

- For many advertisers who must rely on demonstrations of their products, use of radio might not be adequate. But for many Mennen products, the spoken word combined with an effective commercial technique, serves well to convey the meaning and power of the advertising message.

If there need be a moral to the story, it may be stated simply: Forget the everywhere and everybody aspects of radio. Shape it to your advertising needs so that your messages are beamed precisely to the audiences you seek to reach with your product stories.



Charles F. Dentinger was appointed advertising manager of The Mennen Co., Morristown, N. J., in September 1964. Earlier he had spent more than 16 years in the toiletries field in various advertising capacities. Mr. Dentinger was born in Buffalo, N. Y., and attended the University of Buffalo. He is active in the Association of National Advertisers and also in the American Marketing Association. He makes his home with his family in Livingston, N. J.

*The **1**^{*}st (first)
Good Music
Station in a Major
U.S. Market
To be Rated No. **1**^{*}*

*Number **1**^{*} All Afternoon Long*

*And tied for Number **2**^{*} in Morning*

KABL



Music

OVER EVERYONE IN THE GREAT SAN FRANCISCO BAY

*THE PULSE, INCORPORATED • SAN FRANCISCO-OAKLAND 6-COUNTY REPORT • JAN. FEB. 1965

Audience Measurement data are estimates only; subject to defects and limitations of source material and methods. Therefore, it is not possible to attest to the absolute accuracy of data provided.

THE **McLendon** STATIONS

KLIF

KABL

W-NUS

WYSL

KTSA

KILT

X-TRA

DALLAS

Over SAN FRANCISCO

CHICAGO

BUFFALO

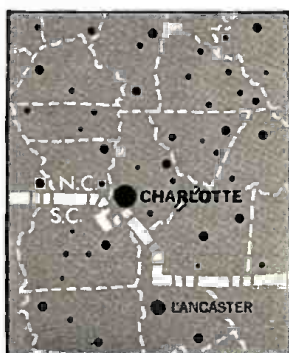
SAN ANTONIO HOUSTON

Over LOS ANGELES

U.S. Sales



Ever hear of Lancaster?



John of Gaunt, Duke of Lancaster, is known in history as the predecessor of a dynasty of English Kings. His name is better known in marketing for Lancaster, S. C. — home of the world's largest cotton mill, the Springs Mill. This busy industrial city is located 40 miles outside the Charlotte Metro area, and yet **91% of its TV homes tune in WBTV each week.*** You may or may not have heard of Lancaster, but you should know that this cotton mill center of the world is just one of the 129 satellite cities and towns making up the thriving WBTV-Charlotte market . . . **a market containing 562,000 television homes and ranking 22nd in the nation.****

* Nielsen Coverage Study ** 1965 Sales Management Survey of Television Markets

WBTV
CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY
WBT / WBT-FM / WBTV / WBTW / Jefferson Productions
Represented Nationally By
Television Advertising  Representatives, Inc.

It's spring and spot TV sales soar

Survey shows that record levels set last year will be beaten in many markets; good minutes harder than ever before for agencies to find

Television stations are in the midst of what is almost certainly the strongest spring run of national spot advertising business in TV history.

Almost nine out of ten report spot sales currently surpassing last spring's record levels—and two-thirds of the rest say they are holding even with last year's spring pace.

Fewer than one in 25 say they're lagging.

Result: advertising agencies may be moving into the biggest traffic jam they have ever encountered—or created—in trying to find choice availabilities for their clients.

Good one-minute positions, historically the advertiser's prime favorite, are harder to find than ever before. On the average station minutes and participations are from more than 75% to almost 90% sold out between noon and 11 p.m.—and on some stations they are nonexistent for longer periods than that.

More 20's ■ The 20-second announcement length, which has often gone begging in the past, appears to be continuing the modest gains first detected last fall, with perceptible if not spectacular sales increases in all day parts up to 11 p.m. Only ID's and 10-second announcements appear to be lagging behind the general advances shown by the other lengths, although in prime hours they, too, have picked up substantially in sales.

There also are indications that color TV facilities are beginning to be a factor in spot buying.

These findings and conclusions were drawn last week from BROADCASTING's annual spring TV spot business survey of stations.

In four years that the survey has been conducted this was the fourth time that at least 75% of the respondents said business was running ahead of the comparable period in the preceding year. Spot TV's last sluggish spring was in 1961, at the bottom of a general economic recession.

The findings in this year's station sur-

vey were supported by an informal sampling of leading station-representation firms. The firms questioned told BROADCASTING almost unanimously last week that their business currently and for the year to date is exceeding last year's marks for the same periods, with the increases usually in the 10 to 15% range.

Reps Conservative ■ The rep firms were somewhat more conservative than

the stations in reporting shortages of availabilities. They agreed fully with the stations that one-minute positions—as in the past—are in greatest demand and shortest supply, but they took a bleaker view of the market for 20-second announcements.

They also stressed—and the station questionnaires also indicated—that the sales gains this year, although widespread and often striking, have not been



Wadsworth sworn in as seventh commissioner

The FCC's newest member, James J. Wadsworth (left), was sworn in Wednesday by Chief Hearing Examiner James D. Cunningham. Looking on are Mr. Wadsworth's wife and his brother, Reverdy Wadsworth.

Commissioner Wadsworth, a Republican who served President Eisenhower as ambassador to the United Nations and who held administration posts under President Truman, said he counted the swearing-in cere-

mony Wednesday as "one of the most significant moments of my life."

FCC Chairman E. William Henry, crediting the quip to Commissioner Robert E. Lee, said the 6-foot, 4-inch Mr. Wadsworth would "add stature to this commission." The new commissioner fills the vacancy created by the resignation of Frederick W. Ford, now president of the National Community Television Association. Term ends June 30, 1971.

IT'S SPRING AND SPOT TV SALES SOAR continued

universally shared. Business traditionally varies from market to market and even within markets, with some stations dipping while others climb, and often there is no apparent explanation for the difference.

The survey findings were also supported, at least in general, by reports from Broadcast Advertisers Reports that despite a better-than-expected show of spot business during the first quarter their monitoring of stations during April found a decided increase in business that was still continuing last week.

BAR officials estimated, on the basis of monitoring one week a month in each of the top 75 markets, that total nonnetwork business—local as well as spot—on all U. S. TV stations in the first quarter totaled \$254,493,000. This would be about \$54 million more than BAR predicted earlier this year and would project on a calendar-year basis—disregarding the fact that the first quarter is usually regarded as below average—to \$1,017,972,000 in spot and local billings in 1965.

Local is Better ■ BROADCASTING's station survey also found some indications of local business gains, but these were offset at least partially by occasional reports of no gains and possibly slight declines. Since the survey dealt with national spot business exclusively, references to local sales were volunteered observations and too few for projection. One rep, however, suggested that although his spot business was up, his stations' local sales were up even more.

In the station survey, which inquired specifically about spot sales for this week (May 10-16), 88% of the respondents said business was running higher than for the comparable week last year, 8% reported no change and 4% said business was off.

Among those estimating the extent of their gains, the average increase was 18%. The average decrease, where indicated, was about 13%, but the number who put numerical value on the extent of decline was too small to make that figure statistically meaningful.

Gains were most widespread in markets having four or more stations, but the average gain—where indicated—was greater in one-station and two-station markets.

Practically all respondents from markets with at least four stations reported increases, and among those estimating the extent of the increase the average gain was 11.5%. In one and two-station markets 96% of the respondents reported gains that averaged, where figures were offered, a little over 20%.

Larger Markets ■ In three-station markets about 82% of the respondents

reported gains. Where the gains were described, they averaged about 18%.

On an all-market basis, the 88% who reported increases this year considerably outnumbered the 75% who reported gains in last spring's survey. Where the extent of the gains was described, however, this year's average increase was slightly lower—18% as against 22% last May.

The volunteered comments from markets of all sizes were overwhelmingly exuberant. There was an occasional complaint about a slump, and some protest that network sales of participations were cutting into spot's potential. But for the most part the reports were in the vein of "better," "incredibly good," "more activity," "healthy," "good to bright" and "excellent."

For the first time in this annual series some stations noted that agencies were calling for positions in and around color shows, but the number of these volunteered comments was too small to indicate how much of a factor color has become in spot buying.

Several stations said signs thus far indicate business will remain good through the hot weather, and one broadcaster offered this advice: "unless agencies begin to order by Aug. 1 they will find it extremely difficult to find good availabilities in this market by fall."

Record Year? ■ Some respondents, projecting even farther, ventured that their full-year sales would exceed records set in 1964 when national, state and local political campaigns helped to swell the totals.

Among the station reps sampled, practically all reported gains thus far, with the increases averaging about 12%.

They said the trend toward shorter flights is becoming even more pro-

nounced with many advertisers buying three-, four- and five-week schedules, taking a hiatus and then re-instituting their campaigns.

Business on some CBS-TV affiliates has dipped to some extent, it was said, reflecting that network's slipping out of the undisputed leadership spot which it had held for several seasons.

For the most part, daytime is still the "weak sister" in the spot TV family, they noted.

One leading representative estimated that sales were up approximately 10% through the first four months of 1965. The outlook through June is "bright," but longer projections are uncertain because of short-term commitments, he reported. He said he had every expectation that business for the year would jump at least modestly over 1964.

An executive for a group-owned company described business for the year to date as "excellent," with sales exceeding those of the corresponding 1964 period by an estimated 20%.

Impressive ■ A representative of medium-sized stations said business for the first four months was running approximately 12% ahead of last year. He acknowledged that sales gains were most impressive in the larger markets, with other stations "about holding their own." He felt daytime was an area that needed reinforcement and that a more realistic daytime rate structure must be devised.

An official of a large representative organization called business "generally good" but declined to estimate gains to date. Despite the absence of long-term commitments, he said he could project "rather good" spot TV sales for the first six months of this year.

One major rep firm reported business "slightly off" in the first quarter when compared to 1964, but said the outlook for the summer months was exceptionally strong. He said major advertisers with schedules in May and June had indicated they would continue heavily in spot during July and August, pointing to the firm's best summer period in a number of years.

Prime 20-second announcements are not moving well, he said.

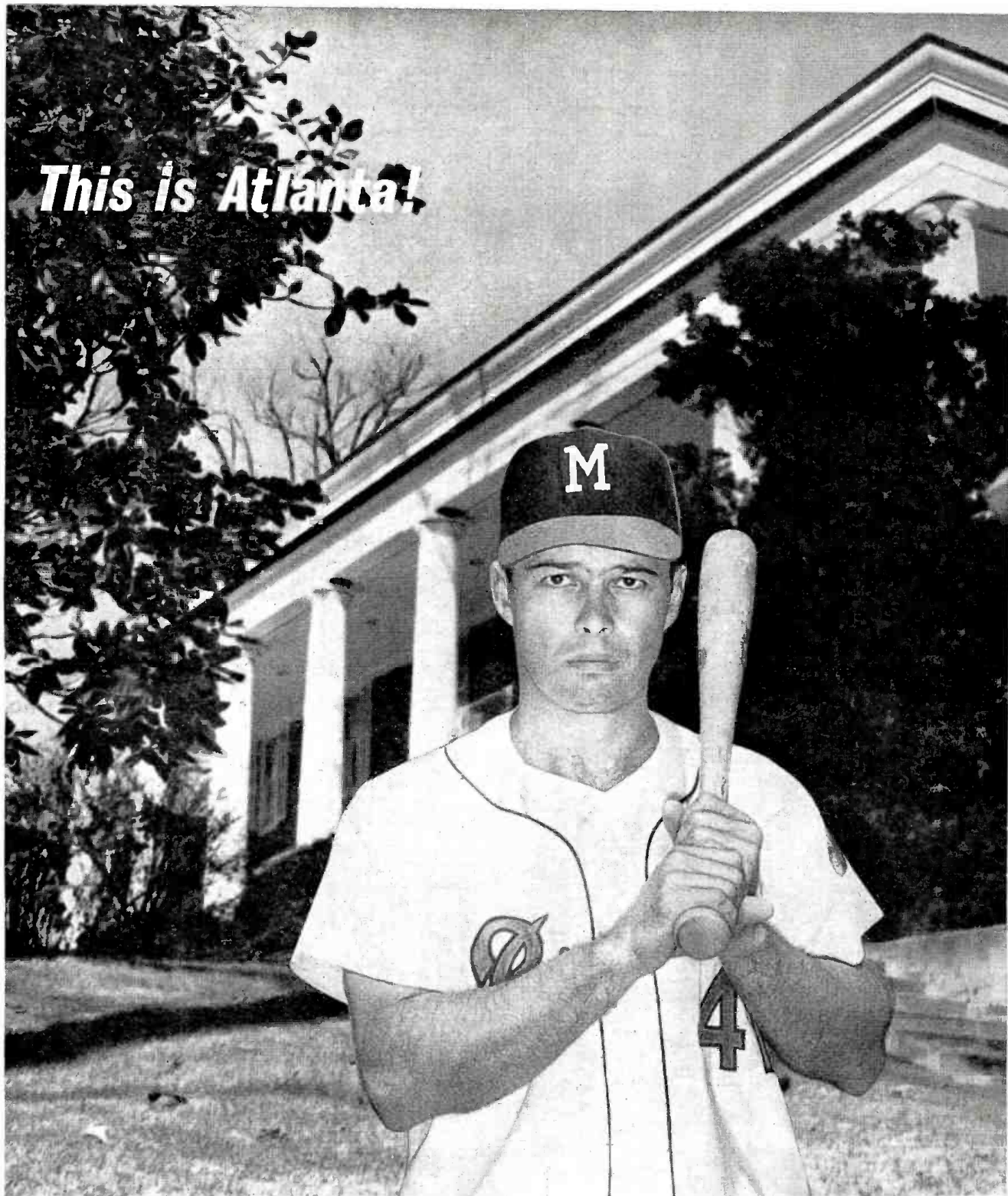
Another large-station rep said business had been up about 7% in the first quarter, looked stronger now, and should be "fine" for the full year. He reported that several major advertisers had voiced interest in placing more 30-second announcements. These clients, he said, already have a number of half-minute spots produced for use in tandem as piggybacks in many of their network minute positions.

This company also suggested that prime 20-second spots, which most reps continued to see as a "hard sell," might be replaced with the advent of more 30-second business.

Tyrex plans TV return

Tyrex Inc., New York, an association of rayon tire cord producers, announced that it would return to television for the first time since 1959, following the resignation of the account last week by McCann-Erickson, New York.

According to Tyrex, one-minute film commercials produced by the association's newly appointed agency, Palmer, Willson & Worden Inc., New York, will be placed on live sports programs in 15 major markets, beginning July 14.



WELCOME SOUTH BRAVES! WSB-TV welcomes baseball's ninth all-time home run hitter, Eddie Mathews, and the Braves Baseball Club to Atlanta. Beginning this season, WSB-TV will be the team's television home, carrying 18 Braves' games each season for the next three years. Want to raise your batting average? You can . . . on WSB-TV, the major league station in the nation's newest major league city.

WSB-TV

Channel 2 Atlanta

NBC affiliate. Represented by Petry



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; WIBC, Pittsburgh.

1964 network and spot billing by classification

ESTIMATED EXPENDITURES—NETWORK AND SPOT TELEVISION—JANUARY-DECEMBER 1964

	Spot TV (\$000)	Network TV (\$000)	Total TV; % Change '64 vs. '63		Spot TV (\$000)	Network TV (\$000)	Total TV; % Change '64 vs. '63
AGRICULTURE	\$ 1,346.0	\$	\$ 1,346.0 (+14.1%)	Schools & colleges	416.0		416.0
Feeds, meals	564.0		564.0	Miscellaneous	1,315.0		1,315.0
Miscellaneous	782.0		782.0	COSMETICS & TOILETRIES	103,812.0	183,935.7	287,747 (+11.7%)
ALE, BEER & WINE	78,000.0	15,408.4	93,408.4 (+15.1%)	Cosmetics	12,059.0	7,925.8	19,984
Beer & ale	66,451.0	15,405.6	81,856.6	Deodorants	8,119.0	21,208.8	29,327
Wine	11,549.0	2.8	11,551.8	Depilatories	104.0	827.9	931
AMUSEMENTS, ENTERTAINMENT	2,900.0	1,462.6	4,362.6 (-17.2%)	Hair tonics & shampoos	28,854.0	38,752.2	67,606
AUTOMOTIVE	38,539.0	96,647.9	135,186.9 (+9.8%)	Hand & face creams, lotions	9,588.0	12,186.1	21,774
Anti-freeze	214.0	1,770.4	1,984.4	Home permanents & coloring	17,403.0	34,783.0	52,186
Batteries	61.0	1,751.3	1,812.3	Perfumes, toilet waters, etc.	3,935.0	373.4	4,308
Cars	32,841.0	70,933.8	103,774.8	Razors, blades	4,855.0	27,749.3	32,604
Tires & tubes	2,808.0	13,602.0	16,410.0	Shaving creams, lotions, etc.	3,083.0	11,289.5	14,372
Trucks & trailers	195.0	4,505.0	4,700.0	Toilet soaps	9,913.0	21,385.5	31,298
Misc. accessories & supplies	2,420.0	3,043.0	5,463.0	Miscellaneous	5,899.0	7,452.2	13,351
Automotive institutional		1,042.4	1,042.4	DENTAL PRODUCTS	18,927.0	48,948.8	67,875 (+6.9%)
BUILDING MATERIALS,				Dentifrices	11,459.0	31,135.1	42,594
EQUIPMENT, FIXTURES, PAINTS	3,407.0	18,213.9	21,620.9 (-8.6%)	Mouthwashes	6,574.0	7,221.7	13,795
Fixtures, plumbing, supplies	17.0		17.0	Miscellaneous	894.0	10,592.0	11,486
Materials	1,554.0	7,677.0	9,231.0	DRUG PRODUCTS	70,185.0	129,268.8	199,453 (+0.3%)
Paints	1,300.0	5,995.5	7,295.5	Cold remedies	18,344.0	26,858.4	45,202
Power tools	335.0	828.1	1,163.1	Headache remedies	24,792.0	38,429.3	63,221
Miscellaneous	201.0	456.9	657.9	Indigestion remedies	2,642.0	18,880.1	21,522
Industrial, materials		3,256.4	3,256.4	Laxatives	2,684.0	10,289.5	12,973
institutional		3,256.4	3,256.4	Vitamins	5,820.0	11,173.5	16,993
CLOTHING, FURNISHINGS,				Weight aids	6,089.0	4,729.4	10,818
ACCESSORIES	14,068.0	9,664.8	23,732.8 (+3.8%)	Miscellaneous drug products	8,628.0	18,908.6	27,536
Clothing	5,412.0	7,173.1	12,585.1	Drug stores	1,186.0		1,186.0
Footwear	4,130.0	1,074.8	5,204.8	FOOD & GROCERY PRODUCTS	250,756.0	180,312.1	431,068 (+13.9%)
Hosiery	4,178.0	915.0	5,093.0	Baked goods	30,983.0	15,753.2	46,736
Miscellaneous	348.0	501.9	849.9	Cereals	44,855.0	36,222.2	81,077
CONFECTIONS & SOFT DRINKS	101,930.0	27,062.6	128,992.6 (+25.9%)	Coffee, tea & food drinks	40,727.0	22,476.8	63,203
Confections	47,884.0	15,348.3	63,232.3	Condiments, sauces,			
Soft drinks	54,046.0	11,714.3	65,760.3	appetizers	17,872.0	15,608.0	33,480
CONSUMER SERVICES	32,641.0	34,109.5	66,750.5 (+27.7%)	Dairy products	18,013.0	14,562.3	32,575
Dry cleaner & laundries	3.0	264.5	267.5	Desserts	4,082.0	5,781.7	9,863
Financial	4,013.0	826.8	4,839.8	Dry foods (flour, mixes, rice,			
Insurance	7,198.0	19,654.6	26,852.6	etc.)	13,683.0	15,479.8	29,162
Medical & dental	1,074.0	661.2	1,735.2	Fruits, vegetables, juices	15,690.0	23,703.4	39,393
Moving, hauling & storage	53.0	11.2	64.2	Macaroni, noodles, chilli, etc.	6,808.0	3,164.0	9,972
Public utilities	11,703.0	7,148.2	18,851.2	Margarine, shortenings	8,362.0	7,626.0	15,988
Religious, political, unions	6,866.0	5,543.0	12,409.0	Meat, poultry & fish	12,951.0	4,304.8	17,255
				Soups	6,777.0	6,499.6	13,276
				Miscellaneous foods	14,172.0	6,804.8	20,976
				Miscellaneous frozen foods	5,050.0	2,325.5	7,375
				Food stores	10,731.0		10,731.0

Business briefly . . .

Polaroid Corp., through Doyle Dane Bernbach, **P. Lorillard Co.**, through Grey Advertising, **Institute of Life Insurance**, through J. Walter Thompson, and **S. C. Johnson & Son**, through Foote, Cone & Belding, have each purchased a quarter hour in NBC-TV's color special *Grand Canyon: A Journey with Joseph Wood Krutch* on June 1 (10-11 p.m. EDT).

General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample, New York, and **Kool-Aid Division of General Foods**, White Plains, N. Y., through Foote, Cone & Belding, New York, will sponsor *Kristie*, a color special for chil-

dren on NBC-TV May 16 (6:30-7:30 p.m. EDT).

American Home Products, through Ted Bates & Co., **P. Lorillard Co.**, through Lennen & Newell, and **J. B. Williams Co.**, through Parkson Advertising, all New York, will sponsor *The Scherer-MacNeil Report*, a new Saturday program beginning on NBC-TV Oct. 23 (6:30-7 p.m. EDT). The program, which NBC reported as completely sold, will feature network news correspondents Ray Scherer from Washington and Robert MacNeil from New York.

The Scholl Manufacturer Co., Chicago, through West, Weir & Bartel, New York, will participate in CBS Radio's

Dimension and **CBS Radio Weekday News** programs for nine weeks, beginning June 21.

General Cigar Co., through Young & Rubicam, both New York, has begun a network participation and spot TV campaign for its White Owl Invincible Cigars. The commercials, which feature the French comedian Fernandel, will be spotted on TV sports programs through the spring and summer, and also on NBC-TV's *Huntley-Brinkley Report*.

The Colgate-Palmolive Co., New York, will sponsor *The International Beauty Spectacular* special on NBC-TV on Aug. 13 (10-11 p.m. EDT). Colgate-Palm-

	Spot TV	Network TV	Total TV; % Change '64 vs. '63
IDENT SUPPLIES & EQUIPMENT	3,609.0	696.4	4,305.4 (+70.5%)
OLINE & LUBRICANTS	32,699.0	25,504.4	58,203.4 (+21.7%)
asoline & oil	31,938.0	25,304.0	57,242.0
oil additives	529.0	200.4	729.4
miscellaneous	232.0		232.0
ELS, RESORTS, TAURANTS	1,088.0	332.4	1,420.4 (+39.6%)
HOUSEHOLD CLEANERS, PAINTS, POLISHES, WAXES	34,075.0	40,357.1	74,432.1 (+ 9.5%)
cleaners, cleansers	22,612.0	17,039.8	39,651.8
floor & furniture polishes, waxes	7,281.0	13,414.2	20,695.2
glass cleaners	800.0	2,990.7	3,790.7
home dry cleaners	4.0	85.3	89.3
shoe polish	2,051.0	2,238.0	4,289.0
miscellaneous cleaners	1,327.0	4,589.1	5,916.1
HOUSEHOLD EQUIPMENT—FURNITURE	6,520.0	17,378.8	23,898.8
HOUSEHOLD FURNISHINGS	2,206.0	8,427.8	10,633.8 (+ 0.4%)
beds, mattresses, springs	1,196.0	1,430.1	2,626.1
furniture & other furnishings	1,010.0	6,997.7	8,007.7
HOUSEHOLD LAUNDRY PRODUCTS	64,403.0	61,713.9	126,116.9 (+ 3.7%)
bleaches, starches	10,850.0	6,356.9	17,206.9
packaged soaps, detergents	44,305.0	49,319.9	93,624.9
miscellaneous	9,248.0	6,037.1	15,285.1
HOUSEHOLD PAPER PRODUCTS	24,597.0	12,476.9	37,073.9 (+13.5%)
bleaching tissues	4,632.0	1,703.3	6,335.3
food wraps	6,502.0	8,563.3	15,065.3
napkins	679.0		679.0
toilet tissue	3,891.0	459.1	4,350.1
miscellaneous	8,893.0	1,751.2	10,644.2
HOUSEHOLD GENERAL	7,818.0	15,326.4	23,144.4 (+ 7.0%)
rooms, brushes, mops	209.0	526.5	861.5
china, glassware, crockery, containers	1,064.0	980.0	2,044.0
disinfectants, deodorizers	1,035.0	7,415.5	8,450.5
heaters (heating, etc.)	577.0		577.0
insecticides, rodenticides	2,578.0	2,481.7	5,059.7
kitchen utensils	412.0	812.2	1,224.2

	Spot TV	Network TV	Total TV; % Change '64 vs. '63
Miscellaneous	1,943.0	3,074.5	5,017.5
NOTIONS	474.0	386.1	860.1 (- 4.4%)
PET PRODUCTS	14,954.0	16,886.1	31,840.1 (+18.5%)
PUBLICATIONS	1,994.0	1,399.1	3,393.1 (+ 9.2%)
SPORTING GOODS, BICYCLES, TOYS	19,860.0	12,182.2	32,042.2 (+51.7%)
Bicycles & supplies	265.0	429.2	694.2
Toys & games	19,350.0	10,747.6	30,097.6
Miscellaneous	245.0	1,005.4	1,250.4
STATIONERY, OFFICE EQUIPMENT	1,101.0	5,215.2	6,316.2 (+33.1%)
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	1,539.0	9,291.4	10,830.4 (+50.3%)
Radio & television sets	870.0	4,760.4	5,630.4
Records	643.0		643.0
Miscellaneous	26.0	4,531.0	4,557.0
TOBACCO PRODUCTS & SUPPLIES	50,164.0	146,836.5	197,000.5 (+16.4%)
Cigarettes	44,399.0	127,198.1	171,597.1
Cigars, pipe tobacco	5,472.0	19,473.5	24,945.5
Miscellaneous	293.0	164.9	457.9
TRANSPORTATION & TRAVEL	17,293.0	2,072.4	19,365.4 (+21.3%)
Air	12,750.0	537.4	13,287.4
Bus	2,101.0		2,101.0
Rail	976.0		976.0
Miscellaneous	1,466.0	1,535.0	3,001.0
WATCHES, JEWELRY, CAMERAS	4,764.0	19,442.4	24,206.4 (+12.2%)
Cameras, accessories, supplies	980.0	9,688.5	10,668.5
Clocks & watches	132.0	4,058.5	4,190.5
Jewelry	62.0	134.6	196.6
Pens & pencils	3,473.0	2,505.7	5,978.7
Miscellaneous	117.0	3,055.1	3,172.1
MISCELLANEOUS	10,340.0	4,929.1	15,269.1 (+ 6.4%)
Trading stamps	1,322.0	1,158.0	2,480.0
Miscellaneous products	2,556.0	3,771.1	6,327.1
Miscellaneous stores	6,462.0		6,462.0
TOTAL	\$1,016,009.0	\$1,145,889.7	\$2,161,898.7 (+12.1%)

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

olive had not yet assigned an agency, it was reported.

CBS-TV will pre-empt *The Defenders* June 10 (10-11 p.m. EDT) to present *Jazz on a Summer's Day*, for the Michelob Hour of Excellence series of specials. Anheuser-Busch, for Michelob Beer, sponsors the specials through C. J. LaRoche & Co., New York.

Gillette Safety Razor Co., Boston, in a push for a greater sales share of the women's shaving care market, will support a new Lady Gillette introductory promotion with commercials on its regular network TV schedules (NBC and ABC) through the summer. Agency is Clyne & Maxon, New York.

Gulf-American Land Corp., Cape Coral, Fla., through Paul Venze Associates, Baltimore, will sponsor on Mutual a 15-minute program preceding the Liston-Clay heavyweight title match on May 25.

Rep. appointments . . .

■ WHC(TV) Pittsburgh: Edward Petry & Co., New York (CLOSED CIRCUIT, April 19).

■ KAOH Duluth, Minn.: Mid-West Time Sales, St. Louis, as regional representative.

■ KLSI Salina, Kan., and WGVA Geneva, N. Y.: Grant Webb & Co., New York.

Modified near beer spots on

Spot radio schedules began last week on four Chicago stations for 13 weeks for a new non-alcoholic "beer," Jet near beer, produced by U. S. Brewing Co. there. Placed through Livingston & Associates, the spots were modified after an original theme had raised questions concerning the possibility of controversial youth appeal.

TV spots expected to be used later and four-color full page newspaper ads also are being used. If successful the drive will expand elsewhere. The agency said WBBM, WGN, WIND, and WMAQ are carrying the radio spots.

RAB posts scorecard on radio in 1964

Estimates out today show food firms contributed most to the \$300.9 million for network-spot

Radio's gross sales to national and regional advertisers in 1964 totaled \$300.9 million, according to estimates being released today (May 10) by the Radio Advertising Bureau.

The estimates put spot radio's gross billings at \$232.6 million and network radio's at \$68.3 million.

The estimates reflect time sales before discounts and agency commissions and also include some advertiser outlays for talent fees, notably in the network category, RAB officials said.

Thus they are generally comparable to data published for other media but not comparable to FCC's annual time-sales estimates, which are computed on a net basis. The FCC has not published its figures for 1964, but BROADCASTING's estimates, based on reports from stations and historically close to those subsequently released by the FCC, indicated last February that 1964 net time sales totaled almost \$234 million for spot radio and about \$42.4 million for network radio (BROADCASTING, Feb. 22).

RAB's figures are based on confidential reports submitted to an accounting firm by all four national radio networks and, in the case of spot, by individual radio stations and station representation firms. They do not include expenditures by local advertisers, which the FCC reported at almost \$450 million in 1963 and BROADCASTING estimated at almost \$501 million for 1964, both on a net rather than a gross basis.

The RAB estimates were derived from a special report on 1964 radio expenditures by product category. This stemmed from material collected for RAB's series of quarterly reports on expenditures by leading advertisers, initiated about a year ago, and is the first category breakdown available for radio in many years.

Food First in Line ■ It showed food products led in radio investments in both spot and network, representing 17.9% of spot radio's gross billings and 21.5% of network radio's. Automotive was second in both, but cigarettes and other tobacco products ranged third in spot and fifth in network, while cosmetics and toiletries were third in network and tenth in spot (see list follow-

ing).

Miles David, RAB administrative vice president, noted that food advertisers had spent some \$56.2 million in the combined radio media. This, he said, demonstrated that "advertisers and agencies are aware of radio's impact on housewives, the buyers of the vast majority of food products."

Mr. David reported widespread response to RAB's publication last week of estimates for spot and network's top 100 advertisers (BROADCASTING, May 3). "We have been literally deluged with calls for more detailed information on the advertisers we named, and on those who spent some money in radio but not enough to make the lists."

The product category reports were said to reflect spending by all national advertisers on which information was available, not just those in the top 100.

The RAB lists:

SPOT RADIO CATEGORIES FOR 1964

Categories	Gross Expenditure (\$000)	Percent of total
Foods	41,500	17.9
Automotive	36,900	15.9
Cigarettes, cigars, tobacco	24,000	10.3
Beer, ale, wine	23,900	10.3
Gas & oil	15,800	6.8
Consumer services	14,200	6.1
Travel & shipping	13,900	6.0
Soft drinks	11,900	5.1
Drugs & proprietaries	9,400	4.0
Cosmetics & toiletries	7,200	3.1

Bolte goes outdoor

Brown Bolte, former president of Sullivan, Stauffer, Colwell & Bayles, New York, announced last week he has formed Colonial Suburban Outdoor Advertising Inc. with headquarters in Hartford, Conn. Mr. Bolte recently acquired Metromedia's New York and Connecticut suburban outdoor advertising facilities and the Hartford plant of General Outdoor Advertising Co. His acquisition represent an investment of more than \$2 million, it was said.

Categories	Gross Expenditure (\$000)	Percent of total
Confections	3,800	1.6
Apparel	3,700	1.6
Agricultural	3,200	1.4
Soaps, cleansers, detergents	2,400	1.0
Amusements	2,300	1.0
Publications	2,200	0.9
Household furnishings & appliances	2,000	0.9
Paint, hardware, building	2,000	0.9
Pet Foods	1,200	0.5
Radio, TV, records	700	0.3
Religion	3,800	1.6
Miscellaneous	6,600	2.8

Estimates based on reports to Peat, Marwick, Mitchell & Co. by major market stations and station representatives are gross before any discounts or agency commissions. This makes them comparable to data for other media including network radio, spot TV and network TV.

NETWORK RADIO CATEGORIES FOR 1964

Categories	Gross Expenditure (\$000)	Percent of total
Foods	14,700	21.5
Automotive	10,100	14.8
Cosmetics & toiletries	6,800	10.0
Drugs & proprietaries	6,700	9.8
Cigarettes, cigars, tobacco	4,600	6.8
Consumer services	4,600	6.8
Gas & Oil	4,400	6.4
Confections & soft drinks	4,300	6.3
Publications	2,500	3.7
Paint, hardware, building	1,400	2.0
Soaps, cleansers, detergents	1,400	2.0
Radio, TV, records	1,100	1.6
Household furnishings & appliances	900	1.3
Beer, ale, wine	800	1.2
Travel & shipping	500	0.7
Religion	1,300	1.9
Miscellaneous	2,200	3.2

Figures as reported to Peat, Marwick, Mitchell & Co. by ABC, CBS, MBS and NBC radio networks, are gross before any discounts or agency commission. This makes them comparable to data for other media including spot radio, spot TV and network TV.

Cities Service ups TV for name change

Cities Service Oil Co., Tulsa, Okla., with a plan to change its image and the face of its filling stations across the country while introducing a new brand name, CITGO, will double its advertising budget in 1965, the additional billings going to visual media.

Television schedules, both network and spot, starting May 17, call for expenditures of \$2.5 million, twice the company's 1964 commitment to the medium.

The TV plans include participations in NBC-TV's *Today* and *Tonight* shows and *The Man From U.N.C.L.E.* and spot flights in 26 cities on an average of three stations per market. The agency is Lennen & Newell, New York.

Cities Service advertising manager Raymond Keck, said the television plans would require a new set of color com-

mercials.

The company will continue its co-operative advertising program with local dealers in radio spending approximately \$1 million in the medium this year, an amount which is matched by Cities Service outlets.

A major part of the Cities Service changeover is the introduction of a new brand symbol, a three-tone red "trimark" which will replace the company's present green-on-white delta emblem. It was explained that visual media would be best suited for the campaign.

A closed-circuit color television program using the Theater Network Television System, was presented in 19 cities last week to explain the new brand name and marketing plan to Cities Service dealers throughout the United States.

Color's virtues cited by Thomas Sarnoff

Today's 3.28 million color television sets may seem small in comparison to the black-and-white circulation of some



Mr. Sarnoff

53 million. But this number, "which is more than the circulation of most magazines" is enough to have influenced several leading advertisers to sponsor color programs and to produce their commercials in color,

according to Thomas W. Sarnoff, NBC West Coast vice president. Speaking, last Monday (May 3) to the Hollywood Advertising Club, Mr. Sarnoff said the added costs of color TV are now less than 20% in comparison to about 50% for magazines. Color-film costs, which used to add about one-third to monochrome, now add only 15%. For videotape, the margin is under 5% and for most tape shows runs only about 2% to 3% more than black-and-white programs.

Mr. Sarnoff predicted prices for smaller sets, which are now down to about \$320, will probably get as low as \$300 before the end of the year. There will be 5 million sets before the end of 1965 and 19 million by 1970.

The main reason advertisers prefer color, he said, is that owners of color sets prefer to watch color programs and color commercials. "For an equal number of color and black-and-white homes, more people will watch the show in color . . . and a greater share will remember details of the advertising."

Cigarette bill sent to Senate

If package is shown on TV, side with warning must be displayed

An apparently innocuous cigarette labeling bill with a real sleeper in it for television was unanimously voted out of the Senate Commerce Committee last week.

The bill, S 559, is based primarily on one submitted by Senator Warren G. Magnuson (D-Wash.), chairman of the committee, and it bears his name.

Basically, it would require the warning "Caution: Cigarette Smoking May Be Hazardous to Your Health" to be "located prominently on the front or back of the package in conspicuous and legible type in contrast by typography, layout, or color with other printed matter on the package."

But, the committee instructed its professional staff to include in the official committee report its express intention to require display of the side of the package with the warning when packages are used in TV commercials (although there is no requirement that the package be shown at all). Committee reports are often used by the courts to discover the "intent of Congress."

Enforcement would be through the Justice Department, with violations considered a misdemeanor and subject to fines up to \$100,000.

The committee rejected by a large margin Senator Maurine Neuberger's (D-Ore.) bill calling for warnings in advertising. Several substantial changes were made in the original Magnuson measure. A section requiring statements of tar and nicotine content on the package was rejected, the warning statement was strengthened a little, and "front or back of the package" was added to prohibit placing the warning inconspicuously on a side panel.

A final amendment added by Senator Magnuson forbids federal, state and local authorities to require any additional statement relating to smoking and health on packages or in advertising for a period of three years. It also instructs the Federal Trade Commission, aided by the Department of Health, Education and Welfare, to report to Congress not later than 18 months after adoption and annually thereafter "1) the effectiveness of cigarette labeling, 2) current information on the health consequences of smoking, 3) current practices and meth-

ods of cigarette advertising and promotion, and 4) such recommendations for legislation as it may deem appropriate."

Senator Neuberger voted for the amended bill, but asked and was granted a week to prepare additional comments for the record. Senate action could come within a few weeks.

The House Commerce Committee is considering similar legislation, but has yet to report out any. Favored there is a bill introduced by Representative Walter Rogers (D-Tex.), which resembles the Magnuson bill in many respects, although its prohibition of advertising regulation is absolute, rather than for a three-year period. Both measures leave enforcement to the Justice Department, making the pill a little less bitter for the tobacco industry, which fears that FTC or Food & Drug Administration enforcement would lead to increasingly stringent regulations.

If Congress has not acted by July 1, FTC rules requiring a warning statement on packs and in advertising will go into effect (BROADCASTING, April 5).

Petker plans ad drive on smoking

A nationwide multimillion dollar anti-smoking advertising campaign is being planned by Al Petker, radio promotion specialist, who gave up smoking two months ago after suffering a heart attack which he attributes to the many packs of cigarettes he smoked each day before that time.

Mr. Petker said he plans to use an estimated \$1 million worth of time on more than 1,000 radio stations, time he acquired through his Broadcasters Service Bureau, which exchanges promotional services for time on what is commonly thought of as a barter arrangement. Subsequently, he expects to buy TV time and newspaper space, in addition to radio.

Mr. Petker said that health organizations spend millions on research to prove the harmful effects of smoking, but their findings have little effect on the public. "They publish a report, the surgeon general makes a statement, and for a few days some people stop smoking. Then the fears quiet down and they go back to smoking again."

He said he will operate differently, by using aggressive advertising to persuade people to stop smoking, just as the tobacco companies advertise to encourage people to smoke their particular brands. "Cigarettes are sold with sex appeal," he said. "I'm going to use exactly the opposite approach. Our ads will say that smoking is dirty; smoking is poisonous. We'll advertise daily and we'll use strong

BAR estimates for 21 markets

Estimates of the dollar volume of nonnetwork television business on the air in 21 U. S. markets during the week ended April 16 are reported below as compiled by Broadcast Advertisers Reports.

The estimates are based on 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 16:

Altoona, Pa. (3)	\$101,870
Buffalo (3)	308,561
Charleston, W. Va. (3)	125,928
Fresno, Calif. (4)	107,144
Green Bay, Wis. (3)	77,300
Kansas City, Mo. (3)	290,440
Louisville, Ky. (3)	130,173
Miami (3)	284,880
Milwaukee (4)	250,715
Norfolk, Va. (3)	127,610
Omaha (3)	131,826
Philadelphia (3)	854,843
Portland, Me. (3)	73,848
Providence, R. I. (3)	189,318
Rochester, N. Y. (3)	137,528
Salt Lake City (3)	103,015
South Bend, Ind. (3)	50,380
Tampa, Fla. (3)	185,846
Toledo, Ohio (2)	121,553
Washington (4)	351,996
Wichita, Kan. (3)	93,532

reason-why copy."

Asked if he expects to have any trouble getting stations who now carry tobacco advertising to accept his anti-smoking ads, Mr. Petker replied: "Not a bit." He expects to submit his copy to the FCC for approval before offering it to radio and TV stations, he said, "and once the FCC has approved it, no station can turn it down."

Mr. Petker said the foundation, like Broadcasters Service Bureau, will be located in Beverly Hills, Calif., but not in the same building.

Three station breaks rejected by affiliates

CBS-TV affiliates meeting in Los Angeles last week (see page 62) rejected three of seven station breaks that had been offered by the network to accommodate one-minute announcements for spot sale next fall. The three that were rejected would have been worked into the network schedule by shortening the mid-break in preceding programs to 12 seconds (BROADCASTING, April 5). Midbreaks are normally 32 seconds long.

Two of the four breaks that the affiliates accepted are now in the schedule: Preceding the *Ed Sullivan Show* and *CBS Reports*. The other two will occur in the *Thursday Night Movies* when that feature begins in the fall.

The three that were rejected had been offered at 8:30 p. m. Wednesday between *Lost In Space* and *The Beverly Hillbillies*, at 8:30 p. m. Fridays be-

tween *The Wild, Wild West* and *Hogan's Heroes*, and at 8:30 p. m. Saturdays between *Trials of O'Brien* and *The Loner*. The affiliates had been polled by the CBS-TV affiliates board, and their consensus was that the shortening of the mid-breaks would set a bad precedent. "They didn't want to see a trend toward two standard lengths, minutes and 12's," Carl Lee, of the Fetzer Stations, chairman of the affiliates board said.

After the affiliates decided against the three one-minute breaks that the network had originally suggested, William B. Lodge, CBS-TV vice president for affiliate relations and engineering, said the network next fall would make available for station sale up to three one-minute positions in the evening schedule if those minutes remained unsold to network advertisers. Mr. Lodge said those positions would be pre-emptible by the network on two weeks' notice.

Oregonians told about 'shortsighted greed'

The mass market, which many sponsors look for, may be hurting television, sponsors and the public, more than it is aiding any one of them. H. H. Holloway, vice president, Pacific Northwest Bell, told the Oregon Association of Broadcasters in Eugene that "short-sighted greed for the biggest common denominator market is working to the economic detriment of many sponsors and some broadcasters."

Mr. Holloway charged broadcasters and sponsors are "not saying enough

different things to different people. A good part of this is certainly due to the lack of courage of some sponsors, a lack of courage coupled with a certain naivete about numbers and perhaps even a lack of taste. But surely some of the reasons must also fall upon the shoulders of some of the broadcasters—and for about the same reasons."

He noted that broadcasting is the primary advertising medium for Pacific Northwest Bell, getting 46% of a \$900,000 ad budget not including the Yellow Pages campaign. He also noted that PNB's share of the *Bell Telephone Hour* is about \$9,000 per program and with this weekly outlay, he is concerned with the number of people reached by the program.

Mr. Holloway questioned if the ratings which give the *Telephone Hour* 20% of the audience are enough. He noted that the phone business "thanks to changing technology and society, is a more competitive business." And under such conditions, he asked, should the Bell system be interested in a relatively small segment of the audience.

The answer, he felt, is that until something else comes along the *Telephone Hour* is what the Bell system prefers to have.

People like choice. the PNB official said, and they like the firm that offers it. "And if you as a business are more oriented to providing choice," he added, "you quite naturally pay more attention to your customer's wants and needs."

If the marketing concept of going only for biggest audience was true, he said, "we'd still be selling one basic black phone, which would probably satisfy most people . . . but we'd have many more red marks in our company ledgers."

Taylor urges radio to improve image

An accelerated growth design can hasten the advent of the billion-dollar year in radio billings, Sherril Taylor, vice president for radio of the National Association of Broadcasters, said last week.

He offered a five-step program for this growth in a speech to the Montana Broadcasters Association meeting in Missoula:

- Capitalize on the set-circulation factor.

- Wage an "all-out, inexorable battle" against more government interference.

- Improve radio's image.

- Reflect a quality image to decision makers at the top level.

- Remember that radio is a part of



You meet more people in the Golden Triangle

The WSJS Television Market—No. 1 in North Carolina

In WSJS Television's Golden Triangle of 3 metro cities and 33 progressive counties there are more people and more households than in any other single market in North Carolina. It's North Carolina's No. 1 in the nation's No. 12 state.

WSJS 
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT
Represented by Peters, Griffin, Woodward

show business.

Mr. Taylor said fighting government encroachment at the local level is just as important as attacking it on Capitol Hill. "We must hold fast to the very logical rationale that we know the needs of our community better than anyone else," he said.

He reminded the broadcasters that it can pay to use radio to "turn on the personality. Let's work on good taste, intelligence, quality, and maybe even a little more dignity. And let us reflect this . . . on the air, through our talent, our newsmen, our salesmen." He said listeners should be treated like "intelligent adults who have educated tastes."

In seeking a bigger piece of advertising budgets from top echelon officials who allocate the funds, Mr. Taylor urged the broadcasters to get rid of "carnival barking" and "Coney Island shilling."

Agency appointments . . .

■ The Ronson Corp., Woodbridge, N. J., has terminated its four-year relationship with Doyle Dane Bernbach, New York. Ronson announced last week it has appointed Smith & Dorian, New York, to handle advertising of Ronson lighters, lighter accessories and LP gas products. Smith & Dorian also handles Ronson's electric shavers and all electric appliances.

■ Monroe Greenthal Co., New York, has resigned the \$2-million (\$1.2 million in broadcast) Chock Full o' Nuts business effective May 31. Greenthal acquired the business Jan. 14 from Garfield Advertising, same city. A new agency was not named.

Scrutiny and debate on ETV

Wasilewski concerned about slow invasion of commercialism in education

Although commercial broadcasters have sympathy for the "severe and continuing financial problems" that face educational radio and TV stations, there is need for "public scrutiny and a general debate" over "creeping commercialism" by educational stations. Vincent Wasilewski, president of the National Association of Broadcasters, told the Kentucky Broadcasters Association meeting in Louisville last Tuesday (May 4) that "commercialized education service" is being fostered by the FCC "an inch at a time."

He said more and more educational stations are "cocking their ears to the siren song of the commercial cash register" and the growing trend of sponsor identification by educational stations marks a "radical change in concept and direction from all congressional and commission thinking on the subject."

The NAB president said commercial broadcasters are not in a position to suggest that a struggling ETV be cut off "from what appears to be a blood transfusion. It is too much like the bully beating up the undersized kid in the block." However, he noted, there are several questions that must be answered

by everyone with "an interest in both American broadcasting and American education . . . the FCC, the broadcasting industry, educators and the general public."

Mr. Wasilewski offered four questions that should be examined:

■ Won't educational stations lessen their "true and desirable educational thrust" by competing with commercial stations for ad budgets?

■ Won't pressures increase for more, longer and harder hitting commercials once educational stations start carrying spots?

■ Will educational stations ever revert to their original status if they are allowed to go commercial?

■ Wouldn't efficient organization of educational stations to "tap on a regular basis, resources which might be available" cure the "usual difficult growing pains of any new organization?"

He said educational outlets have accepted "grants, underwritings, gifts, or whatever terminology you care to apply, in return for sponsor identification announcement." By usage common to broadcasting, he charged, this activity constitutes sponsorship. "The mention of a company name on the air has value, as any company so identified will attest," he added.

Mr. Wasilewski cited the criticism John F. White, president of National Educational Television, had levied against WNBT-TV New York area ETV for having Shell Oil underwrite two five-minute newscasts that included mention of the firm name at the opening and close of each show. Mr. White had maintained that ETV's should not be broadcasting news, that it was "not an educational television service."

FM Too ■ Mr. Wasilewski also pointed to a midwest FM educational station that "interrupts basketball games to thank the donors who made it possible." He also cited the FCC's recent decision to allow WNBT to "solicit 15 large corporations for contributions of \$200,000 apiece" in return for donor identification (BROADCASTING, April 5 et seq).

Commercialized educational service, the NAB president concluded, "should be exposed to public scrutiny and opened up for general debate, and it would urge that further 'creeping commercialism' be restrained until these basic decisions are made."

The Kentucky broadcasters also heard Lawrence H. Rogers II, president of Taft Broadcasting Co., Cincinnati, support community antenna TV systems that "fill a necessary gap in the nation's broadcast service as a supplement to broadcasting," but denounce "unfettered, unbridled use of this service by any sort of wired TV service without so much as a 'please' or a 'thank you' or any form of payment."

Contributing sponsors get air credit on WTHS-TV

The Community Television Foundation of South Florida Inc., which supports programming on Miami's non-commercial WTHS-TV from 5 to 11 p.m., is seeking to raise \$100,000.

The foundation, in a brochure to business firms in the Miami metropolitan area, says that "each hour you underwrite will carry a non-commercial announcement of your participation." It lists the cost per hour at \$100 and allows the donor to select the hours he wishes to support.

James I. Keller, president of the foundation, said the on-air acknowledgments would be made only if the contributors wanted them. He said offering the announcements "will be an inducement for institutional type of activity and give busi-

ness people, in particular, some excuse to support" the cultural adult programming.

Mr. Keller said the FCC requires identification of sponsorship and this approach to raising the money seems consistent with the commission rules.

Although WTHS-TV (ch. 2) and its sister station WSEC-TV (ch. 17) are licensed to the Board of Public Instruction of Dade county, the school board maintains responsibility only for in-school programming.

Mr. Keller said the fund drive was conducted in March on an everyday basis with spots on the educational stations. He said the commercial stations had also given spots calling attention to the drive. As of last Wednesday (May 4), he said 3,233 donors had contributed \$43,113.

A HOUSEHOLD NAME
A PRE-SOLD NAME
AN UNFORGETTABLE NAME
A NAME THAT MEANS QUALITY

THE MOST DISTINGUISHED NAME IN THE HISTORY OF DOCUMENTARIES

David L. Wolper
in association with the editors of
Time-Life
presents

THE MARCH OF TIME

EIGHT OUTSTANDING ONE HOUR TELEVISION PROGRAMS

the greatest name in the history of documentaries, The March of Time, now comes to television. The all new March of Time will be filmed around the world by Wolper Productions, working with TIME-LIFE's 500 international correspondents.

This distinguished new series will capture the excitement, the conflict, the drama of the 60's.

WOLPER TELEVISION SALES INC.
555 MADISON AVENUE, NEW YORK, N.Y. 10022

BBDO's campaign for efficiency

Dillon tells New York ad club of six moves
by agency to help bolster its clients' profits

BBDO's "Efficiency Incentive Fee Plan," its use of computers for media analyses and its on-air commercial testing through "Channel One" were cited by President Tom Dillon last week as three of six basic moves by his agency to "improve our clients' profits by performing our function more efficiently."

Mr. Dillon, in a speech at the New York Advertising Club luncheon held as a salute to the agency, said BBDO now has six clients in the fee plan which in the aggregate bill more than \$60 million annually. The BBDO system is set up to assure agencies a profit on accounts involved and to assure clients that the agencies' profits will not be excessive (BROADCASTING, Feb. 8).

He noted that BBDO's on-air TV commercial testing was developed out of concern over "the cost of preparing TV commercials and the tremendous risk involved of the client's money in putting on the air television commercials that were not fully pre-tested." He said that BBDO has now tested a total of 493 commercials in the on-air laboratory which started on June 6, 1961.

BBDO's "Channel One" commercial testing has reported on the comparative effectiveness of such practices as back-to-back slotting of commercials, use of billboards and hitchhikes (BROADCASTING, March 30, 1964).

Dramatic Information ■ In its on-air testing, BBDO places commercials on a half-hour syndicated show it sponsors (now in Utica, N. Y.). Mr. Dillon said that none of the TV viewers were aware that BBDO was the sponsor as the series was part of the station's regular programming, but that the thousand random phone calls placed after the show asking viewers about the commercials gave the agency "dramatic" information that "enabled us to establish definite methods that could double the effectiveness of the TV commercial dollar."

The use of the computer in media analysis was begun on Sept. 26, 1962, Mr. Dillon said, noting that it has "brought about a far greater efficiency in media buying and has contributed to the more profitable use of advertising money." He said the approach was developed to meet a concern over "the disorganized and subjective methods which had prevailed in the selection of media," and that the "widespread use of total audience figures for media were

covering up important qualitative differences." Mr. Dillon added that BBDO had been convinced that it was possible at least to get 10 to 15% more "effectiveness out of the media dollar in terms of reaching the desired prospects."

The other three BBDO-developed functions established to improve client profits:

■ The so-called "information retrieval" process, which Mr. Dillon said, was an expensive and complicated system set up to allow one to get "almost instantaneous access to past facts" in marketing and research. He said this bypassed the difficulties of never using again data which was expensive to obtain in the first place but "never used



Mr. Dillon
Improve clients' profits

again because no one will know how to get at it at some future date."

■ Another operation — BBDO's "CDC" (Communication Design Center)—was begun about a year ago. CDC is made up of "a highly skilled design and creative group that is part of our marketing department" which serves, Mr. Dillon said, to bring creative people in close alliance with marketers and with marketing department planners. The aim, he said, has been to sharpen agency participation in the follow-through in a great many media advertising campaigns wherein promo-

tion, point-of-sale, packaging and design are involved.

■ A new project announced last summer was described by Mr. Dillon as a method of "making decisions about new product introduction." As developed by a group of mathematicians, this operation seeks to increase accuracy in estimating new product profitability.

Mr. Dillon said he believed in the next few years advertising people "will be hearing quite a lot about this process. We gave it the nickname, Demon, and there is every indication that it will dramatically reduce the cost of new product introduction and the prospect of new product failure."

Goodrich drops out of NBC-TV spy show

The B. F. Goodrich Co. withdrew from sponsorship of a documentary program on NBC-TV last Tuesday (May 4) because it felt the telecast might "do harm to the United States government."

The program was titled *The Science of Spying* and dealt with espionage activities of the Central Intelligence Agency. When Goodrich decided earlier that day to withdraw its sponsorship, NBC-TV carried the documentary (10-11 p.m.) on a sustaining basis. Goodrich had agreed to pay an estimated \$180,000 to sponsor the program.

Among those interviewed on the presentation were Allen W. Dulles, former head of the CIA and Richard Bissell, former director of planning for the agency. At one point Mr. Dulles said he could not deny that the U. S. had encouraged the Shah of Iran to overthrow the Mossadegh government in 1953. Mr. Bissell remarked on the program that in some crucial areas of the world, the U. S. supported the political right "not because they are rightists," but because there were no alternatives to chaos.

Representatives of Goodrich and its agency, BBDO, viewed the film on Monday, the day before the scheduled telecast. On Tuesday NBC-TV was notified of the cancellation. The program, a BBDO spokesman said, "is entirely different from the outline submitted to and accepted by BBDO."

A statement issued by BBDO said the program, as produced, "violates the general advertising policy of BBDO's client, B. F. Goodrich, in that the telecast treats a controversial issue in a way which may do harm to the government of the United States, with no assurance that the government of the United States has been consulted with respect

WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE



. . . and, IN PENNSYLVANIA, it's
WJAC-TV

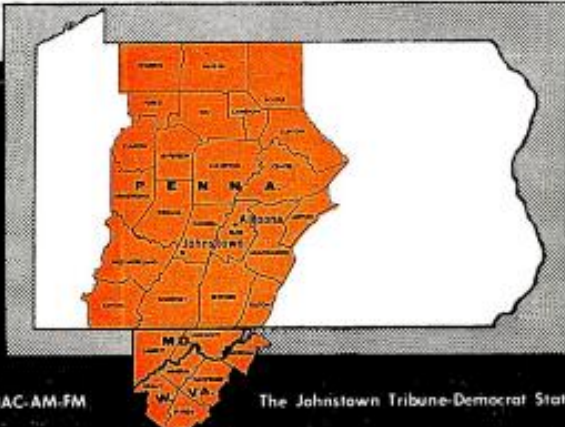
Find out why, in the big Johnstown-Altoona Market--
the apple of 415,100 TV homes is WJAC-TV!

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

to the contents of the program."

NBC issued a statement claiming that the content of the show "fell within the broad outlines of the program policy originally submitted to and accepted by the B. F. Goodrich agency, BBDO." It pointed out that NBC News, which produced the documentary, takes "full responsibility for the content and treatment of the *Science of Spying* as it does for all its programs." The statement added that the program was made available to the advertising agency for viewing in accordance with standard policy.

BCG to represent WKBD (TV)

Broadcast Communications Group, New York, which represents Crosley Broadcasting stations has been signed by Kaiser Broadcasting Corp. to represent its WKBD(TV) Detroit, a UHF station on channel 50.

It was the first station outside the Crosley group to assign its representation to BCG. BCG was organized in October 1964.

NBC-TV makes Saturday sales

Sales in NBC-TV's Saturday fall daytime schedule reached more than \$4 million in a recent 10-day period it was reported by the network last week.

Sponsors buying into the NBC-TV Saturday fall lineup include Mars Inc. (through Needham, Harper & Steers), Alberto Culver (BBDO), Kenner Toy Co. (Leonard Sive), Miles Laboratories (Leo Burnett), General Mills (Dancer-Fitzgerald-Sample), American Doll Co. (Helitzer, Waring & Wayne), Deluxe Reading (Dancer-Fitzgerald-Sample), Quaker Oats Co. (Compton), Mattel (Carson/Roberts), Colgate - Palmolive (Ted Bates) and Hassenfeld Bros. (The Bruns Agency).

Tatham-Laird, Kudner merging

\$50-million consolidation expected to get stockholders' approval

Stockholders of Tatham-Laird, Chicago, and the Kudner Agency, New York, will be asked shortly to approve a consolidation of the two advertising agencies (BROADCASTING, May 3).

A joint announcement from T-L and Kudner last Friday (May 7) said that a \$50-million agency will emerge from the consolidation. It will be called Tatham-Laird & Kudner. T-L bills an estimated \$30 million, of which 65% is in broadcast, and Kudner has approximately \$20 million in billing, of which about 10% is in TV-radio.

The announcement stated that "prompt shareholder approval is expected and no client conflicts are foreseen."

The election of a new board of directors and officers will take place immediately following stockholder meetings to approve the merger.

An executive committee has been formed to set policy between board meetings and play a major role in consolidating operations and policies. It consists of James F. Black, executive vice president, Kudner; Kenneth Laird, board chairman, Tatham-Laird; William A. MacDonough, executive vice president, Kudner; Charles R. Standen, president, Tatham-Laird; Arthur E. Tatham, chairman of the executive committee, T-L; Roger A. Purdon, president of Kudner.

Kudner maintains an office in Detroit

as well as New York and Tatham-Laird a Hollywood office in addition to its Chicago facilities. The future status of Kudner's Chicago office, which was recently established is yet to be determined. TL&K will have a roster of clients including Abbott Laboratories (Sucaryl, Pream); Carter Products (Demi imitation margarine); Duffy-Mott; Duncan Foods Co.; General Mills (dog food); General Telephone & Electronics and subsidiaries; Sylvania Electric Products Inc.; Kemper Insurance Group; Pan American World Airways (clipper cargo), and Procter & Gamble (Mr. Clean, Head & Shoulders shampoo and other products).

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.

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

State of New Mexico, Santa Fe (New Mexico); ten 30's for radio, humorous. Noel Blanc, production manager. Placed through governor's office.

Mile High Kennel Club, Denver (kennel club); six 60's for radio, humorous. Noel Blanc, production manager. Agency: Ekberg, DeGroff & Hunter Inc., Denver. Ed Hunter, account executive.

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

Twin Pines Dairy, Detroit (dairy products); four for radio, jingle. Charles Barclay, production manager. Agency: L. H. Luckoff & Co., Detroit. Alan Luckoff, agency producer.

Also in advertising . . .

New home ■ Corporate Communications Co., new Los Angeles agency headed by Kendall J. Mau (BROADCASTING, May 3), has opened offices at 9255 Sunset Boulevard. Telephone: 276-6201.

Pulse booklet ■ A new booklet describing the various functions of The Pulse Inc., may be obtained from the firm at 730 Fifth Avenue, New York.

Detroit office ■ Benton & Bowles has opened a temporary office in Detroit (Ewald Building, 220 West Congress Street) until its new quarters are completed at the Detroit Bank & Trust Building (211 West Fort Street). B&B's new office is servicing the \$15 million American Motors account the agency acquired in April (BROADCASTING, April 12). The agency will move into permanent quarters on Aug. 1. Alva C. Cuddeback, vice president and management supervisor, will be in charge of office. Phone number is 962-6515.

Advertising popular on campuses

Radio and/or television represent the third most frequently offered course in the nation's collegiate programs in advertising education, according to a study published by the American Association of Advertising Agencies and the American Academy of Advertising.

The study, by Dr. Billy I. Ross of Texas Technological College, past national dean of the academy, found that there is far more advertising education in the U. S.—more programs, students, graduates and faculty members—than had been estimated in past studies.

Dr. Ross concludes that an adver-

tising program, in the sense of a planned curriculum for advertising education, is offered by 77 institutions in 37 states. These schools offer 90 programs and 484 advertising courses. Most frequently offered courses were advertising principles (in 83 programs), copy and/or layout (75), radio and/or TV advertising (44), newspaper advertising (33) and advertising campaigns (26).

The largest enrollment gain, estimated at 200% between 1958-59 and 1963-64, has been in graduate advertising education in journalism programs, according to the report.

Does your audience think first about nutrition when buying food?

AMONG THE MANY different reasons why people buy and consume food, nutrition ranks high for a large percentage of shoppers! This is especially true, of course, among those homemakers who take very seriously their responsibilities for planning meals that provide, for all members of their families, the various food nutrients required for good health.

As we approach the busy summer season, keeping the family adequately fed, from the nutritional point of view, often becomes somewhat difficult. With no school work to keep them on a regular schedule and to keep down their physical activity, the children are likely to be "on the go" from summer's early dawn to summer's late dusk.

And adults, too, tend to be much more active during the summer months. The activity may be gardening, golfing, swimming, hiking, house painting, or any of a number of activities which are a change from the more sedentary habits of the winter months. Sometimes, hot weather has an adverse effect on eating habits, too, because many members of the family won't feel like eating the usual family meals.

INGENIOUS HOMEMAKERS COME TO THE RESCUE

These summer eating habits are a real trial for some homemakers who want their families to be nourished properly. But in this day and age, when the food stores are jammed with more and more wonderful foods, there still remains a tried and true method of getting balance into the family meals.

The Daily Food Guide calls for selecting foods from four major groupings in order to provide the variety of nutrients required for good diets: (1) milk and other dairy foods; (2) meats, fish, poultry, and eggs; (3) fruits and vegetables; and (4) breads and cereals. Selecting foods from each of these four major groups is really not a complicated job because the many varieties available should suit almost every taste.

Even though a cold glass of milk is "nature's own refresher," the summer-jaded appetites can be tempted by such techniques as giving milk new taste appeal. Milk coolers, made very simply by adding almost any favorite flavoring to a glass of milk, can provide a new taste treat as well as providing milk's abundant supply of nutrients for a diet that otherwise might be less well balanced than it should be.

JUNE DAIRY MONTH IS A GOOD REMINDER

June is Dairy Month in the U.S.A., and this is a good time to remind your audience of the tremendous contribution that milk and milk products make to the well balanced diet. If your audience thinks first about nutrition when buying foods, then the dairy foods story is one that deserves very special attention, especially during June Dairy Month.

BROADCASTING, May 10, 1965

Consider this: Milk is economical, convenient to serve, almost universally enjoyed, and highly nutritious. Since many people tend to think of milk as important only for younger children, remember what milk does for teenagers and adults in terms of providing important nutrients. The following table shows approximate percentages of the Recommended Daily Dietary Allowances (as determined by the Food and Nutrition Board, National Academy of Sciences—National Research Council) which two 8-ounce glasses of milk provide for an adult man and an adult woman and what percentages four 8-ounce glasses of milk provide for 15-18 year old boys and 15-18 year old girls:

	Protein	Calcium	Vitamin A	Calories	Riboflavin	Thiamine
Adult Woman (2 glasses)	30%	72%	14%	16%	64%	18%
Adult Man (2 glasses)	24%	72%	14%	10%	48%	12%
15-18 year Old Boy (4 glasses)	42%	100%	28%	19%	84%	23%
15-18 Year Old Girl (4 glasses)	62%	100%	28%	28%	100%	35%

THE NUTRIENTS IN MILK ARE GOOD PERFORMERS

Milk is often described as a food with "armored calories," as compared with those foods or beverages which provide little other than calories themselves. Milk protein, for example, is of high quality, providing the essential amino acids that are needed to build and to maintain body tissue. Calcium, which we so often think about in terms of developing bones and teeth, is quite necessary for adults also, for bones deteriorate if adequate calcium is not present in the diet.

Riboflavin contributes to healthy tongues, lips, and skin, and helps cells use oxygen. Vitamin A provides aid in keeping mucous membranes healthy and resistant to infection. Vitamin D is especially important to growing children and teen-agers because it is necessary for proper use of the calcium, and milk is the only food to which nutrition authorities have recommended that vitamin D be added. Thiamine contributes to a healthy nervous system and aids in reducing irritability.

For those who want more detailed information about the Daily Food Guide, the American Dairy Association offers, at no cost, copies of a booklet on "Family Feeding For Fitness And Fun." Write for your copy to American Dairy Association, Public Relations Division, 20 N. Wacker Drive, Chicago, Illinois 60606.



a message from dairy farmer members of

american dairy association

Tempers flare as House group quizzes FCC

CATV holds the floor as short session prevents congressmen from getting into many other topics

The House Communications Subcommittee and the FCC got together last week in what turned out to be a very short meeting, but it was long enough for sparks to fly over the commission's proposed CATV rules.

Although Subcommittee Chairman Walter Rogers (D-Tex.) presided, most of the members of the full House Commerce Committee were also present, including Chairman Oren Harris (D-Ark.). The morning session started shortly after 10 and ended at 11:30 when the congressmen were called to the House floor. All members of the FCC were present except Robert T. Bartley, away at a conference. The commission's newest member, James J. Wadsworth (see page 27), sat in, taking no part in the discussion.

Mr. Harris, who recently introduced his own bill to regulate CATV (BROADCASTING, May 3), wanted to know where the commission got authority to proceed without additional congressional

action. He noted that the commission had reversed itself on the issue of jurisdiction; that both the House and Senate had shown themselves dissatisfied with commission proposals. Questions from Representatives Rogers, J. Arthur Younger (R-Calif.) and Horace R. Kornegay (D-N.C.) were in the same vein.

Act Cited ■ Henry Geller, FCC general counsel, then cited sections of the Communications Act from which the commission concluded that "CATV systems are engaged in interstate communication by wire to which the provisions of . . . act are applicable."

Commissioner Lee Loevinger, whose opposition to the majority position on CATV jurisdiction was already on record, supported Mr. Harris and engaged in a dispute with Mr. Geller and Chairman E. William Henry that "approached bitterness," as a pro-FCC congressman put it.

Mr. Henry said the step-by-step pro-

cedure adopted by the commission in asserting jurisdiction affords Congress time to adopt CATV legislation if it chooses to. When Mr. Kornegay wondered why the FCC is so reluctant to discuss legislative matters with congressional committees, Mr. Henry said the FCC had to act in timely fashion on important matters.

Mr. Harris questioned the commission on its failure to reconcile legislative wishes of the National Association of Broadcasters and the National Community Television Association. Mr. Henry replied that the two sides had been unable to get together on a bill they could both support, and, in effect, invited the commission to take a position with which they could agree or disagree.

Didn't Finish ■ When time ran out, the committee members made it clear there were other things they still wanted to discuss, including the fairness doctrine, network program ownership limitation, the multiple ownership rule, and the freeze on VHF TV sales in the top 50 markets.

Mr. Henry indicated the commission might at least modify the "freeze" on May 28. At present a hearing on any VHF purchase in the top-50 markets by a VHF licensee already in the top 50 is virtually automatic.

The committee will probably not continue its informal session with the FCC, but Mr. Harris has already stated an intention to use hearings on his CATV bill to shape a "national television policy."

Examiner criticizes FCC attorneys in comparative hearings

FCC Examiner Thomes H. Donahue last week expressed exasperation with commission attorneys' practice of participating in comparative hearings "on all matters in part and selected matters in whole." He said commission lawyers should be counsel not "appellate advisors nor roving hearing kibitzers."

The examiner, in a memorandum and order released May 3, said the procedure followed by commission attorneys denies applicants in comparative hearings a fair hearing. He also said it builds reversible error into cases in which the procedure is employed.

The examiner was objecting to a practice that was begun more than two years ago, with the clearance of the commission itself, because of a

shortage of hearing attorneys. Commission attorneys generally participate in comparative hearings only on such non-comparative matters as financial and character qualifications. However, they then often file exceptions to an initial decision, including the conclusions reached by the examiner on comparative issues.

Feel Procedure is Required ■ Commission attorneys say they should comment on such matters "to protect the public interest" if they feel an examiner's conclusion are contrary to commission precedent or law.

Examiner Donahue's memo was filed in connection with a contest between Television San Francisco and Jall Broadcasting Co. for channel 26 in San Francisco. Commission

attorney Joseph Chachkin, in a pre-hearing conference, had said he would participate only in a financial qualification issue involving Jall but that the bureau would feel free to file proposed findings and exceptions to the initial decision.

Examiner Donahue acknowledged that the bureau's position is "not unsupported by color of authority" in commission rules nor without precedent in other cases. But he indicated he felt it violates a statute declaring that no administrative procedure shall "diminish the constitutional rights of any person."

But rules and statutes aside, he said, "If there is anything well established in our jurisprudence it is the principle that an accused has a right to face his accuser in open forum."

Who should be the head man at NAB?

Schroeder's second memo calls for making chairman No. 1, reducing board's size

Making the chairman the number one man in the National Association of Broadcasters hierarchy and reducing the size of the NAB joint board are two prime recommendations made by Willard Schroeder, board chairman.

In the second of his interim memos to the board members, Mr. Schroeder, vice president and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., noted that the board's failure to clearly define the duties of president and chairman at the January meeting, has resulted in "some punching at feather pillows." As a result, he said, "further experience will suggest" that the chairman be "the number one executive—with the authority to instruct the president in accordance with his best judgment, subject only to the approval of the board."

Mr. Schroeder emphasized that this recommendation "does not imply a downgrading of the office of president in any manner" and essentially involves

internal procedures.

The chairman suggested reducing the size of the 45-man board, although he is aware that it is "an old and constantly defeated recommendation." He called his recommendation "politically naive" adding, he hoped at some time "the political motive will diminish and a determination to have a board of practical size and involvement will prevail."

Meeting Prelude ■ The second report was sent to board members only a week before the joint board is to meet May 12 in Washington in a special meeting to adopt a policy on community antenna television and select a new chairman (BROADCASTING, May 3). Mr. Schroeder will serve as chairman through June, however, and will continue making reports on his observations and recommendations to the board.

Mr. Schroeder's first report called for a moderate approach to upgrading the NAB and recommended four

courses of action (BROADCASTING, April 12). In last week's memo, he looked at what he considered the two basic functions of NAB and the structure that performs these functions.

He said the functions are:

- Maintain and enlarge broadcasters' opportunity to program and operate "without burdensome and unwarranted restrictions."

- Provide leadership for broadcaster self-improvement through "inspiration, information, goals (standards)."

The two functions must work together, Mr. Schroeder noted, or they can "generate policies that seem to work at cross purposes." He noted that the two immediate past NAB presidents had tended to stress one or the other of the functions, and each was criticized. "Hopefully," he said, "the present management can do a better job than the two that preceded, in striking the proper balance."

For purposes of comments, the chairman divided the NAB organizational chart in two: the board and president, and the committees and staff. The latter area is to be covered in the next memo.

Routine vs. Important ■ Mr. Schroeder questioned if the board, "by virtue of its size and degree of real involvement" with NAB can competently perform its role. At the semi-annual meetings, he noted, "much time is consumed with pro forma housekeeping matters requiring no real judgment or deliberation. Yet, the tediousness of the routine eats heavily into the attention span of the directors. It only increases their unavailability for considering and deciding on matters that are really important. The dilemma becomes greater by virtue of the unwieldiness of the board's size—45."

If the board is smaller, he feels it can meet more frequently and "get more genuinely involved by study and deliberation" in establishing association policy. He cited formation of the five-member executive committee as a "partial remedy for the apparent deficiencies of our current board setup." However, this committee is not mentioned in the bylaws and it has no authority, he noted.

The board's action in creating a "working chairman" was interpreted by Mr. Schroeder as a "further distillation of the motivation that created the executive committee." He is available to the president and NAB staff "on almost a daily basis."

The board chairman noted that the president's duties were unchanged by the board or membership and he remains the "manager of its [NAB's] affairs."

Togetherness ■ Mr. Schroeder said

In the ebb and flow of hearing," he added, "the commission's staff, acting as it does as public counsel, must in the nature of things find itself in an adversary position toward one or another of the parties. . . .

"Is the confrontation so deeply ingrained in our law accomplished when a party's position first becomes known to its adversaries after the close of record and then only by way of pleading?" He said it wasn't.

He added that it was not surprising that administrative law cases dealing with the problem are difficult to find. "Were the commission's staff to insist on the right to punch witnesses in the nose if their answers were not satisfactory, it is also doubtful that the corpus of Administrative Law would yield up much express precedent on that point," he said.

"Similarly," he added, the reason for the lack of precedent "frowning on the bizarre trial conduct bureau insists on engaging in here" stems from the fact it "is so outside the pale of normal behavior on the part of counsel" that the problem hasn't come up before.

The examiner said that because of commission rules and precedent supporting the Broadcast Bureau attorneys' actions he can't effect reform. But he said the review board "may, if it chooses," consider his views a motion and take whatever action "it deems appropriate."

He said he would try the case within the existing framework if the review board does not rule. But, he added, "it seems regrettable . . . to proceed further in a proceeding that has reversible error built into it."

he and President Vincent Wasilewski have been getting along well in the few months they have worked together and feels "this kind of relationship would continue if I were to remain longer on the scene. And I firmly believe it will persist with my successors, providing the board exhibits reasonable astuteness in electing suitable chairmen." But, he pointed out, the measure of success is how effectively the president and chairman work together.

Although Mr. Wasilewski has been president only three months and has not had "enough time to settle into a pattern of operation," the chairman pointed to four areas that have confirmed the board's selection:

- "Our president is probably more strongly backed by the membership than any man I can remember."

- "He has proved his capacity for serving as the symbolic head of NAB and the industry."

- "He knows his way around the places in Washington that are important to broadcasting, and he is liked and respected in those places. He is considered 'one of the boys' by that part of the local citizenry with whom we are concerned."

- "The NAB staff has both respect and affection for him."

Mr. Schroeder said his brief term as working chairman has convinced him that the "work load is of such a magnitude as to require two rather than one executive to cover the bases." He admitted there are some imbalances between the offices that will be "smoothed by the experience that comes in time." In the future, however, the board will have to come up with a more "specific description" of the responsibilities of the chairman and president.

He noted the board's desire in January not to spell out each man's responsibilities, but let the answers come from experience. Based on this wish, he said, "it might be wise to continue through the next full term of a working chairman before spelling the respective duties in detail."

The board chairman noted, there are "some organizational shortcomings" that work has begun on, "which I hope can be substantially corrected by Vince and my successor."

Delegated Authority ■ He noted that "what isn't necessary to do *now*—*today* tends not to get done, regardless of its importance." Mr. Wasilewski, the chairman feels, "will inevitably delegate more and more responsibility to his department heads." But just following his job, as described in the bylaws, Mr. Schroeder said, "leaves him little time to do the analyzing and thinking that the association needs. The working chairman does have time to do this . . . his assignment is not his basic career. He can, when the occasion demands,

Jerrold applauds

Representative Oren Harris's (D-Ark.) CATV bill has received the warm support of the Jerrold Corp., a major CATV operator.

In a May 3 letter to the congressman, Milton J. Shapp, Jerrold president, declared, "It is indeed time that the public interests of almost 180-million TV viewers be placed above the private interests of a powerful few."

He said the FCC's proposals were based "on the inaccurate premise that CATV constitutes an economic threat to present and future TV station owners [although] CATV growth has not driven any TV station off the air or station owner into insolvency."

utilize much more candor than anyone else."

Looking towards a future chairman, Mr. Schroeder said he will probably "have more than just the ability for forward thinking and planning. He will also have the instinctive drive to put those plans into action." But to insure that his efforts are not just "mental exercise," he should have "the authority necessary to implement his proposals, and that he be responsible only to the board for his overall performance."

If the chairman has this authority, Mr. Schroeder concluded, the president and chairman "will establish a relationship that will make NAB not only an efficient, well-managed association, but a progressive, practical one as well."

Time-Life jumps on CATV bandwagon

Time-Life Broadcast, which is seeking community antenna television franchises in a number of cities, but which is not yet an owner of an active CATV operation, last week revealed it may become part owner in a proposed New York City system.

The Time-Life board of directors has approved a plan to purchase 20% of the stock of Sterling Information Services, a franchise applicant in New York which has won the initial approval of the city's franchise bureau to operate a CATV there (BROADCASTING, May 3). Final franchise decisions in the city would have to come from the board of estimate. Sterling Information Services operates the Teleguide closed-cir-

cuit TV service for hotels and apartment houses in Manhattan.

A representative of Time-Life Broadcast said last week the company had notified the cities of Lansing and Kalamazoo, both Michigan, of its intention to apply for CATV franchises there; that it is an applicant of record for a system in Terre Haute, Ind., and is a stockholder in a company which has a franchise application pending in Marion, Ind. Among Time-Life's other CATV targets are a number of Connecticut towns, it was reported.

FCC may clarify local file rule

Confusion and misinterpretation of the FCC's rule opening certain station records to public inspection, may prompt the commission to issue a clarification of its policy.

The rule that goes into effect May 14 requires stations to make available for public inspection in local files certain documents including construction permits for major facility changes, license renewals, transfers of control or assignment of licenses (BROADCASTING, April 12).

However, a commission staff member last week noted that broadcast lawyers had been calling with questions regarding just what the rule covers and said clarification may be in order.

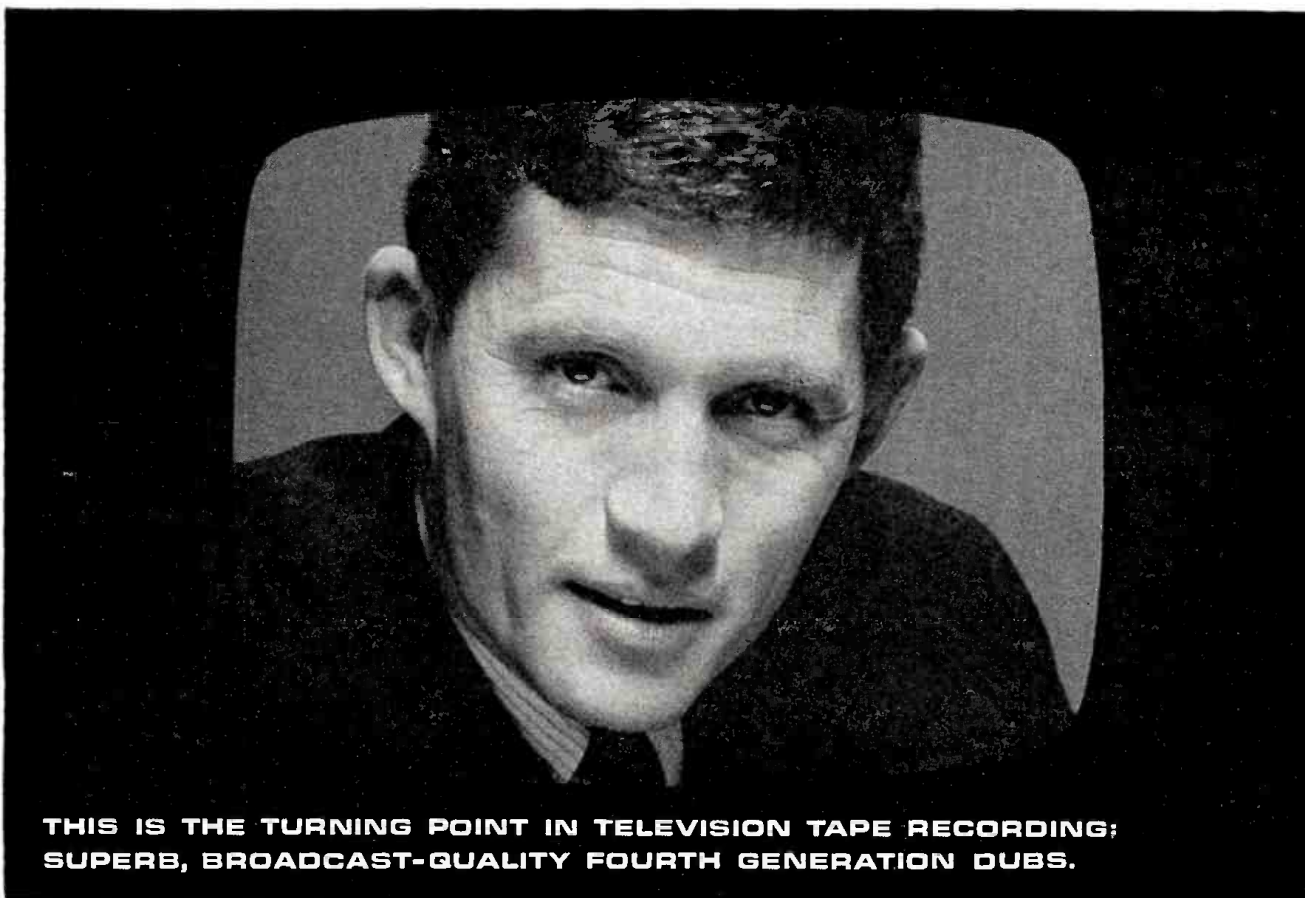
A letter received recently by a small western station from a local group reflects some of the public misconceptions over the rule. The letter noted, erroneously, that the bill goes into effect May 15, and said a "member of this committee should like to inspect your radio station at 10 a.m. on Wednesday, May 19." The group asked that the following information be made available to its representative:

- "Papers pertaining to your programming, particularly dealing with controversial issues such as the United Nations and other issues of public importance."

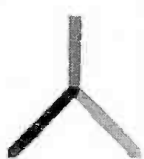
- "Papers concerning financial qualifications of station—including profit and loss statements, the ledger of accounts, or persons owning the station and other relevant material."

- "Confidential papers of which copies are filed in Washington, D. C."

However, according to the rule, the only items the station has to keep in its open-to-the-public file are those filed after May 14, 1965. It would not have to show "papers pertaining to programming" unless it filed such papers with the FCC as explanation of another item. The "profit and loss statements" and "ledger of accounts" are confiden-



**THIS IS THE TURNING POINT IN TELEVISION TAPE RECORDING:
SUPERB, BROADCAST-QUALITY FOURTH GENERATION DUBS.**

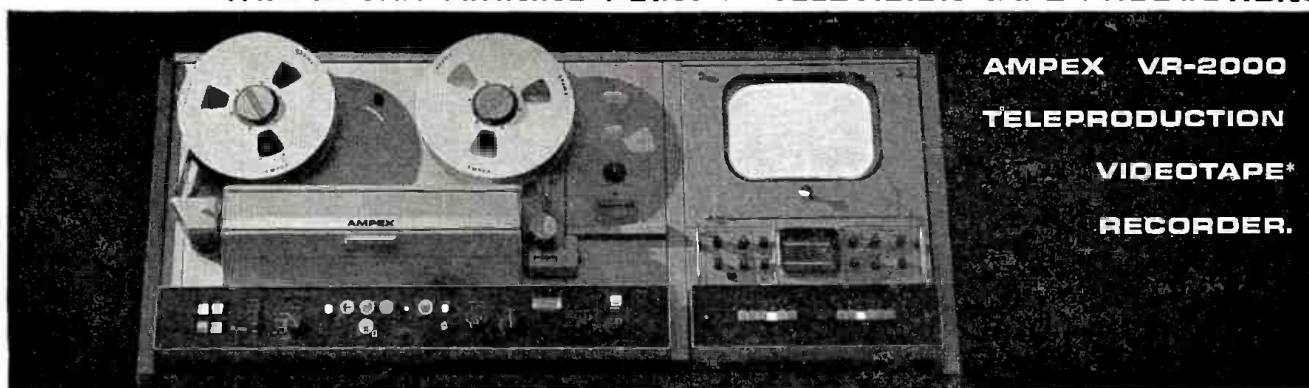


The days of updating are over. The days of television tape recorder performance inadequate to the demands of teleproduction are over. The days of equipment performance inadequate to the demands of color recording are over. The days when you are asked to pay upwards of sixty thousand dollars for a recorder that will be technologically bypassed in less than two years are over. Now—for the first time—there is a recorder so advanced it can make superb, broadcast-quality fourth generation black-and-white tape copies. Now—for the first time—there is a recorder capable of producing superb, broad-

cast-quality third generation color copies. The VR-2000 is revolutionary in conception: Ampex engineers made an exhaustive mathematical re-examination of the signal handling theory which had been the basis for all the recorders developed in the last nine years. Result: a new standard utilizing a new high-band carrier/deviation frequency of 7.06 to 10.0 Mc. The VR-2000 is revolutionary in execution: the new criteria called for the development of a completely new head assembly, a completely new mechanical design, a completely new signal electronics system, with built-in Intersync[†] television signal synchronization. Result: a recorder with a S/N ratio up to 46 db; a basic fre-

quency response to six megacycles depending on standard used; a transient response "K" Factor of less than 2%; moiré so minimal as to be virtually nonexistent. Result: a recorder which provides a total teleproduction capability that even includes frame-by-frame animation (when equipped with the exclusive Ampex Editec* System). Result: a recorder that delivers picture quality that has to be seen to be believed. Result: a recorder that marks the turning point of what can only be called a new era in television tape technology. Term financing and leasing available. For information call your Ampex representative or write: Ampex Corp., 401 Broadway, Redwood City, California.

THIS IS THE TURNING POINT IN TELEVISION TAPE PRODUCTION:



**AMPEX VR-2000
TELEPRODUCTION
VIDEOTAPE*
RECORDER.**

*T. M. AMPEX CORP. †REG. U.S. PAT. OFFICE ©AMPEX CORP. 1965

tial material that the station does not have to show the public. It does have to make available records concerning ownership and any financial statements it offers in conjunction with a license, renewal or modification of license. "Confidential" documents as such would not be available to the public.

The group referred to FCC Chairman E. William Henry's statement citing the need for community leaders to have "more definite information about the programming service by their station" (BROADCASTING, April 12).

It noted that "regarding the members of our committee as responsible community leaders . . . any attempt to discredit the membership of this committee will be seriously considered in the light of libel and slander laws of this state and the United States."

Taft station gives gear to Pa. ETV

Presentation of more than \$350,000 worth of equipment is to be made tonight (May 10) to the Northeastern Pennsylvania Educational Television Association by Taft Broadcasting Co. at the association's meeting at Marywood College, Scranton, Pa.

Lawrence H. Rogers II, president of Taft, is to present a gift including a 60-kw UHF transmitter, transmitter building, auxiliary TV transmitter gear, studio equipment and tower which has been used by Taft station WNEP-TV Scranton.

Provisional title to the equipment will be given to Walter C. Wood, president of the association and Wilkes-Barre superintendent of schools. Final title will be given after approval of a local ETV application by the Department of Health, Education and Welfare.

The new educational UHF station expects to go on the air in February 1966.

At the same meeting FCC Commissioner Robert E. Lee is to receive a scroll for his "espousal of the use of the ultra high frequencies" for TV.

McLendon talks to fraternity

Gordon B. McLendon, president of McLendon group stations addressed the 22d convention of Alpha Epsilon Rho, the national honorary radio and television fraternity in Houston.

Mr. McLendon told the gathering that the role of the educational broadcaster becomes more important every day and careful watch by the FCC has made all broadcasters more cognizant of their responsibilities in educational programming.

He added that educational stations can be of service to commercial stations with the educational facility benefitted by the gratitude of the commercial broadcaster.

Everyone hits court's action

FCC, applicants, say

commercial issues don't

belong in ch. 10 case

The U. S. Court of Appeals for the District of Columbia was told last week that the length and frequency of commercials is a public interest consideration, as is the loudness of commercials, but that this issue was never raised in the Miami ch. 10 case, and that the court does not have the right to raise it now.

Responding to what many observers believe is an unprecedented move by the court in raising the commercial issues on its own motion, supplemental briefs were filed last Monday (May 3) by the FCC, L. B. Wilson Inc., Miami Television Corp., and South Florida Television Corp. The last two are seeking to overturn the FCC's 1964 decision renewing the four-month initial license granted in 1964 to Wilson's WLBW-TV Miami. Argument on the merits of the case was held before a three-judge panel of the circuit court last March (BROADCASTING, March 15).

Early in April, the court asked the parties to submit supplemental briefs on four questions, primarily concerned with the length of commercials, their frequency, and their loudness (BROADCASTING, April 12).

The FCC, in a brief signed by Henry Geller, general counsel; Daniel R. Ohlbaum, deputy general counsel, and John H. Conlin, associate general counsel, challenges the court on its jurisdiction to raise these questions.

The review provisions of the Communications Act prohibit, the FCC says, a court from considering questions not raised before the commission.

"We also believe," the commission says, "that . . . a remand would not be warranted because there is no indication that the commission has failed to discharge its proper function with respect to this question."

The record shows, the FCC states, that the question of the length and frequency of commercials was raised and considered by the FCC when it reviewed each application which contained program proposals and commercial practices proposed by the applicants. The FCC did not consider that these proposals warranted being made an issue in the comparative hearing, the FCC says, and approved all proposals as part of a finding that each of the applicants

met basic qualifications.

The commission attorneys explain that the FCC has under study methods of combatting loud commercials, but that it has not yet reached the point where standards can be applied. It suggests that none of the applicants in the Miami case proposed to carry unduly loud commercials, and that when the FCC adopts standards all licensees must comply.

Public Primed - L. B. Wilson recalled that it had publicized the filing of applications for channel 10 through a total of 12 TV broadcasts in prime time, and had bought at least 20 newspaper notices inviting public participation, and that if the public were concerned about over-commercialization it would have advised the FCC.

At no stage of the proceedings, it says, "did the commission, the Broadcast Bureau, the hearing examiner, the applicants or the public raise any issue concerning commercial practices."

Wilson stresses that had any applicant believed he could have obtained an advantage from a comparison of commercial practices proposals, he would have done so. None did.

It adds: "It thus seems clear that if the commission should be required to compare these proposals . . . the comparison will result only in a conclusion that no preference should be awarded among the applicants."

It also states that since there are no standards for loudness of commercials there is no basis for comparison.

Miami Television Corp. points up the interrelation between advertising and audience. "Too much advertising . . . will alienate the audience and eventually result in the withdrawal of commercial advertisers. No advertising means no revenues for the production of programs for viewers."

Miami also notes that the difference among the applicants with respect to the number and length of commercial spot announcements is not great. The number of spots proposed for a typical week, it says, ranges from 550 to 735. Even closer, it notes, are the proposals for the number and placement of the commercials; all the applicants indicated they would follow the television code of the National Association of Broadcasters.

"In view of the relative closeness of the applicants' commercial announcement proposals," Miami Television says, "we believe it would be difficult for the commission to find a decisional difference among them in the area of the number and length of commercial announcements."

Referring to the 1963 hearings held by a House Commerce subcommittee on the FCC's proposal to promulgate commercial time limitations based on the NAB codes, and the subsequent passage

What Happened?

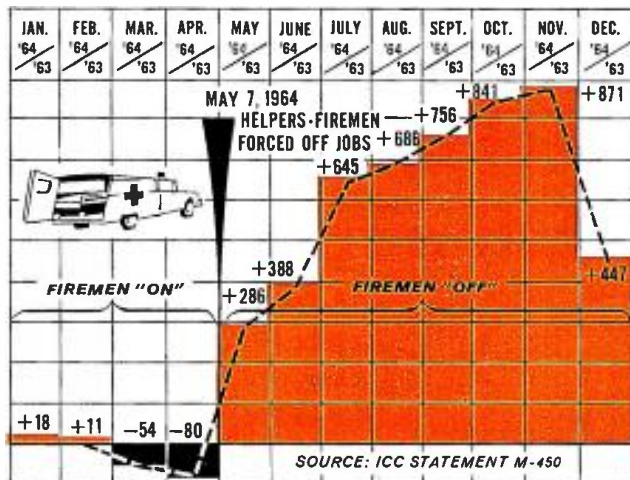
**WHEN LOCOMOTIVE HELPERS—FIREMEN
WERE FORCED OFF THEIR JOBS...**



ICC REPORTS SHOW

RAILROAD ACCIDENTS

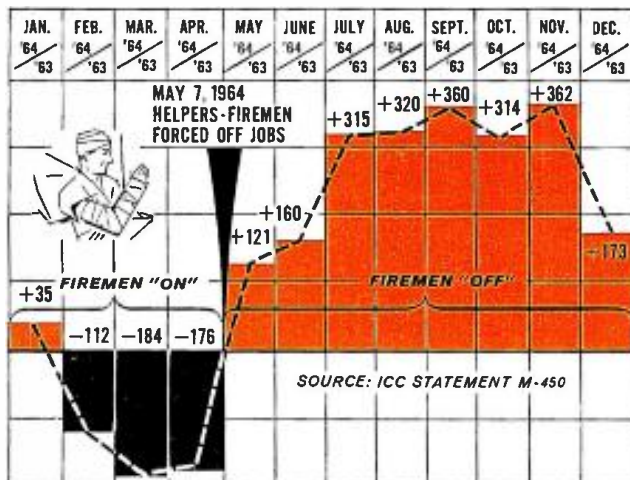
RAIL DEATHS—INJURIES: INCREASE 871 SEVEN MONTHS AFTER FIREMEN "OFF"



This chart shows the cumulative decrease or increase in the number of persons killed and injured in rail accidents—1964 compared month by month with 1963*. It's a frightening picture. Note the decrease prior to May 7, 1964, then the sudden upsurge as soon as firemen were forced off their jobs, and the increase of 871 by November.

*Train-passenger casualties are not included since helpers-firemen in passenger service were not affected by the force-off order.

RAIL EMPLOYE CASUALTIES: SAFETY TREND REVERSED WHEN HELPERS-FIREMEN CUT



Over 70% of those killed and injured in rail accidents are railroad employees. This chart reveals that their working conditions, always hazardous, were made even more dangerous by the removal of 15,000 helpers-firemen from many freight and yard locomotives. The difference in employee casualties, 1964 vs 1963, is charted cumulatively, month by month. Note how the trend toward safer working conditions early in 1964 was completely reversed after May 7, the beginning of the firemen-"off" period.

From the day the railroads began removing locomotive helpers-firemen from their jobs in freight and yard service, railroad accidents began to climb and railroad safety to deteriorate.

With 15,000 helpers-firemen forced off their jobs, Interstate Commerce Commission accident reports show an increase in train accidents, an increase in the number of persons killed and injured, an increase in the number of employees killed and injured, and an increase in the number of persons killed and injured in grade crossing accidents.

When Congress set up compulsory arbitration to settle the locomotive helper-fireman question, it specified safety as a guideline to be considered in the arbitrators' decision.

From May 7, 1964, the day helpers-firemen were forced off their jobs, the record offers clear and indisputable evidence that safety has been sacrificed in the haste of railroad corporations to reduce employment, cut costs and boost profits.

It is time to face up to this problem.

It is time for the railroad industry, the public and Congress to face up to the dangerous situation that has been created—a situation that demands a complete and public investigation of what has happened under compulsory arbitration.

THE THIRD MAN THEME

What about the third man in the cab of road freight locomotives? Railroad management has ballyhooed the fact that the head-end brakeman rides on one of the locomotive units, sometimes in the cab with the engineer and helper-fireman.

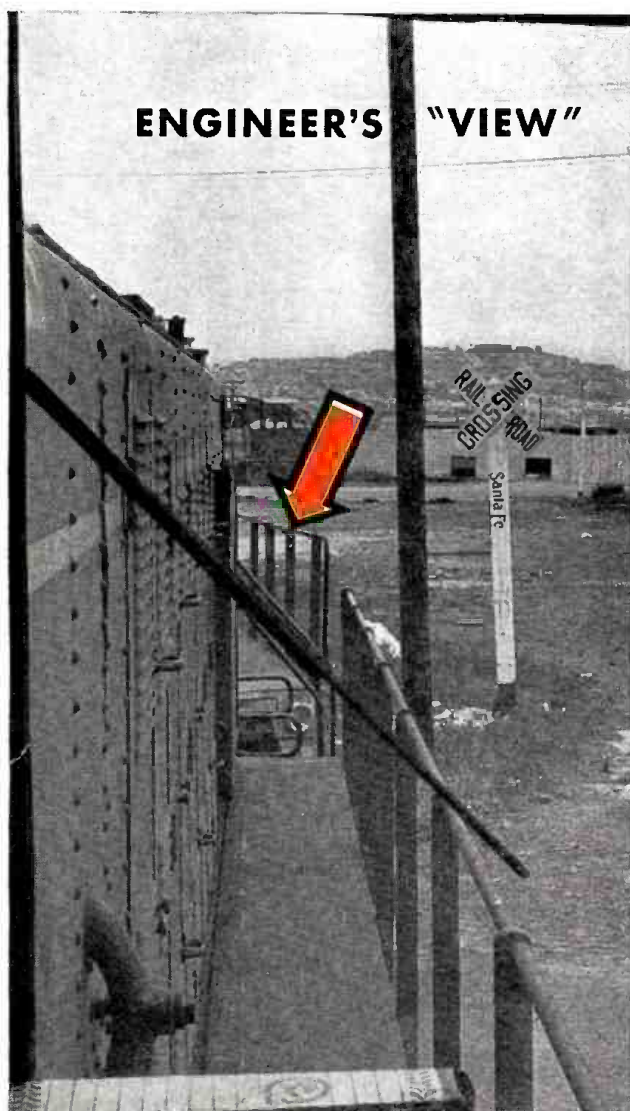
Playing "the numbers game," the railroads ask, "Why three men on a road freight locomotive when only two are on a passenger locomotive?" Ignored in this red-herring tactic is the fact that the engine crew on both freight and passenger locomotives consists only of the engineer and his helper-fireman.

The head-end brakeman is not a trained engineman; he is in the cab only when not performing head-end switching; he is on the ground more than 65% of his working time—not in the locomotive cab—according to the railroads' own job studies.

Characteristically, railroad management deliberately soft-pedals the fact that only one man, the engineer, is in the cab of a yard locomotive, once the helper-fireman has been forced off. Most railroad accidents occur in yard service.

WENT UP-UP-UP IN 1964

WITH FIREMEN "OFF"



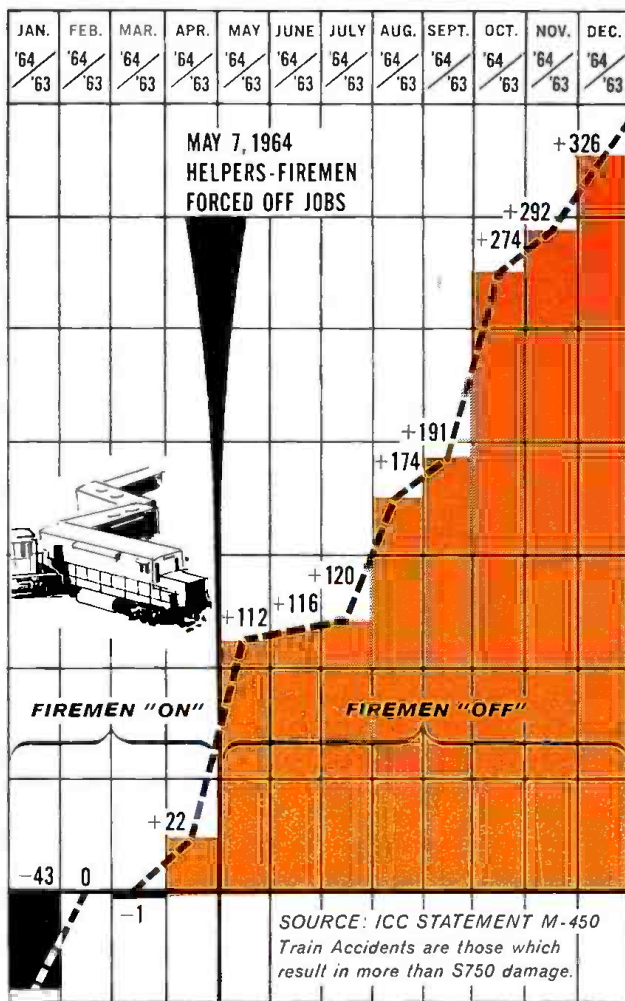
THIS IS RAILROAD SAFETY ?

How much—or how little—can an engineer see when he works without a helper-fireman?

Above is a news photo of the "view" a Santa Fe engineer had—from his seat—of a head-on collision between his yard locomotive and a Western Pacific engine. The two met on a slight curve. The arrow points to a small section of front running gear—the only part of the WP locomotive visible to the Santa Fe engineer, even after the collision. He was working without a helper-fireman.

Newsmen quoted the WP engineer as stating that the accident would not have happened if a helper-fireman had been on the Santa Fe engine. From his position on the left side of the cab a fireman would have seen the WP locomotive.

TRAIN ACCIDENTS: INCREASE HITS 326 WITH HELPERS-FIREMEN "OFF"



This chart shows the decrease or increase in Train Accidents during 1964, as compared with 1963. Month by month figures are cumulative. Early 1964 showed an encouraging decrease in Train Accidents. The sudden, alarming increase after May 7, 1964, is graphic proof that railroad safety suffered a tragic setback when 15,000 locomotive helpers-firemen were forced off their jobs. Train Accidents mean loss of lives, personal injuries, millions of dollars in property damage, costly traffic delays. A locomotive engineer, working without his helper-fireman, cannot see what is happening on the left side of his engine—a fact that explains many of the 5,146 Train Accidents covered in the chart.

ANOTHER LOOK NEEDED ►

WHAT A LOCOMOTIVE HELPER-FIREMAN DOES

"Firemen with no fires to tend," has been the keynote of the railroads' multi-million-dollar "featherbedding" attack on their operating employees. The deceit underlying this propaganda is exposed by even the briefest summary of duties performed by locomotive helpers-firemen.

IN ROAD FREIGHT SERVICE, the helper-fireman's pre-run duties include: check of all train orders, notices, safety rules; synchronization of timepiece; check of all locomotive units (on some trains as many as eight locomotive units), signal equipment, brakes, lights, fuel and lube oil, pressure gauges, etc. Enroute, he must: maintain left side lookout for signals, ground employees, pedestrians, vehicular traffic; make rearward visual check for hot boxes, dragging equipment, etc.; periodically patrol all engine rooms for detection and correction of malfunctions; answer all engine alarms and take all possible remedial action; call or repeat signals for engineer; receive and transmit train crew signals when switching enroute; flag ahead of train; double check engineer on train orders, signals, rules, time schedules, etc. At end of run he must: help inspect locomotive; write up reports for shop crews and ICC; secure brakes, check positioning of all controls, power switches, etc. At all times he must stand ready to relieve engineer at the controls, in the event of emergency or at any time engineer requires relief.

IN YARD SERVICE, the helper-fireman also performs the duties outlined above. However, because most railroad yards are complicated, congested work areas, his responsibilities as a lookout—and in signal-calling and signal-transmitting—are much more demanding.

Railroad yards frequently are complex mazes of curving, criss-crossing tracks, generally teeming with scores of men—checkers, inspectors, supervisors, conductors, brakemen, switchmen, car-repair men, track laborers—each intent on his own work. Being moved about in their midst are hundreds of units of rolling equipment—yard and road engines, railroad cars of all types being switched and classified, trains in process of being made up or broken up for car delivery or classification.

The safety of all these railroad workers and all this railroad property is dependent in large degree on the presence of the helper-fireman on his job, on the left side of the locomotive cab, the engineer's "blind" side.



H. E. Gilbert

AN OPEN LETTER

TO THE AMERICAN PUBLIC,
CONGRESS AND THE RAILROAD INDUSTRY

In less than eleven months, the question of employment of locomotive helpers-firemen will again confront the railroad industry, the American public and, possibly, Congress. The federal arbitration ruling, which forced more than 15,000 helpers-firemen off their jobs, will expire.

Common sense dictates that we now take a penetrating look at what has happened as a result of the only compulsory arbitration ruling ever instituted in peacetime by an Act of Congress. (PL88-108)

A number of aspects require investigation. Interstate Commerce Commission reports show a heavy and continuing increase in railroad accidents, after the ruling went into effect. Many of the men who were forced off their jobs remain unemployed. Others who secured employment suffered substantial reductions in income. Those retained in the industry as helpers-firemen have had their earnings slashed severely.

The intent of Congress, expressed in the law, was that the arbitration ruling should protect the public welfare, the affected railroad employees and the interests of the industry and its shippers.

But, who has benefitted? Certainly not the employees subjected to lay-offs and reduced earnings and more hazardous working conditions. Certainly not the shipping and traveling public which likewise has been affected by the deterioration of railroad safety. The only group to benefit has been the railroad corporations which have enjoyed record high earnings. None of the savings from reduced employment has gone into reduced freight rates or improvement of passenger service. It has gone into the corporate profits column.

A situation so completely out of balance cannot be allowed to continue. To delay or evade a realistic, fact-finding review of the situation is merely to invite the same labor-management impasse that involved the White House and Congress in the railroad work rules crisis of August, 1963.

I sincerely hope for and urge the cooperation of all concerned, in the interest of finding the correct answer to a problem that affects the entire nation.

H. E. Gilbert
PRESIDENT

BROTHERHOOD OF LOCOMOTIVE FIREMEN AND ENGINEMEN

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BROADCASTING, May 10, 1965

by the House of a bill prohibiting the FCC from exercising jurisdiction in this field, Miami Television maintains that "there is a substantial authoritative body of opinion that the commission cannot or at least should not formulate standards of wide applicability with respect to the total time and the timing of broadcast commercial announcements."

Noncommercial Commercial ■ Pointing to studies that indicate in general that the public is more favorable than hostile toward TV commercials, South Florida Television contends that the feelings of the public are taken into account in the timing and length of commercials. But since stations are dependent on advertising for revenue in order to program to reach their audiences, "any attempt by the commission to place artificial limitations upon the amount of broadcast commercial messages could not ignore its possible adverse effects upon the economic viability of the system."

Since Congress forbade the commis-

sion to be concerned with rates or profits of broadcast stations "this would logically imply that Congress intended that the commission should not be concerned with the amount of time devoted to commercial messages," South Florida says.

South Florida also raises the question of imposing limitations on commercial time in the Miami case. "To impose such standards ex post facto upon the applicants here would offend against the requirements of a fair and orderly hearing," it says.

It would also be difficult, South Florida says, to determine the comparative values of commercial proposals; proof would require need, extent among other media, evaluation of quality, relationship of number of commercials to applicant's need for revenues, etc.

As to loud commercials, South Florida says that, "obviously, all applicants might state they would not broadcast loud commercials." At this point, however, there are no standards to go by.

FCC told to reopen ch. 12 Jacksonville

COURT ORDERS CASE OPENED TO NEW APPLICANTS

A federal court in Washington told the FCC last week that it should reopen Jacksonville, Fla., channel 12 to new applicants, and that WFGA-TV there should be allowed to participate in competing for the channel.

The three-judge U. S. Court of Appeals, with one justice concurring in part and dissenting in part, said the commission erred in 1963 when it readopted its 1956 award to Florida-Georgia Television Co. It upheld, however, the commission's ruling finding Jacksonville Broadcasting Co. disqualified because of off-the-record contacts with FCC commissioners.

The commission in 1963 reaffirmed its grant to WFGA-TV after rehearing on charges made in 1959 before the House Oversight Legislative Committee and involving the late former Commissioner Richard A. Mack. At that time it found that Jacksonville Broadcasting Co. was guilty of having knowledge of ex parte activities in its behalf, and that Florida-Georgia and City of Jacksonville were not guilty of complicity in under-the-table activities in their behalf. City of Jacksonville (WJAX-AM-FM) later withdrew. WFGA-TV is 47.5% owned by Wometco Enterprises Inc. (group owner).

The court held that the FCC should not have readopted its 1956 grant, because it had found it was voided by Mr. Mack's participation in that decision.

Circuit Judges Charles Fahy, who wrote the decision, was joined by Judges

Walter M. Bastian and Warren E. Burger. Judge Burger declared he would have also disqualified WFGA-TV. He charged that the FCC was using a double standard in evaluating the misconduct.

"... I can find no record basis for the commission to hold," Judge Burger wrote, "that the rather bumbling and naive efforts of appellant to find out who was 'undermining its award' was evil beyond redemption, while intervenor was blameless. Under a single standard of conduct both appellant [Jacksonville Broadcasting] and intervenor [Florida-Georgia]—or neither—should have been disqualified."

Court upholds 10% rule

Refusal of the FCC to waive the 10% rule was upheld by the U. S. Court of Appeals in Washington last week. The court held that the commission and its review board were justified in refusing to grant an application for Anadarko, Okla., using 630 kc with 5 kw fulltime. It was found, the court noted, that the proposed station would receive interference from other stations to 16.4% of its prospective audience. Although the hearing examiner recommended a waiver, two of the three members of the commission refused to reverse its board. The court held that since waiver of the 10% rule is discretionary, the commission's action was within its judgment.

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television rating

It wasn't a bird and it wasn't Superman, but it was a plane with electronic gear that flew over the homes of South Floridians Sunday (May 2) counting television sets.

WLBW-TV Miami used the airborne Television Audit Corp. and an American Research Bureau special phone survey to see what share of audience it was getting for its 90-minute special *The Truth About Communism*. The result according to TAC was 27.7% share of sets in use, according to ARB it was 16.3%. The test was ordered by Thomas Welstead, vice president and general manager of WLBW-TV.

Between 7 and 8:30 p.m. TAC registered almost 27,000 on-air sets in Dade and Broward counties, which make up the Miami metropolitan area. In the

same period, ARB attempted 1,191 calls and completed 710 or 59%.

TAC, Winter Park, Fla., had been in the test stage for about a year. It was originally scheduled to make its maiden commercial run over Chattanooga last November at the time an ARB survey of the market was being taken. However, Dave Nicholson, president of TAC, said the test had to be delayed to add refinements to the system (BROADCASTING, Oct. 19, 1964).

TAC, which is now being operated from a twin-engine Beechcraft, picks up signals given off by the local oscillator in the tuners of sets. This signal, which is given off at a set frequency for each channel, is matched to receivers in the plane that are on these frequencies.

Mr. Nicholson said the Sunday night flight covered about 120 square miles on a basic north-south flight path, with no area covered more than once. Charles Matthews, sales manager of WLBW-TV, said the plan was to cover as much of the metropolitan residential area as possible in the 90 minutes. The first 39 minutes were exclusively over Broward county and the ARB survey was also broken down by counties for a closer comparison of the two counting systems.

Mr. Matthews said that the general conclusion of the TAC count showed

the system "had a lot of merit and could be part of the answer" on TV surveys. Although TAC only counts sets in use, Mr. Nicholson says he can supply some demographic data of the areas he covers by using Census Bureau data.

Although plans are not firm, TAC may be used within a few weeks for a late afternoon Monday-Friday set count in the Miami metro area.

The TAC and ARB surveys by shares of sets in use:

	TAC	ARB
7-7:30		
WTVJ—Lassie	55	58
WCKT—Fla. Forum	17	23
WLBW-TV—Communism	28	15
7:30-8		
WTVJ—Martian	48	49
WCKT—Walt Disney	25	25
WLBW-TV—Communism	26	22
8-8:30		
WTVJ—Ed Sullivan	32	62
WCKT—Walt Disney	39	24
WLBW-TV—Communism	29	12

Changing hands

ANNOUNCED ■ *The following station sale was reported last week subject to FCC approval:*

■ **WOLF** Syracuse, N. Y.: Sold by Ellis Erdman and associates to John S. Riggs and associates, for \$590,000. Mr. Erdman has minority interest in the purchasing company and with his wife owns WTKO Ithaca, WEIV(FM) Ithaca Elmira, WMIV(FM) South Bristol Township, WBIV(FM) Wethersfield Township and WJIV(FM) Cherry Valley, all New York. Mr. Riggs has interest in WELM Elmira, N. Y. WOLF has 1 kw day and 250 w night on 1490 kc. Broker: Edwin H. Tornberg & Co.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 83).*

■ **KONA(TV)** Honolulu, **KALA(TV)** Wailuku and **KALU(TV)** Hilo, all Hawaii: Sold by *Honolulu Advertiser* and John D. Keating to De-Sales Harrison and associates for \$2.6 million. Buyer is Communications Honolulu Inc., which is owned one-third by Mr. Harrison, one-third by Mrs. Harrison and children (Bruce and Laurel Godfrey) and one-third by Arthur H. McCoy. Mr. McCoy is former executive vice president of John Blair & Co., New York. (Corrected item on ownership).

■ **KHBC-AM-TV** Hilo, **KGMB-AM-TV** Honolulu and **KMAU-TV** Wailuku, all Hawaii: Sold by *Honolulu Star-Bulletin* to A. L. Glasmann and associates for \$2.5 million (see page 54).

■ **KGKL** San Angelo, Tex.: Sold by Lewis O. Seibert to William D., John S. and Frank B. Neil, for \$250,000 including covenant not to compete. Messrs. Neil have interest in KTRM Beaumont, Tex. KGKL is on 960 kc with

our responsibility to each client goes beyond that of merely informing

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Renewal hearings set for two feuding stations

Two Texas television stations which filed conflicting statements with the FCC regarding the authenticity of a program survey made by one of them last week found their renewal applications designated for a consolidated hearing.

The commission chose the hearing method to determine where the truth lies, as well as whether either or both stations have the requisite qualifications to be licensees.

KBMT(TV) (ch. 12) Beaumont filed the program survey in connection with an application for permission to relocate its transmitter. The commission granted the application in January (BROADCASTING, Jan. 11).

KPAC-TV Port Arthur, which had opposed the move, later submitted an affidavit by an employee who said

he had contacted some of the same individuals KBMT representatives claimed to have interviewed in their survey. The KPAC-TV employee said they told him that KBMT representatives had not talked to them.

KBMT, in a subsequent pleading, submitted affidavits from the individuals they had originally cited who disputed the assertions in the KPAC-TV presentation.

To resolve the conflict, the commission set aside the grant of the application for the transmitter relocation and designated that application, as well as the renewal applications of the two stations for a hearing. The two Texas stations come up for renewal of their licenses on Aug. 1.

The issues include a determination

as to the facts surrounding the survey made by KBMT and the "check survey" made by KPAC-TV, whether the representatives of either station made misrepresentations to the commission, and whether the applicants have the requisite qualifications to be licensees.

The new KBMT transmitter site that had been approved by the commission would have been 18 miles closer to KSLA-TV (ch. 12) Shreveport, La., than allowed by commission rules, and the commission had conditioned the grant on KBMT protecting the Shreveport station from interference. In its order last week, the commission said that if the grant is reinstated new conditions would be imposed to provide equivalent protection for KSLA-TV.

5 kw day and 1 kw night.

■ KXRO Aberdeen, Wash.: Sold by Helen Spence Foster to Matthew N. Clapp Jr. and Miller C. Robertson, for \$200,000. Messrs. Clapp and Robertson own KFQD Anchorage, and KUEN Wenatchee, Wash. KXRO is on 1320 kc with 5 kw day and 1 kw night.

■ KELA Centralia-Chehalis, Wash.: Sold by J. Elroy McCaw and Mabel A. Gwinn to Joe Chytil, for \$125,000. Mr. McCaw owns KTVW(TV) Tacoma, Wash.; 45% of KIXI-AM-FM Seattle, and KCTO(TV) Denver. Mr. Chytil is general manager of KELA which is on 1470 kc with 5 kw day and 1 kw night.

COMMUNITY TELEVISION

■ Roswell, N. M.: Sold by Roswell Cable Co. (Brown Walker, president) to Vumore Co. (subsidiary of RKO General Inc.). Although price was undisclosed, it's estimated between \$1¼ and \$1.5 million. The Roswell CATV serves 5,000 subscribers. Broker was Daniels & Associates.

New TV stations

As of May 6 there were 106 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 60 were commercial UHF's, 6 were educational VHF's and 21 were educational UHF's.

New station going on the air last week:

KTCI-TV (ch. 17) St. Paul. Twin City Area Educational Television Corp., permittee. Station went on the air with

program test authority granted on May 3 broadcasting with 47.6 kw ERP visual using an RCA transmitter. Twin City educational corporation is licensee of KTCA-TV (ch. 2) St. Paul.

Information received regarding plans of other holders of CP's includes:

Raleigh, N. C. (ch. 28). Crescent Broadcasting Co., permittee. Granted CP on April 21 with plans to go on the

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—Highly respected FM station serving major market. Grossed over \$90,000 in 1964 and progressing at sound rate of growth. Priced at \$180,000 with \$60,000 down. **Contact—John F. Meagher in our Washington office.**

ROCKY MOUNTAIN STATE

—Daytimer on excellent frequency serving trading area of over 200,000. This profitable facility grossed \$110,000 in 1964 and is priced at a total of \$157,500 including real estate. **Contact—Richard A. Shaheen in our Chicago office.**

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air Thanksgiving Day. Roland A. Jacobs has been appointed general manager of the station whose Washington attorney is Martin E. Firestone. Crescent Broadcasting plans to broadcast with 850 kw visual using a Townsend Associates transmitter with a COEL antenna 1,050 feet above ground.

WKBS(TV) (ch. 41) **Burlington, N. J.** Kaiser Broadcasting Corp., permittee, plans to go on the air with program test Sept. 1. Station will broadcast from studios and offices at 3201 South 26th Street, Philadelphia. Thomas A. Breen, station manager, said firm will invest about \$1.4 million in new facilities and equipment. The WKBS 1,350-foot high antenna will be located at the Philadelphia antenna farm in Roxborough.

WNJU-TV (ch. 47) **Linden-Newark, N. J.**, New Jersey Television Broadcasting Corp., permittee, plans to go on the air May 16. The New York area's first commercial UHF station was previously scheduled to begin broadcasting several weeks ago but delayed its start to "complete the fine tuning of the antenna" a spokesman said. The station will broadcast both in color and black and white. It will operate as a New Jersey community station during the day and change to an ethnic facility during evening hours.

WAOW-TV (ch. 9) **Wausau, Wis.**,

Mid-Continent Broadcasting Co., permittee. WAOW-TV was to go on the air May 8 with 316 kw visual and 20.4 kw aural using an antenna 996 feet high. Station will be interconnected with Mid-Continent's WKOW-TV (ch. 27) Madison, Wis. Tony Moe is executive vice president of the Wausau outlet. WAOW-TV will be an ABC-TV affiliate represented by Adam Young Inc., New York. Both stations will comprise a single buy and will offer coverage of 18 counties and TV home penetration totaling 188,000.

University drops out of UHF competition

California Western University of San Diego has asked the FCC to dismiss its application for a new commercial TV station on channel 51 there and grant the competing application of Gross Broadcasting Co.

The action, sought April 30, is conditioned on the commission's approval of an agreement giving the university an option to acquire 50% interest in the new facility upon the grant of Gross's application.

Gross Broadcasting, wholly owned by Jack O. Gross, applied for the channel in July 1964. The university's application was filed in May 1964.

Ky. station fined, amount is reduced

The FCC last week ordered Arthur C. Schofield, owner and licensee of WKYX-AM-FM Paducah, Ky., to pay a \$250 fine for having assigned the license to Nationwide Stations Inc. in mid-1962, and for permitting the company to operate the station until the fall of 1964 without commission authorization.

The commission's decision, adopted last Wednesday (May 5), stems from a \$500 notice of apparent liability imposed on Mr. Schofield last February for the alleged assignment change and for failing to report a stock deal transferring 20% interest to Raymond F. Damgen (BROADCASTING, March 1).

In reducing the amount to \$250 last week, the commission said that although failure to report the stock transfer violated FCC rules, after considering the licensee's response to the notice, no forfeiture would be imposed for that infraction.

WKYX went on the air in 1946 and operates on 570 kc, 1 kw day and 500 w night. WKYX-FM operates on 93.3 mc with 31 kw and has been in operation since 1947.

Third Honolulu sale gets FCC approval

The FCC last week gave its blessing to the third and last sale of a group of Hawaii radio and TV stations which has seen the ownership of every network-affiliated TV station in Honolulu change.

The commission, by its Broadcast Bureau, approved the sale of the *Honolulu Star-Bulletin* stations to the A. L. Glasmann family for \$2.5 million.

Involved in the transaction are KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, and KMAU-TV Wailuku. A second transaction, also approved by the commission last week, assigned KMAU-TV to John S. Young Associates Inc. under a lease arrangement which provides payment of \$1,500 a month for 10 years, with an option to purchase at the end of that term for \$150,000. In return the new owners of KGMB-TV propose to pay the new operators \$4,000 a month to rebroadcast its programs. KMAU-TV has been operated as a satellite of KGMB-TV since its founding.

The Wailuku transaction, it was explained, was undertaken to avoid having the Glasmann group charged with five VHF television stations, thus barring it from an additional VHF acquisition. Under FCC rules, no single owner may own more than seven TV stations, of which not more than five may be in the VHF band.

The Glasmann group already owns or controls KUTV(TV) Salt Lake City and KMVT-TV Twin Falls, Idaho, as well as radio stations KALL Salt Lake City, KLO Ogden, both Utah; KGHl Billings and KBOW Butte, both Montana, and KGEM Boise, Idaho.

Only two weeks ago, the FCC approved the sale of KONA-TV Honolulu, KALA-TV Wailuku and KALU-TV Hilo by the *Honolulu Advertiser* and John D. Keating to DeSales Harrison and associates for \$2.5 million (BROADCASTING, May 3).

Last December the Kaiser stations in Hawaii were sold to Lawrence S. Berger and group for \$4¼ million. Stations are KHVH-AM-FM-TV Honolulu and KHVO-TV Hilo plus four translators.

KGMB-TV, on channel 9, began operating in 1962 and is affiliated with CBS. KHBC-TV and KMAU-TV are on channels 9 and 3 respectively and are satellites of KGMB-TV. The fourth TV station in Honolulu is independent KTRG-TV on channel 13.

KGMB, founded in 1929, operates fulltime on 590 kc with 5 kw, and is CBS affiliated. KHBC, founded in 1936, also operates fulltime on 970 kc with 1 kw.

66 Local Blue Chip
Accounts are buying
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accounts. Everyone here
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—Larry Edwards,
General Manager
WMAK Nashville, Tenn.

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Jim W. Cooper, Director of Engineering, WFAA-TV.

G-E 4-V wins WFAA-TV's "slide test"

Jim W. Cooper, Director of Engineering at WFAA-TV, Dallas-Fort Worth, came to the recent NAB Convention in Washington to make a decision.

WFAA-TV wanted the finest 4-V color film camera available. Jim had carefully compared all the available data on the two competing cameras. The final, deciding item on his check list was to be his own personal evaluation of picture quality.

He had his own resolution chart slide put up first in the competing unit, then in the General Electric 4-V. Immediately he saw the difference. G-E 4-V picture quality won Jim Cooper's unqualified vote — and the WFAA-TV order.

Two G-E 4-V's will be installed at WFAA-TV this summer. *This is the kind of customer acceptance that will put more than 100 G-E 4-V's on the air by autumn. No other manufacturer can even approach this record of field-proven performance and market approval. For details on broadcasting's most-accepted 4-V color film camera — the G-E PE-24 — contact your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communications Products, #7-315, Electronics Park, Syracuse, N. Y. 13201. (Phone AC 315, 456-2105).* GE-16.

Visual Communications Products

GENERAL  ELECTRIC

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Telephone companies entering CATV field

More firms leasing facilities to operators, still others are operating their own systems

The move of telephone companies into the burgeoning community antenna television field, glacierlike over the last few years, has suddenly speeded up. In two instances last week, leases were signed by a CATV operator to use telephone company facilities to furnish cable service to upstate New York communities.

Commitments were made by newspaper publisher-broadcaster Gannett Co. with the New York Telephone Co. for Geneva and Saratoga Springs, both New York.

Although not the first to arrange with a telephone company to furnish circuits (a handful of other CATV operations have made this arrangement with their local telephone companies) the Gannett move is considered indicative of a new force in CATV.

Gannett's Richard Blackburn, in charge of that company's CATV activities, says there are two significant advantages to dealing with established common carriers: (1) there is no capital investment in cables, amplifiers, pole rights, and other hardware, or in maintenance costs, and (2) there is no need to become embroiled in franchise fights before city councils.

The second point is stressed because of the increasing erratic behavior of city councils in granting permission for CATV's to furnish cable service.

Since last fall, more and more telephone companies have been filing tariffs to furnish CATV service in more and more states. At the present time, Bell System companies have filed such tariffs in 26 states.

The first such tariff was filed in Connecticut in 1962, and there were several in 1963. But by far the bulk of them have been filed in the last six months.

At the same time an unknown number of independent telephone companies have filed tariffs with their state utility commissions, and a number are already providing this service to CATV's.

Permit Unneeded — Gannett was one of the first of the CATV applicants to make the point it did not need a franchise since, it contended, the telephone company already is authorized to use city streets for communications purposes.

Mr. Blackburn points out, however, that in both instances, Gannett is abiding by its original proposals to contribute 3% of its gross revenues to the municipal treasuries "in lieu of all taxes."

The agreement signed by Gannett with the New York Telephone Co. provides for about 50 miles of cable in each of the two communities. Monthly rates are \$70 per mile for the cable and \$290 for head-end input equipment, a monthly \$3,790 charge—or \$45,480 for

Court orders CATV grant

The city council of Brunswick, Ga., was told last week by a state court that it must issue a business license to a CATV applicant, and that the license fee must not be discriminatory or out of line with the charge for other businesses.

The order was issued by Judge Dan Flexer, Superior Court of Glynn county, May 5, in response to a petition for a writ of mandamus filed earlier this year by Fuqua Industries Inc., licensee of WJBF(TV) Augusta, Ga. The suit was instituted after the city council refused to issue a business license for CATV, and came after J. B. Fuqua, owner of the company bearing his name, arranged to lease facilities from Southern Bell Telephone Co. In this way, Mr. Fuqua contended, no franchise for CATV in Brunswick was needed.

Under the name, Rentavision of Brunswick, Mr. Fuqua has arranged to lease a 12-channel system from Southern Bell. He expects to feed eight TV signals into the community. They will be from Augusta, Savannah, Waycross, and Pembroke, all Georgia, and from Jacksonville, Fla.

The city government has 30 days to appeal the Superior Court's ruling to a higher court.

the year.

Gannett itself is putting in the head-end equipment—a tower, antennas and receivers.

A similar move has been announced in Troy, N. Y., where Northeast TV Cablevision told the city council last month that it had signed an agreement with New York Telephone Co. to provide the facilities for CATV and that it did not require a city franchise. Lee Ehrlich, president of the company, said that Northeast will contribute a percentage of the gross to the city, notwithstanding lack of franchise.

It was only last week that J. B. Fuqua, owner of WJBF(TV) Augusta, Ga., won a court ruling ordering the Brunswick, Ga., city council to issue a business license for CATV there. Months ago Mr. Fuqua made arrangements with Southern Bell Telephone Co. to furnish a 12-channel system, which he would lease for his CATV operation, and which, he emphasized, requires no special franchise from the city.

In Asheville, N. C., Harold H. Thoms (WISE-TV there) told the city that no franchise was necessary since he had arranged to have Southern Bell Telephone Co. furnish the cable facilities. Mr. Thoms is one of five applicants for CATV in that city; the others include WLOS-TV Asheville, Broadcasting Company of the South (wis-tv Columbia, S. C.) Reeves Broadcasting Co. (multiple broadcaster and CATV owner), and National Trans-Video Corp., Dallas (multiple CATV operator).

Complicating the Asheville situation is the fact that the city fathers were considering a city-owned CATV system which had the prospect, they believe, of bringing in \$450,000 annually, after the cost of the system is recovered, (estimated in about four years).

States in which Bell System companies have filed tariffs, all of which are effective: Alabama, Arkansas, Connecticut, Georgia, Illinois, Kentucky, Louisiana, Massachusetts, Michigan, Minnesota, Mississippi, Missouri.

New Hampshire, New Jersey, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, Washington and West Virginia.

The rates are different for each state, but vary from a low of \$64 a month per mile of cable to \$100 a month per mile. Generally the tariffs call for a 10-year contract. Specifically noted is the non-exclusive nature of the facility.

For example, the North Carolina tariff calls for monthly charges of \$72 per mile (\$18 per quarter-mile) for feeder and distribution cable; \$155 for input equipment at the pick up point for off-the-air signals; \$75 per month for input equipment at pickup point for in-

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—DONALD KIRKLEY, *Baltimore Sun*

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with the tireless nobility and animal barbarity of the human race.

—JACK GOULD, *New York Times*

A devastating emotional experience... **STUNNING IMPACT**...touched every facet of human hope and desperation...a powerful documentary!

—BEN GROSS, *New York Daily News*

OVERWHELMING, MASTERFUL... POWERFUL

...an experience not to be missed. —PERCY SHAIN, *Boston Globe*

Powerful... **UNFORGETTABLE** ...spoke out more against man's inhumanity to man than the words of a thousand sermons.

—REX POLIER, *Philadelphia Evening Bulletin*

One of the most **INSPIRING** television shows I've ever seen.

—BOB CONSIDINE, *Los Angeles Herald Examiner*

A smashing, heart rending **AWARD-WORTHY** film.

—ANTHONY LA CAMERA, *Boston Record-American*

ONE OF THE FINEST AND MOST POWERFUL DOCUMENTARIES SHOWN ON TELEVISION IN SEVERAL SEASONS.

—FRANK JUDGE, *Detroit News*

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MARSHALL FLAUM

House committee uses knife on FCC budget

The FCC will have to get along on \$594,000 less than it asked for next year if recommendations of the House Committee on Appropriations are upheld, and they probably will be. The committee approved an appropriation of \$16.9 million for fiscal 1966, a figure not only lower than the FCC's \$17,494,000 budget estimate, but also lower by \$85,000 than the 1965 appropriation.

"The committee is of the opinion," the report says, "that the cost of executive direction and other objects of expense are too high and has taken these factors into consideration in arriving at the amount recom-

mended." The draft bill puts a \$57,400 ceiling on "necessary expenses in performing the duties of the commission . . . including land and structures," and a \$12,500 ceiling on "special counsel fees, improvement and care of grounds and repairs to buildings."

Requested increases would, according to the commission, support 52 new staff positions and facilitate economic and social studies to be used in making major policy decisions on such matters as "superpower in AM, community antenna television and subscription television" (BROADCASTING, May 3).

cidental program material; 50 cents for each TV receiver connected (plus a one-time \$10 installation charge) and 25 cents for additional receivers in the same home.

Independents ■ The role of independent companies is slightly more complex. In some instances the local company actually is in, or going into, CATV operation. In other instances the local company is providing the facilities, just like its big-brother Bell systems do.

Where the telephone companies themselves enter CATV, it is usually through the establishment of subsidiaries. This is so in Chillicothe, Ohio, for example, where the Chillicothe Telephone Co. owns Chillicothe Telcom Inc., a 12-channel system serving about 1,300 subscribers and which began operation last September. Lines are leased from the parent telephone company.

Robert McKell, who is president of both the local telephone company and the CATV firm, says he's not making any profit yet on the CATV operation, but that when it reaches 2,500 subscribers, he expects to begin making a return.

Another independent telephone company, this one in upstate New York, has also established a CATV subsidiary, but leases pole-line rights from its parent company.

The telephone company is the Chenango-Unadilla Telephone Co., with headquarters in Norwich, N. Y. Its CATV subsidiary is Chenor Communications Inc.

At the present time, Chenor is operating three CATV's—New Berlin, Oxford and Franklin. It is building a cable system in Chenango Bridge, and is in the midst of negotiations to buy an operating system in Cooperstown, all New York.

William S. Kingman, president of the

C-U Telephone Co., estimates that more than \$700,000 has been invested in CATV, and that the potential for the three operating systems is almost 4,000. Chenango Bridge has a potential of 3,000, he says.

Although it has not taken the route of supplying the facilities to its CATV's, Chenor has, in one community it is planning to enter, made a commitment to lease the facilities from the New York Telephone Co. Mr. Kingman declined to identify the community, pending the outcome of negotiations there.

The C-U Telephone Co., last week entered the broadcasting field. It received FCC permission to buy WMCR Oneida, N. Y., from a court-appointed receiver. Price was \$73,500 for the 1 kw daytimer on 1600 kc.

In Illinois, the DeKalb-Ogle Telephone Co., under an authorization by the state Public Utility Commission, has established a CATV subsidiary, Allied Video Transmission Corp. Allied is going to lease CATV facilities from the parent company to serve Sycamore and DeKalb, both Illinois.

In South Carolina, a CATV system is about to go into Lancaster using facilities leased from the Lancaster Telephone Co. The CATV firm is Videovision Inc., (Frank Barnes, president), which has some common ownership with the telephone company.

In the latest move by independents, the local telephone company in Poland, Me., has incorporated as a subsidiary, the Poland CATV Co., which plans to serve several Maine communities.

Other independent telephone companies engaged in the CATV business: Western Arkansas Telephone Co., in Russellville, Clarksville, Paris and Booneville, all Arkansas, through sister corporation, Watco Services Inc.; Monroe County Telephone Co. in Sparta, Wis.;

Milan Telephone Co. in Milan, Mo.; Bruce Telephone Co. in Bruce, Miss.; California Water & Telephone Co. in Sun City, Calif., and Illinois Consolidated Telephone Co. in Mattoon, Ill.

Spurred by USITA ■ CATV activity by independent telephone companies stems from the urging of their association, the United States Independent Telephone Association, which includes among its members most of the 2,500 independent telephone companies in the U. S.

USITA for some time has had a special committee on TV services studying the CATV question. In February, it recommended that member companies (1) get into CATV, (2) provide the facilities for CATV firms and (3) go slow on renting out pole space.

CATV companies historically have rented space on telephone or power poles to hang their cables, paying from \$1.50 to \$3 a pole per year. (Last month Paul H. Henson, USITA president suggested that pole rentals are much too low; they should be somewhere in the neighborhood of \$11 to \$16.50 annually, he said.)

Court upholds FCC's citizen band rules

A federal appeals court in New York held last week that checks on the FCC's control of radio communication must be considered in light of the commission's obligation to classify stations and to "prescribe the nature of the service to be rendered by each class. . . ."

This opinion, handed down in the U. S. Court of Appeals for the Second Circuit, explained the court's action a week earlier in denying the petition of an electronics equipment company to enjoin the FCC from adopting new language in its rules governing use of the citizens' radio frequencies.

Lafayette Radio Electronics Corp., Syosset, N. Y., had asked the court to stay the commission's hand in a rules change prohibiting the use of citizens' band radio for "hobby or diversion."

Lafayette argued that the commission rule would violate the First Amendment and Section 326 of the Communications Act which denies the commission the power of censorship over radio communication.

In its opinion the court said the commission "is empowered . . . to prohibit communications over the limited available frequencies which serve no purpose other than the sheer pleasure of emitting them and receiving a response. . . ."

"Experience had demonstrated," the opinion stated, "that chit-chat about



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equipment was a characteristic of hobby type operation and absorbing an undue amount of the time available on the limited frequencies of the citizens radio service."

The new citizens' band rules went into effect April 26. They were originally announced in July 1964 and subsequently were attacked by Lafayette and another electronics company, Polytronics Laboratories, Fairfield, N. J. (BROADCASTING, Sept. 7, 1964).

Booklet helps clarify network compensation

CBS-TV affiliates, meeting last week in Los Angeles (see page 62), renewed their determination to simplify the methods by which the network calculates its payments of station compensation.

The present system, according to many affiliates—including some with sophisticated accounting resources at their command—makes it difficult for stations, when they get their checks and statements from the network, to match them against their own records of network clearances. The frustration of not knowing whether they have been paid what they are owed is amplified by the frustration of working with rate schedules that have grown more and more complicated. As the head of one of CBS's most prominent affiliate groups said last week: "I can't tell what I ought to be earning from the network."

The CBS-TV affiliates association has for a couple of years had a standing committee on economics that has been attempting, with the help of consulting economists, to work out a modernization of the station compensation system. Last week, at the CBS-TV affiliates convention, the standing committee distributed a 23-page booklet intended to help affiliates understand how network statements and reports are prepared and how to keep their own records so they coincide more closely with network reports.

Methods ■ The booklet includes suggested methods of calculation and interpretation that can be prepared by a station's accountant to provide the station management with "the key items—those that spell trends in profit or loss." It is, however, only a first stage in the long-range work of affiliates' economics committee.

What the committee hopes eventually to produce is a standardized network-affiliation contract form that will be suitable for all types of affiliates. Already the committee's consultant, Economic Associates Inc., has tested a number of theoretical methods of calculating station compensation—which, of course, is the core of any network contract—without so far finding one

that seems practical. That experimental work is still going on.

As Carl Lee, of the Fetzer stations, chairman of the CBS-TV affiliates' board, explained it: "We want to come up with a standardized form we can all live with. And we also want the tools that each affiliate can use to negotiate with the network."

The booklet that was distributed last week is such a tool. It was presented to the affiliates at last week's meeting by Leonard L. Fischman, president of Economic Associates Inc., who also spoke briefly about the intricacies of working out simplified systems of network accounting.

Forms Included ■ The booklet includes standardized forms that stations may use to keep their own weekly computations of network billings and of weekly trends in net compensation, gross billings and network time. It also provides standardized forms on which stations can chart their monthly trends in gross and network revenue, in network hours (both actual clock hours and "converted hours" which are calculated by formulas applicable to commercial minutes sold in participation shows in periods of varying value) and in hourly gross received from the network.

Members of the affiliates standing committee on economics are Richard A. Borel, WBNS-TV Columbus, Ohio, chairman; Howard Lane, KOIN-TV Portland, Ore., Thomas Murphy, Capital Cities Broadcasting; Charles Crutchfield, Jefferson Standard Stations; Tom Baker, WLAC-TV Nashville, Tenn., and Mr. Lee, who is also chairman of the affiliates board.

CATV financial yield discussed in Conn.

An official of the Jerrold Corp., 80% owner of Waterbury Community Antenna, Inc., asked the Connecticut Public Utilities Commission for permission to submit another 10-year income projection in lieu of the controversial statement already on file.

Milton J. Shapp, Jerrold's president and chairman, was the only witness to take the stand during the day-long cross examination as hearings on 22 applications for community antenna TV franchises were resumed by the commission last Monday (May 3) in Hartford.

The statement in question, interpreted by PUC Commissioner Wallace R. Burke as indicating a return on investment of 400% after eight years of operation (BROADCASTING, May 3) was reviewed by Mr. Shapp who maintained that the data needed revising in terms of pole-line costs, salaries and depreciation along with a "re-arrangement of other elements."

Asked by PUC Chairman Eugene S. Loughlin whether he would consider operating in Connecticut with a 6 to 7% yield on investment, Mr. Shapp said that his company would be satisfied with a return of from 8 to 12%.

Under cross-examination by counsel for competing applicants, Mr. Shapp revealed that the \$400,000 of capital in the Waterbury firm would be purchased mostly by Jerrold; that Jerrold would guarantee a \$4-million loan to the cable company.

He also denied that there was an agreement "of any kind" between Jerrold and Triangle Publications, another Connecticut applicant, although at one time, the two firms were partners in New Haven TV Cable Co., now owned wholly by Triangle.

The hearing recessed until May 10 when cross-examination of Mr. Shapp by the PUC staff will resume.

In another development, the Public Utilities Committee of the Connecticut General Assembly gave a joint favorable report to House Bill 3860, a measure which formalizes PUC control over CATV in the state. The bill will go to both houses for debate shortly.

First Shouse awards go to Kentucky co-eds

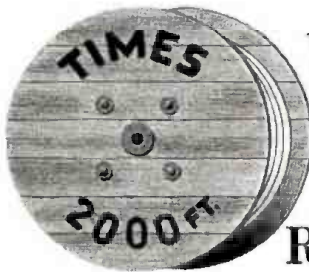
The first annual James D. Shouse Recognition Awards have been presented to co-ed seniors at the University of Kentucky and Indiana University. The awards, consisting of a bronze plaque and \$200 to the university and a scroll plus \$100 to the student, are presented to outstanding broadcasting students by Crosley Broadcasting Corp. in the name of Crosley's former board chairman who retired last year.

John T. Murphy, Crosley president, made the presentation at Kentucky, and P. Scott McLean, vice president and general manager of Crosley's WLWI(TV) Indianapolis made the Indiana award. Presentations will be made to students at the University of Cincinnati, Dayton (Ohio) University, Miami (Ohio) University and Ohio State University in the next few weeks.

Media reports . . .

Future move ■ A. C. Nielsen Co., Chicago, has acquired a 65-acre site about 25 miles northwest of the city near Willow Road and the Illinois Tollway for its new headquarters site. Plans for the actual construction are not yet set.

ABC in St. Louis ■ WIL St. Louis, which has been operating since 1923, became an ABC Radio affiliate May 3. The station, which has 5 kw fulltime on 1430 kc, has been unaffiliated in recent years. WBBY Wood River, Ill., was ABC's affiliate in the St. Louis area.



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you couldn't buy 2,000 ft. continuous
seamless aluminum sheath CATV cable
for love or money. Now Times is shipping it.
Read why this revolutionary new cable
makes every other CATV cable a compromise.**

Everyone in the CATV business knew it: the longer the cable, the fewer the splices, the lower the maintenance, the better the performance...the higher the profits.

But no one did anything about it until Times, the company the industry expects to be first*, took up the challenge of longer-length cable.

The result: Times made the breakthrough with its 2,000 ft. continuous lengths of seamless aluminum CATV cable. Even more exciting, Times is shipping this cable right now!

Here's what this new 2,000 ft. cable can do for you that no other cable can:

■ **It easily saves you 10% on installation and shipping costs.** 2,000 ft. lengths mean fewer splices—8% saved. Only 1 reel needed for 2,000 ft. of cable instead of 1 reel for each 1,000 ft.—2% saved.



■ **It increases profit.** The fewer the splices, the less maintenance needed. Less maintenance means less labor cost and more profit.

■ **It improves electrical performance.** Times JT-1000 cable guarantees 26 db minimum return loss—a must for minimum ghosting. Moreover, it won't let in moisture vapor that stops your signal short of the target.

And don't forget: long after so-called economy cable has been replaced (it starts deteriorating the day you install it), Times 2,000 ft. JT-1000 cable will still be a top performer, keeping pace with your system's planned potential.

Why compromise when you no longer have to...now that Times 2,000 ft. continuous lengths of seamless aluminum CATV cable

are on the shelf and ready to be shipped to you.

**Times' Family of Firsts*—
The Standards of the Industry**

First to design a long life cable specifically for CATV

First with foam dielectric cables for CATV

First with cable that made all-band systems economically feasible

First to make aluminum tube sheathed coaxial systems economically feasible

First to offer 26 db minimum return loss guarantee

First again with 2,000 ft. lengths of seamless aluminum sheath CATV cable


TIMES
WIRE & CABLE
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CBS-TV nights all color in '66-67

Hollywood setting adds glamor as new president paints bright new future to enthusiastic affiliates; network still world's largest ad medium, Stanton says

CBS-TV last week showed its affiliates a new program schedule, a new president, a new interest in color and (to many delegates) a new world. The network for the first time held its annual station convention in the huge studio complexes of Los Angeles where most of its entertainment shows are produced.

If some of the affiliates had gone to the Coast with some uncertainty about a network that in the season now ending had fallen from the rating

the day was capped by an announcement by John Schneider, the new CBS-TV president, that CBS-TV would be 28% color at night next fall and all-color in the 1966-67 season (see story page 63). That announcement drew more applause than anything else. After Wednesday's business was completed, the affiliates were taken to a fiesta in a Mexican village on the back lot of studio center and from there to a lavish buffet in the Beverly Hilton Hotel in Beverly Hills, where most of them

It was an eye-opening experience. A frequent comment among affiliates was that they had never realized how complicated the business of television production is. As one of them said: "A lot of these people have never been on a big film lot before. Now they have an idea of why programing is expensive."

There was general enthusiasm over the new shows, although most affiliates had strong reservations about two or three of them. *Hogan's Heroes*, an hour comedy about Allied prisoners in a German camp in World War II, was predicted to be a certain hit. *The Wild, Wild West*, which one affiliate described as "James Bond in a western outfit," also aroused approval. At the other end of reaction, *Lost in Space*, an hour drama about a family marooned on a planet, was favored only by those affiliates who thought it would draw so many children that its ratings would hold up.

The good feeling engendered by the new programs was strengthened at the Wednesday luncheon, when Frank Stanton, president of CBS Inc., told the CBS-TV affiliates that their network is now in its 12th consecutive year as the world's largest advertising medium and is completing its 11th season as the world's most popular television network."

This season, for the full broadcast day and the country as a whole, CBS-TV enjoyed a 10% lead over NBC-TV and a 42% lead over ABC-TV, Dr. Stanton said. During the prime evening time, CBS-TV led NBC-TV by 1%, ABC-TV by 3%; in the daytime hours for the season, CBS-TV had all of the top five programs, all of the top 10 and 13 of the top 15, he reported and he reminded his audience that daytime accounts for two thirds of all TV network programing and one third of the sales of CBS-TV.

"The final Nielsen report for the current season," he said, "in addition to establishing that the CBS Television network is in first place for the season as a whole, also shows us to be in first place currently—both day and night. In other words, your network has just concluded another season in the No. 1



Shown at the West Coast meeting are l-r: Michael Dann, vice president, programing, CBS-TV; John Schneider, president, CBS-TV; Carl E. Lee, execu-

tive vice president, Fetzer Broadcasting Co. and chairman of CBS affiliates board, and John T. Reynolds, senior vice president, CBS-TV Hollywood.

and billing pinnacle of previous times, they were exposed to two days of concentrated demonstration that CBS has the facilities and the determination to get out in front.

The whole first day, last Wednesday, was spent at CBS's huge studio center in North Hollywood (*Gunsmoke* was in production and Matt Dillon shot a couple of gunslingers to the intense pleasure of onlooking affiliates' wives). Entire episodes of most of the 11 new shows that go into CBS-TV's evening schedule next fall were previewed, and

were staying.

Preview ■ The Thursday sessions were held in CBS's Television City in Los Angeles where live and tape production is done. The affiliates were given a rousing presentation on the advertising potential of the 1965-66 season (see below), a briefing on sports and news plans, a luncheon in a big studio and a question-and-answer session with CBS executives. Afterward they went back to the Beverly Hilton for a banquet and a glittering production featuring a stream of CBS stars.

position."

Disappointing ■ The fact that the CBS-TV nighttime programing has not in 1964-65 "enjoyed the commanding lead over the other two networks that has characterized the networks' schedule consistently since 1958" has been disappointing to the CBS management, Dr. Stanton said. But "we have been comforted by your reaction," he told the affiliates. At the NAB convention, the CBS-TV executives heard from station managers, in effect, "we know the network hasn't come through this season with the big nighttime lead it had in the past. But you can't win them all. I just want you to know that, as far as we affiliates are concerned, the CBS Television network is the one to belong to in the long pull . . ."

"Through all of our successes," Dr. Stanton stated, "your support and your loyalty have been a major factor. I give you my assurance now that at every echelon in CBS there is an intensive determination—such as I have rarely seen before—to regain the margin of pre-eminence in all fields of endeavor to which we have become accustomed, to which you are entitled and without which none of us will ever be satisfied."

"The name of the game is 'programing'" Richard W. Golden, CBS-TV director of market planning, stated in a presentation recorded in New York for presentation to the network's affiliates Thursday morning. "If a network's programs appeal to the public, its ratings are high," Mr. Golden stated. "If a network's programs fail to attract the public, its ratings are low."

The closeness of the ratings of the three TV networks for the 1964-65 season is not a happy story for CBS-TV, Mr. Golden admitted. "This certainly isn't the kind of lead we enjoyed a year ago. And a year ago, we didn't have as big a lead as the year before that." But he warned the affiliates not to get too alarmed over these figures. Reminding them at the end of the 1961-62 season "we had only a 2% lead over NBC-TV and we were being murdered by the press—even then—for that season's large number of flops." He said that then as now, "the problems were the same, only the names of the shows were different."

Too Close for Comfort ■ CBS-TV doesn't like its competition as "close to us as they are—especially at the same time," Mr. Golden declared. "But we've been pushed this far before. And at some point in the future, I'm sure we'll be pushed this hard again. But not next season."

Reminding his audience that "most of the hits of any given television season are holdovers from the preceding

season," Mr. Golden pointed out that in the season just ending, CBS-TV has 18 of the top 40 programs and that all 18 are being brought back for 1965-66, plus *My Three Sons* which is joining CBS-TV from ABC-TV. NBC-TV has nine holdovers on its schedule for next season and ABC-TV 11, he said.

"When we define the top 30 as the big winners, CBS-TV will start next season with 16 holdovers to NBC-TV's six and ABC-TV's eight," he reported. And when the figure is reduced to the top 20, CBS-TV has 12, more than the other two networks combined, he stated. "In fact, CBS-TV has more top 20 hits coming back than either NBC-TV or ABC-TV has in the top 30 category. And, for that matter, we have even more returning top 20 shows than either of the other networks has in the top 40."

The optimism which CBS-TV has for the 1965-66 season "stems from our knowledge that most of this season's big hits will repeat next year—and from our confidence that the public will like our new programs," he said.

9 CBS-TV fall shows in color

Schneider tells affiliates
its been a long wait but
timing is about right

Nine regularly scheduled nighttime program series on CBS-TV will be broadcast in color starting this fall, representing 28% of the network's total prime time schedule, John A. Schneider, president of CBS-TV, announced Wednesday (May 5). In addition to the previously announced plans to broadcast *The Danny Kaye Show*, *The Red Skelton Hour* and most of the *CBS Thursday Night Movies* (20 out of 29) in color, he revealed that the weekly color schedule for the 1965-66 season will also include *Lassie*, *My Favorite Martian*, *The Lucy Show*, *The Beverly Hillbillies*, *Gilligan's Island* and *Hogan's Heroes*.

Addressing the 1965 general conference of the CBS Television Network Affiliates (see page 62), Mr. Schneider said that in addition to these regular weekly programs, CBS-TV will present "a considerable number" of special programs in color, such as *The Wizard of Oz* and *Cinderella*, as well as some CBS News documentaries and many re-

mote sports broadcasts—football, baseball, golf and the triple crown.

Color in Prime Time ■ And in the following season, 1966-67, Mr. Schneider stated CBS-TV "plans to broadcast in color every nighttime entertainment program."

In past seasons, CBS-TV has had only a few colorcasts, permitting NBC-TV to carry the load of pioneering in the field of color broadcasting, as the TV set manufacturers had in general permitted NBC's parent RCA to carry the load of producing color sets and selling color to the viewing public. Now, virtually every set maker has a line of color receivers on the market and color set sales are booming. "The color set population explosion is underway," Mr. Schneider told his network's affiliates. From 1.5 million color set homes in January of 1964, "just 3% of all television families," color set sales in the next year had increased "only another 2.4%," he said, but now the boom is on and "we estimate that by January 1966—the middle of next season—some five million homes will have color sets. That's nearly 10% of all families. The projection for January 1967 is nearly 15%. And by January 1968 it looks as though more than one out of every five television homes in the nation will be able to receive color."

Citing a recent study of viewing patterns in color homes as compared with those with black-and-white receivers made by the American Research Bureau (BROADCASTING, March 1, April 26) which showed color families to be heavier viewers of all TV than monochrome families and to prefer color programs to those in black-and-white, Mr. Schneider said: "We are now entering an era when color set sales will be far greater than black-and-white and when color is starting to make a measurable contribution to audience size. We have been waiting for just this combination of factors to come into play before embarking on a substantial schedule of color programing . . ."

Long Wait ■ Admitting that for some station managers the waiting period has been hard, when their business associates, customers and prospects and personal friends "all own color sets and have been plugging for color," Mr. Schneider told his affiliates that "when you look at the figures, I think you will agree that our timing is just right."

Adding color is going to call on the stations as well as the network to make substantial investments in new equipment, he noted, adding: "However, I am sure that all of us recognize that this is an investment with a tremendous potential return."

"For color will provide the television

Public service five times Henry's estimate

Frank Stanton, CBS president, took public issue with FCC Chairman E. William Henry last week on Mr. Henry's estimate of the extent of public service programming.

Dr. Stanton said the networks were broadcasting far more information and news than Mr. Henry gave them credit for in the latter's address last March to the convention of the National Association of Broadcasters. According to Dr. Stanton, CBS was broadcasting more than five times the volume of public-service programming than the FCC chairman had indicated.

The CBS president brought the subject up in a talk last Wednesday before a convention of CBS-TV affiliates in Los Angeles. He said he did so because he had recently read in *Time Magazine's* coverage of the Peabody awards that public-service programming "accounts for only 4% of the networks' time." Dr. Stanton said he found the 4% reference "baffling" until he recalled that he had seen it once before in Chairman Henry's speech at the NAB convention.

An Increase ■ Of Mr. Henry's speech, Dr. Stanton said:

"After citing data about the number of network hours and programming of the public-service type, as he put it, designed to show a decline between the 1960 season and the 1963 season — statistics which are grievously in error, since the fact is that there was a marked increase from the 1960 to the 1963 season— Chairman Henry said, in all the years from 1961 to 1965, the proportion of total network time devoted to public-service programs as defined by Nielsen has remained about 4%. Only about four out of 100 programs fell into the public-service category.

"It took us a long time to dig into this to find out where the chairman got this 4% figure. It turns out that



Dr. Stanton

it was not based on the composite week which we have to file with the FCC, but rather was based on some unpublished definitions and data furnished by one of the rating services. It also turns out that, although in the immediately preceding paragraphs of his speech the chairman was talking about the entire network broadcast day, in the 4% paragraph he switched—without noting the fact—to only a portion of the prime time from Mondays through Saturdays, 7:30 to 11:00 p. m., and Sundays 6:00 to 11:00 p. m. and, although the rating service's unpublished definition specifically includes hard news, the chairman elected to ignore his source and excluded hard news. This despite the fact that the time devoted to hard news more than doubled in the time span under consideration.

Many Omissions ■ "Moreover, the data Chairman Henry used ignored all non-scheduled public-service broadcasts, thus leaving out some of the historic broadcasts which is the very stuff of which television is made. And he also omitted scheduled special public-service broadcasts, such as presidential speeches, NBC's *White Paper* and the first communication-satellite broadcasts.

"While I am unable to deal with the schedule of all three television networks, let me restate—this time correctly—Chairman Henry's paragraph insofar as it applies to the CBS Television network. Like Chairman Henry I am arbitrarily limiting myself to prime time:

"In all the years from 1961 to 1965, the proportion of total CBS Television network time devoted to public-service programs—as defined by Nielsen—has increased by 4 percentage points. In the 1960-61 season—which included the presidential campaign—public-service programs comprised 16.5% of the 'prime time' schedule as defined by Nielsen, while in the current season such programs comprised 21.1%."

"Twenty-one percent is a long way from Chairman Henry's 4% . . . further if we do not confine ourselves to prime time, but rather make our computations on the basis of the full CBS Television network broadcast schedule, that last paragraph of the chairman's speech should be corrected to read: "In all the years from 1961 to 1965, the proportion of total CBS Television network time devoted to public-service programs has increased from 14.2% to 21.6%. Judging from the first quarter of both years, about 22 out of every 100 programs fell into the public-service category."

"If my arithmetic is correct, the actual figures are 5½ times greater than the chairman's."

viewer with a new visual experience as unique and significant as the experience he originally gained from black-and-white television. And in so doing, color will give a new dimension to advertising effectiveness. Entire business classifications will become prime prospects for the first time. And those who already have been using television will be offered exciting new applications. In short, color television affords new opportunity for all advertisers—and opens up new horizons for profit to all broadcasters."

Dodd hits Vietnam coverage

Senator Thomas J. Dodd (D-Conn.) has accused American newsmen of doing an inaccurate, imbalanced and inadequate job of reporting the struggle in South Vietnam.

Addressing the Cleveland Press Club last week, the senator said that some stories are "obscured by sensationalism," some should "have been told differently," and some have never been

told.

He singled out for comment the handling of reports that gas had been used in the war, saying that if stories and headlines had stressed the use of ordinary riot-control gasses for humanitarian reasons, much misunderstanding would have been avoided.

The senator, who has just returned from a trip to South Vietnam, also said that morale there was better and the troops more successful than is generally pictured in domestic accounts.

CBS-TV group to fight rules

Stanton's explanation of what FCC program plan means stirs quick action

CBS-TV affiliates voted last week to join their network in vigorous opposition to government attempts to reduce network equity in programming.

At their annual convention, held in Los Angeles last week, the CBS-TV affiliates instructed a special committee to plan and execute a defense against the FCC's proposed rules. The action ratified one taken earlier by the CBS-TV affiliates board (BROADCASTING, March 29).

The committee, which is headed by Frank P. Fogarty, of Meredith Broadcasting, scheduled a strategy meeting for May 17 in the Washington office of Ernest Jennes, lawyer for the CBS-TV Affiliates Association. Other members of the committee are John S. Hayes, Post-Newsweek Stations; Thomas Murphy, Capital Cities; Carl Lee, Fetzer Stations; C. Howard Lane, KOIN-TV Portland, Ore., and Kenneth R. Giddens, WKRG-TV Mobile, Ala.

Action Asked ■ In a resolution adopted during a closed session of the affiliates last Wednesday the committee was told to take whatever action it deemed necessary, including participation in "administrative, judicial or legislative proceedings," to resist the FCC proposal.

The action followed a luncheon address by Frank Stanton, president of CBS Inc., who told the meeting that the "so-called 50/50 or 14-hour rules" would "arbitrarily limit the sources from which networks may get nighttime programming. The rules also would bar networks from any financial or proprietary interest—any equity in any form—in any program with which an outside producer has anything to do, even though the network may have developed the idea with the producer, or may have financed the pilot, or may have committed itself financially for the entire series. Third, the rules would also prohibit the networks from engaging in any domestic syndication at all, or from foreign syndication of any programs that are not wholly produced by network organizations. . . .

"We are convinced that they are misconceived and harm, rather than help, all elements in the industry, even those that they seem to be intended to benefit. So far as networks are concerned, they



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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

not only threaten to hurt our economic resources in a way that is bound to affect our programing, but they also tend seriously to dilute our vital programing and scheduling function, and as the rules work out, they are likely to make it very difficult for us sensibly to plan an orderly and balanced schedule."

Hurt Advertisers ■ "As far as advertisers are concerned, the rules are likely to shrink advertising opportunities, place a large and new burden of economic risk and programing responsibility on advertisers, and seriously discriminate against the vast majority of advertisers who are not likely to share in the \$20 million annual entertainment programing loss which the CBS Television Network is currently assuming. The rules particularly put the medium-size and small advertisers at a disadvantage.

"As far as outside producers are concerned, there is little question in our minds that, instead of helping them and encouraging a greater diversity of programing sources, the rules do just the opposite, by not only depriving outside producers of their main source of financing but also actually knocking them out from a substantial portion of the prime-time schedule.

"The rules are likely to hurt you," Dr. Stanton told the CBS-TV affiliates, "because the over-all network prime-time schedule will be weakened; our financial resources which you share with us are likely to be reduced and, to the extent that advertisers do not supply their quota of about 12 hours of programing a week, the network will have to go black or, alternatively, which is not very attractive to you, we will have to fill the gap with sustaining programs. And all of this is likely to hurt the public because of the adverse affect on programing and the inability sensibly to schedule."

Resolution ■ The CBS-TV affiliates' resolution stated: "Resolved, that the action of the CBS Television Affiliates Board in opposing these proposals is hereby ratified and confirmed; that the special committee appointed by the chairman of the board shall have full authority on behalf and in the name of this association to participate in such formal or informal administrative, judicial or legislative proceedings, and there to present such proofs and arguments, as the special committee may deem appropriate for the purpose of opposing the proposed rules of similar purpose or effect, and the special committee shall also have full authority to take such action as it shall deem appropriate to carry out the purpose of this resolution, including (without limiting the generality of the foregoing) authority to conduct such investigations, to procure such professional services, and to incur such expenses as the board may authorize."

Cox wants 'dialogue' with broadcasters

ANSWERS CRITICS OF FCC'S POLICY ON PROGRAMING

FCC commissioners can and should help to improve the quality of programing of America's broadcasters by participating in a dialogue with them and the public about their service.



Mr. Cox

This was the message that Commissioner Kenneth A. Cox left with Mississippi Broadcasters Association in a speech in Biloxi

that was itself an exhortation to broadcasters to provide better service.

The speech was an explicit reply to criticisms by President Vincent Wasilewski of the National Association of Broadcasters and BROADCASTING magazine of commission intrusion into the area of programing.

It was also, implicitly, a response to fellow-Commissioner Lee Loevinger's argument that the commission should restrict its interest in programing to the prohibition of legally objectionable broadcasts. Commissioner Loevinger also says the commission should not set itself up as a judge of programing (BROADCASTING, May 3).

But, Commissioner Cox said: "Programing is of the essence of the service broadcasting provides." Therefore, he added, it's impossible for the commission to consider whether to grant an application for a broadcasting license "without considering the overall character of that programing service."

'General' Concern ■ He said the commission's concern should be general and overall. He also said its regulation of programing would "always be of limited effectiveness" because, ultimately, only the broadcaster can provide the programs to be aired.

"I can urge you to present local live programs, but I can't produce them. Only you can do it," he said.

"So I simply hope to continue the dialogue involving the broadcaster, the FCC and the public," he said. "It has produced a good system—it can produce a better one."

The commissioner noted that Mr. Wasilewski, in a Detroit speech last month helped spread the "myth" that the American viewer, through his selection of programs, actually determines programing, not Madison Avenue or network executives.

But what this generally means, Commissioner Cox said, is that networks program for a mass audience and that viewers with different tastes are not

served. Furthermore, he said, viewers can switch channels and even turn off their set—but they can't tune in a program that a network has not selected.

He acknowledged the need of broadcasters to provide the kind of popular programs that attract the advertising revenues that keep the station in business. But he pleaded with broadcasters—on local and network levels—not to ignore the kind of informative programs needed to illuminate the problems facing the country. "I believe most profoundly that this country needs improved methods of informing itself."

Represents All Viewers ■ The commissioner said the government should serve as representative for such viewers who "are not entranced by *The Beverly Hillbillies*. And maybe the government can better represent the respective interests of differing groups than the networks can," he said, "because its eyes are not blinded by the rosy glow of profits."

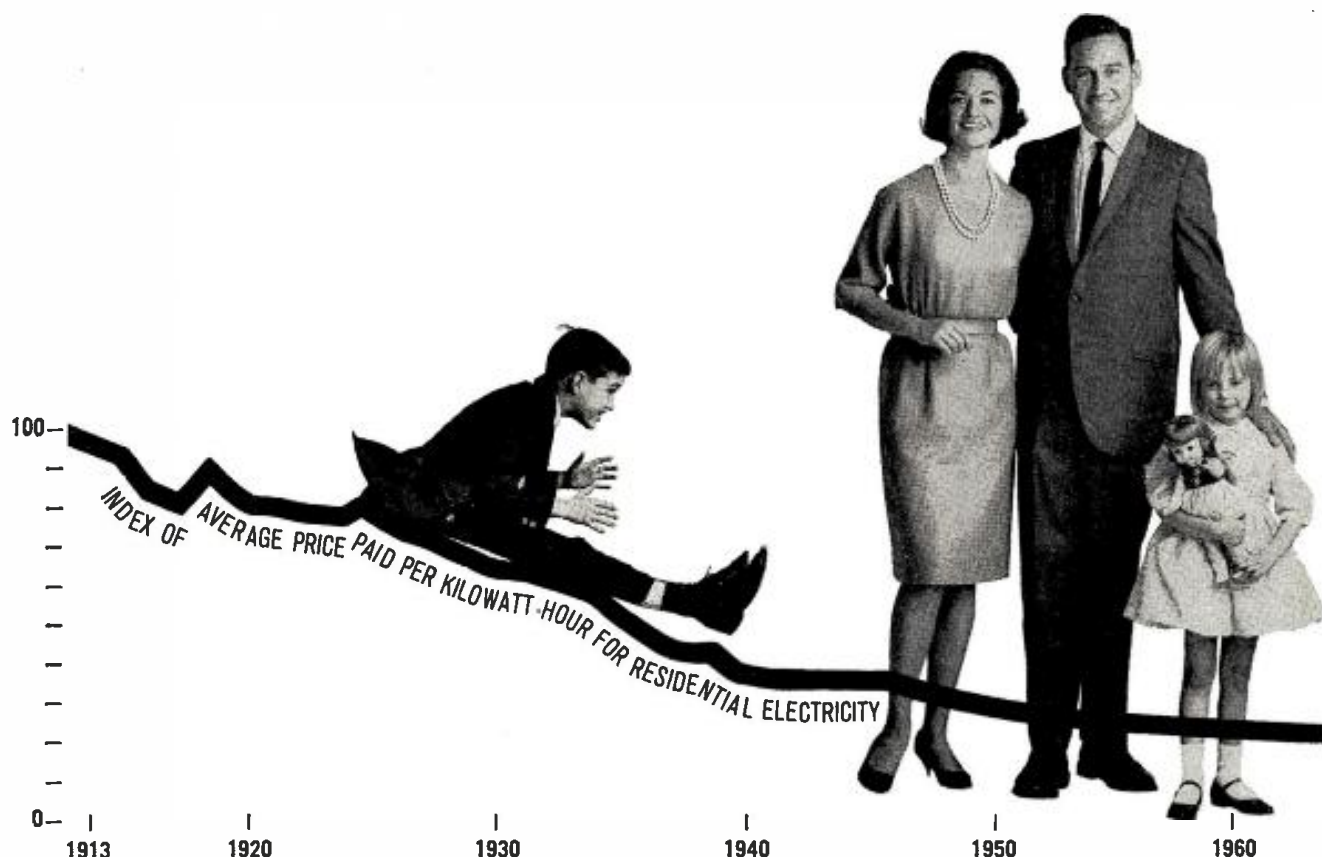
Commissioner Cox also noted that BROADCASTING magazine frequently opposes government intrusion into programing and in addition last month sharply criticized a new commission rule requiring broadcasters to keep on file locally many of the applications and other documents they now file with the commission in Washington (BROADCASTING, April 12).

"Apparently," the commissioner said, "the viewer is just to stay glued to his set, grimly switching the dial and hoping that someday Mr. Nielsen will install an Audimeter in his home. But meanwhile he shouldn't concern himself with whether the local station is performing as it said it would—or with whether it could really afford to do a little more in the way of local programing without impoverishing the owner."

Broadcasting-industry critics of government action, he said, seem to say, in effect "leave it to us." But, he added, critics of television continue to be heard. He recalled that Edward R. Murrow, in a speech before that Association of Radio and Television News Directors, in Chicago in 1958, said that television in prime time "insulates us from the realities of the world in which we live."

And this year, he added, the duPont and Peabody Awards committees expressed criticism of TV. "Even" Commissioner Rosel H. Hyde, who normally opposes any government intervention in programing, "tells broadcasters of California and Texas they should do better" (BROADCASTING, April 19).

"Apparently," he said, "even with government accused of being in the picture, all is far from satisfactory."



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Early Bird is off and winging

Experimental telecasts prove its versatility

as two continents watch programs ranging from
a message from the Pope to criminal bulletins

Television broadcasters on both sides of the Atlantic inaugurated the Early Bird communications satellite with a series of versatile performances last week and prepared for more—including the first live trans-Atlantic colorcast, scheduled for next Monday (May 17).

Transmission of the special color program from London to the U. S. for showing on NBC-TV was one of many news, documentary, cultural and other ocean-spanning special programs presented or scheduled for presentation by the networks and other TV countries in this country during Early Bird's "experimental" period.

That period opened May 2 with a

of a security council session ever received in Europe.

What's Ahead ■ Plans for its use in bringing programs into this country from Europe during the next few weeks included, as of last Thursday:

■ What was billed as the first live trans-Atlantic transmission and reception of a cultural program, scheduled for showing by CBS-TV tonight (May 10, 10-10:30 p.m. EDT). The program, part of the *CBS Reports*, will mark the 100th anniversary of the birth of Finnish composer Jean Sibelius and is slated to originate at Ainola and Helsinki, Finland.

■ Next Monday's special colorcast, set for showing on NBC-TV (7:30-8

Europe included news reports from the Dominican Republic, heart surgery in progress in Houston, Pope Paul VI from the Vatican and the Rev. Dr. Martin Luther King from Philadelphia, a cricket match in Great Britain, part of a bullfight in Spain, the Astrodome in Houston, a new tunnel under Mont Blanc in Italy, the manned spacecraft center in Texas, an electric power project in France and an exchange of pictures of "most wanted men" by officers of the Federal Bureau of Investigation, the Royal Canadian Mounted Police, and New Scotland Yard.

Early bird wasn't long in demonstrating its law-enforcement possibilities. Last Thursday police in Fort Lauderdale,



A few words from London . . .

pooled one-hour special witnessed simultaneously by an estimated 300 million persons on the American and European continents. The experimental period will continue—mostly on Mondays, so far as TV is concerned—until the satellite is put into commercial use following the filing of rates, which is expected "soon."

After the May 2 inaugural program networks and other TV organizations in this country and Europe used the satellite extensively to relay individual programs last week. U. S. networks employed it primarily for news, interviews and discussion programs, while the United Nations used it to transmit interviews and the first live coverage



A fashion show in Paris . . .

p.m. EDT). The program will present NBC newsman Sander Vanocur in a report on London's changing scene. A mobile color unit recently in an RCA color TV exhibition in Moscow has been shipped to London to aid in the production.

■ Segments for use in various newscasts on all three TV networks. Because Early Bird has been earmarked primarily for telephone-message relays on other days during the experimental period, most of these TV relays will occur on Mondays.

The May 2 inaugural program was hailed on both sides of the Atlantic.

The procession of pickups from various points on this continent and in



A heart operation in Houston . . .

dade, Fla., announced the arrest of a man, described as hunted all over the world in connection with a 1961 bank burglary in Montreal, after a viewer said he recognized him from one of the "wanted men" pictures shown on the program.

Universal Song ■ The program closed with *Auld Lang Syne* sung and played by the Soviet Navy Choir in Portsmouth, England; the U. S. Army Band in Washington and the Royal 22nd Regimental Band in Quebec.

The program, "This is Early Bird," was presented jointly by the three U. S. TV networks, the Canadian Broadcasting Corp., members of the European Broadcasting Union, and sta-

tions in Mexico. Central control for the U. S. networks and the CBC was at CBS News headquarters in New York, with Av Westin of CBS News as executive producer.

Richard Dumbleby of the British Broadcasting Corp. narrated events from Europe, while commentary on their respective networks here was provided by Frank McGee of NBC-TV, Bob Young of ABC-TV and Mike Wallace of CBS-TV, whose voice also carried to Europe.

The program's overall success was marred by some minor technical flaws: At times the pictures from Europe were lost briefly, and Mr. Dumbleby's European commentary, transmitted by cable rather than by Early Bird, fell prey to an echo effect. Pictures from the Houston Astrodome reportedly were seen clearly in Europe but some of them could not be seen in this country.

NBC-TV Share Leads ■ According to the national Arbitron ratings, NBC-TV attracted a 42% share of the "This is Early Bird" audience in this country and a 5.5 rating, CBS-TV a 39% share and a 5.1 rating, and ABC-TV a 19% share and a 2.4 rating.

On Monday (May 3) Early Bird

—20 Years After with reminiscences by General Eisenhower in the U. S. and Field Marshal Montgomery in Britain. This special was scheduled for showing live at noon to 1 p.m. EDT, with a repeat at 9-10 p.m.

ABC-TV carried a live pickup of newscaster Peter Jennings from Europe on its *Marlene Sanders and the Woman's Touch* May 3 (2:55-3 p.m. EDT) and also brought in Mr. Jennings' report via Early Bird for a segment of his regular newscast at 6-6:15 p.m. The ABC Daily Electronic Feed normally used to deliver newscast to affiliated stations, also employed Early Bird to transmit to government and commercially owned stations in 11 European countries on May 3.

That same day, United Nations Television at the request of the EBU and the International Radio and Television Organization transmitted live to Europe, for the first time, proceedings of the UN Security Council from 4:40 to 5:05 p.m. EDT. Earlier in the day the UN also used Early Bird to deliver a half-hour of news programming to various stations in Europe.

United Press International in association with Sports Network Inc. mean-

CBS-TV leads ratings

CBS-TV replaced NBC-TV in the ratings lead in the latest national ratings according to the A. C. Nielsen Report (NTI) for the two weeks ending April 18. CBS-TV's average rating for 7:30-11 p.m. was 18.8, ABC-TV had 18.3 and NBC-TV had 18.0. In several ratings reports immediately preceding this two week period, NBC-TV was dominant among the three TV networks.

NAB radio clinic agendas completed

All the speakers have been named and final arrangements have been made for the National Association of Broadcasters six radio clinics which begin in Atlanta, May 17-18.

New to the list of speakers for the day-and-a-half sessions are Grady Edney, Lawrence Webb, John Barrett and Frank Stewart. Five speakers were announced last month (BROADCASTING, April 19).

Mr. Edney, vice president of radio programming, Storer Broadcasting Co., will speak on "How to Program a Modern Music Station" at the Atlanta and New Orleans clinics. Mr. Webb, vice president and general manager of KRLA Pasadena, Calif., will cover the topic at the New York session, and Mr. Barrett, station manager of KRLA, will speak at the Chicago session. Joseph C. Drilling, president of Crowell-Collier Broadcasting, will speak on modern music at the Denver and Los Angeles clinics.

Mr. Stewart, general manager of KTRH Houston, will speak on "How to Program an Information Station" at all the clinics.

Other speakers and their topics are: John Hurbut, president, wvmc Mount Carmel, Ill., at all clinics on "How to Be All Things to All People in a Small Market"; Elmo Ellis, general manager, wsb Atlanta at Atlanta, New York and Los Angeles sessions and Lee Fondren, manager, KLZ Denver at New Orleans, Chicago and Denver meetings, both on "How to Program a Middle of the Road Station"; Earl Nightingale, program producer, Chicago, at all clinics on "Information, Inspiration and Profits."

Alvin M. King, NAB director of state association liaison, will present capsules of "Seven Successful Programming Ideas" prior to the opening meeting of the clinics.

Sherill Taylor, NAB vice president



The band plays in Quebec . . .



Pope Paul VI speaks to the world . . .

was back in use early.

From 7 to 9 a.m. NBC-TV used it to relay its *Today* show from five European cities. That evening Early Bird bridged the ocean for two NBC-TV shows, *The Hunley-Brinkley Report* and a special half-hour "Panorama" news program.

CBS-TV presented a one-hour "Town Meeting of the World" with dignitaries in the U. S. and Europe at 1 p.m. EDT May 3 and repeated it that night at 10-11 p.m. CBS-TV also presented a live pickup of Mike Wallace from London on its *Morning Report with Mike Wallace* (9:30-10 a.m.), and last Saturday (May 8) scheduled a one-hour special on *Victory in Europe*

while fed sports films to Europe by satellite relay from 10:30 to 11 a.m. EDT, and from 4:30 to 5 p.m. EDT received news and sports films transmitted via Early Bird from UPI in London.

UPI meanwhile reported last week that it would apply for a space communications channel when the FCC is ready to accept applications. UPI said it had held several discussions with FCC staff members concerning services through the Communications Satellite Corp., which will own and operate the Early Bird satellite. But UPI was advised that any application for a space channel at this time would be premature.

The flap over LBJ's short-notices

NETWORKS UPSET OVER PLETHORA OF CONFERENCES WITH NO WARNING

Network news officials hope to arrange a meeting, already deferred once, with the White House this week to cope with the problem of television appearances by President Johnson on short notice.

A session was scheduled last Wednesday (May 5), but George Reedy, the President's news secretary, notified them that morning that the pressure of other duties required a postponement. Network news executives in New York last Thursday were inclined to believe that the meeting probably would take place sometime this week.

The Vietnam and Dominican Republic crises have given rise to frequent talks and announcements in recent weeks, and White House aides have notified the networks when these reports by Mr. Johnson were available for TV coverage.

In less than two weeks, three such notices were relayed to the television networks by the President's staff. In each case, network sources contend, the notice was not adequate to permit them

to clear sufficient line-ups, promote the appearances adequately or decide whether the presentation should be carried live or delayed.

Network executives stressed that a presidential request for time automatically is honored. But they pointed out that these recent incidents involved a White House advisory rather than a request for time, which left it up to them to decide whether to carry the event live, on tape or not at all. They added that the White House staff rarely gives any information as to what the President is going to disclose so that it is difficult to make an editorial judgement regarding the event's importance or the way it should be handled.

The networks' dissatisfaction with the President's "instant news" posture had been brewing for several weeks, but became serious on Sunday, (May 2). The preceding day the networks were alerted that Mr. Johnson might make a speech, but the President did not make an appearance. On May 2, plans for a talk by the President were uncertain

during the early part of the evening, but word was received less than two hours before the scheduled hour that he would discuss the Dominican crisis at 10 p.m. CBS-TV was the only network to carry the program live (10-10:30 p. m.). NBC-TV presented a tape at 11:15-11:45 p.m., and ABC-TV carried taped excerpts on its 11 p.m. newscast.

On April 30, in a quick arrangement, the President spoke on the Dominican issue for approximately six minutes, beginning shortly after 7 p.m. His appearance coincided with regularly scheduled newscasts of CBS-TV and NBC-TV; they carried the talk live. ABC-TV taped and carried it on scheduled newscasts.

On April 28, when President Johnson made his announcement on sending Marines to the Dominican Republic, NBC-TV was the only TV network to carry the President's two-minute message (8:48-8:50 p.m.). Other networks said they didn't have time to set up their facilities.

The networks claim that commercial

for radio, noted last week that registrations—limited to 125 at each clinic—are being made "in excess of any expectations." He said the Chicago clinic was already full and that the others are nearing that stage.

Mr. Taylor noted that last year's one day pilot clinics pointed up a need for more in-depth studies, which he feels will be accomplished by the extra half-day allotted to each clinic. The half-day sessions will be divided into large and small-market groups with a chance for speakers and audience to "communicate" ideas in "shirt-sleeve working sessions," Mr. Taylor said.

An informal open house will precede each clinic on the evening before the first day's session.

Tornado toll held down by broadcast warnings

The Weather Bureau investigating team for the Palm Sunday tornadoes in the Midwest reported last Wednesday (May 5) that the death toll (271 in five states) would have been higher if radio and TV stations had not put out the "excellent" warnings and forecasts they did.

The team said one reason so many

were killed was that listeners were unable to tell the difference between "forecasts" and "warnings." But the bureau said that it was not the fault of any radio or TV outlet that the people did not respond. "On the contrary, all were very cooperative. Without their absolutely essential contribution, the loss of life would have been much greater."

The report recommends that the links

Radar trouble

The U.S. Weather Bureau which had trouble with a radar unit in Kalamazoo, Mich., during April's Palm Sunday tornadoes, suffered more radar trouble last Thursday (May 6), but a television station came to the rescue.

The northern and western suburbs of Minneapolis were hit by at least a dozen tornadoes and at the height of the turbulence the weather bureau's radar unit at the Minneapolis-St. Paul International Airport went out. Emergency radar service was provided by KSTP-TV St. Paul-Minneapolis.

between weather storm centers and broadcasters be strengthened.

One suggested way is supplying all radio-TV stations within a specific radius of a weather station with teletypewriters for instant intercommunication between stations and broadcasters.

Recommended also are meetings between weather experts, local law enforcement agencies, public officials and the news media for ways to shorten the time of spreading the warnings and severe storm forecasts to all citizens.

The team also proposes that areas usually hit by severe storms such as tornadoes be saturated with materials of an explanatory nature on the storms. Under consideration is a plan to supply TV and radio stations with films and spots on what to do when a storm approaches and where to seek refuge.

AP study group named to study news techniques

Robert E. Schmidt, general manager, KAYS-TV Hays, Kan., and president AP Radio-Television Association, announced last week establishment of 19-member committee of station representatives for governing news programming for Associated Press. APRTA,

pre-emptions and a subsequent loss in revenues are not an overriding consideration in their appeals for a *modus operandi* with the White House. One network official voiced the view that less than \$250,000 in business was dropped because of these three episodes.

The networks' contention is that there rarely is so much urgency involved in a presidential appearance that notice of at least a few hours cannot be given. This, they said, would give them time to evaluate the President's remarks; notify affiliates of their intentions and provide needed promotional support on the air for the event.

No Great Problem — Mr. Reedy belittled the publicity about the matter—from newspaper stories it would appear that President Johnson was engaged in three battles, Viet Nam, Dominican Republic and TV—viewing it as a mechanical problem inherent in the requirements of the electronic medium.

"It is not a major problem," he said Thursday (May 6). "Electronic journalism has certain technical problems which will be thrashed out with the TV newsmen and which yield to reason and judgment."

The situation has been "blown up out of all proportion" by the newspaper publicity, he commented. The meeting which was scheduled for May 5 had



been set some time ago to discuss various matters, Mr. Reedy said, and had not been planned because of the last three presidential appearances before the TV cameras. In fact, Mr. Reedy said, he has been meeting with the Washington bureau chiefs off and on

for a year. The network news chiefs were in Washington that day attending the briefing on the Gemini 4 launch, he said, and had been invited to sit in on the planned meeting. He had to postpone the meeting, he said, because of the press of other business.

represents 2,600 member stations. The group, which is conducting a five-month probe into the techniques of packaging news, is called the "Committee on Performance," and is headed by Normand Schrader, news director, WDAY-TV Fargo, N. D. Objective of this committee, Mr. Schmidt said, "will be to come up with some fresh ideas about packaging and format that the AP might put to good use for the benefit of the membership as a whole."

The committee is organized into two groups: the "Metro Group" composed of markets exceeding 100,000 population, with Ray Thompson, news director KTAR-TV Phoenix, Ariz., as chairman; and the "Non-Metro Group" for areas with population less than 100,000, with Bev Brown, general manager, KGAS Carthage, Tex., as chairman. Findings reported by the chairmen to Mr. Schrader will in turn be given to the APRTA board of directors in September.

Other committee members (all news directors except where noted) are:

Metro Group—Gerald Udwin, WIND Chicago; Bill Cothran, KRON-TV San Francisco; John Day, WHDH-AM-TV Boston; Gordon Anderson, WKZO-AM-TV Kalamazoo, Mich.; Ross Woodward, KNEW Spokane, Wash.; Tony Lamonica, WKGN Knoxville, Tenn.; Ray Miller, KPRC-AM-TV Houston.

Non-Metro Group—Al Larson, WALL Middletown, N. Y.; Ted Rand, general manager, KDRS Paragould, Ark.; Martin Karant, WKPT Kingsport, Tenn.; Bill Rough, wxvw Jeffersonville, Ind.; Bob Lauze, WKXL Concord, N. H.; Robert Cordray, WPFM Middletown, Ohio; Jim Heaton, KVGW Great Bend, Kan.; Dick Eardley, KBOI Boise, Idaho; Ken Blase, KWUN Concord, Calif.

Specials' clearinghouse

ABC-TV last week sought and obtained the support of the National Academy of Television Arts & Sciences for a plan to prevent simultaneous scheduling of public service or entertainment specials by television networks.

Neither CBS-TV nor NBC-TV had comment last week on the proposal.

Thomas W. Moore, president of ABC-TV, in a letter to NATAS President Rod Serling, suggested that program times for specials be registered with the academy to avoid conflict of "important, worthwhile" presentations.

A return letter from Mr. Serling said the NATAS welcomed the suggestion.

Thunderbird has 26 films for TV

Thunderbird Films Co., New York, is releasing for syndication to stations on May 17 a group of 26 feature films, 18 of which are in color.

E. Bradley Marks, Thunderbird president, said stations will be supplied with a full-scale promotion kit for the package, called "T Bird I," which includes such features as "Mondo Cane," "The Orientals," "What!" "Psychomania," "Daughter of Mata Hari," "The Dragon's Blood" and "The Adventures of Gil Blas." These foreign-made films either were produced or have been dubbed in English.

Thunderbird was formed last January by CBK Industries, Kansas City, Mo., a diversified industrial organization active in the printing, apparel and petroleum fields. CBK had sales of almost \$25 million in 1964.

Mr. Marks reported that Thunderbird has another group of 26 features, which it intends to place into TV release at a later date. He added that Thunderbird is also exploring the possibility of co-producing series especially for TV and hopes to enter into an association with a major producer.

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OVER 15 YEARS' CATV EXPERIENCE

Free ride on TV for Derby's radio sponsor

CBS-TV's live remote May 1 from Churchill Downs, Ky., covering the Kentucky Derby had a series of mishaps, including the feed of radio commercials on the TV audio.

Two fires—one at Churchill Downs in the stands and the other near Baltimore affecting AT&T circuits—were responsible for one of the most unusual horse-race telecasts in years.

As a result a radio sponsor with an investment of approximately \$15,000 got exposure for two minute commercials before a TV audience which was being sold to a group of TV sponsors for some \$180,000.

The TV program was scheduled for 5-6 p.m. EDT with the off-time of the Derby set for approximately 5:30. A fire that broke out earlier in the stands caused a delay in the race—the Derby actually began at 6 p.m. At about 20 minutes before "off-time," the audio was lost when a fire near Baltimore melted and fused audio lines for the network TV feed to master control in New York.

TV officials fed the CBS Radio coverage of the event as the TV commentary but with uncomfortable results of a mismatch with the pictures.

Along with the commentary came a "free" ride on the TV audio of two commercials for the radio advertiser, United Resort Hotels Inc., operators of Star Dust Hotel and Golf Club in Las Vegas, through Reach, McClinton & Co., New York.

United Resort Hotels bought four one-minute radio commercials in Triple Crown racing which includes the two at Churchill Downs, one in the Preakness and another in the Belmont Stakes. This package cost approximately \$30,000, according to a CBS official, compared to about \$180,000 for the comparable CBS-TV racing package. The TV sponsors are R. J. Reynolds Tobacco, through Wm. Esty, Pabst Brewing, through Kenyon & Eckhardt, and Norelco, through C. J. La Roche & Co.

Both the audio and the video transmission of the television commercials which originated in New York, were unaffected by the interruption in the audio feed.

The calling of the actual running of the derby, however, planned all along as a simulcast with Mr. Drees at the microphone for both TV and radio went off as scheduled.

ABC adds two more to fall color lineup

ABC-TV will increase its colorcasting in primetime next fall by an additional one and a half hours per week.

The network also will telecast in color in the new season at least five episodes of its half-hour *The Adventures of Ozzie & Harriet* (Wednesday, 7:30-8 p.m.).

ABC-TV said that with the new color boost, a minimum of one third of its prime-time schedule will be colorcast in the 1965-66 season.

The shows newly announced as slated for color presentation on ABC-TV are *The Hollywood Palace*, Saturday, 9:30-10:30, and *The King Family*, 8-8:30 that same night. Both program series are taped and originate at ABC-TV's Hollywood Palace which will be equipped for color production by Aug. 18.

Previously announced ABC-TV shows to be telecast in color: Sunday: *Voyage to the Bottom of the Sea*, 7-8 p.m.; *The FBI*, 8-9 p.m., and movies,

9-11 p.m.; Wednesday, in addition to *Ozzie & Harriet: Gidget*, 8:30-9 p.m., and *The Big Valley*, 9-10 p.m.; Friday: *The Flintstones*, 7:30-8 p.m.

Daytime programs at ABC-TV that will be in color in the new season: *Milton The Monster*, *Hoppity Hooper* and *Bullwinkle*.

TV producer starts feature films making

In its latest diversification move, The Communications Group, New York, is adding to its activities in TV-radio program and commercial production, industrial filming and advertising servicing by moving into the feature film-making field.

Through a subsidiary, Gerald Pictures International Ltd., the organization began production last week in Argentina



Mr. Auerbach

on a color feature, "Stay Tuned For Terror," starring Richard Conte. During 1965-66, other features scheduled by Gerald are "Shadow In The Wild," "Torture Yacht," "The Long Bank Robbery" and "The Mediterraneans."

Gerald Auerbach, president of The Communications Group, reported that within the past seven months, the CG has expanded to include Clef 10 Productions Inc., under the creative direction of Skitch Henderson, which offers a complete musical service for the production of jingles, background scoring

and other forms, and Peter Elgar Productions, New York, a producer of TV commercials headed by Mr. Elgar.

Mr. Auerbach pointed out that the organization's thrust into feature production, primarily in Argentina, parallels a move to acquire features produced in that country for distribution to TV and theaters here. Already acquired and dubbed into English, he reported, are six Argentinian features, which will be offered to TV later through a syndicator yet to be selected.

The Communications Group has

grown from a company called Gerald Productions which Mr. Auerbach founded in 1955 to produce commercials, promotional film spots for stations and networks, and industrial motion pictures. In addition to Mr. Henderson and Mr. Elgar, the CG's management team includes Louis Mucciolo, executive vice president and formerly with Robert Lawrence Productions and RKO Pathe, and David Savage, vice president in charge of feature films and TV and formerly with WCBS-TV New York, NBC Films and Guild Films.

EQUIPMENT & ENGINEERING

TV may have to share its space

JTAC's recommendation lends more weight to plan for land-mobile radio to use selected frequencies

The case for opening the television portion of the spectrum to land mobile radio systems is continuing to accumulate at the FCC.

The Joint Technical Advisory Committee has told the commission that the only long-range solution to what is said to be land-mobile radio operators' acute need for additional spectrum space is to permit them to share channels now used exclusively for television.

The committee suggested that the commission provide for developmental programs of both co-channel and adjacent-channel sharing. It also said the commission should consider sharing in the UHF as well as the VHF band.

The report, prepared by a subcommittee that included some broadcasting-connected names, made a plea for permitting land-mobile users to the television share of the spectrum. It acknowledged the spectrum's importance to businessmen seeking to advertise their products on television.

But it added that the businessman can use spectrum space for radio communications that will help in the conduct of his business. Such uses, the report said, contribute to national prosperity "and deserve at least equal consideration with advertising."

Among the subcommittee members are Frank Marx, until recently president of ABC Engineers and now a vice presi-

dent of American Broadcasting-Paramount Theaters; and James Veatch, of NBC's parent, RCA. Dr. John A. Pierce of Harvard is chairman of the unit.

The committee's comments were filed in the commission's inquiry, initiated 14 months ago into the question of optimum frequency spacing between assignable frequencies in the land-mobile service and the feasibility of sharing between TV and land-mobile services (BROADCASTING, March 30, 1964).

The comments were filed after Commissioner Robert E. Lee, in a speech before the Petroleum Industry Electrical Association in Dallas on April 28,

Westinghouse puts pictures in disk grooves

Westinghouse Electric Corp. showed an electronic system that plays TV pictures from a phonograph at Edison Electric Institute convention May 5 in Miami Beach (CLOSED CIRCUIT, May 3).

A Westinghouse spokesman said that although the system works, it remains in its development stage and is not yet ready for the market.

The sight-and-sound system, called Phonovid, was demonstrated by Dr. William E. Shoupp, Westinghouse vice president-research.

The portable Phonovid produces up to 400 pictures and 40 minutes of voice and music on a 12-inch, 33-1/3 rpm recording (Videodisc). Dr. Shoupp reported that with no modification, the system could be integrated into existing closed-circuit and

standard-broadcast TV systems. In addition, by using ordinary telephone equipment, this system could transmit pictures over telephone lines, he said.

The Phonovid has been under development for over a year, Dr. Shoupp indicated. The cost of installing the system, he said, would range from \$6,000 to \$10,000, depending upon volume and quantity of production. The Videodiscs, he continued, would not exceed in price the cost of ordinary classical recordings, if a market were guaranteed. He mentioned two possible markets for the system: schools that use closed-circuit television, and television stations that compile news background pictures and reports.

“ We’re ahead of competition with ‘TOP of the POPS.’

We sold it locally before airing.

‘TOP of the POPS’

is promotable, readily saleable. ”

—Don Bruce,
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restated his view that channel sharing in the VHF band is the answer to nonbroadcasters search for spectrum space in which to expand their services.

UHF Comes Later ■ He said he would exempt UHF band from sharing, at least temporarily.

Last month, the land-mobile section of the Electronic Industries Association, in comments filed with the commission, recommended land-mobile sharing of the VHF channels on a non-interference basis (BROADCASTING, April 5). And the National Association of Manufacturers has long urged the commission to conduct a field test to determine the feasibility of land-mobile systems using unassigned TV channels 14 and 15 in Los Angeles (BROADCASTING, April 12).

JTAC, which was organized in 1948 to provide impartial technical advice to the commission, said that co-channel sharing could be accomplished by multiplexing a land-mobile station's information on the audio portion of the TV or FM channel.

Adjacent channel sharing would per-

mit land-mobile stations to operate on channels that are unassigned in an area. In New York, for instance, channels, 3, 6, 8, 10 and 10 would theoretically, be available for land-mobile use.

But it said that the commission should provide for field tests by granting developmental permits for land-mobile systems sharing on a noninterference basis with TV or FM throughout both the VHF and UHF bands. It suggested the following cities and frequencies for the tests: New York, channel 12; Los Angeles, channels 6, 12; Chicago, channel 8; Detroit, channels 3, 8; Washington, channel 12; Boston, channel 8; San Francisco, channel 12; Pittsburg, channel 8; Cleveland, channels 6, 10.

JTAC said that sharing on VHF channels could yield as many as 80 to 170 land mobile channels in crowded urban areas. In UHF, in the most congested areas, JTAC said, 12 mc/s of spectrum space, 240 land mobile channels, would provide for an increase of 50% to 60% in the number of two-way mobile communications systems.

Zenith gets patent for color-TV circuit

Zenith Radio Corp., Chicago, announced last week that it has been issued a patent on a basic color-TV circuit widely used in the industry and over which it has been in lengthy litigation with RCA.

The patent "covers an active matrix for providing red, green and blue color control signals necessary to produce color-TV pictures," Zenith said, and was first filed in 1951. The patent office ruled that Zenith had priority over RCA in the development of the circuit, the Chicago set manufacturer explained.

Zenith said the patent covers an invention of John L. Rennick, Zenith's director of advanced color TV development, and explained the circuit is used by all of its competitors in the making of color TV sets. RCA at its annual meeting last week, however, said there are several other ways of producing the circuit control effect and that set makers are not completely dependent upon the Zenith circuit.

FINANCIAL REPORTS

This is RCA: color it rosy

Stockholders told demand for color TV is outpacing the supply of sets

RCA's years of greatest profit are still ahead of it even though its present growth and record for the past five years are outstanding, David Sarnoff, board chairman, told the company's 46th annual meeting in Chicago last week. The firm's brightest star: color TV.

Some 1,200 stockholders were at the session held for the first time in the Midwest at Chicago's Opera House while another 1,000 stockholders observed and participated via live two-way color closed-circuit TV at NBC's Peacock Studio in New York. The color closed-circuit technique was innovated last year when RCA held its meeting at Burbank, Calif., studios and included New York too.

General Sarnoff, RCA President Dr. Elmer W. Engstrom and the other members of the RCA board, including NBC Chairman Robert Sarnoff, were at the Chicago meeting. The one exception

was Robert L. Werner, RCA executive vice president and general attorney, who presided in New York. All of the RCA directors were re-elected.

"Color, computers, components and communications, broadcasting, service, records, and broadcast equipment are among the most active contributors to the company's growth," General Sarnoff observed, "and they illustrate the breadth as well as the diversity of our strength."

Among RCA's achievements, he continued, "perhaps the most gratifying is the growth of color television. This is the year of fulfillment for RCA's long struggle to establish color TV as a service to the public. After many years of virtually solitary effort by RCA and NBC, color finally has come into full status as the new broadcasting medium."

General Sarnoff reported that RCA's start-up in the computer field has been just as expensive and technically complex as color TV but the firm's data processing business is showing a modest profit and two years from now will be very substantial. He also outlined RCA's contributions to space exploration and satellites.

Financially, General Sarnoff reported, RCA's profit momentum continued through April and will continue upward this year and beyond providing the economy maintains its pace. He said during the past five years RCA's rate of profit increase "was triple the average for all American manufacturing enter-

prises during this period." RCA's ratio of profit to sales during the five years has doubled, he added.

RCA President Engstrom explained how the company's strength relates to its diversification. He cited as one example the firm's new graphic systems division which was recently formed to develop, manufacture and market new electronic equipment and systems for handling all types of printed information.

"This organization reflects our conviction that the graphic arts field, and particularly the printing industry, offers a major opportunity for new electronics technology," Dr. Engstrom told the stockholders.

NBC's Robert Sarnoff reported record sales and profits for 1964 and said "the momentum is continuing." First-quarter sales and earnings "are at a new high, with profits more than 20% ahead of the same period last year," Mr. Sarnoff said, marking the 14th consecutive quarter NBC had earnings higher than any previous comparable period. He predicted 1965 also would be another record year.

W. Walter Watts, RCA group executive vice president, reported that through the first third of 1965, RCA color set sales are running 50% ahead of the record pace last year. Demand for color picture tubes is exceeding all expectations, he said, and RCA will be in a back-order status "for at least the rest



RCA directors on the dais at the company's Chicago meeting (l to r): Frank M. Folsom; General David Sarnoff, board

chairman; John Q. Cannon; Dr. Elmer W. Engstrom, president; and Robert W. Sarnoff, NBC board chairman.

of the year." A new 19-inch rectangular color tube goes into limited production soon and other sizes are being considered.

Charles M. Odorizzi, RCA group executive vice president, said the company's \$20 million investment in the development of new broadcast equipment products during the past three years is paying off well in orders and the reaction to RCA's new line shown at the National Association of Broadcasters convention was overwhelming.

RCA has on the books orders for more than \$15 million worth of its new four-tube color cameras alone, he said, "and we are finding it necessary to sharply increase our production schedules."

Stockholders also learned:

- RCA still is interested in an affiliation or merger that would add textbook publishing but no such talks or prospects exist since the negotiations with Prentice-Hall Inc. broke off last month. At least for the present RCA has no plans for Dr. Carroll V. Newsom, director, who recently retired as president of Prentice-Hall.

- The Prentice-Hall deal would have had nothing to do with RCA's expanding interest in the graphic arts technical equipment field. RCA, however, is interested very much in the whole field of education and programed learning where electronic tools can be used.

- RCA spent \$41.6 million for all advertising, including co-op, during 1964 and this represented 2.3% of each sales dollar. The advertising total in 1963 was \$35.2 million.

- The company's financial relationships with the Broadway play, "Hello Dolly," are considered competitive secrets, but there has been "a very handsome return on the small investment."

- Neither RCA nor NBC plans to buy a baseball club.

FC&B explains lower first-quarter earnings

The publicly owned Foote, Cone & Belding agency issued a first-quarter report last week showing gross billings up by \$1.5 million but earnings per share down 40%.

A letter from board chairman Robert F. Carney to shareholders said second-quarter income was expected to exceed that of last year so that first-half earnings "will approximate the 1964 level of 60 cents per share."

Mr. Carney cited these reasons for the lower first-quarter earnings: An unusually large volume in 1964's first period, the expense of organizing the new Rapp & Collins Division of the company, uncertain economic conditions in several European countries which reduced some clients' billings abroad, and the maintenance of full staffs in some foreign offices where billings had declined, considered to be in the long-run best interests of these offices.

Three months ended March 31:

	1965	1964
Earnings per share	\$0.18	\$0.30
Gross billings	49,007,000	47,513,000
Net income	392,000	641,000
Shares outstanding	2,185,425	2,150,770

Wrather narrows red-ink gap

Wrather Corp., New York, has announced that net income for 1964 increased \$20,657 over last year (exclusive of its subsidiary A. C. Gilbert Co.). Income before Federal taxes during 1964 increased about 37% over last year.

A. C. Gilbert Co. showed a marked decrease in net loss figure which has

been keeping the parent company out of the black ink. Gilbert decreased its net loss from \$2,541,213 in 1963 to \$85,155 in 1964.

On the brighter side Wrather announced that a two-year contract has been signed with CBS beginning in September, totalling more than \$5 million with options for three more years at an overall potential of about \$14 million. Another subsidiary, Telesynd, has grossed over \$2 million since its founding in 1961, Wrather said.

Muzak Division of Wrather Corp. continued its growth during 1964 with subscribers increasing 9.7%. Royalties from Muzak produced a gross income gain of 10.6% during the past year.

For the fiscal year ended Dec. 31, 1964:

	1964	1963
Net loss per share	\$0.05	\$1.45
Income	10,522,717	12,060,688
Federal income taxes	633,382	235,669
Income before equity loss of the A. C. Gilbert Co.	907,623	886,966
Equity in loss of the A. C. Gilbert Co.	992,778	3,428,179
Net loss	85,155	2,541,213
Shares outstanding	1,753,200	1,753,200

Four Star benefits from general expansion

Four Star Television reported a comeback last week in sales and earnings for the nine months ended March 27, rebounding from a loss in the previous comparable period.

Thomas McDermott, president, attributed the rise in sales and earnings to the "continuing expansion in various areas of operation, including network television, international operations, domestic syndication, and recording and music publishing."

Comparable figures for the 1964 period were not available from Four Star

because of a change in certain operational procedures of the company, a spokesman said.

For the nine months ended March 27, 1965:

Earnings per share	\$0.36
Net income	236,448
Gross income	\$14,185,690

Chris-Craft sales up, net income down

Chris-Craft Industries Inc., Oakland, Calif., has announced that sales for the first quarter of 1965 rose almost \$700,000 over last year during the same period. Net earnings for the first quarter, however, dropped \$139,365 as com-

pared with earnings last year.

John G. Bannister, Chris-Craft president, said that the results were not indicative of the outlook for the remaining nine months adding that the firm's TV stations had improved operations during the first three months. KCOP-TV Los Angeles had substantial gains in profits; WTCN-TV Minneapolis-St. Paul exceeded sales and profit projections, and KPTV-TV Portland, Ore., showed a small profit, thus accomplishing an adjustment during its first year without network affiliation, he said.

For the first quarter ended March 31:

	1965	1964
Earnings per share	\$0.25	\$0.34
Sales	17,069,973	16,353,738
Net earnings	378,872	518,247
Shares outstanding	1,508,436	1,445,505

Time Inc. continues upward

Time Inc., New York, has released figures showing that an upward trend begun in 1964 is continuing in 1965. Revenues for the first three months of this year showed an increase of 9.4% over last year while net income rose about 800% over the same period in 1964. Time is a diversified corporation with publishing and broadcasting interests. For the quarter ended March 31:

	1965	1964
Net income per share	\$0.30	\$0.04*
Net revenues	\$1,687,000	\$3,764,000
Income before income taxes	3,588,000	422,000
Net income	1,988,000	232,000
Common shares outstanding	6,660,000	6,557,000*

*Adjusted for three-for-one stock split of April 1964.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Weir



Mr. West

Walter Weir, chairman of executive committee, elected president and chief executive officer of West, Weir & Bartel, New York. He succeeds **Don E. West**, who resigned post but will remain with agency as special consultant for at least one year. Mr. Weir joined N. W. Ayer in 1928; later founded Walter Weir Inc., which merged in 1951 with Donahue & Coe. D&C merged with Ellington & Co. in 1964 to form West, Weir & Bartel. **Gerald Roscoe**, director and group supervisor, and **Joseph Gornick**, director, both senior VP's, elected executive VP's. **William Bartel** continues as board chairman.

William M. Kelly and **Clarence Thomas**, program manager and director of news and sports, respectively, in broadcast department of Foote, Cone & Belding, New York, named to newly created positions of associate directors of broadcast in that office. **Ruth Lareau**, senior writer for Revlon account at Grey Advertising, New York, joins FC&B as copy supervisor on Clairol account. **Robert Sallin**, director of commercial production at FC&B's Los Angeles office, named VP.

Peter Sanford, account executive at Ogilvy, Benson & Mather Inc., New York, joins Hicks & Greist, that city, in similar capacity.

Gertrude Bunchez, sales manager of KCFM(FM) St. Louis, named general sales manager of Century Broadcasting Corp. (KMAP(FM) Dallas, and KSHE(FM)

Crestwood, Mo.).

Morton Marcus, VP of J. M. Korn & Son Inc., Philadelphia, named senior VP in charge of newly created marketing services department of agency. **Glenn Osslander**, art director for Eldridge Co., that city, named associate creative director. **Emanuel Bosio**, administrative assistant to president, named VP for internal operations.

Joe Hildebrand, time salesman for WJBK-AM-FM Detroit, named general sales manager for stations.

David Mink, midwestern manager of sales promotion and research for CBS Television Stations National Sales, Chi-

cago, named director of sales promotion and research.

Alan Mintz, senior copywriter at Young & Rubicam, New York, joins Needham, Harper & Steers, that city, as copy group head.



Mr. Mikuta



Mr. Senten



Mr. Sheldon



Mr. Zeis

Mutual stations elect

Mutual Affiliates Advisory Association have elected seven incumbent directors and four new members to serve for coming year.

Members re-elected are:

Mowry Lowe, WKLV Providence, R. I. (District 1); **Henry Rau**, WOL-AM-FM Washington (District 2); **Carter Peterson**, WBYG Savannah, Ga. (District 4); **Gene Trace**, WBBW Youngstown, Ohio (District 5); **Durwood Tucker**, WRR Dallas (District 9); **Frank Carman**, KLB Salt Lake City (District 10), and **Sherwood Gordon**, KSDD San Diego (District 11).

New members are:

William Lee, WCFL Chicago (District 6); **Dave Wagenvoort**, WWOM New Orleans (District 7); **Charles Smith**, WTMA Charleston, S. C. (District 3), and **Harvey Swenson**, KLMS Lincoln, Neb. (District 8).

Charles F. Mikuta, **Lawrence D. Senten**, **Clair B. Sheldon** and **Andrew E. Zeis** promoted to senior VP's of Chicago office of Compton Advertising. Mr. Mikuta has been management supervisor; Mr. Senten, VP and creative director; Mr. Sheldon, VP and management supervisor, and Mr. Zeis, VP and media director.

David Low, radio-TV media buyer for Lang. Fisher & Stashower Inc., Cleveland, joins KYW-AM-FM, that city, as account executive.

Emil Dispenza, with Richard K. Manoff Inc., New York, in art department, named executive art director at Bliss/Grunewald, that city.

Ben Gedalecia, director of research at Whitehall Laboratories Inc., New York, named VP for research services at Clyne Maxon Inc., that city (agency

Is result of merger of Maxon Inc. with agency of C. Terence Clyne [BROADCASTING, May 3]).

Donald F. Keesler, head of own Chicago TV production firm for three years, joins Wade Advertising there as TV producer.

Bernie Roer, formerly with Young & Rubicam, Chicago, joins Campbell-Mithun, there, as head of art department. **Roger Sklar**, continuity writer-producer at WOOD-TV Grand Rapids, joins C-M as radio-TV writer.

William H. Loughran Jr., account executive at Ball & Davidson, Denver, elected VP. He has purchased 25% interest in agency.

George C. Mead, copy supervisor, Earle Ludgin & Co., Chicago, promoted to copy chief.

William R. Lyon, formerly with H. M. Gross Co., Chicago, joins M. M. Fisher Associates, there, as VP-client services.

Albert Holtz, with WTTG(TV) Washington, joins WBBM-TV Chicago, as account executive.

Earnie Cronkite, member of Gallo brand manager department, E. & J. Gallo Winery, joins advertising department of Gallo as media director with responsibilities of media buying and budget control.

George Guido, art supervisor at Needham, Harper & Steers, Chicago, named head art director at Benton & Bowles, Detroit, and will serve on American Motors account.

Richard Busciglio, **Thomas Della Corte** and **Robert Jeremiah**, senior buyers, named media supervisors at Cunningham & Walsh, New York.

Paul A. Wischmeyer, St. Louis salesman, transferred to Chicago as member of east sales team, Peters, Griffin, Woodward. **John B. Week**, supervising time-buyer, Leo Burnett Co., joins sales staff in PGW's St. Louis office.

Bob Jenness, stop-motion and special effects director at Sarra Inc., New York, joins staff at Audio Productions Inc., that city.

Ed Rickey, assistant to VP and manager of promotion of Golden West Broadcasting Co., Los Angeles, named assistant advertising and sales promotion manager at KPX(TV) San Francisco. Mr. Rickey has also served as assistant promotion and advertising manager of KTLA(TV) Los Angeles, GWN station there.

Gordon Potter, previously in outdoor advertising field, named sales manager of WDVR(FM) Philadelphia. **Bruce Schaeffer**, account executive with WRCX(FM) St. Petersburg, Fla., and in promotion department of WCAU-TV Phila-

IRTF picks Shepard

Albert B. Shepard, Select Station Representatives, New York, elected president of the International Radio & Television Foundation which enlists financial support for International Radio & Television Society's educational projects. **Edward P. Shurick** and **Robert H. Teter** of H-R Representatives and WNHC-TV New Haven, Conn., respectively, elected VP's; **Mary L. McKenna**, Metromedia, elected secretary and **Sol J. Paul**, *Television Age*, treasurer. Board members: **Thomas J. McDermott**, N. W. Ayer & Son; **William K. McDaniel**, a past president of IRTS; **Sam Cook Digges**, CBS Films, and **Howard S. Meighan**, who subsequently was elected chairman of board.

delphia, joins WDVR as salesman.

Burr McCloskey and **Robert G. Dakley**, formerly principals with E. H. Russell in Chicago agency including their names, have formed their own agency there as McCloskey & Oakley, 101 East Ontario Street; Phone: 644-9050. Mr. Russell continues his firm as E. H. Russell & Associates.

Preston K. Covey, account supervisor for Guild, Bascom & Bonfigli, San Francisco, named VP of Wilding-Fedderson Inc. in charge of San Francisco operations.

Mary Lou Fisher Berger appointed advertising manager and public relations director of Southern California Savings and Loan Association. Mrs. Berger was formerly with Grey Advertising, Los Angeles.

Donald H. Luecke, formerly with Compton Advertising, Chicago, joins MacManus, John & Adams there as marketing supervisor.

Paul Lawson Taylor, designer with Frazen-Woodard Associates, Los Angeles, named art director at Nides-Cini Advertising Inc., that city.



Mr. Ritter

Al Ritter, assistant sales manager for eastern stations since 1960 at H-R Television Inc., New York, named to newly created post of general sales manager. **Joseph Kelly**, manager of NBC Radio sales development at NBC Spot Sales, New York, joins H-R Television sales staff. **Loretta Kealy**, sales service manager of H-R TV, named to newly cre-



**BETTER LOOKING ...
BETTER LISTENING ...
BETTER SELLING ...**

WSUN
TELEVISION  RADIO
TAMPA - ST. PETERSBURG

SPOTMASTER Tape Cartridge Winder



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

Write or wire for complete details.

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

ated post of sales systems coordinator. **Ann Morgan**, assistant sales service manager, named as successor to Miss Kealy.

Larry Singer, account executive at Lloyd S. Howard Associates, New York, joins Warren, Muller, Dolobowsky, that city, in similar capacity on CBS Radio and Renault Motors accounts.

James J. Dunham, salesman with WITI-TV Milwaukee, joins Chicago office of Storer Television Sales Inc.

Daniel H. Price, president of D. H. Price Inc., becomes VP and head of division of fashion and soft goods at Hazard Advertising Inc., both New York, as Price agency is merged with Hazard as new division.

Lee Mack Marshall, advertising manager of bakery division, Continental Baking Co., Rye, N.Y., named general advertising manager of division. **Douglas D. Davies**, assistant advertising manager, named advertising manager of cake and snack items, and **Otto Roman**, advertising traffic supervisor, named advertising traffic manager.

Bob Howe, personality at WRTH Wood River, Ill., named local sales manager.

Steven A. Bell, assistant manager-advertising and sales promotion, Barrett Division of Allied Chemical Corp., named manager, corporate advertising and sales promotion for Allied, New York.

Thomas V. Mahlman, assistant VP of American Association of Advertising Agencies, in charge of AAAA Los Angeles office, joins Corporate Communications Co. agency in that city as account executive.

Ray Clinton elected president of Philip J. Meany Co., Los Angeles, post vacated by death of **Carl K. Tester** (BROADCASTING, April 26). Mr. Clinton is co-owner of agency with **Jay Koupal**, who becomes executive VP and continues as art director.

T. E. Gilmore, assistant sales manager in charge of southeastern area, Phillips Petroleum Co., named manager of petroleum products advertising division of advertising and public relations department, replacing **O. E. Bettis**, named assistant to manager of department.

THE MEDIA

Joe Phillips, wsoo Starkville, was elected president of Mississippi Broadcasters Association at annual spring meeting April 30. Others elected: **Jack King**, WROB West Point, VP, and **Ernest Bowen**, WELO Tupelo, secretary-treasurer.

Hal Tunis, formerly announcer at WHN New York and with ABC Radio,

named general manager of WRTH Wood River, Ill. and **David A. MacFee**, programming executive with Capital Cities Broadcasting and WPAT-AM-FM Paterson, N. J., named station manager of WRTH.

Richard Zimbert, administrator of broadcast department at J. Walter Thompson Co., New York, named director of business affairs-West Coast, for ABC-TV.

Jim Terrell, general manager of KTVT(TV) Fort Worth-Dallas, elected president of Broadcasting Executives of Texas.



Mr. MacRae

John F. MacRae, manager of WABI-AM-FM Bangor, Me., named general manager of WABI-AM-FM-TV, succeeding **Richard B. Bronson**, named executive director of public relations for Horace Hil-dreth group of stations.

Milton Maltz, with WERB Garden City, Mich., and formerly program operations assistant at WJBK Detroit, named general manager at WERB.

Richard Ferry, manager of WAFS Amsterdam, New York, named to additional duty as manager of WACE Springfield, Mass.

A. H. Christensen, account executive at KPIX(TV) San Francisco, named general and sales manager of KDFM(FM) Walnut Creek, Calif.

Armin Furch, for three years general sales manager of KKTU(TV) Colorado Springs, joins Field Communications Corp., Chicago, as senior executive in charge of special projects. Field is permittee of ch. 32 WFLD(TV) Chicago.

Thomas E. Matthews, assistant program operations manager at WBTU(TV) Charlotte, N. C., named personnel manager of Jefferson Standard Broadcasting Co. (WBT-AM-FM, WBTU(TV) all Charlotte, and WBTW(TV) Florence, S. C.).

PROGRAMING

Harry P. Mynatt, VP and assistant to president of Queen For a Day Inc., with which he was associated for 20 years, joins Four Star Distribution Corp., New York, as sales representative for mid-western states.

Peter Tewksbury, producer-director, signed to develop new TV properties for 1966-67 season for Screen Gems, Hollywood and New York.

David McNamnee, program director at WEAM Arlington, Va., named national production director for Sonderling stations (WWRL New York; WOPA-AM-FM Oak Park, Ill.; WDIA Memphis; KDIA

Oakland, Calif., and KFOX-AM-FM Long Beach, Calif.). Mr. McNamnee will have headquarters at WWRL.

Geraldine Warrick, former production assistant on *It's Academic* on WMAQ-TV Chicago, has been appointed broadcast standards supervisor at WMAQ-TV, succeeding **Dorothy Masters**, retired.

Tony Graham, assistant program director at KDKA-AM-FM Pittsburgh, named program director at KYW-AM-FM Cleveland.

Claude Traverse, producer at Talent Associates-Paramount Ltd., New York, named associate producer at 20th Century-Fox TV for *The Legend of Jesse James*.

Bill Browning, program director at KGB-FM San Diego, named production chief at KPEN(FM) San Francisco.

Andrew P. Jaeger, United Artists TV's supervisor for Latin America, Mexico City, named senior account executive at TV Stations Inc., New York.

William Welch, story editor for 20th Century-Fox TV's *Voyage to the Bottom of the Sea*, and **Frank LaTourette** named associate producers of series.

Phil Sharp, producer of *The Cara Williams Show*, named producer of *The Smothers Brothers Show*, for Four Star and CBS-TV.



Mr. Reinheimer

Peter Reinheimer, national sales manager of Screen Gems, has resigned to open television advisory service, Peter Reinheimer Associates, at 13 East 53d Street, New York. Mr. Reinheimer was at one time eastern sales manager of ABC-TV.

Shelley Hull, associate producer of *duPont Show with June Allyson*, named associate producer of *Amos Burke, Secret Agent*, for Four Star TV and ABC-TV.

Paul Compton, disk jockey at KHJ Los Angeles, joins KMPC that city, in similar capacity.

Donald Yankee, with WPRO-FM Providence, R. I., named music director at WRTH Wood River, Ill.

Don Kellerman, director of cultural programming at National Educational Television, New York, joins Wolper Productions, division of Metromedia Inc., as writer-producer.

John Dew, program coordinator at WXYZ-AM-FM Detroit, named director of public affairs, succeeding **Richard Kernen**, named director of radio traffic.

David N. Brenner, with WRCV-TV Philadelphia, joins WBBM-TV Chicago, as writer-producer in documentary unit.



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

Shortly after penning the legendary
5 million-plus record seller "Hound Dog," Jerry

Leiber and Mike Stoller were enthroned as the writing kings of Hitsville.

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

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

Among Leiber and Stoller's rocking successes are:

Black Denim Trousers, Love Me, King Creole, Charlie Brown, Along Came Jones,

Loving you, Searching, Poison Ivy, Kansas City, On Broadway, Yakety-Yak.

BMI

BROADCAST MUSIC, INC.

AP radio-TV group lists candidates

Associated Press Radio-TV Association nominating committee last week announced candidates to fill vacant positions on APRTA board of directors:

Sam Sharkey, KIRO-TV Seattle, and **James Brady**, KIFI-TV Idaho Falls, Idaho, for western district television stations; **Merle Tucker**, KGAK Gallup, N. M. and **Richard D. Smiley**, KXXL Bozeman, Mont. for western district radio stations;

James Howe, WIRA Fort Pierce, Fla., and **J. Parry Sheftall**, WJZM Clarksville, Tenn., for southern district radio stations under 5-kw power.

Tom Frawley, WHIO Dayton, Ohio, and **Jack Gennaro**, WFHR Wisconsin Rapids, Wis., for radio stations in central district of 5-kw power and over; **John Day**, WHDH-TV Boston, and **Theodore N. McDowell**, WMAL-TV Washington, for eastern district television stations.

George Drymalski has been promoted to assistant production manager at WBBM-TV.

Jim Ransburg, program director of KMBC Kansas City, Mo., joins KLAC-FM-TV Los Angeles, as production director.

Fred Freiburger, executive consultant for *Slattery's People*, named by MGM-TV to produce *A Man Called Shenandoah* for ABC-TV.

Carrel Hansen, program coordinator for Michigan State Highway Department, Lansing, named traffic manager at WFSU-TV Tallahassee, Fla., noncommercial, and **James Moran**, student assistant at station for past two years, named studio supervisor there.

Jeff Alexander, composer and conductor, named musical director for MGM-TV's *Please Don't Eat the Daisies*, for NBC-TV this fall.

Allen Rich, radio-TV editor of *The Valley Times* and *The Citizens News*, Los Angeles, starts five-minute daily program, *Restaurant of the Week*, on KRHM (FM) Los Angeles, sponsored by American Express for credit cards through Ogilvy, Benson & Mather, New York.

David Davis, director for United Artists TV's *O. K. Crackerby*, named associate producer of *My Mother the Car*,

which he will also partly direct. **Charles Stewart**, producer of *The Joey Bishop Show*, named producer of *O. K. Crackerby*. **Ron Silverman**, VP of Daystar Productions, Los Angeles, named associate producer of *O. K. Crackerby*.

William McPhie, ABC-TV assistant to network film director, Los Angeles, appointed film director of KABC-TV, same city.

Paul Grosz, art director at United Artists, New York, named advertising manager.

Gene Nelson signed to direct seven programs of *I Dream of Jeannie* TV series, currently in production at Screen Gems for NBC-TV in fall.

Charles Ross, farm broadcaster at WIBW-AM-FM-TV Topeka, Kan., named news director at stations.

Mike Dodd, disk jockey and commercial manager at WTGA Thomaston, Ga., joins WTTI Dalton, Ga., as personality. Station is to go on air in middle of May.

Dr. Henry R. Cassirer, with United Nations Educational, Scientific and Cultural Organization (UNESCO) since 1952, named chief, educational use of mass media in department of mass communication. Dr. Cassirer will be respon-

sible for integration of use of mass media of communication such as radio, TV, film and press into educational effort of member states, especially in field of adult education.

Dave Dixon, disk jockey at WAUK Milwaukee, named program director. **Henry Bartel**, production director at WAUK-FM, named disk jockey on AM affiliate.

Jonathan Hayes, in management program of Westinghouse Broadcasting Co., and formerly with WJZ-TV Baltimore, joins program staff of KDKA Pittsburgh.

Richard Giesel, program director of WHK-FM Cleveland, named program director of WHK, that city.

Hank Greenwald, former sports director at Ivy Broadcasting Co., Ithaca, N. Y., joins sports department of KGMB-TV Honolulu.

Dick Enberg, sports writer and reporter at KTTV-TV Los Angeles, joins KTLA-TV, there, as sports reporter.

NEWS

Barney Miller, news director of KNX Los Angeles, elected chairman of California Associated Press Television and Radio Association. He succeeds **Dean Borba** KXTV-TV Sacramento. **Jess Marlow**, KNTV-TV San Jose, succeeds Mr. Miller as CAPTRA vice chairman.

Beach Rogers, KFWB Los Angeles, morning news editor, appointed space and aviation editor.

Joseph Bellon, assistant to director of CBS News' business affairs, named manager of business affairs for CBS News, New York.

Merrill Mueller, NBC News correspondent, elected president of Overseas Press Club, New York, succeeding **Barrett McGurn**.

Jim Rogers, news and sports reporter for WERE Cleveland, named to news staff of WCAU-TV Philadelphia.

Bill Kennedy, with news staff of WMT Louisville, Ky., named evening news editor at WAKY, that city.

Warner Wolf, newscaster and sports director at WQMR Silver Spring, Md., named reporter at WTOP News, Washington, news service of WTOP-AM-FM-TV, that city.

Philip Murphy, with news staff of WNAC-WRKO(FM) Boston, for 28 years, named assistant news director of stations and of Yankee Network.

Robert J. Olson Jr., news director of WMIQ Iron Mountain, Mich., named to news staff of WLUK-TV Green Bay, Wis.

James Scanlon, with WKFM(FM) and WJJD, both Chicago, named news director at WRTH Wood River, Ill.

Madison Davis, owner of WABT Tus-

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Culver to head AFCCE

Ronald H. Culver, Washington consulting engineer, elected president of Association of Federal Communications Consulting Engineers, succeeding **Carl T. Jones**. Other officers: **Walter L. Davis**, VP; **Oscar W. B. Reed Jr.**, secretary, and **Ralph E. Dippell Jr.**, treasurer. New members of executive committee, for two-year terms: **Marvin Blumber**, **Vir N. James** (Denver). Carried over as members of executive committee are **Serge Bergen** and **Raymond E. Rohrer**.

kegee elected president of Alabama Associated Press Broadcasters Association. **Ray McGuire**, with **WALA-TV** Mobile, elected VP.

Ken Evans, newscaster at **WWDC-AM-FM** Washington and **Voice of America**, joins **WCBM-AM-FM** Baltimore, as editor-newscaster.

James S. Johnson, program director at **KSLI** Salina, Kan., named director of news and public affairs.

Ben Chandler, with news department of **KLAC** Los Angeles, named to news staff of **WNEW** New York.

Carl Warner, with **WJJD** Chicago, and **WOKY** Milwaukee, named news director of **WAUK-AM-FM** Milwaukee.

ALLIED FIELDS



Mr. Wilner

Morton H. Wilner, senior partner. **Wilner & Bergson**. Washington communications attorneys, elected trustee of University of Pennsylvania. Philadelphia. Mr. Wilner graduated from Pennsylvania in 1930 and

received law degree at Georgetown University, Washington, in 1934.



Mr. Taptich

Edward P. Taptich, attorney with **Welch & Morgan**, Washington, named editor-in-chief of *Federal Communications Bar Journal*, published by Federal Communications Bar Association. He succeeds **John W. Willis**, **Fischer & Willis**, Washington.

FANFARE

Albert Fisher, associate director of radio-TV promotion for New York World's Fair, named publicity director of *Merv Griffin Show*.

David S. DeCosmo, in Pennsylvania broadcasting for four years, named public relations director and announcer at **WYBG** Massena, N. Y.



Mr. Bronson

(Maine) for public relations.

Richard B. Bronson, general manager of **WABI-AM-FM-TV** Bangor, Me., named executive director of **Horace Hildreth** stations (**WABI-AM-FM-TV**; **WPOR** Portland, and **WAGM-AM-TV** Presque Isle, all

EQUIPMENT & ENGINEERING

Clyde Hunt, **Post-Newsweek Stations**, Washington, named chairman of National Association of Broadcasters Engineering Advisory Committee for 1965-66. Others named are: **William B. Honeycutt**, **KRLD-AM-FM-TV** Dallas; **Warren L. Braun**, **WSVA-AM-FM-TV** Harrisonburg, Va.; **J. D. Bloom**, **WWL-TV** New Orleans; **Virgil Duncan**, **WRAL-TV** Raleigh, N. C.; **William S. Duttera**, **NBC**; **Leslie S. Learned**, **Mutual**; **Frank L. Marx**, **American Broadcasting-Paramount Theaters**; **James D. Parker**, **CBS-TV**, and **John T. Wilner**, **Hearst Corp.**, Baltimore.



Mr. Cochran

since 1957 district sales manager, broadcast equipment, **General Electric**, Pasadena, Calif., named to new post of manager-field sales **GE** visual communications products, Syracuse, N. Y. Mr. Cochran has been with **GE** since 1948.

Miles Efron, sales engineer with **Nortronics Co.**, Minneapolis, and formerly head of his own firm there, promoted to newly created position as advertising and sales promotion manager of **Nortronics**.

James Peterson, solid-state specialist, joins **Moseley Associates**, Santa Barbara, Calif., as senior design engineer. Mr. Peterson had held similar positions with **Electro Systems**, **Collins Radio** and **Summers Gyroscope**.

Charles L. Townsend, director of product development, **Telepro Industries Inc.**, New York and **Cherry Hill**, N. J., elected VP in charge of engineering operations. **Telepro** is subsidiary of **Defiance Industries Inc.**, and designs, manufactures and installs audio-visual systems.

Don Doughty, chief engineer at **KSLN-TV** Salina, Kan., and on engineering staff of **WEEK-TV** Peoria, Ill., for 11 years, named chief engineer at **WCEE-TV** Freeport, Ill., not yet on air.

66 A sellout—and on the air only three weeks! Listeners and sponsors like

'TOP of the POPS.'

The availabilities were half sold before airing

'TOP of the POPS.'

99

—R. C. "Jake" Embry,
Vice Pres. & Gen. Mgr.
WITH Baltimore, Md.

At last—Something NEW for Radio—
"Top of the Pops": the only authentic
production of the exciting *Liverpool*
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Excellent Opportunity for AM General Manager

Multiple-station owner looking for an experienced, aggressive general manager for 5 kw station in top 20 market. A challenging job to rebuild an outstanding facility that has suffered from too many format changes and high operating costs. A tough but potentially unlimited growth situation. Job requires strong sales management ability plus good grasp of contemporary radio programming. Man we want probably has a good position now but would be motivated to change by a new challenge plus adequate reward for improved performance. All replies confidential.

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White House ceremony honors Wilder

Mrs. Lyndon B. Johnson extends congratulations after Donald H. McGannon (r), chairman of the National Book Committee and president of Westinghouse Broadcasting Co., presented the committee's National

Medal for Literature to Thornton Wilder at a White House ceremony last Tuesday (May 4). Among other works Mr. Wilder is known for his play "Our Town" and book *The Bridge of San Luis Rey*.

Lacy W. Goostree Jr., VP for marketing at International Resistance Co., Philadelphia, and former manager of marketing at General Electric Co., named VP for marketing at Ameco Inc., Phoenix.

Bruce Singleton, with engineering staffs of WALB-TV Albany, Ga., and WTTV-TV Bloomington-Indianapolis, named technical director at WLCY-TV Largo, Fla., scheduled to complete construction May 30.

Irving B. Robinson, chief engineer at WNAC Boston, retires after 42 years with station. He will continue to be consultant to Yankee Network for one year.

new business development. Sol Z. Bloomenkrantz, deputy to senior VP for Brussels operations of Y&R, named VP with responsibilities in finances and administration, internal operations, client contact and business development. Walter H. Smith, senior VP, named managing director, Y&R, London. He succeeds Wilson H. Kierstead who returns to New York office on major assignment.



Mr. Sacco

Joe Sacco, senior VP and copy chief of Norman, Craig & Kummel, New York, named joint managing director of Papert, Koenig, Lois, London.

Colin Hunter, account director, London Press Exchange Ltd., appointed assistant managing director. Mr. Hunter joined LPE in 1951 as junior account executive.

Gordon Johns, formerly of CHCA-TV Red Deer, Alberta, named local sales manager of CJCH-TV Halifax, N. S.

Dr. Donald L. Kanter joins board of Smith-Warden Ltd., London, and becomes agency's director of marketing services. He was previously VP and research director of Tatham-Laird Inc., Chicago. Dr. Kanter has been consul-

INTERNATIONAL



Mr. Brody



Mr. Bloomenkrantz

Alexander Brody, creative director and head of contact department for Young & Rubicam, Brussels, named VP with responsibilities in creative work, client contact, new business and

tant to Smith-Warden for past three years.

Maurice Napper, joint managing director of Napper, Stinton, Woolley Ltd., London, will relinquish post to become agency's first vice-chairman. He will remain responsible for finance, personnel and general administration. **Peter Ryan**, creative director with agency, appointed to the new post of deputy managing director.

DEATHS

Edward Taylor Wertheim, 55, president and founder of Wertheim Advertising Agency, New York, died April 30 following stroke. Mr. Wertheim formed agency in 1949 and client list for 10 years included Broadcast Music Inc. He is survived by his wife, Elva Jean; two children, Mrs. Susan Schroder and Jack Wertheim.

George Hollingbery Jr., 27, salesman in Chicago office of his father's station representative firm, died May 5 at his parents' home from shotgun wound in chest.

Bruno M. Kern, 49, VP and station manager of WWIL-AM-FM Fort Lauderdale, Fla., died April 26 at his home in

Fort Lauderdale. He is survived by his wife, Marjorie, and two sons.

Frank Cleaver, 50, story editor for NBC-TV's *Bonanza*, died following heart attack April 22 at his home in Van Nuys, Calif. Mr. Cleaver at one time was VP in charge of NBC-TV's West Coast production. He is survived by his wife, Barbara, son and daughter.



Mr. Brokenshire

Norman Brokenshire, pioneer radio announcer whose career dated back to 1924, died May 4, in hospital in Hauppauge, Long Island.

Mr. Brokenshire was among first personality announcers and made famous a trademark: "How do you do, ladies and gentlemen, how do you do!"

He began on radio with WJZ (now WABC) New York and became well known for his broadcasts of news events and variety programs. Mr. Brokenshire covered every presidential inauguration ceremony for three decades, starting in 1925.

His broadcasting career was interrupted twice, once for ill-fated business venture in late 1920's and again in

mid-1930's because of drinking problem that he eventually conquered. Starting in 1945, he was announcer on *Theater Guild of the Air* program, initially on radio and later on television.

In recent years, he had worked part-time for radio stations on Long Island.

Lindley Armstrong (Spike) Jones, 53, died May 1 at home from chronic asthma, for which he had been hospitalized only month earlier. With his City Slickers, Spike Jones produced slam-bang type of music that utilized kitchen utensils, auto horns and other unorthodox sound producers to regular musical instruments and won him rapid fame in recordings, radio and television. He is survived by his wife, vocalist with his orchestra, professionally known as Helen Grayco.

Kenneth Gill, 54, member of board of Empire Television & Radio, Buffalo, N. Y., and operator of WEPA-TV Erie, Pa., and WBJA-TV Binghamton, N. Y., died May 3, following heart attack while on golf course in Buffalo. Mr. Gill had been for many years music critic for *Buffalo Courier Express* and musical director of WEBR there. He is survived by his wife, Ester, two sons and daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 29 through May 5 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTION BY FCC

Tuscaloosa, Ala. — Chapman Radio and Television Co. Granted CP for new TV on UHF channel 51 (692-698 mc); ERP 21.43 kw vis., 11.56 kw aur. Ant. height above average terrain 455 feet, above ground 340.08 feet. P.O. address Box 2427, Tuscaloosa. Estimated construction cost \$135,607; first year operating cost \$120,000; revenue \$100,000. Studio and trans. locations both Tuscaloosa. Geographic coordinates 33° 10' 25" north latitude, 87° 29' 01" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-27DH. Legal counsel Gordon Rosen, Tuscaloosa. Principals: Clifford H. Armstrong (43.9%), Chester J. Hartley (21.95%), Lewis M. Manderson Jr. (21.95%), James D. Kin-

caid (2.2%), George K. Chapman (5%) and William A. Chapman (5%). Messrs. Chapman own WCRT-AM-FM Birmingham, Ala., and have new TV applications pending in Homewood and Anniston, both Alabama. Action April 28.

APPLICATIONS

Washington — Colonial Television Corp. UHF channel 50 (686-694 mc); ERP 680 kw vis., 138 kw aur. Ant. height above average terrain 596 feet, above ground 467 feet. P.O. address 300 Farragut Building, 900 Seventeenth Street, N.W., Washington. Estimated construction cost \$424,200; first year operating cost \$300,000; revenue \$360,000. Geographic coordinates 38° 53' 30" north latitude, 77° 07' 55" west longitude. Studio location Washington; ant. location Arlington, Va. Type trans. RCA TTU-30A, type ant. RCA TFU-30J. Legal counsel Welch and Morgan, consulting engineer George C.

Davis, both Washington. Principals: Vincent B. Welch (27.2%), Edward P. Morgan (27.2%), Lawrence J. Henderson Jr. (17.2%), James L. McIlvaine (17.2%), Joseph A. Waldschmitt (4.9%), Charles L. Ill (4.9%) and Boyd W. Fellows (1.4%). Messrs. Welch and Morgan are partners in law firm, and have interest in Associated TV Corp., applicant for channel 23 in St. Paul; Farragut TV Corp., applicant for channel 40 in Columbus, Ohio; Continental Summit TV Corp., permittee of KGSL-TV St. Louis; Continental Urban TV Corp., permittee of KGSC-TV San Jose, Calif.; Continental Gateway TV Corp., permittee of WGMF-TV Miami; Seaport Broadcasting Corp., licensee of WMMJ Lancaster, N. Y. Messrs. Henderson, McIlvaine, Waldschmitt, Fellows and Ill also have interest in TV corporations. Ann. April 26.

*St. John, Ind.—St. John School Township of Lake County. UHF channel 66 (782-788

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
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Appraisers • Financial Advisors

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



mc); ERP 10.2 kw vis., 5.1 kw aur. Ant. height above average terrain 337 feet, above ground 330.7 feet. P.O. address c/o Louis Iaconetti, Joliet Street, Dyer, Ind. Estimated construction cost \$213,585; first year operating cost \$44,260. Studio and trans. locations both St. John. Geographic coordinates 41° 28' 01" north latitude, 87° 28' 25" west longitude. Type trans. GE-TT-20A, type ant. COEL Co 22sw. Legal counsel William H. James, Dyer; consulting engineer Duane M. Weise, Chicago Heights, Ill. Principal: advisory board, Louis Iaconetti, director of television. Ann. April 28.

Youngstown, Ohio—Dynamic Broadcasting Inc. UHF channel 45 (656-662 mc); ERP 91 kw vis., 25.8 kw aur. Ant. height above average terrain 178 feet, above ground 380 feet. P.O. address Radio Station WAMO, 1811 Boulevard of Allies, Pittsburgh. Estimated construction cost \$20,000 (leasing); first year operating cost \$225,000; revenue \$225,000. Geographic coordinates 41° 08' 01" north latitude, 80° 39' 19" west longitude. Studio and trans. locations both Youngstown. Type trans. DuMont 1500; type ant. Gates WA-25-45. Legal counsel, Samuel Miller, Washington; consulting engineer Morton Morrison, Patchogue, N. Y. Principals: Leonard Walk (50%), Bernard Friedman and James Rich (each 25%). Mr. Friedman owns advertising agency in Pittsburgh. Dynamic Broadcasting owns WAMO-AM-FM Pittsburgh, and WUFO Amherst, N. Y., with less than 1% interest in Rollins Inc. stations. Music Air is subsidiary of Dynamic Broadcasting which furnishes background music in Pittsburgh area. Ann. April 19.

Existing TV stations

ACTIONS BY FCC

■ By memorandum opinion and order, commission granted petitions by KSLA-TV Inc. (KSLA-TV), Shreveport, La., and Texas Goldcoast Television Inc. (KPAC-TV), Port Arthur, Tex., to extent of setting aside Jan. 8 action which waived Sec. 73.610 of mileage separation rules and granted application of Television Broadcasters Inc. to move trans. of KBMT-TV (ch. 12) Beaumont, Tex., to 2 miles west of Mauriceville, increase ant. height to 1,000 feet, decrease vis. power to 219 kw, and make other changes. and designated application and applications for renewal of licenses of KBMT and KPAC-TV for consolidated hearing. Issues include determination of (1) facts and circumstances surrounding program survey made by Television Broadcasters and "check survey" made by Texas Goldcoast, and preparation and submission of results thereof to commission; (2) whether principals, agents, employees or representatives of Television Broadcasters or Texas Goldcoast have made misrepresentations to commission or have, in any manner, attempted to deceive or mislead commission; and (3) whether applicants have requisite qualifications to be broadcast licensees. In event of renewal grant and reinstatement of Jan. 8 grant to KBMT as result of hearing, latter will be made subject to new conditions in lieu of those originally imposed to provide "equivalent protection" to KSLA-TV. Commissioners Lee and Cox concurred and former issued statement. Action May 5.

■ Commission gives notice that March 11 initial decision which looked toward granting application of Midwest Television Inc. to change operation of WMBD-FM Peoria, Ill., from channel 223 (92.5 mc) to channel 227 (93.3 mc), became effective pursuant to Sec. 1.276 of rules. Action April 30.

WBKB-TV Chicago—Granted renewal of license. Commissioner Cox dissented. Action April 28.

■ By order, commission granted request by American Broadcasting-Paramount Theaters Inc. for extension of time to June 11 to submit terms and conditions under which proposed ant. structure will be made available to potential users as required by commission's Feb. 11 memorandum opinion and order which granted application to increase ant. height of KGO-TV San Francisco, conditioned that ant. structure be made available for use, on fair and equitable basis, to present and future broadcast facilities in San Francisco area on request, and which afforded KGO-TV 60 days to file required information. Action April 28.

CALL LETTERS ASSIGNED

■ WNYE-TV New York—Board of Education City of New York. Changed from WREG-TV.

■ WDHO-TV Toledo, Ohio—D. H. Overmyer.

■ KVUE-TV Salem, Ore.—Salem Television Co.

New AM stations

ACTIONS BY FCC

St. Ignace, Mich.—Mighty-Mac Broadcasting Co. Granted CP for new AM on 940 kc, 5 kw, D. P.O. address 259 West Grand River Avenue, East Lansing, Mich. Estimated construction cost \$36,243; first year operating cost \$22,000; revenue \$28,450. Principals: Donald E. Benson (73%), Charles D. Benson (18%), Norris E. Grover (9%), and others. Mr. Grover is retired chief engineer of WKAR East Lansing, which is licensed to Michigan State University. D. E. Benson is orthodontist, and C. D. Benson is veterinarian. Action April 29.

ETV fund grants

Following grants for matching funds last week were announced by Department of Health, Education and Welfare:

■ Topeka, Kan.—Washburn University: \$229,449 to activate channel 11 in Topeka; total project cost \$458,897.
■ Lincoln, Neb.—Nebraska Educational Television Commission: \$182,747 to activate channel 3 in Lexington, Neb.; total project cost \$365,494.
■ Nashville—Tennessee State Board of Education: \$512,296 to activate channel 2 in Sneedville, Tenn.; total project cost \$874,954.

East Prairie, Mo.—Raymond Lewis. Granted CP for new AM on 1080 kc, 250 w, D. P.O. address Box 123, East Prairie. Estimated construction cost \$14,208; first year operating cost \$24,000; revenue \$32,000. Mr. Lewis is owner of oil distributing firm. Action April 28.

Existing AM stations

ACTIONS BY FCC

■ By memorandum opinion and order, commission denied petition by Radio St. Clair for waiver of AM broadcast rules and dismissed re-tendered application of Dec. 15, 1964 to increase power of WDOG Marine City, Mich., on 1590 kc, DA, D, from 1 kw to 5 kw and change trans. site and station location to Warren. Action May 5.

■ By memorandum opinion and order, commission granted application of KOOS Inc. to increase daytime power of KOOS Coos Bay, Ore., on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions; and denied opposing petition by KYNG Coos Bay. Action May 5.

■ By order, commission granted application of KDES Inc. for change of operation of KDES Palm Springs, Calif., on 920 kc from 1 kw, D, to 500 w-N, 5 kw-LS, DA-2; conditions include no pre-sunrise operation with daytime facilities pending decision in Doc. 14419; denied opposition by KRAM Las Vegas. Commissioner Cox dissented. Action May 5.

■ By memorandum opinion and order, commission denied petition by Pendleton Broadcasting Co. (KUMA), Pendleton, Ore., for reconsideration of Dec. 21, 1964 action which accepted amended application of Hi-Desert Broadcasting Corp. to change operation of KDHI Twenty-Nine Palms, Calif., from 1250 kc, 1 kw, D, to 1120 kc (in lieu of 1110 kc originally requested), 10 kw, DA-N, unli.; dismissed as moot motion by Hi-Desert to strike Pendleton's petition. Action May 5.

■ Commission granted applications of Crowell-Collier Broadcasting Corp. for renewal of licenses of KFEW Los Angeles, and KEWB Oakland, Calif., for remainder of regular term ending Dec. 1, 1965, without prejudice to whatever action, if any, may be taken with respect to facts which may be developed concerning payola practices alleged in case of Albert Huskey vs. Crowell-Collier Broadcasting Corp. et al. Action May 5.

■ By memorandum opinion and order in proceeding on applications of Nebraska Rural Radio Association to change facilities of KRVN Lexington, Neb., from 1010 kc, 25 kw, DA, D, to 880 kc, 50 kw, DA-2, unli., and Town & Farm Inc. to change facilities of KMMJ Grand Island, from 750 kc, 10 kw, L-WSB, DA-1, to 880 kc, 50 kw, DA-2, unli., commission denied petition by KRVN for reconsideration and dismissal of KMMJ's application as defective in light of proposed overlap of 1 mv/m contour with that of KXXX Colby, Kan., also owned by KMMJ.

KMMJ seeks to improve broadcast facilities and proposes to provide first reception service for substantial area. Factors assure commission that it would be in public interest to permit it to prosecute application, subject to condition that, prior to commencement of operation as proposed, KMMJ will dispose of interest in KXXX as asserted in amendment to application. Action May 5.

■ By memorandum opinion and order, commission granted petition by Effingham Broadcasting Co. to extent of (1) staying Feb. 8 requirement to reduce operating power of WCRA Effingham, Ill., to 250 w and (2) authorizing WCRA to continue 1 kw operation until conclusion of hearing proceeding. It denied petition by Effingham Broadcasting for reconsideration of hearing order, also denied petition by KAAV Inc. (KAAV), Little Rock, Ark., to dissolve stay. It further ordered examiner and all parties to proceed to conclusion of proceeding with all possible expedition. Action April 28.

WPFE Eastman, Ga.—Granted change of facilities from 1580 kc, 500 w, D, to 710 kc, 1 kw, D; remote control permitted; conditions include no pre-sunrise operation with daytime facilities pending decision in Doc. 14419. Action April 28.

WHSL Wilmington, N. C.—Waived Sec. 1.534(b) of rules and accepted and granted application to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc with 250 w-N; condition. Replaces expired permit. Action April 28.

CALL LETTERS ASSIGNED

■ WATY North Atlanta, Ga.—North Atlanta Broadcasting Co.

■ WJBG Pontiac, Ill.—Livingston County Broadcasting Co.

■ KMPL Sikeston, Mo.—Semo Broadcasting Corp.

New FM stations

ACTIONS BY FCC

Durham, N. C.—Carolina Radio of Durham Inc. Granted CP for new FM on 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 113.5 feet. P.O. address Box 28, Durham. Estimated construction cost \$13,985; first year operating cost \$7,200; revenue \$6,000. Principals: George F. Kirkland Jr. (33%), James H. Mayes Jr., Morris L. Cherry, Howard X. Bowling and Guy R. Willis (each 16%). Carolina Radio is licensee of WSRD Durham. Action May 3.

Franklin, N. C.—Radio Station WFSC Inc. Granted CP for new FM on 96.7 mc, channel 244A, 3 kw. Ant. height above average terrain minus 327 feet. P.O. address Box 470, Franklin. Estimated construction cost \$18,080; first year operating cost \$7,500; revenue \$6,000. Principals: Henry G. Bartol Jr. and Gertrude S. Taylor (each 50%). H. G. Bartol and G. S. Taylor each have 50% interest in WYTN Tryon, and WFSC Franklin, both North Carolina. Action April 29.

*Corvallis, Ore.—Oregon State Board of Higher Education. Granted CP for new FM on 90 mc, channel 211, 10 w, P.O. address Box 5175, Eugene, Ore. Estimated construction cost \$2,106; first year operating cost \$500. Principal: board of higher education. State of Oregon, through board of higher education owns KOAC-AM-TV Corvallis; KOAP-AM-TV Portland; KWAX-FM Eugene, and KTEC Oretch, all Oregon. Action April 28.

Brownwood, Tex.—KEAN Radio Corp. Granted CP for new FM on 99.3 mc, channel 257A, 720 w. Ant. height above average terrain 114 feet. P.O. address Box 511, Brownwood. Estimated construction cost \$10,428; first year operating cost \$12,000; revenue \$12,000. Principals: Pat Farren Davidson and Eddy Farren (each 50%). Kean Radio is licensee of KEAN Brownwood. Action April 29.

APPLICATIONS

Hyannis, Mass.—Charter Broadcasting Corp. of Massachusetts. 106.1 mc, channel 291, 21.8 kw. Ant. height above average terrain 423 feet. P.O. address 42 Longmeadow Road, Belmont, Mass. Estimated construction cost \$43,000; first year operating cost \$23,500; revenue \$25,000. Principals: Edward T. Sullivan, Frederick M. Cusick, Freda M. Sullivan and Barbara Cusick (each 25%). Mr. Cusick is radio and TV director of Boston Gardens, Boston. Ann. April 28.

Hancock, Mich.—Copper County Broadcasting Co. 93.5 mc, channel 228, 3 kw, Ant. height above average terrain 250 feet. P.O. address Hotel Scott, Hancock. Estimated construction cost \$14,195; first year operating cost \$1,000; revenue \$1,000. Principals: Francis S. Locatelli (68.7%), Sam Locatelli

(11.3%), Reino W. Suojanen (10%), Francis Stetter (7.5%) and Bishop Noa, in trust for Layman's Retreat Association (2.5%). Copper County Broadcasting owns WMPL Hancock. Ann. April 26.

Existing FM stations

CALL LETTERS ASSIGNED

- KABL-FM San Francisco—McLendon Pacific Corp. Changed from KAFE(FM).
- WSEB-FM Sebring, Fla.—Dixon Industries Inc.
- KRSL-FM Russell, Kan.—KIRO Broadcasting Co.
- KNOE-FM Monroe, La.—Noe Enterprises Inc.
- WLDR-FM Traverse City, Mich.—Great Northern Broadcasting System.
- WVOZ-FM Carolina, P. R.—International Broadcasting Corp.
- WKBL-FM Covington, Tenn.—Tipton County Broadcasters.
- KSAM-FM Huntsville, Tex.—Huntsville Broadcasting Co.
- WAPL-FM Appleton, Wis.—John J. Dixon.

OWNERSHIP CHANGES

ACTIONS BY FCC

WTBC-AM-FM Tuscaloosa, Ala.—Granted assignment of license from Tuscaloosa Broadcasting Co., owned by Bertram Bank (100%), to Tuscaloosa Broadcasting Inc., owned by Mr. Bank. No financial consideration. Action April 29.

KPRO Riverside, Calif.—Granted transfer of control of licensee corporation, KPRO Inc., from John Blake, W. E. Dyche Jr., Tolbert Foster, Tom E. Foster and Edgar B. Younger (each 20%), to Progress Broadcasting Inc., owned by Dick Clark Television Productions Inc. (100%), owned by Dick Clark. Consideration \$285,000. Mr. Clark has interest in tour, real estate, television production, motion picture production, amusement and other corporations. Action April 29.

WAVZ New Haven, Conn.—Granted assignment of license from WAVZ Broadcasting Corp., owned by Daniel W. Kops (57.4%), Victor W. Knauth (21.9%), Richard J. Monahan (15.51%) and others, to WTRY Broadcasting Corp., owned by Mr. Kops (56.5%), Mr. Knauth (19.1%), Mr. Monahan (18.79%), and others. No financial consideration, stock transaction. Action April 29.

WICH Norwich, Conn.—Granted assignment of license from Eastern Connecticut Broadcasting Co., owned by Teresa Lasser (99.7%) and Hildred Lasser (0.3%), to WICH Inc., owned by Robert M. Hall (100%). Consideration \$420,000. Mr. Hall owns Hall Syndicate, New York newspaper syndicate, and owns WMMW Meriden, Conn., and has minority interest in KIOA Des Moines, Iowa. Action April 29.

WBBK Blakely, Ga.—Granted 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 16½%). Consideration \$12,500 for Mr. Felder's interest and \$3,600 to Mr. Woodall for 24% interest. Mr. Woodall owns WDWD Dawson, Ga., and has interest in WGRA Cairo and WFPM Fort Valley, both Georgia, and WGSW Greenwood, S. C. Action May 3.

KALU(TV) Hilo, KONA(TV) Honolulu and KALA(TV) Wailuku, all Hawaii—Granted transfer of control of licensee corporation, Radio Honolulu Ltd., from Advertiser Publishing Ltd. and John D. Keating (each 50% before), to Communications Honolulu Ltd., owned by DeSales and Paulette B. Harrison (60% jointly), Paulette B. Harrison (20%), and Bruce T. and Laurel A. Godfrey (each 10%). Consideration \$2,597,840. Mr. Harrison has 80% interest in Harmac Corp., electronic systems development firm. Mrs. Harrison has 5.65% interest, and is trustee with 8.17% for estate of Vera S. Bragg, in Hubbard Broadcasting Inc., licensee of KSTP-TV Minneapolis. KSTP St. Paul; KOE-AM-TV Albuquerque, and WGTO Clearwater, Fla. Action April 28.

KHBC-AM-TV Hilo, KGMB-AM-TV Honolulu, and KMAU-TV Wailuku, all Hawaii—Granted assignment of license from Honolulu Star-Bulletin Inc., owned by Chinn Ho, Alexander S. Atherton and Vincent J. Manno, as voting trustees to Pacific Broadcasting Inc., owned by Standard Corp. which is owned by A. L. Glasmann (25%). Wilda Gene Hatch (12.5%), and others. Consideration \$2.5 million. Standard Corp. has 51% interest in KUTV Inc., licensee of KUTV(TV) Salt Lake City. Wilda Gene Hatch has 50% interest in Salt Lake City Broadcasting, licensee of KALL Salt Lake City, and

sole owner of Copper Broadcasting licensee of KOPR Butte and KGHL Billings, both Montana. Wilda Gene Hatch Children's Trust owns 25.7% of Gem State Broadcasting, licensee of KGEM Boise, Idaho. Action May 5.

KMAU-TV Wailuku, Hawaii—Granted assignment of license from Pacific Broadcasting Inc. to John S. Young Associates Inc., owned by John S. Young (98%), Joanne Young (1%) and Patricia Wall (1%). Consideration \$1,500 per month as rent for period of ten years lease. Pacific Broadcasting will pay John S. Young Associates \$4,000 per month to rebroadcast programs of KGMB-TV over KMAU-TV for period of two years. Contingent on above application. Action May 5.

*WVSH-FM Huntington, Ind.—Granted assignment of license from School City of Huntington, Ind., to Huntington County Community School Corp. Welcome Weaver, school board president. No financial consideration. Action April 30.

KBIZ Ottumwa, Iowa—Granted 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. Action April 28.

WLUC-TV Marquette, Mich.—Granted assignment of license from North Central Broadcasting Co., owned by M & M Broadcasting Co. which is owned by Post Corp., owned by V. I. Minahan and family, to WLUC Inc., owned by Post Corp. No financial consideration, transaction of asset transfer. Action April 29.

KTVO(TV) Kirksville, Mo.—Granted assignment of license from KTVO Television Inc., owned by Post Iowa Corp. which is owned by Post Corp., to Post Iowa Corp. See application for WLUC-TV above. No financial consideration, transaction of asset transfer. Action April 29.

WMCR Oneida, N. Y.—Granted assignment of license from John J. Geiger, receiver, to Chenor Communications Inc., owned by Chenango & Unadilla Telephone Corp. which is owned by William S. Kingman (0.54%), Otis A. Thompson (0.64%), Cyrus M. Higley (0.64%) and others. Consideration \$73,500. Mr. Higley has 52.5% interest in Valley Video Inc., Norwich, N. Y. CATV owner. Action May 3.

WGIC Xenia, Ohio—Granted acquisition of positive control of licensee corporation, Greene Information Center Inc., by Vernon H. Baker (50% before, 90% after), through purchase of stock from Paul W. Stoneburner (40% before, none after). Consideration \$12,000. R. Roy Stoneburner retains 10% interest. Action April 30.

KWCO Chickasha, Okla.—Granted assignment of license from Bayard Auchincloss (99%) and others, to Sooner Broadcasting Corp., owned by M. G. Tomlinson (99.99%) and others. Consideration \$110,000. Mr. Tomlinson has non-broadcast business interests in Duncan and Frederick, Okla. Action May 4.

WTTC-AM-FM Towanda, Pa.—Granted assignment of license from Twin Tier Broadcasting Co., owned by Clifford S. and Harry M. Brown (each 50% before), to Twin Tier Broadcasting Inc., owned by Alexander V. Orlando (30%), Charles L. Snyder (10%) and Michael J. DeSisti (60%). Consideration \$85,000. Mr. DeSisti is attorney. Action April 30.

KGBC-FM Galveston, Tex.—Granted 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 33½%). Consideration \$1. Harbor Broadcasting recently purchased KGBC from Mrs. Bradner. Action April 30.

KXRO Aberdeen, Wash.—Granted assignment of license from KXRO Inc., owned by Helen Spence Foster, to Aberdeen Broadcasting Co., owned by Matthew N. Clapp Jr. and Miller C. Robertson (each 50%). Consideration \$200,000. Mr. Robertson has 50% interest in KFQD Anchorage, and 50% interest in KUEN Wenatchee, Wash. Mr. Clapp also has 50% interest in KFQD and KUEN. Action May 3.

KELA Centralia-Chehalis, Wash.—Granted assignment of license from Central Broadcasting Corp., owned by J. Leroy McCaw and Mabel A. Gwinn (each 50%), to KELA Corp., owned by Joe Chytil (100%). Consideration \$125,000 plus accounts receivable. Mr. Chytil is general manager of KELA. Ann. April 30.

WLUK-TV Green Bay, Wis.—Granted assignment of license from M & M Broadcasting Co., owned by Post Corp., to WLUC Inc., owned by Post Corp. No financial consideration, transaction of asset transfer. See application for WLUC-TV above. Action April 29.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 5

	Lic.	CP's	CP's	TOTAL APPLICATIONS for new stations
AM	4,026	40	72	427
FM	1,303	20	233	291
TV	551 ¹	41	102	208

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, May 5

	VHF	UHF	TV
Commercial	509 ²	164	673
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31, 1965

	AM	FM	TV
Licensed (all on air)	3,984	1,251	558
CP's on air (new stations)	34	57	28
CP's not on air (new stations)	70	208	84
Total authorized stations	4,088	1,516	670
Applications for new stations (not in hearing)	192	187	73
Applications for new stations (in hearing)	78	47	59
Total applications for new stations	270	234	132
Applications for major changes (not in hearing)	208	46	24
Applications for major changes (in hearing)	31	3	10
Total applications for major changes	239	49	34
Licenses deleted	0	0	0
CP's deleted	0	0	3

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

APPLICATIONS

WFMH(FM) Culman, Ala.—Seeks assignment of license from B. C., W. N. and John O. Eddins d/b as Voice of Cullman, to B. C. Eddins tr/as Voice of Cullman. No financial consideration. Ann. May 3.

WIXX Oakland Park, Fla.—Seeks assignment of license from Albert S. Tedesco tr/as Broward County Broadcasting, to Broward County Broadcasting Co., owned by Mr. Tedesco (85%) and Patricia W. Tedesco (15%). No financial consideration, transaction of incorporation. Ann. April 29.

WRGA-AM-FM Rome, Ga.—Seeks acquisition of positive control of licensee corporation, Rome Broadcasting Corp., by Charles Smithgall (40% before, 60% after), through transfer of stock from Southern Broadcasting Co., owned by Mr. Smithgall (99.74%). Mather M. Payne retains 40% interest in Southern Broadcasting. No financial consideration, transfer of assets. Ann. April 27.

KFXD Nampa, Idaho—Seeks transfer of control of licensee corporation, Fletcher-Mitchell Corp., from Jonathan M. Fletcher (50% before, 25% after) through sale of stock to Wayne C. Cornils (none before, 25% after). James I. Mitchell retains 50% interest. Consideration \$7,500. Mr. Cornils is manager of KFXD. Ann. April 26.

WCIL Carbondale, Ill.—Seeks assignment of license from Paul F. McRoy (33 1/3% before) and Ann E. Shearing (66 2/3% before) d/b as Southern Illinois Broadcasting to Mr. McRoy. Consideration \$60,000. Ann. April 21.

WBVL Barbourville, Ky.—Seeks assignment of license from Dwight L. Brown tr/as Brown Radio & Television Co., to Barbourville-Community Broadcasting Co., owned by Walter Sutton, S. M. Mayne, William E. Nau, Earl L. Cole, Howard H. Miller, R. B. Williams, A. T. Corey, R. E. Viall, Elmer Engle, C. H. Melton and Paul M. Buchanan (each 9.99%). Consideration \$95,000. Applicant's principals all have business interests in Barbourville. Ann. April 26.

WCND Shelbyville, Ky.—Seeks assignment of license from J. B. Crawley and W. B. Kelly d/b as Shelby Broadcasting Co., to WCND Inc., owned by Messrs. Crawley and Kelly. No financial consideration, transaction of asset transfer. Ann. April 29.

KRDD Roswell, N.M.—Seeks assignment of license from F. F. Moore Jr., to Reginaldo Espinoza II. Consideration \$75,000. Mr. Espinoza owns office supply firm. Ann. April 26.

KADA Ada, Okla.—Seeks transfer of control of licensee corporation, KADA Broadcasting Inc., from Mrs. Stella K. Hoover

(100% before, none after) to Mrs. Virginia Clyde (none before, 100% after). Mrs. Clyde is guardian of Mrs. Hoover appointed for medical reasons by Oklahoma county court. Ann. April 27.

KWSH Wewoka, Okla.—Seeks transfer of control of licensee corporation, Tri-Cities Broadcasting Inc., from Mrs. Stella K. Hoover (100% before, none after), to Mrs. Virginia Clyde (none before, 100% after). See application above. Ann. April 27.

WAO Chattanooga—Seeks assignment of license from WAO Broadcasting Service Inc., owned by Gordon W. Gambill, Ramon G. Patterson, Humphrey B. Heywood, R. T. Russell (each 20%), Hubert M. Martin and Mrs. J. C. Thompson (each 10%), to Martin Theaters of Georgia Inc., owned by R. R. Owen, E. D. Martin and others. Consideration \$225,000. Martin Theaters owns WTVC-TV Chattanooga, and WTVM-TV Columbus, Ga. Ann. April 26.

KALT Atlanta, Tex.—Seeks assignment of license from Herman H. and David A. Wommack d/b as Ark-La-Tex Broadcasting Co., to Ark-La-Tex Broadcasting Co., owned by Messrs. Wommack. No financial consideration, transaction of incorporation. Ann. April 26.

WIAL(FM) and **WEAQ** Eau Claire, Wis.—Seeks acquisition of control of licensee corporation, Broadcasters Services Inc., by Charles R. Dickoff (37.6% before, 100% after), through purchase of stock from William R. Walker (40% before, none after), Joseph D. Mackin (13.6% before, none after) and Philip Fisher (8.8% before, none after). Consideration \$187,200. Ann. April 28 and 29.

WDLB-AM-FM Marshfield, Wis.—Seeks assignment of license from Clarkwood Broadcasting Corp., owned by Judith S. Scofield (50%), Hartley L. and Margery S. Samuels (each 25%), to Nathan L. and Robert W. Goetz d/b as WDLB Broadcasting Co. Consideration \$203,250 and \$30,000 covenant not to compete. Messrs. Goetz own WFAW-AM-FM Fort Atkinson, Wis., and KMAQ Maquoketa, Iowa. Ann. April 26.

Hearing cases

DESIGNATED FOR HEARING

KCYL Lampasas, Tex.—Designated for hearing application to increase daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made WACO Waco, Tex., which filed opposing petition, party to the proceeding. Action May 5.

WYSI Ypsilanti, Mich.—Designated for

hearing application to increase ant. height and change directional pattern, with continued operation on 1480 kc, 500 w, DA-D; made WABJ Adrian, Mich., which filed opposition, party to proceeding. Action May 5.

■ By memorandum opinion and order, commission designated for consolidated hearing following AM applications to change facilities: Emerald Broadcasting Corp. (KPIR), Eugene, Ore., from 1500 kc, 10 kw, D, to 1120 kc, 50 kw, DA-1, Unl.; Pendleton Broadcasting Co. (KUMA), Pendleton, Ore., from 1290 kc, 5 kw, DA-N, Unl., to 1120 kc, 10 kw, DA-N, Unl.; and Hi-Desert Broadcasting Corp. (KDH), Twenty-Nine Palms, Calif., from 1250 kc, 1 kw, D, to 1120 kc, 10 kw, DA-N, Unl.; made Columbia Broadcasting System Inc. (KMOX), St. Louis, which filed opposing petition, and Federal Aviation Agency, parties to proceeding. Action May 5.

Morgan Broadcasting Co. and **Dick Broadcasting Inc.** of Tennessee, Knoxville, Tenn.—Designated for consolidated hearing applications for new FM on channel 299 (107.7 mc)—Morgan Broadcasting with ERP 40.2 kw; ant. height 160 feet; Dick Broadcasting with ERP 100 kw; ant. height 390 feet. Action April 29.

WHOO Orlando, Fla.—Designated for hearing application to increase daytime power on 990 kc from 10 kw to 50 kw (10 kw-CH), and change from DA-N to DA-2, continued nighttime operation with 5 kw. Action April 28.

KDAY Santa Monica, Calif.—Designated for hearing application to change trans. site and increase nighttime power on 1580 kc from 10 kw to 50 kw, continued daytime operation with 50 kw, DA-2 (BMP-11408). Los Angeles county and Los Angeles county and Cities Disaster and Civil Defense Commission were made parties to proceeding. Action April 28.

WTID Newport News, Va.—Designated for hearing application for license renewal. Issues include determination of unauthorized transfer of control, misrepresentation, failure to disclose certain information, whether licensee maintained adequate control, also financial and other qualifications. Action April 28.

KUNO Corpus Christi, Tex.—Designated for hearing application to increase daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made KULP El Campo, KNAL Victoria, and KVOU Uvalde, all Texas, parties to proceeding. Final decision in favor of applicant not to be made prior to determination by commission that problem of interference between applicant's proposal and XEZZ Ciudad Camargo, Tamaulipas, Mexico, has been resolved. Action April 28.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied request of Boyce J. Hanna for waiver of sec. 73.35(a) of duopoly rules and dismissed for violation of that rule application for transfer of control of MGM Broadcasting Corp., licensee of WGAS South Gastonia, N. C., from A. Clay Graves and Glenn F. and Earle O. Mace to Hanna. There is 1 mv/m overlap between Hanna's WADA Shelby, N. C., and WGAS South Gastonia. Waiver request was accompanied by statement that overlap could be eliminated by (a) reducing power of stations, (b) moving trans. sites, (c) turning in CP allowing increased power on WADA, or (d) directionalizing latter. Commission stated: "In granting CP to increase power of WADA and thus coverage and service we had to find that action in public interest. Accordingly, we again do not find it is in public interest to permit reduction in station's coverage by whatever method solely for purpose of accommodating one to become multiple owner. To allow parties to manipulate service areas to eliminate overlap would frustrate purposes of rule. Applicant has advanced no satisfactory public interest considerations which would justify waiver of rule in question. On contrary, waiver granted on reasons advanced by applicant would lead inevitably to erosion of rule contrary to public interest. Since transfer application was dismissed on commission's own motion, opposing petition by Gastonia Broadcasting Service Inc. (WLTC), Gastonia, was dismissed as moot. Action May 5.

■ By order, in proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV on channel 38 in Chicago, commission denied application by Chicago Federation for review of review board's March 12 action which granted petition by Chicago-

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land to extent of adding "citizenship" issue to determine whether grant of Chicago Federation application would be consistent with provisions of sec. 310(a)(4) of Communications Act. Action May 5.

■ By memorandum opinion and order, commission denied petition by WLIL Inc. (WLIL), Lenoir City, Tenn., for temporary stay, pending termination of court appeal of Oct. 21, 1964 action which granted application of Alvin B. Corum Jr. for new daytime AM on 1360 kc, 1 kw, in Lenoir City. Commissioner Bartley not participating. Action April 28.

■ Commission invited comments to notice of proposed rulemaking looking toward assigning FM channel 277 to Danville, Va., by deleting that channel from Gretna, Va., and substituting 288A, 292A or 296A to latter city. Action April 28.

■ Commission waived sec. 1.569(b) of rules and accepted for filing application by Hall County Broadcasting Co. to change facilities of WLBA Gainesville, Ga., from 1580 kc, 5 kw (1 kw-CH), D, to 1130 kc, 10 kw (1 kw-CH), D. Action April 28.

■ Commission granted requests by Kittyhawk Broadcasting Corp. and Lawrence County Broadcasting Corp. for waiver of sec. 1.569 of rules and accepted for filing applications for new daytime AM's on 1140 kc in Kettering, Ohio, and New Castle, Pa., respectively—Kittyhawk with 1 kw, DA, and Lawrence County with 5 kw, DA. Action April 28.

■ By second report and order which terminates Doc. 15690, commission made following additional changes in FM table of assignments based upon proposed rulemaking and comments filed (numerals are channel numbers): Substituted 298 for 252A at Magee, Miss., 265A for 296A at Hazelhurst, 221A for 224A at Brookhaven, and 223 for 228A at Forest, and modified permit of Scott County Broadcasting to specify operation of WMAG-FM on 223 in lieu of 228A at Forest, subject to conditions; retained 224A at Alexandria, Minn., and added 264 to city by deleting latter channel from Wadena, which still has 290; assigned 252A to Titusville, Fla., and substituted 252A for 253 at Ocala; deleted 236 from Hannibal, Mo., substituted 275

for 284 at Marshall, 239 for 296A at Mexico, and 284 for 272A at Moberly, and substituted 283, 289 and 295 for 222, 226 and 230 at Reno, Nev. Actions April 28.

■ Proposals to add channel 228A to Kingston, N. Y., and to assign 295 to Danville, Va., by deleting 296 from both Pulaski, Va., and Durham N. C., and substituting 297 for 295 at Elizabeth City, N. C., were not adopted. Action April 28.

■ Commission ordered that parties who have filed timely appearances will each be allowed 15 minutes, including rebuttal time, for oral argument on May 13 in proceeding on applications for extension of UHF-TV CP's, licenses to cover CP's, and renewal of licenses. Argument of Broadcast Bureau will be heard first, to be followed by other parties in order of dock numbers. However, attorney representing applicant or applicants for more than one application will be permitted to present argument covering all such applications at one time and will be allowed to combine total time for such argument. Action April 28.

■ By separate order in above proceeding, commission granted request by Connecticut-New York Broadcasters Inc. (WICC-TV), Bridgeport, Conn., for leave to be represented at oral argument by president and controlling stockholder, Kenneth M. Cooper, who is not attorney. Action April 28.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on AM applications of Flathead Valley Broadcasters (KOFI), Kalispell, and Garden City Broadcasting Inc. (KYSS), Missoula, Mont., in Doc. 15815-6, denied petition by KOFI to enlarge issues as to financial qualifications of KYSS. Action May 5.

■ In proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV on channel 38 in Chicago, in Doc. 15668, 15708, granted petition by Broadcast Bureau to extend time to and including date two weeks subsequent to release of commission's final order disposing of petitions for reconsideration and rehearing en banc of March 12 memorandum opinion and order by panel of commission which enlarged "financial capacity" issues in Buffalo-Cleveland-Boston UHF-TV proceedings in Doc. 15254 et al. Action May 4.

■ By memorandum opinion and order in Lebanon, Pa.-Catonsville, Md., AM proceeding in Doc. 15835 et al., denied petition by Cedar Broadcasters, Lebanon, to delete issue 7 as to application. Member Nelson not participating. Action May 3.

■ By memorandum opinion and order in proceeding on AM applications of Nebraska Rural Radio Association (KRVN), Lexington, and Town & Farm Inc. (KMMJ), Grand Island, Neb., Doc. 15812-3, denied petition by KMMJ to delete interference issue as to proposal and to add financial qualifications issue as to KRVN's proposal. Members Berkemeyer and Nelson not participating. Action May 3.

■ In Columbus, Ohio, TV channel 40 proceeding in Doc. 15619-20, granted motion by Peoples Broadcasting Corp. to extend time to May 14 to file oppositions and other responsive pleadings to motion by Farragut Television Corp. to enlarge issues. Member Nelson not participating. Action April 30.

■ By memorandum opinion and order in proceeding on FM applications of Blue Island Community Broadcasting Inc., Blue Island, Elmwood Park Broadcasting Corp., and Mrs. Evelyn R. Chauvin Schoonfield (WXFM), Elmwood Park, all Illinois, in Doc. 12604 et al., certified to commission for consideration joint request by Blue Island and WXFM for approval of agreement which looks toward renewing license of WXFM; dismissing Blue Island's application; and assigning WXFM license to new corporation. Action April 28.

■ Granted request by Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), P. R., and rescheduled April 29 oral argument for May 11 in proceeding on AM application and that of Mid-Ocean Broadcasting Corp., San Juan. Action April 28.

ACTIONS ON MOTIONS

By commission

■ Commission granted request by KIT Inc. to extend time from April 30 to May 28 to file comments and from May 10 to June 7 for replies in FM rulemaking proceeding involving Prosser, Quincy, Richland, Wenat-

chee and Yakima, Wash., and Pendleton, Ore. Action April 30.

By Chief Hearing Examiner

James D. Cunningham

■ Designated examiners to preside in following proceedings and scheduled prehearing conferences and hearings as shown: Sol Schildhouse—AM application of KUNO Radio Inc. (KUNO), Corpus Christi, Tex., prehearing conference for May 20 and hearing for June 25;

James D. Cunningham—AM application of Twelve Seventy Inc. for renewal of license of WTID Newport News, Va., prehearing conference for May 28 in Washington, and hearing for July 21 in Newport News;

Isadore A. Honig—FM applications of Dixie Broadcasting Inc. and Tupelo Broadcasting Inc., Tupelo, Miss., prehearing conference for May 24 and hearing for June 29;

H. Gifford Irion—FM applications of Regional Broadcasting Corp. and Evergreen Enterprises Inc., Loveland, Colo., prehearing conference for May 26 and hearing for June 28;

Charles J. Frederick—FM applications of Morgan Broadcasting Co. and Dick Broadcasting Inc. of Tennessee, Knoxville, Tenn., prehearing conference for May 24 and hearing for June 30. Action April 30.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of Television San Francisco and Jall Broadcasting Inc. for TV on channel 26 in San Francisco, in Doc. 15780-1, granted petition by Jall for leave to amend application concerning financial qualification. By separate action, suggested review by review board, under commission rules sec. 0.341, of Broadcast Bureau's proposed partial participation in proceeding, and set forth schedule of procedural dates adopted at Feb. 24 prehearing conference. Action April 30.

■ Granted motion by Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn., to reschedule April 29 hearing for May 27 in proceeding on AM application. Action April 27.

By Hearing Examiner Millard F. French

■ In proceeding on AM applications of Brown Radio & Television Co. (WBVL), and Barbourville-Community Broadcasting Co., Barbourville, Ky., in Doc. 15769-70, upon request by Brown Radio and with agreement of other parties, rescheduled time of May 5 further prehearing conference for 9:30 a.m. in lieu of 10:00 a.m. Action April 28.

By Hearing Examiner Arthur A. Gladstone

■ Pursuant to agreements reached at April 28 prehearing conference in proceeding on applications of Associated Television Corp. and Capital City Television Co. for new TV on channel 23 in St. Paul, in Doc. 15932-3, scheduled certain procedural dates and rescheduled June 30 hearing for July 12. Action April 28.

By Hearing Examiner H. Gifford Irion

■ In Columbus, Ohio, TV channel 40 proceeding in Doc. 15619-20, granted petition by Peoples Broadcasting Corp. for leave to amend application to show biographical data on replacements of certain individuals. Action April 27.

By Hearing Examiner Forest L. McClenning

■ Formalized by order changes in procedural dates agreed to at April 29 prehearing conference in proceeding on application of Selma Television Inc. (WSLA-TV), Selma, Ala., and continued June 21 hearing to June 28. Action April 29.

■ Granted motion by Selma Television Inc. (WSLA-TV), Selma, Ala., to extend time from May 1 to May 7 to file responses to petition by WCOV Inc. to enlarge issues in proceeding on WSLA-TV application. Action April 27.

■ In proceeding on applications for 1110 kc in Pasadena, Calif., area in Doc. 15751-15766, dismissed motion by Voice of Pasadena Inc. to strike petition for reconsideration by Storer Broadcasting Co. Action April 27.

By Hearing Examiner Sol Schildhouse

■ Granted petition by Lebanon Valley Radio and accepted late publication of notice of hearing in proceeding on application for new AM in Lebanon, Pa., et al. Action May 3.

■ In proceedings on applications for new UHF TV's in Houston, Boston, and Lorain, Ohio, granted motion by United Artists Broadcasting Inc. to continue hearing and

Continued on page 95

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Westchester County, New York. Unusual sales opportunity with good incentive. Donald Macfarlane, General Manager, WVOX, New Rochelle.

WWCH wants manager or manager-announcer to begin about June 21. Send photo, tape, resume and minimum salary requirements to W. C. Hearst, 117 S. 8th Ave., Clarion, Pa. 16214.

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Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box C-390, BROADCASTING.

Detroit . . . "Select Situation" for man who loves to sell. Capable of or managing now. Multiple group. Box D-182, 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.

Sales—(Cont'd)

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.

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New England station offers excellent opportunity to young, energetic salesman with ability to head a productive sales force. Good earnings—fringe benefits. Box E-141, BROADCASTING.

Wanted: Professional salesman. No beginners. Dale Low, KWIX, 300 West Reed, Moberly, Mo.

Salesmen, the sky is the limit!! Security and above average pay for crackerjack who can sell ice cubes to Eskimos. Send photo and complete facts now . . . Ron Odum, Asst. Mgr., WKMK, Blountstown, Florida.

Experienced time salesman. Ready to move to a larger Southern market. WNOK, Columbia, S. C. 803-253-9401.

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.

Westchester County, New York. Unusual sales opportunity with good incentive. Donald Macfarlane, General Manager, WVOX, New Rochelle.

Good swingin' salesman needed for swingin' station in swingin' market. Opportunity galore for live wire salesmen. Excellent living & working conditions on beautiful Lake Erie. Send resume to WWOW, Conneaut, Ohio.

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Experienced announcer - newsmen - sports. Good job and salary for right man wanting sound future in Northeast Texas area. Box E-14, BROADCASTING.

Announcer experienced for quality Pennsylvania independent Good voice for a non-frantic board shift. We can offer excellent compensation to the man who can deliver news and commercials with real socko on first reading. Box E-32, BROADCASTING.

Bright, happy experienced announcer for tight operation in metropolitan area. Your tape will be returned. Box E-38, BROADCASTING.

Announcers—(Cont'd)

Morning man with bright happy sound, & proven track record for No. 1 rated Pulse station in metro area of approximately 300,000. Send aircheck & references to Box E-84, BROADCASTING.

Afternoon drive man—no floaters—Must have record of ratings to keep current No. 1 Pulse position. Air mail tape & resume to Box E-85, BROADCASTING.

Excellent opportunity for young announcers with first phone. Western Kentucky top 40. Send tape, resume, photo. Box E-104, BROADCASTING.

Rapidly growing group of independent stations in New York metropolitan area seeks experienced staff announcer. Must have pleasing air personality, polished news and commercial delivery. Also be able to assume creative and responsible duties in program department which produces extensive public affairs and special events programming. Middle of the road music format. Excellent salary for right man. Send complete resume, photo, aircheck in first letter. Box E-132, BROADCASTING.

Southwestern Penna. group station needs staff specialist to handle 5 hours daily of C&W programming. Box E-135, BROADCASTING.

Staff announcer for medium market, conservative modern format operation for station located in beautiful Great Lakes city in Mid-Atlantic region. Prefer all around man capable of handling news, production, and DJ work. Send resume stating full background, experience, including salary requirements to Box E-143, BROADCASTING.

Announcer-salesman for Midwest station. Will consider beginning salesman. Good account list. Box E-156, BROADCASTING.

Major station top ten market looking for a morning personality. High quality operation which demands versatile entertainer with excellent rating, track record. Salary negotiable for right man. Send air check and resume to—Box E-178, BROADCASTING.

Leading Midwestern station with C-W format wants first phone jockey who knows tight production, likes to wake up the chickens, and isn't afraid of work. Station has phenomenal growth record and you can grow with us. Personal interview necessary. Send air check, tape, picture, salary and full career resume to Box E-181, BROADCASTING.

Central Kansas' best known early morning man died suddenly. If you are mature, folksy, clean and can sell for rest of day. Send tape & resume to KWHK, Hutchinson, Kansas.

Opportunity knocks? Wanted good announcer for bright, happy middle of the road format. Send tape, resume & salary required: KVBR radio, Brainerd, Minnesota.

Summer relief announcer. Send tape and resume. WAMD, Aberdeen, Md.

Galesburg, Illinois—Need third ticket announcer for night shift. Reply Roger Coleman, WGIL.

Wanted—2 experienced announcers, immediate openings. Must have 3rd ticket. WHNC, Henderson, N. C.

Announcers—(Cont'd)

Lively, experienced announcer needed for Florida middle of the road full-timer. Send resume, tape, photo to Ron Beckey, WJNO, Radio, Box 189, West Palm Beach, Florida.

Immediate opening—straight daytime board announcer, NBC & Mutual networks. WLDB, Atlantic City, N. J.

Immediate opening for announcer. Must be able to handle news. Send resume, tape, picture to Maurice K. Henry, WMIK, Middlesboro, Kentucky.

Wanted immediately: Announcer for WPTH FM, Fort Wayne, Indiana.

Announcer—1st phone—summer relief, 10 weeks minimum. Wanted by June 1st. News background helpful. Send resume and tape to John Speciale, Gen. Mgr., WRRR, Rockford, Illinois.

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.

Immediate opening for experienced announcer with mature voice. 5 kw CBS good music station. Rush details, photo, tape to R. W. Phillips, WSGW, Saginaw, Mich. Call 753-4456.

Atlantic City area station needs 1st phone announcer or 1st phone salesman. Middle of the road, security, above average pay. Contact WSLT, Areal code 609-399-1555.

Big No. 1 in Annapolis, Md.—WYRE—with audience in Baltimore & Washington—has immediate opening for 2 great top 40 jocks who know production. You will be checked out thoroughly. Contact: Mr. Armstrong at once.

First phone Combo man, Southwestern market. Good starting salary to man with selling voice. Excellent working conditions. Call 601-843-5352.

Immediate opening at South Carolina top 40. Job includes TV staff work. Will train TV beginner. Call area code 803-253-9401.

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Engineer-announcer. Pennsylvania FM. Salary \$125.00 to start. Must be experienced, mature voice a "must" Resume, tape to Box E-21, BROADCASTING.

Chief engineer with announcing ability for metropolitan market. Box E-37, BROADCASTING.

Radio engineer of good character, best technical qualifications for South Texas station. Box E-65, BROADCASTING.

Qualified engineer trainee with first phone for network station. Box E-66, BROADCASTING.

Experienced chief engineer needed by AM-FM station in the East. Must be expert at installation and maintenance. No regular board work required. Send complete confidential information on education, experience, references and indicate availability for personal interview. Box E-108, BROADCASTING.

Technical—(Cont'd)

Directional and audio experienced chief for North central daytime AM-FM. No announcing. Salary \$6,500. Box E-118, BROADCASTING.

Indiana AM-FM needs Chief engineer-announcer, technically qualified and good mature voice helpful. Salary open. Our staff aware of this opening. Send resume and tape to Box E-182, BROADCASTING.

Help! Expanding 5 kw full-time AM with CATV in the offing looking for good technical men with or without experience. Stable operation with profit-sharing plan, benefits, paid vacations. Call Chief Engineer at 215-384-2100 or write WCOJ, Coatesville, Pa. (40 miles West of Phila.).

Need immediately 1st ticket transmitter engineer capable of accepting responsible position at our 5 kw DA-2 operation. Please call Art Silver, Chief engineer, at 609-924-3600, or write c/o Radio Station WHWH, Box 1350, Princeton, New Jersey.

WREO—AM-FM Ashtabula, Ohio has two permanent openings for first phone engineers. No experience necessary. Employee benefits. Send resume to station manager, WREO, Box 738, Ashtabula, Ohio.

First class engineer handy with tools. Not necessarily experienced. Good voice secondary. WTIM, Taylorville, Ill.

NEWS

Wanted: Professional news man with experience in local news gathering, to join four man news department. Dale Low, KWIX, Moberly, Missouri.

Newsman wanted for top Pulse and Hooper rated AM/FM contemporary station using five cruizers. 5 day split shift, mainly newscasts. Fast-paced delivery, sense of humor. Resume, tape, photo. returnable. WBBQ, Augusta, Georgia.

WDBJ Radio in Roanoke, Va. has opening on 3 man news staff. College & some experience preferred. Contact Joe Goodposture, News director or Frank Koehler Manager.

WEOK, Poughkeepsie, N. Y. seeks 1st ticket announcer for summer months. Ideal opportunity for qualified college student. Mail summary and tape to Louis Pells, General Manager.

Wanted: Experienced newsman 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.

Production—Programing, Others

Gal Friday who can do traffic, books and small amount of air work. Should be able to write some copy for appeal to women. Good opportunity on this small market Midwest station. Box E-19, BROADCASTING.

Program director; Needed for No. 1 Pulse rated top 40 station in metro market of over 250,000 population. Send aircheck & resume immediately to Box E-82, BROADCASTING.

P.D. announcer for excellent station in medium 100 miles from N. Y. C. Modern, non-rock format. Seek young married, settled man with similar smaller station experience. \$400-\$450 month. Rush resume, tape recent earnings, photo if available to Box E-111, BROADCASTING.

Program director needed for substantial medium market Texas station. Must know modern radio and production. Must be experienced. All replies confidential. Box E-122, BROADCASTING.

Program director-announcer for Western Pennsylvania fulltimer. Forward tape and resume. Box E-161, BROADCASTING.

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.

Production—Programing, Continued

Sports Director-Salesman combination play-by-play work and sales. Experience necessary in play-by-play. Send resume and tape to Dick Griggs, WVLT-AM, WSEI-FM, Box 511, Olney, Ill.

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

Increase your sales 25%. Metro Midwest market sales manager with outstanding record for upgrading stations to highest income and profit. Strong on personal selling, sales promotions, programing, administration, and sales management. Desire to merge 11 years experience with management on sales management. Call evenings 513-561-6132 or write Box E-74, BROADCASTING.

Mr. Station owner. Looking for a responsible businessman to manage your property? I have 18 years in radio; 12 as manager of stations billing \$120,000—\$300,000. I build programing, staff, audience, sales, goodwill. Community-active: Rotary President, etc. Substantiate my claims by checking all past employers. Phone 518-399-7191 or write Box E-103, BROADCASTING.

General manager: Mature - experienced. Large and medium markets. Aggressive sales record. Excellent references. Prefer Midwest or Northeast. Box E-126, BROADCASTING.

If your billing and ratings are down answer this ad for fantastic success story that can be yours. Sharp programmer with eye for revenue producing promotions available . . . Multi-station markets only. Box E-146, BROADCASTING.

Successful general manager small to medium market. Presently managing in four station market. Excellent record. 40 year old family man, civic leader. Welcome opportunity to buy. Box E-155, BROADCASTING.

General manager available—single or multiple market. Over ten years experience, last four as general manager. Finest of industry and personal references. Prefer Midwest area in general. Box E-165, BROADCASTING.

Successful experienced, Management or Sales Management, available on reasonable notice. Excellent industry references. Put know-how, imagination, hard work to work for you. Box E-170, BROADCASTING.

General Manager—AM and TV management experience with history of establishing profitable properties and creating productive sales staffs. Astute administrator. Will relocate with company of aggressive capacity. Box E-173, BROADCASTING.

Prefer position in one of first ten markets. My advertising background embraces every facet of the broadcasting industry . . . administration, personnel, copy, production, traffic, programing, public relations and most important of all sales. I'm well known on Madison Avenue and know national sales from A to Z . . . building sales with creative national image making presentation ideas. Of course, most vital of all is local sales. No station reaches its full potential unless its local sales are guided correctly and instructed by an expert. No matter how well your station is now doing I can boost its sales volume by at least 25% and more. You'll find me an excellent ambassador in civic affairs and endowed with unusual creativity. Get my full story, background and experience. Box E-177, BROADCASTING.

Sales

College graduate with top 35 market experience seeks sales or related job in medium to large market. Clean record. Box E-78, BROADCASTING.

Your billings increase with my 25% straight commission selling. Small-medium, Midwest-West station. Box E-171, BROADCASTING.

Sales—(Cont'd)

"Sales Manager: Five years outstanding record as national sales manager, top adult station (net affiliate) in one of nation's top 20 markets (Midwest). Real pro, creative, young, family man. Prefer major market station or rep. firm. Box E-172, BROADCASTING."

Christian family man, 31, desires position with Christian station. Six years all around experience, except electronics. Box 1261, Prescott, Arizona.

Situations Wanted

Announcers

Beginner, trained by top professionals in area, board experience. Want small station experience. Box D-187, 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. Heavy writing and production background; humorous, authoritative style. Sales and management experience. Currently making \$13,000, want out of New York: will discuss \$10,000. Married, no floater; possibly a bit of a prima donna. Box E-17, BROADCASTING.

Educational broadcaster seeking summer commercial experience. Background in news and public affairs; knows rock format. Tape and resume on request. Box E-36, BROADCASTING.

DJ/announcer, good news, sell commercials, tight board. Box E-41, BROADCASTING.

Majors only: Format radio personality. 8 years. \$150-200 starting salary. Afternoon show. Excellent references. Box E-56, BROADCASTING.

Announcer-newsman . . . age 31 . . . Family man . . . twelve years experience in all phases of radio . . . seeking a permanent position in New England . . . presently employed in New England radio . . . Box E-109, BROADCASTING.

Want to move up. Four years A.F.R.S. Two years commercial. Strong on newscasting, production, and dj. Prefer central or Southern Florida. All offers considered. Box E-110, BROADCASTING.

4 years experience. Seeks announcer sales position. Prefer Midwest. Box E-113, BROADCASTING.

DJ—1 year middle of road experience. Single, prefers Northeast. Box E-114, BROADCASTING.

Mature sports-minded station. Sports director—BA degree, vet, family, five years sports analysis Play-by-play, interviews, sports chronologist, hard-working dedicated professional. Box E-115, BROADCASTING.

Negro jock, young, dependable, know R&B, Gospel, Jazz. Box E-116, BROADCASTING.

Announcer, dj, newscaster bright personality—tight board willing to relocate. Box E-117, BROADCASTING.

Deejay-announcer, available June-September, two years experience in medium market. Box E-120, BROADCASTING.

Experienced young, announcer/newsman wants top 40 graduate of radio school. Hard worker, married. East. Box E-124, BROADCASTING.

C & W jock. Young, fast, married, experienced—3rd ticket. Box E-125, BROADCASTING.

Staff announcer 1st phone, News, remotes, sports, California. Possible participation. Box E-127, BROADCASTING.

DJ, announcer, tight board trained beginner, available now. Box E-133, BROADCASTING.

Announcers—(Cont'd)

First phone, eight years, news director, programming, mature announcer, college, family. Moving from in-laws. Prefer West but permanence foremost. No objection to small town. Presently \$125. Box E-136, BROADCASTING.

College student—6 months commercial experience, first class, needs summer employment, Midwest. Box E-142, BROADCASTING.

Good ad-libbing two man comedy team available for morning slot. Tapes upon request. Box E-144, BROADCASTING.

Announcer—middle of road or variety five years experience with mature sound also strong news. Looking for permanent position. Box E-145, BROADCASTING.

Announcer, 1st phone, format to middle road, funny, topical, sharp production, a real asset. Day slot only. Presently at major swinger. Box E-147, BROADCASTING.

Experienced format jock, 1st phone, top 40 only, \$100, East-South. Box E-149, BROADCASTING.

Radio station's special: Appetizer: Employed in major market. Entree: Successful top 40 personality. Includes: Originality, versatility, references, hard work. Dessert: First class license . . . Box E-150, BROADCASTING.

Announcing team wants to help your station. Man: Experienced announcer, news, programming, production. Woman: TV announcing, directing, production, programming, continuity. We offer you fourteen years combined experience, quality and talent. What do you have to offer? Box E-153, BROADCASTING.

All around pro. Major market experience includes top twenty. Married. First phone. Will deliver. Let's talk. Write Box E-157, BROADCASTING.

Combo man seeks job which includes sales and/or promotion work, copywriting. Announcing experience, all formats; bright sound; football play-by-play. Pennsylvania, Maryland, Delaware, New Jersey, or Virginia preferred. Box E-158, BROADCASTING.

Professional 5 years; family. Desires permanent daytime position. Midwest contemporary. Box E-159, BROADCASTING.

Alert and aggressive, bright & sincere announcer-newscaster-disk jockey. Can write, can sell. Can combo & backtime. Prefer morning show. Box E-169, BROADCASTING.

Announcer or newsman, experienced. Matured, resonant voice. Salesman, copywriter, first class technician. Jack Logan, 227 Maple Street, Ashland, Ohio, or phone 4-8262.

Soft sell dj and phone talk moderator. Want step up from sports-special events director. 8 years experience. Will Huett, 319-372-7987. Good work for good money.

Experienced combo available, anywhere U.S.A., some production and sales. Expect salary comparable to your area. Tape, pix, and resume upon request. Stephen Kirchhoff, 1209 N. Henderson, Cape Girardeau, Missouri.

Western states: Have first phone, 8 years experience. Knowledge of most successful format on West coast. Prefer pd slot. Ready to work for you. Call D. Dark, 406-227-6270.

First class FCC license, good voice with military complete, wants to be heard. Grover Todd, 306 North McNees, Whittier, California OX 9-0095 area code 213.

B. S. degree—1st phone experience as PD—mature format—no rocks—4065 Dalles Ave., San Diego 17, Calif. 274-3306.

First phone dj little experience wants job. Prefer night shift. Write phone or telegram John Cook, 376-4585, Kaysville, Utah.

Emerson College broadcasting major wants DJ-newsman job for summer—full time graduation in June '66. Will travel anywhere Chris McClure, 92 Revere Street, Boston, Mass. 617-227-8086.

Situations Wanted—Technical

Anytime anywhere RCA institutes graduate looking for job in studio. Willing to start from the bottom up. Box E-123, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box E-151, BROADCASTING.

First phone—experience to 50 kw, some TV heavy maintenance—interested in combo—prefer Southern or Western states, consider other locations. Box E-152, BROADCASTING.

Experienced 1st phone engineer now working in New York City. New York area preferred. Box E-187, BROADCASTING.

Experienced chief engineer-deejay available. Ninety weekly. Phone morning 9:30-11 a. m. E.D.T. only: 302-OL 2-9314.

News

Newsman-editor wants top 20 market. Nine years experience, including 50 kw television. Strong Phone-rewrite. Will accept summer replacement. Box E-121, BROADCASTING.

Newsman — seeks advancement. Family. Newspaper, radio background. Sports, play-by-play. Boss knows. Available June 1. Write or call Bob Zerkle, R.R. #2, Kirksville, Mo.

Production—Programing, Others

Seeking summer employment. University instructor and director of FM station. 12 years full-time commercial experience—all phases of announcing. Capable writer, production man. Extensive experience in news, public affairs, sports. Have first phone. Well-versed in music. Would consider five figure full-time-position. Box E-83, BROADCASTING.

Program director-1st. Phone-capable engr. 10 years experience. Good voice, production, play-by-play. All formats. Western States. \$550 minimum. Box E-128, BROADCASTING.

Sales & Promotion—8 years experience (foreign & domestic). Seek position radio or TV. Box E-90, BROADCASTING.

Mature radio man desires program director's-operations managers position with progressive station with adult appeal. Sales, sales management, station management experience. Married, stable. Prefer West but will consider all replies. Not interested in full responsibility without authority to accomplish job. References. Box E-134, BROADCASTING.

Sports director—nine years play-by-play college, high school. University graduate, married. Box E-140, BROADCASTING.

PD available rare combination of sales oriented programmer. Medium to major markets only, format or middle road. Good track record. Box E-148, BROADCASTING.

Experienced operations manager-program director can take complete charge of the internal operation of your station, programming, production, traffic and copy. Proven record of success at producing top ratings with modern format. For details write: Box E-179, BROADCASTING.

TELEVISION

Help Wanted—Sales

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.

Sales manager for new UHF station going on-the-air this fall. Confidential. Send complete resume photo. Box E-129, BROADCASTING.

Announcers

TV personality for No. 1 network affiliate in Midwest market. Booth, on camera commercials and weather host. Permanent position calling for solid experience to work with professional team. Immediate placement. Rush resume, tape and photo to Box D-80, BROADCASTING.

Need announcer and announcer/sports director for powerful VHF. Prefer mature, responsible applicants who desire good working conditions & pay. Call Fairfax 2-8828, WTVM, Columbus, Georgia.

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.

Florida Gulf Coast TV has immediate opening for qualified first ticket engineer. Contact: Bill Carpenter, Chief engineer, WJHG-TV, Panama City, Florida.

TV studio technicians—Expanding staff and need men with 1st phone, experienced in maintenance, video tape and studio operation. Positions available in Indianapolis, Lafayette and Fort Wayne, Indiana. Send resume to WTTV, 3490 Bluff Road, Indianapolis, Indiana.

Wanted: CATV technician for a fast growing Pacific Northwest CATV system operator. Salary is open. Write Telecable Inc., 1616 Norton Bldg., Seattle, Washington.

News

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.

I'm looking for a hard hitting newsman with a record to prove it to prepare two TV newscasts per day. Heavy emphasis on local news. You should know news content, assign photographers, reporters, follow up stories, make yourself known to the community, be a creative writer. Air work is not required but would be a plus. Send all details in first letter; we'll arrange personal interview. All replies confidential—Write Box E-62, BROADCASTING.

Southeastern VHF needs newsman. Will consider man with radio news background that would like to step into television or recent Journalism graduate with desire to break into television news. Send picture tape & complete details 1st letter. Box E-175, BROADCASTING.

News director with Journalism background to shoot write and air news. Must have organizational ability to take charge news department. Send Video tape or picture and audio tape along with complete details 1st letter. Southeastern VHF. Box E-176, BROADCASTING.

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.

News personality-reporter—female wanted immediately by Baltimore TV station. Radio or TV experience helpful but solid background in news is more important. Age 24-33. Call 301-664-7600, extension 233.

Production—Programing, Others

Producer-director: Excellent opportunity for creative director under age 30, capable of handling any live, video tape or filmed program or commercial assignment. Expanding VHF outlet in major market located in Ohio and affiliated with top group and network. In addition to producing and directing talents, the person we select should have the potential to assume higher management responsibilities within a relatively short period. Starting salary \$120-175, commensurate with experience. Send resume of age, education and experience to Box E-39, BROADCASTING. An Equal Opportunity Employer.

July 1—Director of In-School programs for educational television station. MA Degree or equivalent with experience in curriculum development, class room teaching (elementary-secondary level); proven leadership in working with administrative and teaching personnel. Salary open. Box E-164, BROADCASTING.

Commercial TV continuity writer—experience necessary. Send resume and copy samples to: At Evans, KNRG-TV, Cedar Rapids, Iowa.

2 positions—director and cameraman—Established all-color operation needs experienced director who can handle switching duties. Also experienced cameraman to operate RCA Studio Color Camera. Contact Bob Jones, Operations Director, WLEX-TV, P. O. Box 1457, Lexington, Kentucky.

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., Petersburg, Va.

Press relations manager: We have an opening for a competent writer, age 25-30 to handle our Corporate press relations activities. College degree with a minimum of two years experience in commercial broadcast publicity work required. Starting salary \$7,500-\$8,500 per year commensurate with demonstrated ability and experience. Excellent opportunity for personal development and growth with a progressive expanding industry leader. Send confidential detailed resume of age, education, experience and salary history to Mr. J. P. O'Hagan, Personnel Department, Crosley Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

FILM EDITOR

Major Eastern TV station requires several experienced News Film Editors. Reply Box E-99, BROADCASTING.

Situations Wanted

Management

Assistant manager or manager position wanted. 6 years experience with network operations in N. Y. Administrative experience with traffic, sales, service, sports and all production and operations functions. Box E-168, BROADCASTING.

Announcers

Announcing team wants to help your station. Man: Experienced announcer, news, programing, production. Woman: TV announcing, directing, production, programing, continuity. We offer you fourteen years combined experience, quality and talent. What do you have to offer? Box E-154, BROADCASTING.

Technical

Chief engineer—small budget television my specialty. UHF, VTR, color, microwave, and engineering personnel experience. Have family; want to settle. Box E-130, BROADCASTING.

Technical—(Cont'd)

Attention UHF applicants—Three man engineering team available for installation and operation of UHF. Combined electronic experience of 28 years, 20 years in UHF. Completely familiar with all phases of engineering including management, VTR, studio, transmitter, microwave and remote pickups. We function smoothly as a team with no personality conflicts. Box E-131, BROADCASTING.

NEWS

Young Midwest television newsman wants position with aggressive medium market news department. Married. Five years experience in both city and small markets. Strong air, writing, photographic and documentary experience. Box E-10, BROADCASTING.

Professional newsman-sportscaster, now employed in a major market — 14 years experience in radio-TV . . . Former sportscaster AFTR—Hollywood . . . World traveled . . . Family man . . . Personal and credit references excellent . . . VTR-Radio tapes available . . . Prefer Florida or Southeast. Box E-112, BROADCASTING.

Production—Programing, Others

Producer-director presently in television, 7 years experience, desires to relocate in W. Va., Ohio. Married, salary requirement and resume available. Box E-23, BROADCASTING.

Children's programing specialist: TV production, creative writer; experienced children's performer. M. S. degree, 25. Attractive wife, puppeteer, dancer, actress. Box E-160, BROADCASTING.

Intelligent, creative experienced TV production director, now employed at top station in Buffalo, New York, desires advancement. Box E-163, BROADCASTING.

WANTED TO BUY—Equipment

700 feet $\frac{1}{2}$ " coaxial line, 200 feet used $1\frac{1}{2}$ or $3\frac{1}{2}$ " coaxial line. Priced right. 1 Approved field intensity meter. 3 tower light beacons, 6 side lights, 2 flashers, 1 photo control, 2 reel professional tape recorders. 122 Weathervane, Cherry Hill, New Jersey.

RCA TT-5A television transmitter for low ban operation. State condition, price and availability. Contact Edward M. Tink, Engineering V. P., Black Hawk Broadcasting Company, Insurance Bldg., Waterloo, Iowa.

Wanted: FM transmitter . . 5 or 1 kw . . monitor. Radio WHLT, Hotel Lafontaine, Huntington, Indiana.

Wanted—Zoom Lens—Varatal II, Zoomar, or equivalent. Advise best price first letter to John Long, KTVB, Box 791, El Dorado, Arkansas.

Wanted—Dummy load for FM station. 5 to 20 kw. Contact: J. B. Reynolds, WJBR, Wilmington, Delaware. Phone 475-4000 (code 302).

12 kw UHF amplifier state price, all details CH-53, P. O. Box 4232, Fresno.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable. Heliac, Styroflex, Spirolite, 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.

FOR SALE

Equipment—(Cont'd)

Looking for used broadcast equipment? Get our listings! Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

5 kw RCA 5-DX transmitter. Available as a result of new construction. Very good condition. Take it away for \$1500. L. Wittenberg, Chief Engineer, WISN, Milwaukee, Wisconsin.

Gates ST101 spot tape, factory reconditioned with unused tape roll, complete remote control panel—\$450. KWBC, Navasota, Texas.

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.

5 kw AM broadcast transmitter—CCA Electronics presently has available for quick resale of the offerer, an RCA BTA-5F, 5 kw AM broadcast transmitter which has been obtained in trade for a new CCA 5 kw AM transmitter from station WCOA in Pensacola, Florida. Transmitter presently in use and will be available between May 15 and June 1. Contact Bernard Wise, CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey or call Area code 609-456-1716.

Large Cannon plugs, 1 1/8 inch, 20 male and 15 female for line plus 9 assorted wall and chassis mount. All for \$65.00. KROX, Crookston, Minn.

Auricon cine SOF camera. Tripod, lenses. Futura Film Service, Box 9343, Austin 17, Texas.

Two-tape deck Tapathon model 376M and 7 mc Martin tube SCA receivers, TN series. Also one Transmagnite portable tape recorder Model 612 SD. Write Sussex County Broadcasters Inc., Box 40, Newton, N. J.

One (C8001) Bogen Presto tape recorder and play back with (PHI) amplifier and play back cables. (PHI) installed on (HA-1) by factory mounted in 19" metal rack—Excellent condition used only a short time—cost \$1,789.00. Will sell for \$900.00 cash. Lee Hartman & Sons, Inc. P. O. Box 659, Roanoke, Virginia.

Gates BFE—10A 10 watt FM Transmitter tested and tuned to your frequency, \$695. Write Chris Payne, Box 748, Amherst, Mass.

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 di comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 28th St., Brooklyn, N.Y. 11229

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

INSTRUCTIONS—(Cont'd)

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946, Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 16, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

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, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

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.

FCC License training through tape recorded instruction. Bob Johnson Audio-Visual License Training, 1201 Ninth, Manhattan Beach, Calif.

RADIO—Help Wanted

Announcers

TOP OPPORTUNITY

We're expanding — Announcers — Newscasters get your tape in now. Join a great, new radio station and one of the Country's great staffs. Top flight, modern good music operation.

Contact Robert Oakes
Program Director
WWTC, Minneapolis

TOP PERSONALITY WANTED

A great Radio facility in the Rocky Mountain region wants a sparkling personality; knowledge of music people want to hear; and the ability to step in and take over. Salary—The best; working conditions—the finest. Rush tape and pertinent selling facts to

Box E-166, BROADCASTING

Technical

SOUND SYSTEMS CHIEF ENGINEER

Will be responsible for planning, specs, installations & maintenance of sound systems & installations rented or sold. Applicant must have Engineering Degree and minimum 5 years experience in audio field, broadcasting, public address systems, loudspeakers, Hi-Fi systems or film production exp, etc. . . .

3 YEAR CONTRACT RELOCATION EXPENSES PAID

Write, Call or Send Resume:
Mrs. L. Manoff, Director
COMMITTEE ON MANPOWER
OPPORTUNITIES IN ISRAEL
5515 Park Ave., New York, N. Y.
(212) PL 2-0600

First Class Engineer

Strong in maintenance, construction, proof. Opportunity to become chief in top station with rapidly growing Chain. 50 mile radius of New York City. Send resume, photo & salary requirement to:

Box E-106, BROADCASTING

NEWS

Radio News Man

Excellent pay for qualified newsman with experience in digging local news. We are vital operation in metropolitan Midwest area placing strong emphasis on ability to report. Name your salary Send tape, resume to:

Box E-58, BROADCASTING

You Can't Top A CLASSIFIED AD

in

Broadcasting
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Production—Programing, Others

**Wanted Radio
PROGRAM DIRECTOR**

Well established major radio station seeks Program Director with experience as Program Director. Middle of road music and strong news. Independent station is on Eastern seaboard and in top 15 markets. We are looking for a career man who has administration experience & ability as well as reliability. In first letter, please give all details including salary requirements. Some of our own employees are applying for this job and they know of this ad.

Box E-100, BROADCASTING

Situations Wanted—Announcers

ATTENTION STATION MANAGERS . . .

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

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

News

WANTED

Mature looking television newscaster
Medium size New England market
Salary open

Send photo and tape to:

Box E-180, BROADCASTING

Production—Programing, Others

**ADMINISTRATION
TV PROGRAM COSTS**

Network position requires experience receiving production requirements & establishing & controlling of show budgets for live, remote telecast. Unit Manager experience pref'd. Send resume & salary requirements to

Box E-162, BROADCASTING

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

THE AMPS AGENCY

BY BROADCASTERS • FOR BROADCASTERS

For the attention and consideration of Radio and Television Stations, packagers, Ad agencies, commercial producers, client advertisers and others, we have hundreds of excellent, thoroughly qualified applicants with broadcast experience in all job categories. Among these men and women are the people you need. Phone or write us now.

★ THE AMPS AGENCY ★

All Media Placement Service
130 S. Robertson Blvd., Beverly Hills, Calif.
Telephone OL 7-4881

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



nationwide broadcast services

Immediate openings nationwide for qualified, dependable announcers; disc jockeys; newsmen; engineers; salesmen; copywriters; and Management positions in all size 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.

BUSINESS OPPORTUNITY

**FORMING CLOSED CIRCUIT TV
NETWORK: So. FLA.**

Opportunity to join inter/intra city closed circuit network. Looking for qualified investors with broadcast background and \$40,000 to join prominent group in joint venture. Setting up permanent network involved in adv. CCTV presentations in all fields. Still interested. Write.

Box E-46, BROADCASTING

MISCELLANEOUS

A MAGNIFICENT, MIGHTY
20,000 watt FM radio station begins
May 30. Dedicated to fundamental
Religious programs. Serving ten million.
Charter rates.

WTTM-FM
TRENTON, N. J.

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

**WANTED
RADIO STATION**

Prefer MIDWEST Fulltimer
Priced not over \$100,000.

Send full particulars.
Box E-119, BROADCASTING

FOR SALE—Stations

FOR SALE

Station in Top 100 Mkt.

Non-directional AM/FM—\$500,000

Excellent dial position

Cash flow over \$80,000 yearly

Pulse rated No. 1 over 6 years

Box E-34, BROADCASTING

SOUTHEASTERN

Established licensed daytimer with application for 5,000 watts, non-directional, in single station market. Owns new equipment, building, and land. Ideal for owner-operator, and includes managers residence. Full price \$85,000. \$24,000 down, and terms to qualified buyers.

Box E-102, BROADCASTING

**Top 50 Market
Country Music Station**

1/3 ownership of Eastern C & W Station for sale to C & W oriented salesman or dj salesman. Desire buyer to participate in operation. State all qualifications. Reply

Box E-105, 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

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.

"I CAN'T sit still, I fidget. I can't go to the beach and just lie there in the sun; I get bored. Pure relaxation is a little bit alien. I prefer reading biography to fiction."

This is some self-analysis by Stephen Labunski, executive vice president in charge of NBC Radio, whose conversation is sometimes as restless as he is.

Two weeks ago he went to Pittsburgh to tell the Radio and Television Club there that radio could have a \$1 billion year in 1969 if it works at it. Three days later he was in Detroit talking to the Adcraft Club and warning about the FCC's "chronic tendency to over-regulate." He didn't confine his remarks to radio. The commission plan to cut back TV network control of prime-time programing met his critical fire.

As a frequent and articulate speaker his reputation includes an outspoken concern with industry problems.

In 1962 as vice president and general manager of WMCA New York, he made the strongest attack on then FCC Chairman Newton Minow that had yet been made by a broadcaster. Referring to the famous Minow inaugural attack on radio and television, Mr. Labunski said the chairman had learned very little about radio and suggested that the least he could do would be to invent his own clichés about the medium. He noted recently "I also find fault with our industry and say so."

Musical Background ■ With a concert pianist and composer for a father, his mother a piano instructor, and Artur Rubinstein, his uncle by marriage, Mr. Labunski says he was naturally destined to start his broadcasting career as a salesman for a station which played country and western music, KCMO Kansas City in 1951.

Stephen Labunski, originally Bronislaw Labunski of Jordanow, Poland, ran for state assemblyman from Jackson county in Missouri in 1948. On a county ticket headed by Harry Truman, he claims to be one of two Democratic candidates who managed to lose.

Mr. Labunski's fitful approach to education never brought him a degree. Has he ever regretted this? "The only thing it ever kept me from doing is joining the University Club."

His formal studies were always interrupted by one enterprise or another. He had a year at Kansas City Junior College before entering the army, some extension courses from Georgetown University while in the service and two years at the University of Kansas City.

While studying in Kansas City he was supporting himself by giving lectures on his European experiences. He speaks Russian and Polish fluently and his post-war days included civilian duty as an interpreter in Berlin. During one college term he went on a lecture circuit

An activist at the executive desk

for the Rotary clubs, forgetting studies but running true to activist form.

Without waiting to take his degree he went to work as an assistant to Representative Richard Bolling (D-Mo.) and had his eyes opened to the Washington political scene. While he worked for the congressman he lived in an apartment next to the House office building to be close to his job: "It was always Steve who got called in to work on Saturdays," he remembers.

Outside Activities ■ Mr. Labunski has been known for managing successful radio stations but his resume

WEEK'S PROFILE



Stephen Bronislaw Labunski—Executive VP in charge of NBC Radio, New York; b. Sept. 24, 1924, Jordanow, Poland; Kansas City Junior College; U. S. Army, corporal, 1943-1946; translator, Office of Military Government, U. S., Berlin, 1947; University of Kansas City, 1947-48; congressional administrative assistant, 1949-50; KCMO Kansas City, salesman, 1951; WHB Kansas City, account exec., 1954; WGGY Minneapolis, general manager 1955; VP ABC Radio, 1957; Crowell-Collier Broadcasting, 1958; WMCA New York (Straus Broadcasting), VP general manager, 1958-1965; NBC Radio, executive VP in charge, 1965; m. Betty Marley, 1947; divorced, 1963; children, Linda, 15; Richard, 13; Roger, 10; International Radio & Television Society; New York State Broadcasters Association; Radio Advertising Bureau, board member and finance committee; hobbies—reading, theater.

doesn't show his involvement in extramural activities. While working for KCMO he was also writing a regular column for a local newspaper. He wasn't moonlighting. He wasn't getting any compensation, but his station's call letters appeared each week under his byline. "Some free promotion," he says.

Mr. Labunski thinks there's a certain "European orientation" in his training that keeps him hopping. "My parents preached responsibility and a willingness to account for one's time."

His own advice is "diversify your experience," a credo he's followed.

He says everything he's done, though apparently scattered endeavor, is valued background for his present position.

He hasn't always been allied with winning causes but he's always landed successfully on his feet. He had a stint with network radio in 1957. It was for ABC which was attempting a new and ambitious all-live format which proved ill fated and eventually resulted in a new regime at the network.

Mr. Labunski, who suggests that he saw the writing on the wall, resigned his position on the news that the all-live policy would be discontinued and before an executive shakeup ensued.

Looking for a Desk ■ He went on to a consultancy for the broadcasting division of Crowell-Collier, "a good title with a short future and no desk" and landed four months later at WMCA where he spent a highly successful seven years.

Now at NBC Radio he says "I wasn't brought here to put out a fire. The network was in good shape when I arrived. The volume and profits are bigger than I would have thought."

His purpose at NBC Radio, he says, will be to "strengthen what we are doing with the same framework." One thing that won't be changing, according to Mr. Labunski, is the present amount of weekly network programing—39 hours.

He feels all the radio networks are not priced in accordance to what they deliver and adds "we'll work for a more aggressive sales policy."

He doesn't see much basic difference between operating a network and running a single station. In a recent statement he reduced networking and station operation to this formula: "You build the product. That product attracts an audience. You research the characteristics of that audience. Translate these characteristics into economic values. Sell these values to advertisers."

Mr. Labunski puts little store in what he terms "the conventional hobbies." He confides, "I don't fish, hunt or play golf."

He describes himself as an avid reader and theatergoer who's seen some "medium hits" three times.

Presidential TV exposure

PRESIDENT Johnson, in his zeal to keep the people informed, may be subjecting himself to overexposure. Recent sudden television appearances without advance notice have created problems for himself, the public and the media—particularly television.

The trouble, basically, is lack of coordination. When the President deems it desirable to address the nation through live TV, the networks and their affiliated stations feel duty-bound to clear. But a "hot line" can't be maintained even with the new stand-by TV pick-up facilities at the White House. Notice is needed to clear time with affiliates, to handle pre-emptions and, most important, to build audience through advance announcements.

We respectfully suggest that what is needed is a staff professional to coordinate presidential appearances. He should be a person in whom both the Chief Executive and the broadcasters have full confidence.

Early Bird in hand

THE EARLY BIRD satellite's inauguration last week opened up a world—literally—of possibilities for television. It also opened up challenges and problems.

Much remains to be done before an entire system of satellites is aloft carrying live television to—and from—all parts of the world. But the spectacular inaugural program on May 2 and the subsequent Early Bird relays left no doubt that the possibilities of satellite TV are staggering.

Heart surgery in Houston "attended" by physicians in Switzerland hinted at its capacity for education. Festivals from Italy, Mexico and Bavaria gave an idea of what it may accomplish in cultural exchange. The appearance of Pope Paul VI suggested its potential as an ecumenical force, and exchanges among U. S., Canadian and British law-enforcement officers suggested a different usefulness where ecumenism is not enough.

The possibilities seem endless, and that raises one of the major challenges—to determine how best to use this vast new resource, which possibilities to tap first, how to make sure that none is overlooked. Eventually there may be a worldwide cooperative organization to serve as a clearing house if not an initiator in arranging specific program exchanges among countries. But the first and most important ground rule should be that at all times any TV organization in any country is free to make its own arrangements for whatever program it chooses to "import" or "exchange."

At the outset news coverage will and should provide the heaviest satellite TV traffic. No exchange can advance understanding faster than the exchange of news and views, and last week's Early Bird events—the entire inaugural program, the networks' individual pickups from Europe the next day, the live transmission of a United Nations Security Council session to Europe—all made clear that here was a medium of exchange without parallel.

The challenges and problems do not stop with programming questions, however. In this country, for instance, the networks are spending well over \$100 million a year on news—before Early Bird adds Europe to their live-coverage beat. Whether supported by advertising or by government subsidy, no television service can fail to take the economic question into account in deciding how it will use satellites.

The Communications Satellite Corp. can slow the development of satellite TV if its commercial rates, yet to be announced, are too high. European authorities can slow it by their insistence that Early Bird be used predominantly for telephone service—an insistence that is increasingly pointless since experts have indicated that the satellite can

be used for TV and telephone service simultaneously.

It is unthinkable that either of these deterrents should occur. There is too much at stake—as should be obvious to anyone who saw across the Atlantic ocean last week.

Coming up (radio) roses

THIS is the time for radio to think big and act big. And not just this National Radio Month of May but every month, twelve months a year.

The signs are plentiful. A radio station in Washington (WWDC) sells for about \$4 million. In the last two years, two New York stations—neither a clear channel—sold in the \$10-11 million area. Even 250-w locals in good markets go for in excess of \$1 million.

The station market is the surest index to business potential. Investment capital does not go for a roll of the dice.

There are other signs. Steve Labunski, the energetic executive vice president of NBC Radio, predicts a \$1 billion revenue for radio in 1969—a rise of about \$170 million over projections for this year.

N. W. Ayer & Son in a page advertisement (BROADCASTING, May 3) comments: "We have never lost faith in radio now suddenly rediscovered in some quarters, and the record shows we know how to buy it and use it well."

James I. Isham, executive vice president of Needham, Harper & Steers, said (BROADCASTING, May 3) radio has proved so effective that his agency last year invested 23% of its clients' advertising budgets in the medium.

The trend is up. But it can be accelerated. Let's face it: National spot is a tough sell because some agencies (perish the thought) would rather exert their efforts for higher priced television, newspaper or magazine placements with their larger profit margins. Moreover some radio isn't easy to buy because of Rube Goldberg rate combinations and fierce competitive selling—station against station—rather than against other media. Our notion is radio is underpriced.

New impetus is being given national spot by Radio Advertising Bureau's new compilation of top 100 advertisers (BROADCASTING, May 3). The mere act of publication should cause advertisers not using radio to wonder.

Another RAB sales tool will be the All-Radio Methodology Survey, being tabulated for the Philadelphia area.

Put all these together with a universe of 250 million receivers, and you have the mastodon among the mass media.



Drawn for BROADCASTING by Sid Hix
"What program is he watching? 'Bonanza' . . . nothing can tear him away from that!"

Continued from page 88

rescheduled May 3 further hearing for May 24 on certain issues going to qualifications of United and common to all of proceedings, and specified certain other procedural dates. Action April 28.

By Hearing Examiner Herbert Sharfman
 ■ Advanced June 15 hearing to June 1, and scheduled further prehearing conference for May 14 in proceeding on application of WMOZ Inc. for renewal of license of WMOZ Mobile, Ala., and revocation of license of Edwin H. Estes for WPFA Pensacola, Fla. Action April 27.

By office of opinions and review
 ■ Granted petition by Denver Area Broadcasters (KDAB), Arvada, Colo., to extend time to May 10 to file application for review of review board's decision of April 1 in proceeding on AM application. Action April 30.
 ■ Dismissed as moot motion by Effingham Broadcasting Co. to extend stay of Feb. 8 requirement to reduce operating power of WCRA Effingham, Ill., to 250 w; by action of April 28, commission continued stay and authorized WCRA to operate with 1 kw until conclusion of hearing proceeding. Action April 29.
 ■ In proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, P. R., in Doc. 12994-5, granted request by Abacoa Radio to extend time to May 13 to file reply to Broadcast Bureau's opposition to application for review. Action April 28.

BROADCAST ACTIONS

by Broadcast Bureau
 Actions of May 4

■ Granted renewal of licenses of following main and co-pending auxiliaries: KABI Abilene, Kan.; KANS Larned, Kan.; KAYS Hays, Kan.; KBIX Muskogee, Okla.; KBRX O'Neil, Neb.; KCKN Kansas City, Kan.; KCOW Alliance, Neb.; KCSR Chadron, Neb.; KELR El Reno, Okla.; KEYR Terrytown, Neb.; KFVH Wichita, Kan.; KFLL Scott City, Kan.; KGMT Fairbury, Neb.; KGWA Enid, Okla.; KHAS Hastings, Neb.; KIMB Kimball, Neb.; KJRG-AM-FM Newton, Kan.; KKAN Phillipsburg, Kan.; KKKC Parsons, Kan.; KLPR Oklahoma City; KLWN Lawrence, Kan.; KMAN Manhattan, Kan.; KNCY Nebraska City; KNEB-AM-FM Scottsbluff, Neb.; KNIC Winfield, Kan.; KOCY Okla-

homa City; KOFO-AM-FM Ottawa, Kan.; KOSG Pawhuska, Okla.; KREK Sapulpa, Okla.; KRGJ Grand Island, Neb.; KRNK Kearney, Neb.; KSAC Manhattan, Kan.; KSIW Woodward, Okla.; KSPI-AM-FM Stillwater, Okla.; KTAT Frederick, Okla.; KTLQ Tahlequah, Okla.; KAKE Wichita, Kan.; KARE Atchinson, Kan.; KBEA Mission, Kan.; KBON Omaha; KBTO Eldorado, Kan.; KCLO-AM-FM Leavenworth, Kan.; KCRC Enid, Okla.; KEDD Dodge City, Kan.; KEWI Topeka, Kan.; KFAB Omaha; KFKU Lawrence, Kan.; KGGF Coffeyville, Kan.; KGNO Dodge City, Kan.; KGYN Guymon, Okla.; KHUB Fremont, Neb.; KIUL Garden City, Kan.; KJSK-AM-FM Columbus, Neb.; KLIB Liberal, Kan.; KLOE Goodland, Kan.; KLTR Blackwell, Okla.; KMD Madill, Okla.; KMMJ Grand Island, Neb.; KNDY Marysville, Kan.; KNED McAlester, Okla.; KOAM Pittsburg, Kan.; KODY North Platte, Neb.; KOLS Pryor, Okla.; KOWH Omaha; KRFS Superior, Neb.; KRHD Duncan, Okla.; KRSL Russell, Kan.; KSIR Wichita, Kan.; KSOK Arkansas City, Kan.; KSWO Lawton, Okla.; KTJS Hobart, Okla.; KTOP Topeka, Kan.; KTTT Columbus, Neb.; KVGVB Great Bend, Kan.; KVOE Emporia, Kan.; KVSQ Ardmore, Okla.; KWBB Wichita, Kan.; KWBW Hutchinson, Kan.; KWHW Altus, Okla.; KWPR Claremore, Okla.; KXXC Colby, Kan.; WIBW-AM-FM Topeka, Kan.; WOW-AM-FM and SCA Omaha; *KPPS-FM Parsons, Kan.; *KWGS(FM) Tulsa, Okla.; *KOKH(FM) Oklahoma City; *KOED-TV Tulsa, Okla.; KCCO Lawton, Okla.; KALV Alva, Okla.; KLSI Salina, Kan.; KKNEX McPherson, Kan.; KOOO Omaha; KSCB Liberal, Kan.; KUSH Cushing, Okla.; KWSH Wewoka, Okla.; KVCW(FM) and SCA Bartlesville, Okla.; KGIN-TV Grand Island, Neb.; KOAM-TV Pittsburg, Kan.; KOLN-TV Lincoln, Neb.; KSWO-TV Lawton, Okla.; KTVQ(TV) Ensign, Kan.; KWTV(TV) Oklahoma City; KAYS-TV Hays, Kan.; KUVU Holdrege, Neb.; KVLH Pauls Valley, Okla.; KVSH Valentine, Neb.; KVVY Holdenville, Okla.; KWBE-AM-FM and SCA Beatrice, Neb.; KWCO Chickasha, Okla.; KWON Bartlesville, Okla.; KWRW Guthrie, Okla.; WBBZ Ponca City, Okla.; WJAG Norfolk, Neb.; *KANU(FM) Lawrence, Kan.; *KSDB-FM Manhattan, Kan.; *WNAD-FM Norman, Okla.; *KETA(TV) Oklahoma City; *KUON-TV Lincoln, Neb.; KFMJ Tulsa, Okla.; KBYE Oklahoma City; KMUS Muskogee, Okla.; KNOR Norman, Okla.; KRVN-AM-FM Lexington, Neb.; KTMCMcAlester, Okla.; KWEO Clinton, Okla.; KHOL-FM and SCA Kearney-Holdrege, Neb.; KDUH-TV Hay Springs, Neb.; KMTV(TV) Omaha; KOKH-TV Oklahoma City; KOTV(TV) Tulsa, Okla.; KTE(TV) Ada, Okla.; KTVH(TV) Hutchinson, Kan.; WIBW-TV Topeka, Kan.; KLOE-TV Goodland, Kan.; and *KOSU-FM Stillwater, Okla.

KAKE-TV Wichita, Kan.—Granted renewal of license; without prejudice to whatever action may be taken as a result of proceedings in Doc. 15415.

Actions of May 3

KATA Arcata, Calif.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WXQR-FM Jacksonville, N. C.—Granted SCA on sub-carrier frequencies of 67 and 41 kc.

WHSB(FM) Alpena, Mich.—Granted mod. of SCA to use control tones for remote control of trans.

WBAP-TV Fort Worth—Granted request to cancel license covering operation of auxiliary trans. and ant. only.

■ Granted SCA on sub-carrier frequency of 67 kc for following FM's: WCRQ Providence, R. I.; WAPC-FM Riverhead, N. Y.; WPAC-FM Patchogue, N. Y.

Granted licenses covering installation of auxiliary trans. for following: KALM Thayer, Mo.; WFAF Farrel, Pa.; WWL New Orleans; KDEO El Cajon, Calif.

WPAX Thomasville, Ga.—Granted license covering increase in daytime power and installation of new daytime trans. (2 trans.); specify type trans.

KHOB Hobbs, N. M.—Granted license covering change in ant. trans. and studio location, and changes in ant. system.

WSPD-TV Toledo, Ohio—Granted mod. of license to reduce aur. ERP to 18.2 kw (DA), and change type aur. trans. (main trans. and ant.).

KHQ-TV Spokane, Wash.—Granted mod. of license to reduce aur. ERP to 17.4 kw (main trans. and ant.).

WDAF-TV Kansas City, Mo.—Granted mod. of license to reduce aur. ERP to 10 kw and change type aur. tran.

KOOL-TV Phoenix—Granted mod. of license to reduce aur. ERP to 46.8 kw, and change type aur. trans.

WFUR Grand Rapids, Mich.—Granted CP to make changes in ant. system conditions.

KSFR(FM) Santa Monica, Calif.—Granted CP to install new ant., make changes in ant. system, increase ERP to 2 kw, decrease ant. height to minus 175 feet and make engineering changes.

Actions of April 30

K & M Electronics Co., Ely, Minn.—Granted CP for a new UHF-TV translator, on channel 72, to rebroadcast programs of CKPR(TV) (ch. 2), Port Arthur, Ontario, Canada.

WBIB Centerville, Ala.—Granted license for AM, and specify studio location and remote control point.

WROW Albany, N. Y.—Granted licenses covering changes in nighttime directional ant. pattern; and installation of auxiliary daytime and alternate main nighttime trans.; specify type trans.

KTIM-FM San Rafael, Calif.—Granted CP to increase ERP to 3 kw, and install new trans.; remote control permitted.

WEOL-FM Elyria, Ohio—Granted CP to increase ERP to 50 kw, install new trans. and new ant., and make engineering changes; ant. height 285 feet; conditions.

K81AW, K04DQ Redmond, Prineville, Madras and Terrebonne, Ore.—Granted CP's to replace expired permits for new UHF-TV translator, and for new VHF-TV translator.

K82AH Olivia, Minn.—Granted CP to replace expired permit to make changes in UHF-TV translator.

WFRB-FM Frostburg, Md.—Granted mod. of CP to change type trans. and type ant., and make engineering changes in ant.

WTRF-FM Wheeling, W. Va.—Granted mod. of CP to change type trans. and type ant.

WVEM(FM) Springfield, Ill.—Granted mod. of CP to change studio and ant. trans. location, and type ant.; decrease ant. height to 410 feet; conditions.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KEVL Long Prairie, Minn.; WROW Albany, N. Y.

■ Granted licenses for the following VHF-TV translators: K08EQ, Nolo Wire Inc., Seiad Valley, Calif.; K07FP, Show Low TV Inc., Show Low, Ariz.; K02DZ, K09GR, K11GU, Molybdenum Corp. of America, Columbine Park, N. M.

■ Granted extensions of completion dates for following as shown: WHAS-TV (auxiliary ant.) Louisville, Ky., to Oct. 30; KDIX-TV Dickinson, N. D., to Oct. 30; WKPO Prentiss, Miss., to Sept. 30.

K12DL, K08CT, K10DE Duchesne city and Strawberry River area, Utah—Granted licenses covering changes for VHF-TV translators.

Actions of April 29

■ Granted change in remote control authority for KZIX Fort Collins, Colo.

KTKN Ketchikan, Alaska—Granted increased daytime power on 930 kc, from 1 kw to 5 kw, continued nighttime operation with 1 kw, and installation of new daytime trans.; remote control permitted; conditions.

KCAL-FM Redlands, Calif.—Granted CP to increase ERP to 2.95 kw (continued operation on channel 244 (96.7 mc); ant. height minus 1.150 feet), and install new trans.; condition.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KBEW Blue Earth, Minn.; KDWA Hastings, Minn.; KHDN Hardin, Mont.; KWSL Grand Junction, Colo.; WBECK Battle Creek, Mich.; WDAY Fargo, N. D.; WRMN-AM-FM Elgin, Ill.; KMRS Morris, Minn.

■ Granted renewal of licenses of following UHF-TV translators: K71AF, Surprise Valley TV Club, Cedarville, Calif.; K75BJ, K78BL, Tahoe Translator Co., Bijou, Calif.

Actions of April 28

WKJB-FM Mayaguez, P. R.—Set aside April 1 grant of license of new station; reinstated Jan. 18 program test authority to extend through June 1, but modified same to permit operation with reduced power, pending commission receipt and consideration of form 302 specifying corrected ERP.

*WUSF(FM) Tampa, Fla.—Granted license covering installation of new trans. and increase in ERP; ERP 1.21 kw.

FOR SALE—Stations—(Cont'd)

Lia Rue Media Brokers Inc.

654 MADISON AVENUE
 NEW YORK, N. Y.

HA 1-0818 TE 2-9362

To buy or sell Radio and/or TV properties contact:

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STATIONS FOR SALE

1. CALIFORNIA. Full time. Profitable. \$300,000. Terms.
2. WESTERN STATE. Daytime. Medium market. \$157,000. Excellent terms.

JACK L. STOLL & ASSOCIATES
 6381 Hollywood Blvd.
 Los Angeles 28, California

WWTC Minneapolis — Granted CP to change MEOV of DA pattern; conditions.

WFMB(FM) Springfield, Ill. — Granted mod. of CP to change ant.-trans. and studio location, and increase ant. height to 215 feet.

■ Following were granted extensions of completion dates as shown: **WRRS** Spring Valley, N. Y., to Oct. 16; **WTAP-FM** Parkersburg, W. Va., to Oct. 15; **WPVL** Painesville, Ohio, to July 13; **WCNC** Elizabeth City, N. C., to June 10; **WGBA-FM** Columbus, Ga., to Sept. 22.

WITA San Juan, P. R.—Granted increased power on 1140 kc, uni., from 500 w to 10 kw; installation of new trans. and DA-1; change in ant.-trans. location to Santa Rosa, P. R., and deletion of remote control operation; conditions.

KOCI-FM Denver—Granted mod. of CP to change ant.-trans. and studio location to Littleton, Colo.; decrease ERP to 52 kw, and increase ant. height to 340 feet.

WPRY Perry, Fla.—Granted licenses covering change in hours of operation and installation of new daytime trans. (2 main trans.), and use of main nighttime trans. as auxiliary daytime trans.

WFRL-FM Freeport, Ill.—Granted license for FM.

***WXPN(FM)** Philadelphia — Granted license covering installation of new ant., and increase in ERP and ant. height.

WJBR(FM) Wilmington, Del.—Granted license covering use of old main trans. as auxiliary trans. at main ant.-trans. location.

Fines

■ By order and notice of apparent liability, commission designated for hearing application by Kent-Sussex Broadcasting Co. for renewal of license of **WKSB** Milford, Del. and further held licensee subject to apparent forfeiture of \$10,000. Station is charged with "persistent and repeated violation" of rules governing technical operation, logging and operator requirements and terms of authorization. Commission lists 48 violations of 24 rules in four years. Action May 5.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ **WPVA** Petersburg-Colonial Heights, Va.—Smiles of Virginia Inc. Requests amendment of rules to assign channel 237A to Petersburg with special trans. site condition. Received April 23.

■ **Washington**—Smith & Pepper (communications attorneys). Requests that either sec. 1.525 or sec. 0.341(a) of commission's rules be amended to read as follows:

During pendency of request for approval of agreement removing conflict between applications where matter is before a presiding examiner pursuant to sec. 0.341(a) hearing shall be stayed until resolution of request by review board. Received April 23.

■ **WPMP-FM** Pascagoula, Miss.—Crest Broadcasting Inc. Requests institution of rulemaking proceedings to substitute channel 256 for channel 255 in Pascagoula; also

requests issuance of show cause order to Crest Broadcasting Inc. to show cause why its license should not be mod. to specify operation on channel 256 in lieu of channel 255. Received April 27.

New call letters requested

■ **WMUS-FM** Muskegon, Mich.—Greater Muskegon Broadcasters Inc. Requests **WOFM(FM)**.

■ **Crystal Lake, Ill.**—Lake Valley Broadcasters Inc. Requests **WCLR**.

■ **Lenoir City, Tenn.**—Alvin B. Corum Jr. Requests **WBLC**.

■ **Dacula, Ala.**—Paul R. Nielsen. Requests **WRSA**.

Following is list of FM's which have notified commission they are conducting FM stereophonic:

KFML-FM Denver; **KMCS** Seattle; **KMSC** Clear Lake City, Tex.; **KOCY-FM** Oklahoma City; **KSOP-FM** Salt Lake City; **KVII-FM** Amarillo, Tex.; **WCTA-FM** Andalusia, Ala.; **WKJG-FM** Fort Wayne, Ind.; **WKSJ-FM** Jamestown, N. Y.; **WMAL-FM** Washington; **WMTM-FM** Moultrie, Ga.; **WMUU-FM** Greenville, S. C.; **WONO-FM** Syracuse, N. Y.; **WPBS** Philadelphia; **WPMP-FM** Pascagoula, Miss.; **WPTH** Fort Wayne, Ind.; **WTAX-FM** Springfield, Ill.; **WVAF-FM** Charleston, W. Va. and **WWHC** Hartford City, Ind.

■ Correction to first report and order of April 21 (BROADCASTING, May 3), which showed changes in FM table of assignments added channel 239 to Ellsworth, Me.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through May 5. 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.

Anderson, Calif.—City councilmen have asked the city attorney to draw up an ordinance for a franchise grant. **Finer Living Inc.**, Red Bluff, Calif., has applied for the franchise. Subscriber costs would be \$19.95 for installation and \$5 monthly. The city

would receive 2% of the annual gross receipts.

Rockford, Ill.—Community Antenna Television of Rockford Inc. has announced the availability to the public of \$800,000 in company stock. The firm is an applicant in Rockford and Loves Park, Ill. Other applicants are **WREX-TV** Inc. (**WREX-TV** Rockford) and **National Trans-Video Inc.**, Dallas, a multiple CATV owner.

■ **Mooreville, Ind.**—Community Teleception Inc. (Bruce Strom, Bloomington, Ind., president) has been granted a non-exclusive franchise. Subscriber costs will be \$14.90 for installation and \$4.90 monthly and the city will receive 3% of the annual gross receipts. The estimated construction cost is \$125,000 and the target date for completion of the system is the end of the summer. TV stations to be carried are **WFBM-TV**, **WISH-TV** and **WLWI-TV**, all Indianapolis; **WTTV-TV** Bloomington, Ind.; **WTHI-TV** Terre Haute, Ind.; **WFAM-TV** Lafayette, Ind.; **WCIA-TV** Champaign, Ill.; **MPATV** (airborne educational station); **WGN-TV** Chicago, and a weather signal.

■ **Newberry, Mich.**—Tahquamenon Cable Vision Inc. (Todd V. Gayeff, Escanaba, Mich., president) has been granted a franchise. Plans call for bringing in seven TV signals plus FM. The monthly customer charge will be \$4.50.

Canby, Minn.—City council heard a proposal from Minnesota All-Channel Cablevision, Alexandria, Minn. The company, a subsidiary of Central Minnesota TV Co. (**KCMT-TV** Alexandria), requests a 25-year franchise. Subscriber costs would include \$25 for installation and \$5 monthly.

Athens, N. Y.—Mid-Hudson Cablevision Inc., 445 Warren St., Hudson, N. Y. (George I. Reynolds, president), has applied for a franchise. The firm proposes a \$19.95 installation fee and a \$4.95 monthly charge. Mid-Hudson Cablevision holds franchises in Catskill and Hudson, both New York.

Southampton, N. Y.—Long Island CATV Inc. has applied for a franchise.

Stark county, Ohio—**Stark CATV Inc.**, a corporation formed by Neptune Broadcasting Co. and the **Canton Repository**, Canton, Ohio, has filed an application to replace an earlier one by Neptune Broadcasting (subsidiary of Rust Craft Broadcasting Corp., Steubenville, Ohio). **Stark CATV** is represented by G. Gordon Strong, president.

■ **Toronto, Ohio**—City council has granted TV Cable Service Inc., Weirton, Ohio, an ex-

tension of a 1963 franchise. No construction was completed under the original agreement. Council had requested additional applications (BROADCASTING, April 19) but decided in favor of a contract renewal to TV Cable Service with a definite deadline for completion specified. Firms denied were **Centre Video Corp.**, State College, Pa., and **Neptune Cable Co.**, Steubenville, Ohio (Rust Craft Broadcasting Corp.).

■ **West Conshohocken, Pa.**—Triangle Publications (**WFIL-AM-FM-TV** Philadelphia) has been awarded a 25-year franchise. Triangle will pay the borough 5% of gross receipts or a \$200 minimum the first year with a \$250 minimum thereafter.

Webster, S. D.—Midcontinent Broadcasting Co., a group station owner (Joe Floyd, Sioux Falls, S. D., president), has applied for a franchise.

Knoxville, Tenn.—The city council heard proposals from four companies. Formal applications have been filed by **Southeastern Broadcasting Co.**, (**WBIR-TV** Knoxville) a group station owner; **Scripps-Howard Broadcasting Co.**, (**WNOX-TV** Knoxville), another group station owner, and **Knoxville CATV Inc.**, Samuel Thrower (president, **WROL** Knoxville), president (BROADCASTING May 3). An oral proposal was made by **Chattanooga Cable Co.**, represented by Raymond Joseph. The four companies agreed the system would cost \$3.4 million and that the return to the city would be 3% of the annual gross receipts. All four companies agreed they would carry the three local stations: **WATE-TV**, **WBIR-TV** and **WTVK-TV**, all Knoxville. **Southeastern** said in addition it would carry **WDEF-TV**, **WRB-TV** and **WTVB-TV**, all Chattanooga; **WLOS-TV** Asheville, N. C.; **Greenville, S. C.**; **WJHL-TV** Johnson City, Tenn.; **Bristol, Va.**; **Kingsport, Tenn.**, and **WCYB-TV** Bristol, Va.—**Johnson City-Kingsport, Tenn.** Under plans of the other companies **Nashville** and **Memphis** stations could also be brought in.

Bellaire, Tex.—King Community Television Co., Inc. (Robert King, Houston, president) has applied for a franchise. The proposed system would provide 12 TV signals and would be in operation within two years.

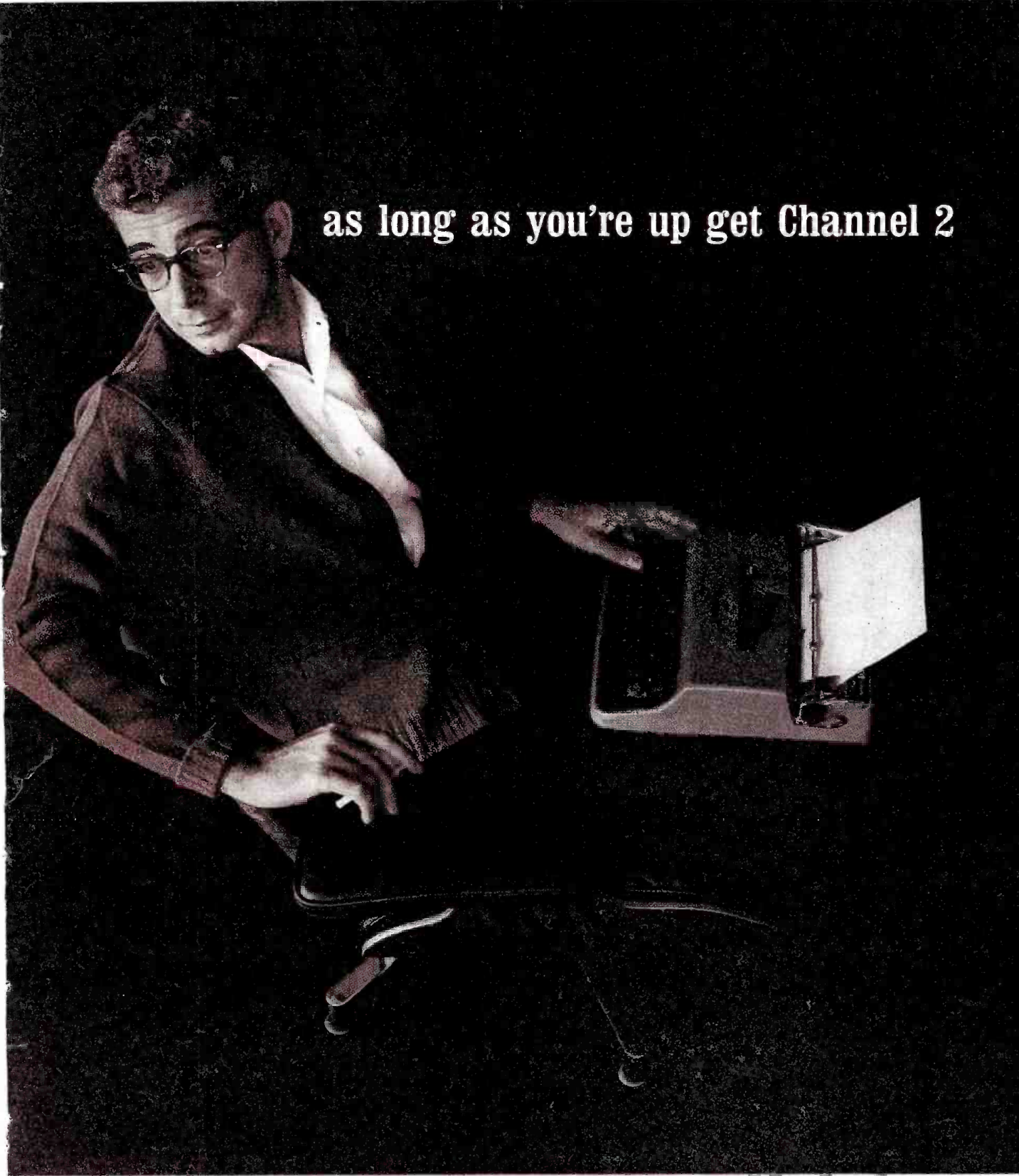
Newport News, Va.—City council heard the proposals of three companies but decided to delay action until additional information is obtained. Applicants are **Peninsula Broadcasting Co.** (**WVEC-AM-FM-TV** Hampton-Norfolk, Va.), **Daily Press Inc.** (**Newport News Press**, **Times Herald** and **WGH-AM-FM** Newport News) and **Rollins Broadcasting Corp.**, Wilmington, Del., a group station owner.

Glendale, W. Va.—Applications have been received from: **Clear Television Inc.**, represented by Sam Shaw; **Hill View Cable Co.**, represented by Bayard M. Roberts, and **Bob & Dave Cable Co.**, represented by Robert Romines.

CATV ELECTRONIC ENGINEER

We are seeking a man with a degree in electrical or electronic engineering to begin a challenging future in community antenna television. Our company is young and progressive and is constantly investigating new localities with the objective of expanding operations. The duties of the man we seek will include evaluation of equipment, system testing and supervision of our technicians in the areas where we operate. The duties eventually could include the initial design of new systems and supervision of the engineering aspects of construction and maintenance. The job will entail travel to our various locations. All replies handled confidentially. Write fully of your education and experience to

BOX E-174, BROADCASTING

A black and white photograph of a man with glasses and a dark sweater over a light shirt, sitting at a typewriter. He is looking towards the camera with a slight smile. The background is dark.

as long as you're up get Channel 2

Please. It's the Television with the 2 on it. Under the Dufy. Why do they call it Channel 2? That's where you find it. KPRC-TV is over 12 years old, smooth and mellow. It really takes that long to smooth out a station. Water? A little. Thank you, darling.

The light and legendary blended Texas Television.
Proved for sales results. Imported to the United
States from Houston, Texas by Edward Petry & Co.,
National Representatives.



courtesy of Grant's

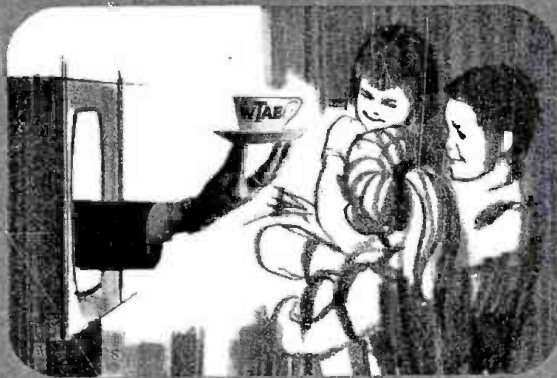
1



Will they recognize him?

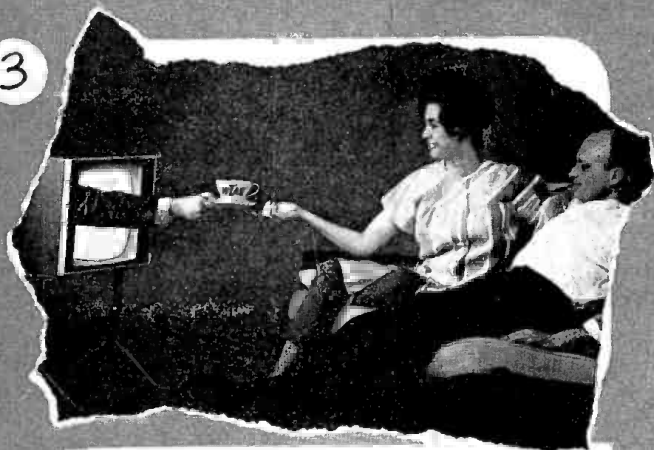
ALAN TRENCH: What
TV station in
Pittsburgh

2



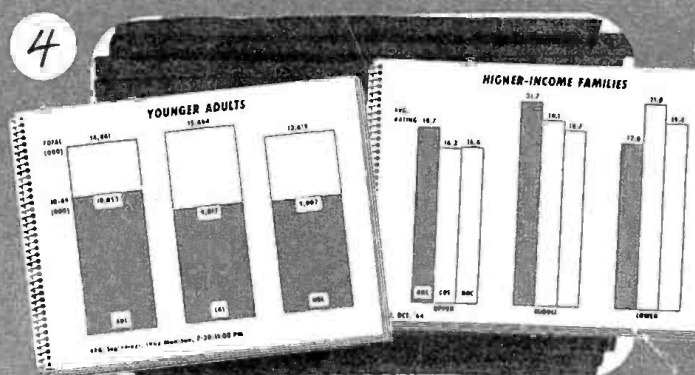
reaches more young
homes...

3



reaches more
spending homes...

4



has the proof in
black and white...

5



...and gives you
color, too!

*Be specific! We originate
color film.*

6



Take TAE and see!
See Katz first.