



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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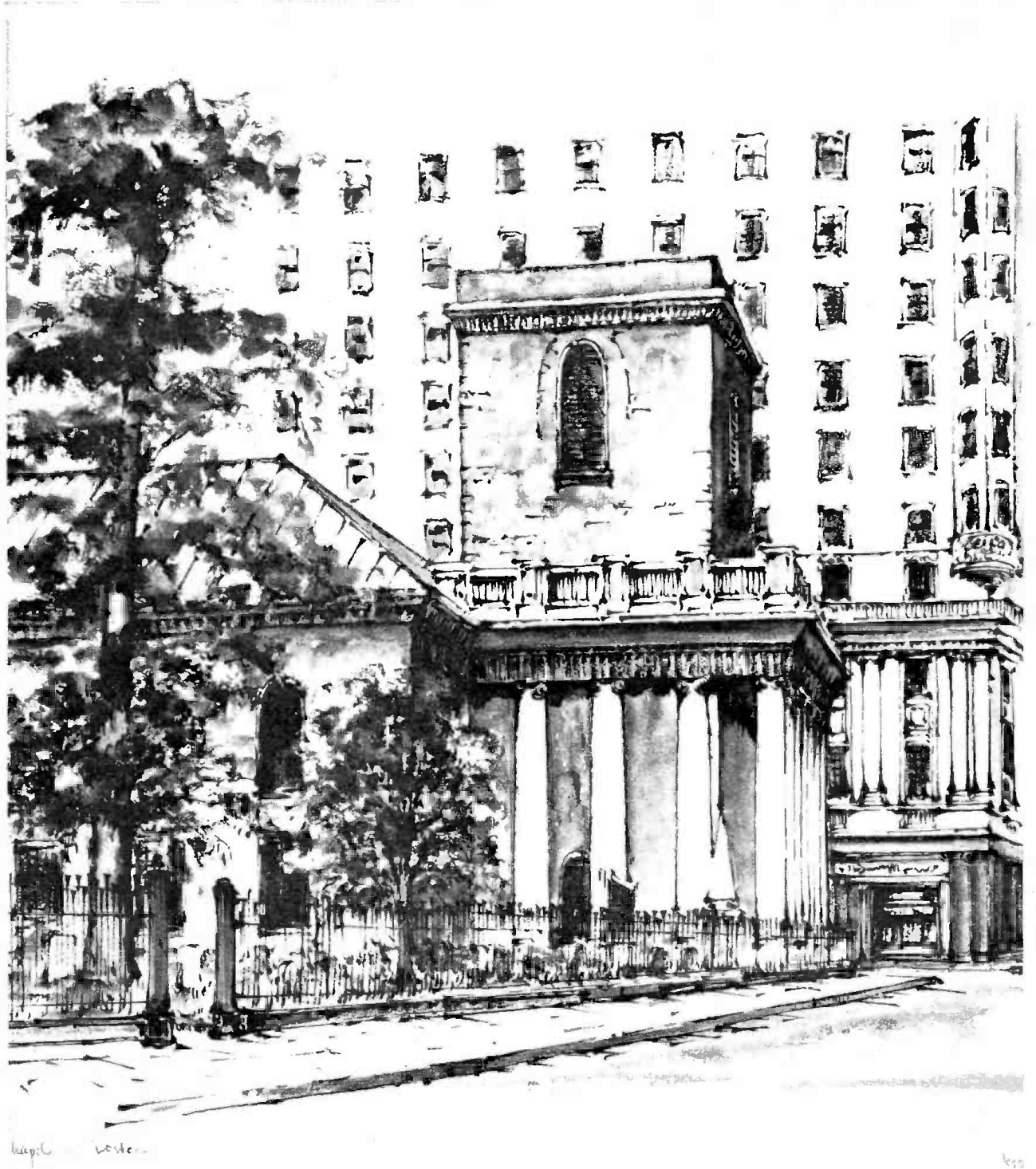
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# GRIPPING

... emotions vibrate through "Let No Man Write My Epitaph" starring Shelley Winters, James Darren and Jean Seberg. It's just one of 60 great films in the Columbia Post-50 Group II distributed by **SCREEN GEMS**



King's Chapel, the first Episcopal Church in Boston, was completed in 1754. After the Revolution, it became the first Unitarian Church in America. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

## Buy Boston like a Bostonian...Buy WHDH

TELEVISION: CHANNEL 5  • RADIO: AM 850 KC 50,000 WATTS  FM 94.5 MC  
REPRESENTED NATIONALLY BY BLAIR TELEVISION-RADIO

**Who says a lady can't  
star in our brand-new  
ball game in St. Louis?**



Since October of '64...**The Charlotte Peters Show**  
has **increased** its ratings **57.1%**  
while delivering **27.2%** more total homes.\*

And Charlotte ran up this score in just three months. We hope you'll watch for the latest results as the game goes on.

**THE EXCITING NEW**  
**KTVI** Channel **2**

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

\*Source: ARB Jan./Feb. 1965

BROADCASTING, April 12, 1965



## want prime time audience....?

Of course, you do. And there's no better place to find this important buying audience than KRLD-TV.

KRLD-TV delivers 149,400 TV Homes per average quarter-hour, 6:30-10 pm, Monday thru Sunday\*. That's 23,500 MORE HOMES per average quarter-hour than any other channel in the market.

And Channel 4 has 6 of the top 10 Dallas-Fort Worth prime time shows in homes delivered.

See your ADVERTISING TIME SALES representative.

ARB Feb. '65

# KRLD-TV

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**

Some American network newsmen—and some Comsat officials—are leery of possibility of censorship of live telecasts via Early Bird satellite put in orbit last week (see page 23). Since ground stations in Europe are all owned by governments, and since all telephone traffic must be cleared before satellite is available for TV, it's feasible for foreign posts-and-telegraph agencies to bar live TV transmission from or to their countries via satellite when subject is distasteful, by claiming inability to preempt voice circuits.

*What worries American broadcast news chiefs is attitude of foreign communication managers toward use of Early Bird for live TV. At London conference last February, all foreign delegates except British expressed negative attitude toward live-TV use of satellite; in fact, Americans really had to hump to get time on bird (once weekly, on Mondays) during six-week experimental period.*

### Grouped groups

Group owners of broadcast stations in 50 biggest markets will rally in Chicago April 29-30 at call of chairman pro tem, George B. Storer Sr., to consider unified opposition to FCC proposal in effect freezing TV station sales in top 50 markets (BROADCASTING, Dec. 28, et seq). Ward L. Quaal, executive vice president-general manager, WGN Inc., will be host to group which originally met Jan. 7-8 in Miami at Storer Broadcasting Co. headquarters.

*There have been indications that FCC would reverse its freeze order by superseding action with formal rule-making involving group ownership. But action has not been taken despite opposition to freeze from highly placed members of Congress as well as broadcasters. Three-man team of Washington lawyers has prepared petition to be filed with FCC which will be considered at Chicago meeting (BROADCASTING, Jan. 11), along with proposal for permanent organization of multiple owners.*

### Staying put

Change in CBS-TV affiliation in San Francisco-Oakland now appears to have been ruled out. Cox Broadcasting had made presentation urging substitution of its independently operated KTVU(TV) as affiliate there in place of

Westinghouse Broadcasting's KPIX(TV) when latter's affiliation contract expires in late October (CLOSED CIRCUIT, March 15). But CBS-TV authorities reportedly told Cox last week that although they were impressed with presentation, and considered it earnestly, they couldn't conclude that it would justify abandoning affiliation that's been in effect with KPIX more than 10 years.

### A clean portfolio

James J. Wadsworth apparently has nothing to worry about from financial conflict-of-interest standpoint when he goes before Senate Commerce Committee tomorrow (April 13) for hearing on his confirmation as FCC commissioner. Former U. S. ambassador to UN and his wife have extensive holdings of stocks and bonds. And law barring conflict of interest of FCC commissioners is quite broad, touching on indirect as well as direct holdings in communications industry. But at informal pre-hearing conference on this matter with Senate committee staff counsel, Nicholas Zapple, Mr. Wadsworth was told last week his holdings appeared to raise no problems.

### New boss at Meredith

Frank P. Fogarty, executive vice president of Meredith Broadcasting Co., Des Moines, Iowa, will be elevated to presidency, probably this week. He'll succeed Payson Hall who has resigned to join McCall Corp. in New York as vice president in printing division (see page 10). Mr. Fogarty is also seen as logical choice to replace Mr. Hall on National Association of Broadcasters' television board. Mr. Hall's TV board term has year to run. According to NAB by-laws, TV board interim vacancies are filled by vote of TV board members.

*Mr. Hall's move to McCall was seen in some quarters as portending McCall acquisitions in broadcast field, but Herbert Mayes, McCall president, said no such plans were in works. McCall was disclosed year ago to have acquired some 115,000 shares of American Broadcasting-Paramount Theaters stock and to have tried unsuccessfully to gain seat on AB-PT board (BROADCASTING, May 25, 1964). AB-PT stock is still McCall's only broadcasting investment. Mr. Mayes said last week.*

### Better offer

Old game of vying for attention and, hopefully, approbation of FCC, isn't confined to that agency's licensees in broadcasting. Last week Comsat and National Aeronautics and Space Administration issued conflicting invitations to FCC members to watch launch of Early Bird—and NASA won. Comsat had asked commissioners to watch television coverage of launch as received at Comsat's Washington headquarters. NASA topped that offer by one to fly commissioners to Cape Kennedy for personal view. All six members took NASA flight.

### The road back?

Some familiar names will crop up among applicants for St. Louis frequency to be vacated June 30, when KWK, whose license has been revoked, goes off air. Arthur M. Wirtz, chairman of Kwk Inc. and its parent, Milwaukee Broadcasting Corp., heads new corporation formed to apply for KWK facilities. Among those associated with him as owners in \$1,100,000 corporation are James B. Coston and Emory Jones, president and vice president, respectively, of KWK. Messrs. Wirtz, Coston and Jones were part of new team that took over station after broadcasts of fraudulent contests that led to revocation order in 1963. They took case to U. S. Supreme Court in vain effort to have commission decision reversed.

*For past 20 years, Mr. Wirtz has headed company that owns St. Louis Arena. His other extensive real estate interests include ownership of 16-story Frontenac Apartments in St. Louis. Mr. Coston is president of Coston Enterprises Inc. Other stockholders are described as "prominent St. Louisians."*

### ABC's seventh?

If price can be agreed on, ABC may acquire WWDC Washington to fill its quota of AM station ownerships permitted by FCC rules. Network now owns six AM's (seven are limit), has been in preliminary negotiations with Ben Strouse, WWDC president, who reportedly has rejected offers under \$5 million. Other interests also are said to have approached Mr. Strouse in recent weeks. WWDC is full-time station on 1260 kc, has FM companion that provides background music.

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

*Great Buy in the 5th Market*

# WJBK-TV



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

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

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

# WEEK IN BRIEF

Now question is how much will intercontinental TV satellite transmission cost? Network news staffs and budgets begin climbing as Early Bird catches worm and fancy of U.S. and European broadcasters. See . . .

## AGE OF TRANS-OCEAN TV . . . 23

When is mashed potatoes really ice cream? When spot doesn't point to firm, cool potatoes. Supreme Court upholds FTC in Colgate 'sandpaper' case; supports mockups if not shown as 'real thing.' See . . .

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FTC's Dixon repeats his well-known views on House side of Capitol Hill. Says ad men's 'ingenuity' can solve problems cigarette ad warnings might pose. Rep. Harris feels FTC may be 'beyond its scope.' See . . .

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## IN PHASE WITH TIMES . . . 56

U.S. Court of Appeals tells FCC to take another look at appeal of WGMA for renewal of license. Court says com-mision should explain in detail why WGMA and NBC were judged by different values. See . . .

## WERE THEY GIVEN FAIR SHAKE? . . . 60

National Geographic Society enters field of TV programming. Says color is far enough advanced for it to offer four one-hour color specials next season. Series is half-sold, network berth is being sought. See . . .

## 'GEOGRAPHIC' SEEKS NETWORK . . . 40

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## Broadcasting

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# WLW STATIONS ON THE GO



## THIS IS RADIO...



Live! Variety! Weekdays. Direct from a department store tea room ■ This is the Bob Braun "Good Morning Show." It's fun and successful. A newcomer on WLW Radio. A bouncing blend of singers, musicians, guests, lively audience on the spot. Thousands at home listening. A 90% commercial sellout. Audiences S.R.O. through 1966. One announcement brought 30,000 ticket requests. ■ This is vibrant, unique, adult Radio – personal, enjoyable – as Radio should be. ■ 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



## Appeals court: What's it up to?

It's reversed FCC in six of seven latest cases; now  
it raises new questions on own hook on Miami ch. 10

U. S. Court of Appeals has inserted new issue in Miami channel 10 case in move that mystified attempts and litigants.

On own motion, court asked parties to file briefs on how frequency and length of commercials and audio volume levels relate to public interest considerations. Briefs on these questions are due by May 3, reply briefs by May 17.

Court is composed of Senior Circuit Judge Henry W. Edgerton, Circuit Judges Charles Fahy and J. Skelly Wright.

None of parties or counsel have any knowledge of relevance of these subjects, although all are speculating widely.

Basic case is FCC's 1964 renewal of license of WLBW-TV Miami and denial of three other applications for same facility. Two of losing three appealed, claiming FCC erred in giving weight to WLBW-TV's operation under four-month temporary license. WLBW-TV was only applicant of original four that was found free of taint of ex parte activities and was given four-month license by commission after re-examination of original 1953 grant to National Airlines.

At issue in appeal, argued last month (BROADCASTING, March 15), is weight given by FCC to operation of WLBW-TV during its temporary license period as well as other comparative factors.

Court's order, issued April 8, asks that parties file briefs on following four questions:

"1. Is the amount of TV time actually used in stating, singing, or otherwise showing commercials a public interest consideration?

"2. If so, should the commission be required to consider the length and number of commercials proposed by the competing applicants in this case?

"3. Is the audio volume of the commercials vis-a-vis the other part of the program a public interest consideration?

"4. If so, should the commission be required to consider proposals made by the competing applicants in this case with respect to audio volume."

Lawyers for WLBW-TV, South Florida TV Corp. and Miami TV Corp. as well as FCC attorneys said they are at loss to explain court's request. Speculation ranges gamut: that court, conscious of

current publicity about FCC's attempt to limit number and loudness of commercials, is attempting to use Miami case as vehicle to put its views on record; that one or more judges have been upset by commercial practices of local stations or loud commercials; that court has lost confidence in FCC and is determined to jolt it into what it considers is path of righteousness.

**Six to One** ■ Last theory is based on fact that court, with two of three judges, same in both cases (Fahy and Wright) virtually slapped FCC in face when it remanded Barry-Enright case for further consideration by FCC (see page 60). That decision, written by Chief Judge David L. Bazelon, told FCC in no uncertain terms that it has to spell out reasons why it makes decision, not just itemize plus and minus factors.

Lending some credence to this conjecture is fact, noted by several lawyers, that FCC since Jan. 1 has been upheld once, reversed six times by District of Columbia Circuit Appeals Court. Cases:

■ KPAS Banning, Calif., sale upheld by court.

■ KOB Albuquerque, N. M., remanded because ABC network not given same

consideration as other clear channel network stations.

■ WFTV(TV) Orlando, Fla., remanded with instructions to reopen record to permit new applicants for channel 9 there.

■ Mt. Holly, N. J., remanded with instructions to accept new applications for 1460 kc there.

■ WKTG Thomasville, Ga., remanded with instructions to look into "use of frequency" issue raised by board of review and permit testimony and cross examination.

■ WGMA Hollywood, Fla., remanded for further consideration on reasons why commission revoked WGMA license yet approved NBC licensees where both were involved in quiz show scandals.

## Bird's-eye view of Indian head 'very good'

Maneuver after maneuver, Early Bird satellite is responding to ground commands perfectly. Satellite, launched last week by Communications Satellite Corp. (see page 23), had its altitude to equator changed in maneuver late Friday (April 9). Move put satellite over equator off coast of Brazil.

In test late Thursday, Indian head test pattern, reminiscent of TV's primal days, was sent to Early Bird from Andover, Me., ground station. Sidney Metzger, manager of Andover station called reception "very good."

## NBC-TV sets 47 games for its 1st AFL season

NBC-TV's American Football League fall schedule to be announced today (Monday), starts with Sept. 21 national telecast of New York Jets and Houston Oilers at Houston and contains 47 league games on 18 dates, five games carried nationally and remainder on regional basis. Games to be shown in color will be announced later. Schedule runs through Dec. 19, with games falling on 15 Sundays, two Saturdays, and Thanksgiving Day. NBC has TV rights to AFL games for five years beginning this year.

NBC said AFL schedule is two-thirds sold (Chrysler Corp., through Young & Rubicam; Institute of Life Insurance, through J. Walter Thompson; R. J. Reynolds Tobacco Co., through William Esty Co., and Firestone Tire & Rubber Co., direct.)

## Everyone's a newsman

If WINS New York arouses only fraction of enthusiasm among listeners when it goes all-news on April 19 that it received from job applicants responding to announcement of change to news format (BROADCASTING, March 22), station will be towering success. WINS received approximately 2,000 applications from 45 out of 50 states in country, plus one from Tokyo, several from Mexico and Canada and phone call from Alaska. Station rented suite at New York hotel where, over two-week period, staffers read applications, listened to tapes and interviewed hopefuls. WINS now is staffed, has 40 people who'll be associated full time with news operation in New York.

## WEEK'S HEADLINERS

**Mark Byrne** appointed VP in charge of media planning at William Esty Co., New York. He joined agency in 1947. **Frank Marshall**, with Esty in media since 1962, elected VP and media director, succeeding Mr. Byrne.

**Al Butler**, senior VP, management supervisor and member of board, Benton & Bowles, will serve as director responsible for American Motors account and continues to be located in New York. **Al Cuddeback**, VP and management supervisor at agency, named management supervisor also on American Motors and becomes manager of new Detroit office B&B is setting up for its newly-acquired account (see page 33). Both assignments were made known to B&B personnel last week. Mr. Butler has been on General Foods and Heublein accounts at B&B, joined agency Jan. 1, 1962, with his current title, had been at Young & Rubicam where he was VP in charge of that agency's Detroit office, 1954-59, and was in account management at J. Walter Thompson

Co. before joining B&B. Mr. Cuddeback had been with Y&R and BBDO before 1958 when he was appointed account executive on General Foods at Benton & Bowles, and in 1962 was elected VP and became account supervisor on Texaco. **Norton J. Wolf**, who joined B&B in 1950 as copywriter, assigned to American Motors account as creative supervisor. Mr. Wolf is VP and creative supervisor at agency on variety of accounts. He was made group head in 1953, and became supervisor in 1958. He'll continue in New York.

**Payson Hall**, president of Meredith Broadcasting Co. and executive VP of parent Meredith Publishing Co., Des Moines, Iowa, has resigned to join McCall Corp. as VP in its printing division. Mr. Hall, with Meredith since 1947, will be in McCall's New York headquarters. McCall operates number of major printing plants, publishes magazines, is not in broadcasting except for minority stock holding in American Broadcasting-Paramount Theaters.

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

### Terry: ad warnings must for cigarette industry

U. S. Public Health Service wants warning statement in cigarette advertising as well as on packages, Surgeon General Luther L. Terry told House Commerce Committee last Friday (April 9).

He said regulation of labeling should be left to Department of Health, Education and Welfare (of which PHS is division); regulation of advertising to Federal Trade Commission.

Results of survey made for PHS show that over 60% of sample favored warning statements on packs and in advertising, Dr. Terry stated.

Commerce Committee is holding hearings on five bills, all of them providing for caution on package, one of them leaving enforcement to HEW. (see page 37).

### Cox-Danish debate ways to improve service

FCC Commissioner Kenneth A. Cox and Television Information Office Director Roy Danish, in New York meeting Friday (April 9), participated in what amounted to debate on broadcasting responsibility.

Commissioner Cox suggested that al-

though broadcasters often fulfilled their public service obligations, there was some room for improvement. Mr. Danish claimed industry was meeting its responsibilities, considering limitations under which mass media must operate.

Mr. Cox told panel session at 1965 International Radio & Television Society college conference (see page 44) that broadcasters could operate more fully in public interest by expanding programming to minority audiences; increasing number of locally produced shows; devoting more time to coverage of political campaigns and cooperating more fully with local educational institutions and groups.

Mr. Danish cited contributions of television industry in public interest, including more than 1,000 locally-produced shows in 1960; more than 400 local shows for children in 1962 and more than 400 network programs dealing with law and legal procedures over past four years. He indicated that if TV lacks "Quality," this void is extension of one existing in other mass media (motion pictures, publishing, radio), which must produce in volume and cater to large groups.

In another panel session Friday, Jerome K. Reeves, program executive, Corinthian Broadcasting Corp., told students broadcast news needs "more abrasive news personalities" instead of "mild, bland, handsome people," who cover news but "do not dig for it." Lee

Hanna, director of radio news, CBS, cautioned against excessive use of tape in radio newscasts, pointing out tape should not be used as "a gimmick" or sound effect. David Shefrin, director of news and public affairs, WABC-TV New York, cited need in broadcast news for new concepts to make listeners and viewers more interested in particular subjects.

### FCC group to advise on ponies

FCC has established industry committee to advise it on broadcast of horse-race information. FCC Commissioner Robert E. Lee is chairman. Commission said 18 persons connected with horse racing are on committee, and invited other interested parties to participate, including representatives of broadcasting industry.

Commission said creation of committee is in line with interest of government and horse-racing industry to prevent broadcasts of horse-race information or aid illegal gambling without, at same time, interfering with broadcasting of "legitimate information."

### WATE-AM-TV sale approved

FCC last Friday (April 9) announced approval of sale of WATE-AM-TV Knoxville by Peoples Broadcasting for \$6.8 million.

WATE Inc. is owned by Paul Mountcastle and associates. Mr. Mountcastle is board chairman of Life & Casualty Insurance Co. which owns WLAC and 50% of WLAC-TV, both Nashville.

Peoples Broadcasting, subsidiary of Nationwide Insurance group, is group owned.

Herbert E. Evans is president.

WATE, broadcasting since 1927, is on 620 kc fulltime with 5 kw. WATE-TV began operating in 1953 on channel 6, and is affiliated with NBC.

Also approved by FCC last Friday was sale of KAFE(FM) San Francisco, from Hal Cox to McLendon group for \$200,000.

### FCC stays ch. 9 order

FCC has stayed three-month old order awarding channel 9 Syracuse, N. Y., to W. R. G. Baker Radio & Television Corp., pending commission action on outstanding petitions for reconsideration and for reopening record.

Action had been sought by six losing applicants for channel. Parties petitioned commission last month to set aside grant and reopen record to inquire into lawsuit filed by state of New York against number of defendants including company wholly owned by two Baker principals (BROADCASTING, April 5).

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



# **COLT.45**

COLT .45 stars Wayde 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

# Please Note!

## Broadcasting

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

## Broadcasting

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

## Broadcasting

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

## Broadcasting

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

# Why Not!

After all,

## Broadcasting

is THE Businessweekly of Television and Radio.

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

## DATEBOOK

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

■ Indicates first or revised listing.

### APRIL

April 11-12—Annual spring convention of Texas Association of Broadcasters. Speakers include, Howard H. Bell, director, National Association of Broadcasters Code Authority. Shamrock Hilton, Houston.

April 12—Annual stockholders meeting of Wometco Enterprises Inc. Studios of WTVJ (TV) Miami.

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

April 12-15—Advertising and production seminars on TV commercials conducted by advertising consultant Harry Wayne McMahan. Biltmore hotel, New York. Four three-hour sessions from 6-9:30 p.m.

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

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

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

■ April 15—Federal Communications Bar Association luncheon. Jack Harris, vice president-general manager, KPRC-AM-TV Houston, and president, Association of Maximum Service Telecasters, will speak on "The CATV Question: Television at its Crossroads." Congressional room, Willard hotel, Washington.

April 15—National Association of Educational Broadcasters, ETV division, meeting for station managers and program directors. Sheraton Plaza hotel, Boston.

April 15—Time Inc. annual stockholders meeting. Rockefeller Center, New York.

April 15—New deadline for comments on the FCC's inquiry and proposed rulemaking to amend its TV translator rules to permit licensing to regular TV stations and others upon a special showing of translators using up to 100 w power output to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments. Former deadline was March 15.

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

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

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

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

San Francisco 94011.

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

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

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

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

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

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

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

April 23—15th annual radio-television conference sponsored by the Radio-Television Guild of San Francisco State College. Pierre Salinger, featured speaker. For information, contact Steve Tolin, promotions and publicity director, SFSC, 1600 Holloway Avenue, San Francisco, 94132.

April 23—Alabama Associated Press Broadcasters meeting. Montgomery.

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

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

April 26—Louisiana Association of Broadcasters meeting. Lafayette.

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

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

### 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.
- June 7-8—Denver Hilton, Denver.
- June 10-11—Continental, Los Angeles.



**"He tells me he loves me  
but where's the diamond ring?"**

This is the sort of puzzlement that many a television advertiser shares. People love the show. Love the commercials. But the product isn't moving.

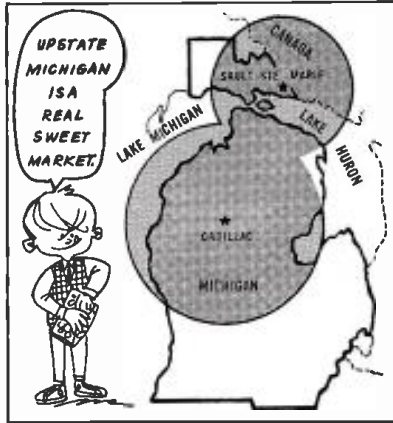
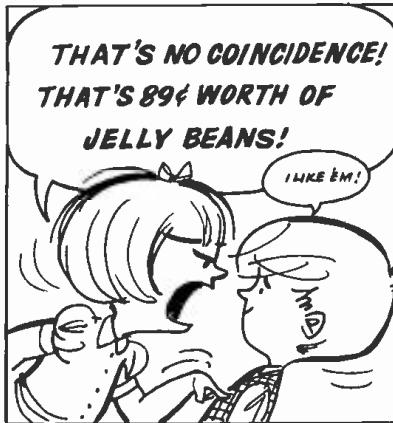
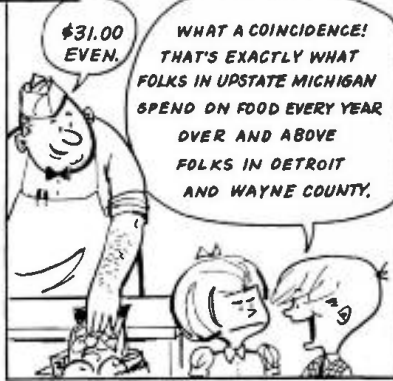
Actually, research tells us that *liking* your commercial isn't necessarily related to wanting to buy.

At Ayer, the first thing we try to

build into a commercial is a selling idea that will turn lovers, likers or just plain lookers into sales and profits for the advertiser.

*The commercial is the payoff* / **N. W. AYER & SON, INC.**

# WORFORD WARD & TILLIE VISION



## BIG EATERS — BIG SPENDERS

Here's important food for thought: Upstate Michigan people spend more money at the grocery than folks in Detroit and Wayne County — \$31.00 a year more! (\$362 vs. \$331. Source: SRDS, July, 1964.)

For food advertisers, this is a sure sign that Upstate Michigan is a healthy market—that these

36 well-fed counties represent a tremendous opportunity for powerful advertising results on your part.

Put this million-people market on your advertising menu. Get the facts. Ask your jobbers or distributors what stations they'd like to use. Or check with Avery-Knodel.

*The Folger Stations*

**RADIO**

WQOW KALAMAZOO-BATTLE CREEK  
WSEF SANSU RAPIDS  
WUPM OSHTON SANSU-KALAMAZOO  
WNTWFM GOSSELIC

**TELEVISION**

WQOW-TV OSHTON SANSU-KALAMAZOO  
WNTW-TV CADILLAC-TRAVERSE CITY  
WUPM-TV SAULT STE. MARIE  
KOLA-TV L'ECHELLA, MICHIGAN  
WJON-TV OSHTON ISLAND, MICH.

### WWTV/WWUP-TV

CADILLAC-TRAVERSE, CITY / SAULT STE. MARIE

CHANNEL 9  
ANTENNA 1460' A. S. T.  
CBS • ABC

CHANNEL 10  
ANTENNA 1214' A. S. T.  
CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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

<input type="checkbox"/> Business	<input type="checkbox"/> 52 issues and '65 Yearbook \$13.50	
<input type="checkbox"/> Home	<input type="checkbox"/> 1965 Yearbook \$5.00	
	<input type="checkbox"/> Payment	
	<input type="checkbox"/> Bill me	

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

further request for extension, this time by Insurance Securities Inc., San Francisco.

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

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

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

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

April 27-30 — Audio Engineering Society convention. Hollywood Roosevelt hotel, Hollywood.

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

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

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

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

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

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

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

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

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

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

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

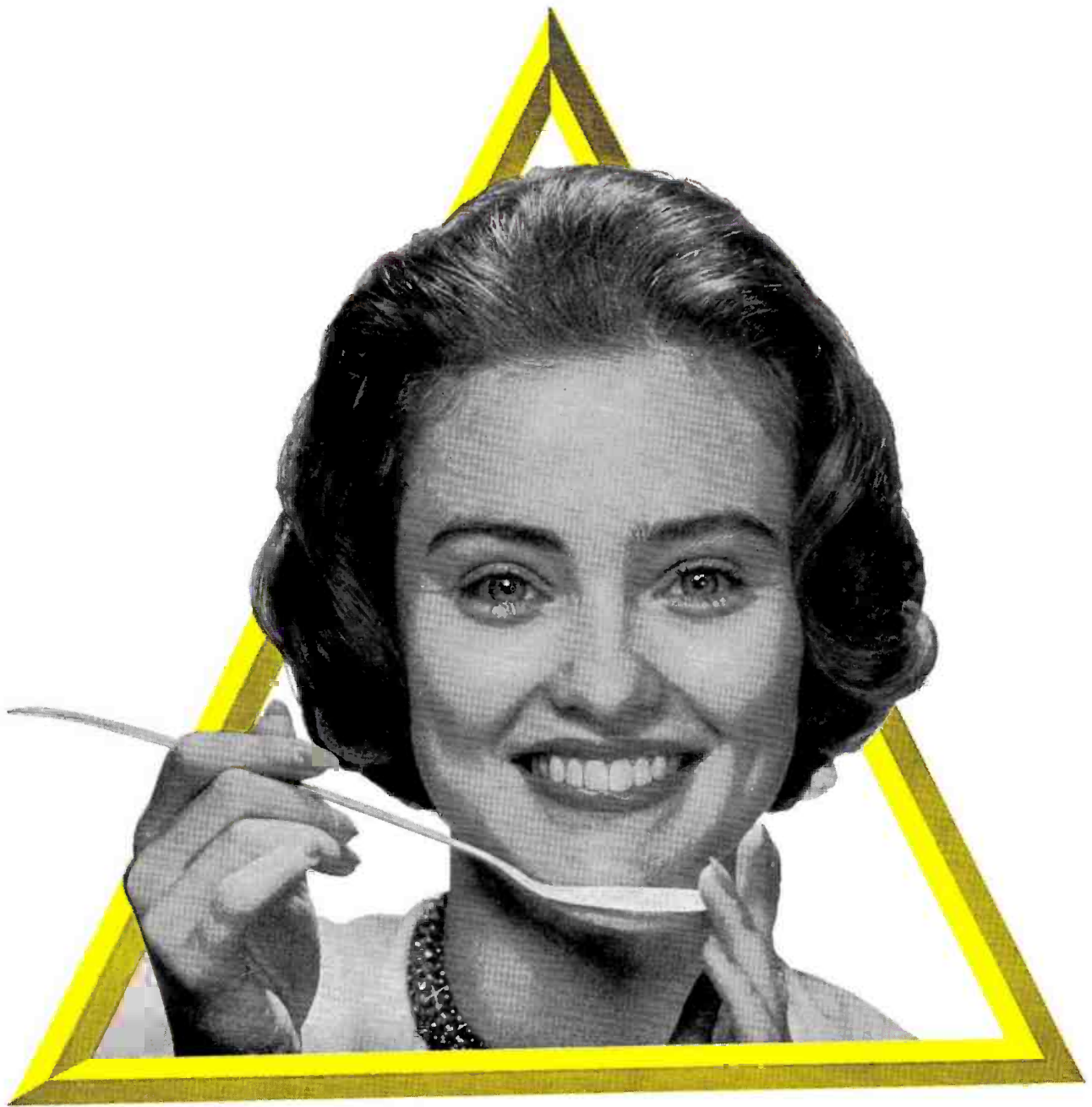
### MAY

May 1—Indiana Associated Press Radio and Television spring meeting. Indianapolis.

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

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

May 3-4—New York State Educational Radio and Television Association annual



## You get a tasty, rich mixture in the Golden Triangle

*The WSJS Television Market—No. 1 in North Carolina*

For a feast of audiences, WSJS Television's 3 metro city-33 county Grade A coverage has that rare combination of ingredients — No. 1 in Population, No. 1 in Households, No. 1 in Retail Sales — that make it the No. 1 market in North Carolina, the nation's No. 12 state.

**WSJS**   
**TELEVISION** 

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

# Your Company will enjoy The Drake and The Drake will enjoy your Company.

THE DRAKE HAS been an ideal home-away-from-home for Executives of many of the finest business firms maintaining permanent hotel-serviced suites.

THE DRAKE IS noted for its quiet good taste, spacious decorator-styled 1 and 2 bedroom suites, each with serving pantry, and New York's most fashionable East Side address.

WE WOULDN'T venture to guess the important business transactions discussed in the congenial atmosphere of the Drake Room — the clients who returned with lasting memories of Shephard's, New York's distinctive and most popular rendezvous.

ENJOY THE full scope of Drake Hotel services at considerate short or long-term lease rates. Call Miss Rose, HA 1-0900 for inspection appointment.

THE *Drake*

Park Avenue at 56th Street  
New York, N. Y. 10022

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

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

■May 3-5—Spring meeting of Kentucky Broadcasters Association. Featured speakers include FCC Commissioner Lee Loevinger, and Vincent Wasilewski, president, National Association of Broadcasters, and Richard Lueking, vice president of advertising, Eastern Air Lines. Brown hotel, Louisville.

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

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

May 4-5 — Spring meeting of Missouri Broadcasters Association. Speakers include John Couric, vice president for public relations, National Association of Broadcasters; Elmo Ellis, general manager, WSB-AM-FM Atlanta; John Murphy, president, Crosley Broadcasting Co.; Mrs. Marianne Campbell, president, WJEH Gallipolis, Ohio. University of Missouri, Columbia.

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

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

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

May 6-8 — Spring meeting of Montana Broadcasters Association. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Executive motel, Missoula.

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

May 7 — Virginia Associated Press Broadcasters meeting, Washington.

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

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

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

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

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

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

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

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

■Indicates first or revised listing.

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## Who makes a thirty draw “like sixty”?

Recently-published studies indicate that 30-second television commercials are highly effective. The way to make them even more effective is to place them on the CBS Owned stations. And now you can buy 30s in prime time on the five CBS Owned television stations, at rates which provide greater advertising efficiency than ever. Call your nearest CTS National Sales representative for the story on television's new dimension—prime 30s. Quickly. They'll go “like sixty.” ● CBS TELEVISION STATIONS NATIONAL SALES REPRESENTING WCBS-TV NEW YORK, KNXT LOS ANGELES, WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA AND KMOX-TV ST. LOUIS



In the early hours of the Southern California morning, some 7½ million Angelenos prepare for the busy day ahead.

Chances are, their companion in these morning hours is radio.

And chances are, most listeners who are affluent, responsive adults tune to the always beautiful music and stimulating news analysis of KPOL AM/FM.

If you use Pulse, and/or your own good judgement, you'll note 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.

MORNING, AFTERNOON 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 San Francisco call  
**MILT SEROPAN**  
at YU 1-1833



## OPEN MIKE®

### Regulation needed

EDITOR: If broadcasters took pride in their programing instead of their balance sheets, the regulatory agency would not need to concern itself with program content. Because of the broadcasters' default, the public begs the FCC to concern itself.

Even if broadcasters did what they said, we'd be better off. Leonard Goldenson bemoaned "sterile programing," (BROADCASTING, March 29) even as his network [ABC-TV] added more *Peyton Place* to the spectrum.—Mrs. Norman W. Osher, Milwaukee.

(Mrs. Osher is associated with the Milwaukee Radio Television Council which screens and publishes a list of its recommended programs being shown in that area.)

### Regulation unnecessary

EDITOR: Can't help but comment on your editorial "The Answer man" in the March 29th issue. Your sentiments match my own perfectly. I would further suggest that if [the FCC's] Mr. Henry cannot find a program to his cultured taste on the different channels available, that he turn his set off or maybe he would prefer to have a private station catering to his taste only?

There is getting to be too much interference and regulation by the government and the American people are losing more and more freedom every day. But whether they realize it or not it is happening.—George B. Martin Sr., Campbell Hall, N. Y.

### They're sorry: wrong number

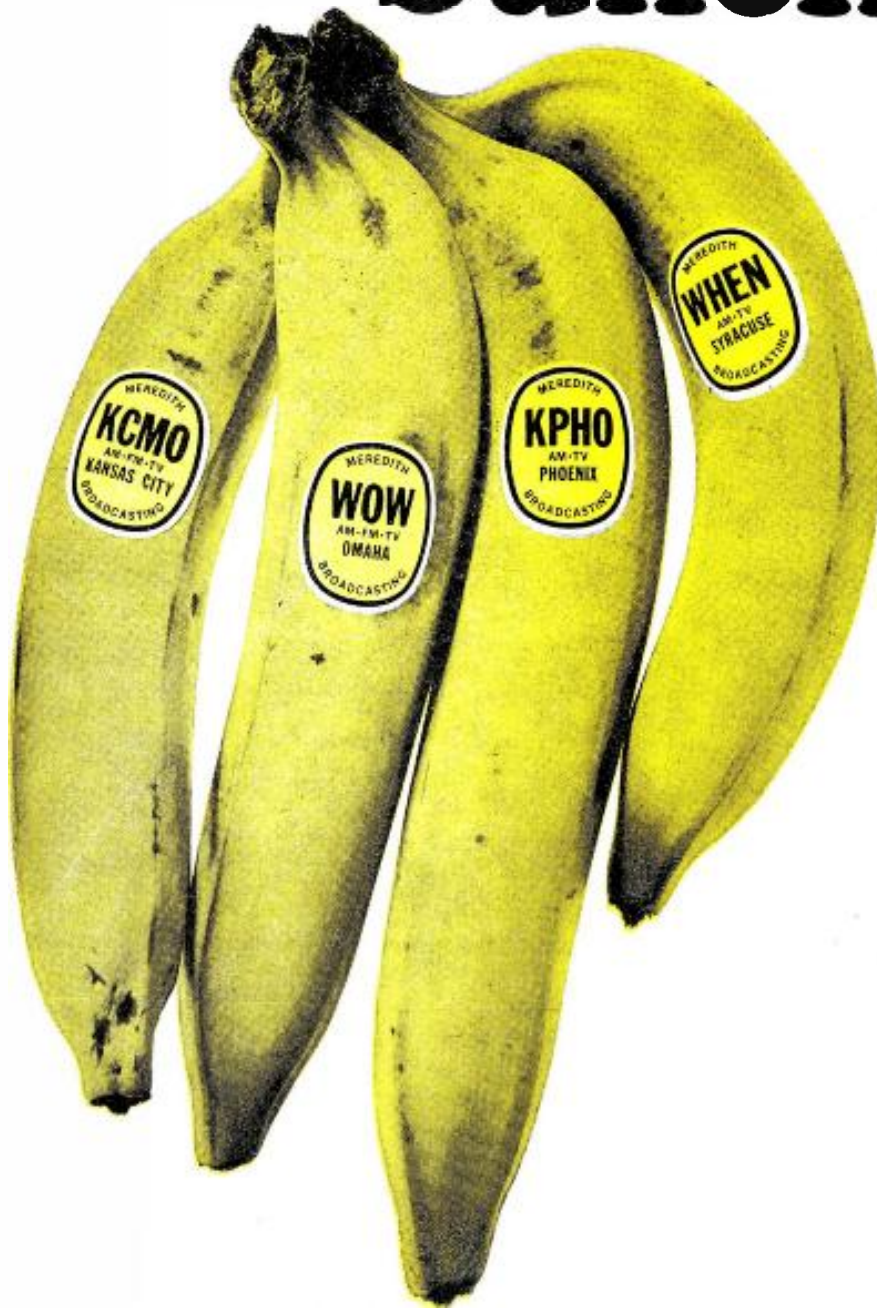
EDITOR: Thank you for the story in BROADCASTING (March 29) on the Republican Party's new telephone news service carrying daily statements of GOP leaders which radio and television stations can record for later playback.

Unfortunately, the story inadvertently listed the long-distance dialing code as 212 instead of 202 (which is Washington, D. C.) and I understand a tailor shop in New York City has been deluged with calls from stations as a result. If possible, could you run a correction of the telephone number for this service. It is 202-544-7272.—Paul A. Theis, director, public relations, National Republican Congressional Committee, Washington.

(The incorrect code number was the one given in a letter sent to stations by the chairman of the committee.)

United Press International news produces!

# the Meredith bunch.



MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV  
BROADCASTING, April 12, 1965

## Eastern's radio-TV puts its accent on service to the public

The country was witness on inauguration day (Jan. 20, 1965) to two events, dominated of course by the swearing-in ceremony of Lyndon B. Johnson to the country's highest office.

As the country hailed its new chief, Eastern Air Lines also celebrated the inauguration of a completely new advertising and marketing program.

Linking the two events: Eastern's "inauguration" kicked off with its exclusive sponsorship over NBC-TV and NBC Radio of the full-day radio-TV coverage of the presidential inauguration.

This first step into public service broadcasting sponsorship was followed in February by our two-part special, *The Best of the Bolshoi* on WABC-TV in New York, and *First Hearing*, an FM stereo, good-music series broadcast over a selected group of stations in eight major markets.

To Eastern, now under new management, sponsorship of the presidential inauguration was a natural step. Our airline used this platform of public service broadcasting to introduce and emphasize our feeling that, after all, we do serve the public, and the presentation to the public of such important events is in its interest.

**Low-Key Commercial** ■ Eastern's sponsorship provided strong support for our new, low-key commercials seen throughout the day. The impact was outstanding.

We had the audience that day: according to Nielsen, 22,410,000 different homes saw all or part of the daytime coverage, and 10,680,000 different homes saw our nighttime wrap-up—an estimated 50% of the television homes in the country, or 26,300,000 unduplicated television homes.

Jan. 20 marked another innovation for our airline: Alexander Scourby made his bow as the voice of Eastern. Our choice of Mr. Scourby, who is an actor and not an announcer, was no accident. We decided an actor would be best suited to deliver our messages styled in their approach to the viewer in a sort of blank-verse that's aimed at each person as an individual.

**Individually Styled** ■ Alexander Scourby's direct, personal style typifies our new approach to passengers. Our approach is complete from the introduction of a new logotype in advertising, through new dinnerware and uniforms, right on down to new buttons on our porters' coats. The aim, of course, had the ulti-

mate consideration: our passengers' comfort.

But our approach, as I've indicated, was not a one-shot affair. Our second major step into public interest TV was with *The Best of the Bolshoi*, two 90-minute specials, shown Feb. 21 and March 14, both presentations a resounding success.

Of interest in connection with our belief that the cultural event is of primary importance was our policy of taking only half the 18-minute commercial time allotted us for *Bolshoi*. We felt it better to leave the other half of the commercial time for the inclusion of an additional ballet.

*First Hearing*, our first step into public interest radio, puts the noted music critic, Robert Lawrence, in the place of the average listener who is hearing a major symphonic work for the first time.

The series of broadcasts, begun in February, is built around Mr. Lawrence's candid comments as he, along with the listener, hears a new recording. The group of eight stations broadcasting *Second Hearing* is headed by WQXR New York.

**More Coming** ■ These steps, together with several more to come over the next few months, dramatically portray Eastern's new outlook. Out of our 1965 advertising budget of \$15 million, 50% is going into radio and TV. Newspapers are receiving 25% and magazines the remaining 25%. The TV-to-radio ratio of dollars is about 8 to 1. This is quite a change from years past when Eastern invested 90% of its advertising budget in newspapers and less than 10% in broadcast.

We have also embarked on a highly successful program with travel agents. This endeavor has already been sup-

ported by one-minute commercials (radio and TV) devoted specifically to the services these men and women provide. The commercials first appeared on both the inauguration and *Bolshoi* telecasts and will continue to appear in major TV and radio markets.

**Large Audience** ■ Our flying audience is vast. Last year we carried 12,828,000 passengers, a new record, but we have another and to us equally important audience. That is the 185 million citizens of this country. It is to serve them that we have entered the long-neglected, highly important area of public service, and public interest, broadcasting.

As for advertising, our media investment for the first quarter of 1965, most of which is being handled by Young & Rubicam, includes 20- and 60-second TV spots on 27 stations in 15 markets; one-minute participations on ABC-TV's *The Sunday Night Movie* in 40 cities served by Eastern; and 20- and 60-second radio spots on 38 stations in 12 markets.

Backing this up are four-color hi-fi pages in 24 daily newspapers in 13 markets and other advertising in dailies in 34 cities; ads in 21 magazines (handled by Community Prestige Magazines), in 13 trade publications and in selected mass magazines.

In the broadcast events we sponsor, as well as in our print ads, we'll stick to consideration of the public as our primary goal. That remains constant. Commercial messages will continue to be in keeping with our "customer-comes-first" policy. For our broadcast sponsorships, we shall continue to seek out events of the widest interest and importance in the belief that such programming is of the highest benefit to the people of our great nation.



Richard W. Lueking became vice president in charge of advertising for Eastern Air Lines a year ago after having served since August of 1960 as manager of promotion development for Procter & Gamble. Mr. Lueking joined P&G's advertising department after his graduation in 1948 from Berea College (Berea, Ky.). He was associated with P&G in sales, brand management and promotion. At Eastern Air Lines, he is responsible for market development and expansion activities.

**In a 15 station market,  
why does WBAL get more  
than 1 out of every 4  
Baltimore radio dollars?\***



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

*good sound radio*

**WBAL  
1090**

Maryland's only 50,000 watt station/NBC affiliate/Nationally

represented by Daren F. McGavren Co. Inc./or call 301-467-3000

\*BASED ON LATEST AVAILABLE FCC REPORTS \*\*HOLLANDER REPORT, 1964; NCS NO. 3

# NO ONE IS BORED ON THIS BOARD!



Frank Boyle



William Burton



Joseph P. Cuff



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Eastman's Board of Directors takes pride in

- Representing America's Best Radio Stations.
- Guiding the destiny of America's Best Radio Representative.



**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

# The new age of transoceanic TV

What's now in store for television news:  
a spate of specials from European capitals  
and consistent hard-news pickups—all live

The prospect of worldwide television news coverage on a virtually "instant" basis opened up last week as international TV communications sped into a new era with the launching of the Early Bird synchronous satellite (also see story page 25).

Live programs linking European capitals with the U. S. were being planned for the Early Bird's formal TV inauguration on May 2 and immediately afterward. But network news chiefs were also thinking beyond the test period to a time when, as one said, TV news feeds from London, Paris, Bonn, Johannesburg, Sydney or Tokyo may be as commonplace on evening newscasts as one from Washington, New York or Selma, Ala.

The long-range implications in satellite relays—generally regarded as potentially the most far-reaching influence yet seen in TV news coverage—were further dramatized by reports that negotiations have been started with Moscow to bring Russia into future exchanges.

Network news operations, already representing an investment substantially exceeding \$100 million a year, are expected to expand broadly—though probably slowly—as satellite usage develops. CBS and NBC officials said they already were looking to lease studio and technical facilities in London for frequent satellite transmissions. NBC News set up a special satellite staff unit some time ago.

"I want to be able to press a button and have a TV circuit to London up in four minutes the same way I can get a radio circuit today," CBS News President Fred Friendly said last week.

This and more elaborate set-ups may not come immediately. For the present, the extent to which satellites will be used by the networks seems to hinge on two questions yet to be answered: When and to what extent they will be available, and how much they will cost.

But there appeared to be little doubt that the era of "satellite news" had

been entered with the Early Bird launch, and that the rest—even if slow in coming—should be mainly a question of time.

**European Questions** ■ Clouding the picture at present is the attitude of European government postal and telegraph offices which control the ground stations through which satellite transmissions must pass.

Although Early Bird is owned and operated by the American Communications Satellite Corp., "it is useless without the cooperation of European governments," as one network representative pointed out last week.

There has been pressure from the British and the French to limit the television use of Early Bird in favor of the more lucrative exchange of international telephone traffic.

There is a feeling at the networks, however, that when Comsat has two or more synchronous satellites orbiting

over the Atlantic—and later over the Pacific—TV circuits will be readily available.

At the present time Comsat has no plans for a second Early Bird, according to Joseph V. Charyk, president of the corporation.

"That will depend on demand," he said last week, explaining that Early Bird II is available (it was ready as a backup for Early Bird I in case something went wrong with the initial launch) either for a second Atlantic ocean facility, or for a first over the Pacific ocean.

One problem for the Pacific, Mr. Charyk said, is the lack at the present time of ground stations on the U. S. West Coast to form a link with a ground station already established outside Tokyo in Japan. There is also a need for service to South America, he pointed out, but the problem is that there is no ground station yet available there. ITT has, however, filed an application with the FCC seeking permission to build a ground station in Puerto Rico.

**Setting Policies** ■ Uppermost in the minds of network news chiefs now is the establishment of favorable precedent in the wholly uncharted areas of rates for satellite traffic and unlimited and uncensored use of the "flying switchboard."

William McAndrew, executive vice president in charge of NBC News, sees "real use" of satellites as soon as two of them are orbiting and the pressure for telephone traffic, to the exclusion of TV, is lessened. He's optimistic about regular use of the satellite for news feeds, but he warns that "if the rates are out of sight, it will be used mainly in emergencies."

NBC News expenditures, now estimated at \$53 million a year, will be increased for additional European staff and facilities. Mr. McAndrew suggested the NBC London news operation could eventually become as large a bureau as the Washington office is to-



**Bird in flight**

Soon after launching last Tuesday, rocket carrying Early Bird satellite heads into space. The satellite was kicked into its final orbit—which put it into fixed station over earth's equator—last Friday morning.

## NEW AGE OF TRANSOCEANIC TV continued

day. NBC News now has 120 staffers in Washington.

NBC is also considering use of Early Bird or its successors for transmission of cultural programs such as operas or concerts from European capitals.

**Availability** ■ At a London meeting of Comsat, broadcasting and government officials in late February it was tentatively agreed that after testing, Early Bird would be available to television in mid-afternoon periods (New York time) on week days, when phone traffic generally would be low. Mr. McAndrew noted last week this would "hit well" for feeds to be used on early evening news shows.

The NBC News chief disclosed there have been negotiations with Russian officials to link Moscow via Intervention with Helsinki and Helsinki with London through Eurovision facilities, thereby bringing Russia into future programing exchanges.

In February NBC formed a satellite communications unit under Don Meaney, director of news operations, to explore opportunities offered by the satellite and to plan and schedule programs that would make use of it. Mr. Meaney's unit includes two producers and another member to be assigned to coordinate European operations.

CBS News' Mr. Friendly sees a revolution coming in the news field as a result of satellite communications. The Atlantic ocean, he said, has been a "moat" separating Europe from America, "but now that moat is going to disappear.

"Some of our European bureaus may become more important than some in the U. S.," he went on.

Mr. Friendly thinks "a consistent use" of the satellite will establish "precedence of use" and that this will give trans-Atlantic and worldwide TV communication momentum that will be difficult to stop.

**Short Periods** ■ Mr. Friendly said that Comsat ought to establish rates that would make short news feeds a practical possibility for the networks. It would be a mistake, he thought, to set minimum hour rates as common carriers in this country have done. It costs approximately \$3,000 for a coast-to-coast TV link in the U. S. even though a network may desire less than one hour's use of the line.

A similar \$3,000 charge, and \$60 per minute for "overtime," was suggested for Early Bird use at the London meeting. One suggestion made by U. S. broadcasters has been that any minimum hourly rate could be shared by the networks here if each used the satellite for only a portion of the hour. Such an arrangement is not allowed by common carriers in this country for

leased TV cables. Another suggestion at the London session was that a rate-per-minute be set.

Elmer Lower, ABC News president, described the Early Bird potential as "great for the big story," but added that "I don't want to leave anybody with the idea we're going to use it for features."

**Price and Use** ■ The question one has to ask, Mr. Lower said, is: "What can the satellite do to warrant the daily expenditure of \$3,000?"

Mr. Lower indicated more interest in having a synchronous satellite over the Pacific ocean than the trans-Atlantic vehicle, in order to bring Asia into faster news contact with the U. S.

On the subject of access, Mr. Lower said: "The satellite should go to the medium which can use it uniquely—television."

**News and the Satellite** ■ ABC-TV will originate its early-evening news program with Peter Jennings from London on May 3 and from Paris on May 10. These will include feeds from European capitals. ABC News is sending a special support unit to Europe with Mr. Jennings for a two-week period.

In longer-range plans ABC-TV is considering use of the satellite for its *Issues and Answers* program for interviews with European statesmen. News President Lower said budgeting meetings were held by the network last week for allocation of new funds in connection with satellite usage. The ABC News budget is now said to be between \$18 million and \$20 million a year.

Mr. Lower indicated the satellite might eventually be used for syndication of the ABC daily electronic feed (ABCDEF) to foreign subscribers. The network has also voiced hope that Early Bird could be used to carry the Russian-American track meet live from Moscow this summer.

CBS-TV's first special program use of Early Bird will be a May 3 *Town Meeting of the World*, an hour program that will link Barry Goldwater in New York, Secretary of State Dean Rusk, British Foreign Secretary Michael Stewart and Douglas Home, all three in London, and a French statesman in Paris, all discussing the Vietnam situation.

Charles Collingwood will be the host of the program in Europe and Walter Cronkite in New York. The program will be shown live over CBS-TV in the early afternoon and repeated in prime time that night. The BBC and other European networks are expected to clear for the telecast. Mr. Friendly said there is a good chance of getting a sponsor for the program.

A second CBS News program using Early Bird is being set for May 8. This



ABC's Lower

will be a commemorative show titled *Europe 20 Years Later*, marking the 20th anniversary of VE day, with former President Eisenhower in Gettysburg, Pa., and other participants at World War II sites in Europe.

**Regular Use** ■ Questioned last week, Mr. Friendly said the *Town Meeting of the World* telecasts and other specials would become regular occurrences and that CBS News fully expected to use the satellite for regular news feeds, not just for stories of unusual importance.

NBC-TV plans to originate its *Today* program on May 3 from five European cities: Amsterdam, the Hague, Brussels, Paris and Rome. The program will include a two-way discussion between members of Parliament outside the House of Commons in London and U. S. congressmen outside the Capitol in Washington.

The Huntley-Brinkley news show that night will include satellite-fed portions from Chet Huntley in London. David Brinkley will be in his regular Washington spot.

NBC News also expects to use the satellite for regular news feeds depending on determination of practical rates and times of access.

Mr. McAndrew also suggested use of the bird in conjunction with tapes or film flown from more distant points. For instance, he said, footage flown from Vietnam to Paris could be put on the satellite circuit for immediate transmission to the U. S.

**Ground Support** ■ As programing plans for Early Bird moved ahead last week there were conflicting reports about when the British and French governments intended to make their ground stations available to TV once Comsat settles into regular commercial service.

Major General George Samson (U.S.A. Ret.), Comsat's director of operations, said a report that the Euro-





CBS's Friendly



NBC's McAndrew

pean ground station operators had changed their minds about making their facilities available during non-peak telephone hours was mistaken.

He said Comsat now understands that during early afternoon hours (New York time) on weekdays Early Bird can be used by broadcasters upon application to the ground station operators and that between 1 a.m. and 6 a.m. NYT it would be available automatically. But he cautioned that when the satellite is being leased for telephone or data traffic those users cannot be forced off at the whim of the broadcasters.

General Sampson said that at the present time it is the intention of Comsat to require three weeks advance notice for the use of Early Bird, or, at a minimum, four days. He also referred to a coordinating committee being established by the European Broadcasting Union to work with American networks in clearing telephone circuits for TV use.

Early Bird can handle 240 telephone circuits, none of which can be used when a television transmission is in progress.

**Whom to Call** ■ Another problem on the minds of network news heads is how they will place an order for an Early Bird hookup. It has not been decided whether the broadcast user would make direct application to Comsat for the circuit or go through the carriers.

The decision on how this will work is up to the FCC which has the authority to designate "authorized entities." Both CBS and NBC have informed the FCC that they intend to seek this authorization (ABC has said it, too, will ask for this authority) which will permit them to deal directly with Comsat. Otherwise, it's believed, the networks will be required to deal with AT&T, ITT, RCA Communications or other established carriers, as

they now do for domestic and foreign radio circuits.

The period before June 1 will be occupied with various tests—primarily telephone, telegraph and data transmissions. Television networks have been given authority, however, to use Early Bird on Mondays during the experimental period.

Commercial operation of the Early Bird will begin June 1, authorities said. A rate tariff will be filed with the FCC by the end of this month, he stated, but he refused to estimate what the rates may be.

## How Early Bird is to relay TV

**As first satellite in commercial use, it opens trans-Atlantic circuits**

Early Bird, the world's first commercial communications satellite capable of handling television, went up in a flash of flame and smoke from the launching pad at Cape Kennedy on the early evening of April 6, and within 24 hours a television type test signal was sent and received with results that were called "excellent."

In the very first test of Early Bird's capabilities, the Andover, Me., ground station transmitted a test signal to the 85-pound, hatbox-shaped relay-in-the-sky. The signal was received by the satellite, amplified, and transmitted back to Andover.

That signal, Comsat technical operations director Siegfried H. Reiger said

last Wednesday, was "excellent." It meant, he added, that "the television capability of Early is established."

On Friday morning, Early Bird's apogee motor was ignited for a final kick of the bird into its stationary orbit—22,300 miles above the earth, over the equator at Long. 27.5 degrees W. This placed it over the Atlantic ocean, between the east coast of Brazil in South America and Gabon, on the west coast of Africa.

One of the few surprises in the Early Bird hatching period was the knowledge, made public only a few weeks ago, that instead of the expected one-way television capability of the satellite, the spacecraft actually will be able to handle TV on a two-way, simultaneous basis (BROADCASTING, March 15).

The explanation, reduced to simple terms, is that the satellite carries duplicate transceivers (transmitter-receiver units) and that the intermediate frequency of each is 25 mc, considered sufficiently wide to carry two TV channels at the same time. Also considered important is the fact that each transmitter will radiate 10 w of power which is considered more than adequate for two TV channels.

Early Bird's video channels will be the equivalent of 2.5 mc wide, Mr. Reiger explained. This is similar to the capacity of early coaxial cables which provided satisfactory pictures for cross-country networks. Although FCC standards call for each TV channel to be 6 mc wide, the video portion of the transmission is usually only 4.5 mc wide. Although expensive, "high fidelity" receivers can receive this bandwidth, most popular-priced TV sets receive much less than this.

**Hughes Product** ■ Built by Hughes Aircraft Co., which also built the Syncoms that were successfully orbited last year and which it resembles, Early Bird is a spin-stabilized, hat-box shaped

## NEW AGE OF TRANSOCEANIC TV continued

spacecraft 28.4 inches in diameter and 23.25 inches high. The life of the satellite is estimated at one-and-a-half to four years, but it is hoped it will last twice that period.

Its outer surface is covered with 6,000 silicon-coated solar cells which feed two, 21-cell nickel-cadmium batteries and voltage regulators. Using the sun's rays for energy, the solar cells supply about 45 w to the batteries. In its synchronous orbit, Early Bird will be in full sunlight most of its life; however for 70 minutes each time it is in earth's shadow during the semi-annual eclipse periods (vernal and autumnal equinoxes), electrical power for the communications systems aboard will be supplied by the batteries.

The communications systems consist of dual transmitter-receivers. Signals from ground stations will be received by a single receiver which will feed the signal into one of two traveling wave tube transmitters. Each transmitter has an output of 6 w.

The collinear slot dipoles, which are used for both transmitting and receiving, have a transmitting gain of 9 db. The transmitting beam is conical, about 11 degrees wide, with a maximum gain in the direction of the ground stations. The 6,000 mc band will be used for transmission up to the satellite; the

4,000 mc band for transmission from the satellite down to earth.

The communications system provides for 240 two-way telephone circuits or two two-way television channels.

Early Bird is actually the fourth synchronous communications satellite to be orbited. Syncom I was launched Feb. 14, 1963, but communication was lost after ignition of the apogee motor. Syncom II was lofted July 26, 1963, and achieved stationary orbit over the Atlantic ocean and is still operating. Syncom III went up on Aug. 19, 1964, and was positioned over the Pacific ocean for use last fall in relaying live television from the Tokyo Olympic Games. It is still there, over the International Date Line.

**Shades of Echo** ■ The first communications satellite was Echo I. This 10-story high, aluminized balloon was placed in orbit in 1960 and was used to "bounce" radio signals across the Atlantic. Echo II was launched early last year and also was successfully used to relay radio signals across the ocean. In the summer of 1962 the first active repeater was put into orbit; this was Telstar I, built and paid for by AT&T and launched by the National Aeronautics & Space Administration but paid for by AT&T. Telstar II was sent up, again under the same arrangements, in the spring of 1963.

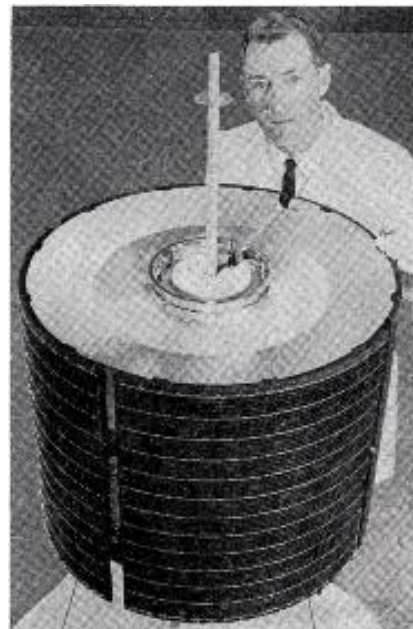
Meanwhile, NASA launched its own active repeaters, Relays I and II, built by RCA for the government, in the winter of 1962 and again in the winter of 1964.

The Telstar, Relay and Syncom satellites have been used for major TV coverage; the funerals of President Kennedy, Pope John XXIII, Winston Churchill; the 1964 Democratic and Republican National Conventions, DeGaulle's news conferences, President Johnson's inaugural address; the Olympic Games from Tokyo, as well as for other spot news events.

**Pickup Point** ■ America's first, and so far only, ground station is at Andover, Me. It was built by AT&T for the Telstar satellites, and has been leased to Comsat.

A major and contentious issue, which is expected to be decided by the FCC soon, is the question of who shall own the ground stations. Comsat has asked that it be permitted to own and operate them in the United States. American common carriers have opposed this request. At last week's FCC meeting, the subject was discussed, but decision was put off until another meeting.

Ground stations in other countries are owned by their respective governments. Installations are at the present operating at Goonhilly Downs, United



This is how Early Bird looked before it was sent into synchronous station above the equator last week to serve as relay point for trans-Atlantic TV and telephone communications. The satellite, built by Hughes Aircraft Co., weighs 85 pounds. Its outer surface is covered with 6,000 solar cells that pick up power from sun to operate transmitting and receiving gear.

Kingdom; Pleumeur-Bodou, France; Raisting, West Germany; Fucino, Italy, and Grinon, Spain, in Europe, and outside Tokyo in Japan. A Canadian station is being built at Mill Village, Nova Scotia.

When Comsat was established by congressional action in 1962 one of its priorities was to promote an international satellite communications system. To this end, Comsat has established a joint venture for the satellite portion of the system, in which 45 countries have joined. At the present time Comsat's interest in this "consortium" is 61%; however the agreements specify that Comsat shall never own less than 50.6% of the system. The agreements also provide that Comsat shall be the sole operator and manager of the system.

**Systems and Services** ■ Comsat has declared that it intends to institute a regular, full-scale commercial satellite service by the end of 1967. It has emphasized that the synchronous satellite is only one of three possible systems. The others: 18 to 24 satellites in random orbits 6,000 to 8,000 miles above the earth; 12 precisely spaced satellites, also 6,000 to 8,000 miles up.

In the launch last week, Comsat paid to NASA the costs of putting up the Early Bird. This is estimated to be \$3.5 million. The Hughes contract—which

### The first broadcast

Discussions were held in London last week looking toward the first international programming use of the Early Bird satellite—a joint effort of European and North American networks.

The inaugural broadcast, set for Sunday afternoon, May 2, will be telecast live by ABC-TV, CBS-TV, NBC-TV, the Canadian Broadcasting Corp. TV network and members of the European Broadcasting Union (EBU).

Last week's meeting of North American and EBU officials covered format proposals for the one-hour program which will combine segments from the U. S., Canada, Mexico and Europe.

CBS, as pool coordinator for the broadcast, has assigned Av Westin, executive news producer, as the pool producer. Other network news producers taking part are William Seamans, ABC; Robert Wussler, CBS; Daniel O'Connor, NBC; Thomas Benson, CBC. Pool producer for the EBU is Paul Fox of the BBC.

# What's Skyward Bound?



Atlanta, of course. All ears are attuned to this fabulous city's progress and WSB Radio is the authoritative news center. Veteran King Elliott heads the South's foremost radio news staff which checks all the angles — construction, politics, entertainment, personality headliners — first and factually. Expert news gathering: Another reason WSB is Atlanta's favorite among listeners and advertisers alike.

**WSB** RADIO/ATLANTA

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



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

calls for two Early Birds, and early work on a third, improved version (expected to have five times the capacity of this Early Bird)—runs about \$8 million. Comsat is also leasing the Andover station from AT&T for \$85,000 a month, plus operating costs estimated to run about \$650,000 a year.

### Comsat's sexy stock

Comsat—short for Communications Satellite Corp.—was chartered by Congress in 1962 as a sort of favored carrier

for international satellite communications. It is run by a board of 15 directors, six chosen by its public (Class I) stockholders, six by its common carrier (Class II) stockholders, and three, representing the general public, appointed by the President.

The company went to the money market in March 1964, selling 5 million shares (at \$20) to the public. U. S. common carriers bought the same number of shares directly. The public offering plus the Class II stock sales brought in \$196 million. Comsat now has 137,000 public stockholders and 160 com-

mon-carrier stockholders.

Notwithstanding warnings that its stock was speculative and that no dividends should be expected before 1969, the price of Comsat stock has gyrated considerably. At one point, last December, it reached \$71.50. So far this year Comsat stock has orbited between a high of 66¾ to a low of 50¾. The announcement of Comsat's plans for Early Bird a week before the launch last week spurred its stock upward; it jumped 8½ points in two days to 61½. Last Friday (April 9) Comsat closed at 62¾.

## BROADCAST ADVERTISING

# A rule on reality in advertising

Supreme Court, affirming 'sandpaper' case, says mock-ups OK in commercials as long as they're not presented as the real thing

The U. S. Supreme Court told television advertisers last week that it isn't so much what they do in their commercials as what they say they are doing.

This, essentially, is what a majority of the court said was the key to whether a TV commercial using a demonstration that is partly or wholly simulated is a deceptive practice or not.

The court decision, read by Chief Justice Earl Warren, and with seven of the nine justices agreeing, affirmed a Federal Trade Commission ruling that Colgate-Palmolive Co. and the Ted Bates agency engaged in a deceptive practice when they showed on TV a mock-up of what was allegedly sandpaper being shaved clean by a single stroke of a razor.

The court's ruling made clear that the use of mock-ups is permissible on television as long as the commercial does not imply that the presentation is real.

Dissenting to the decision were Associate Justices John M. Harlan and Potter Stewart. Justice Harlan, writing the dissent, said he thought what appeared on the home viewer's screen was the touchstone of whether a demonstration was false advertising. He also said he thought the FTC ought to reopen the case to determine whether its order should be as broad as it is (it bans the use of all mock-ups by Colgate-Palmolive and by Bates).

**Shaves Sandpaper** ■ It all started in 1959 when Colgate-Palmolive ran some

TV commercials, prepared by the Bates agency, for Rapid Shave shaving cream. The commercial said that Rapid Shave's "moisturizing" effect was so great that it could be used to shave sandpaper. The commercial showed "sandpaper" being moistened with Rapid Shave and then shaved.

The "sandpaper," however, was not sandpaper; it was plain sand glued to Plexiglass. This was necessary, it was explained, because real sandpaper shows up as smooth, colored paper on TV—similar to other distortions due to the electronic techniques of the medium (white shirts look dingy, blue shirts look white, coffee doesn't look like coffee, red wine looks like real coffee, etc.).

The FTC issued its complaint against Colgate-Palmolive and Bates in 1960. During the hearings it developed that Rapid Shave could indeed moisten real sandpaper so that it could be shaved, but it took 80 minutes for the moisturizing agent to work. Colgate-Palmolive and Bates admitted that its implied claim that Rapid Shave could shave sandpaper almost instantly was not true. This was not an issue in the Supreme Court case.

What was at issue was the FTC's final order, issued in 1963, which banned all mock-ups in television commercials. The agency's order was reversed twice by a federal appeals court as being too broad. It was this point that was appealed to the Supreme Court

by the FTC.

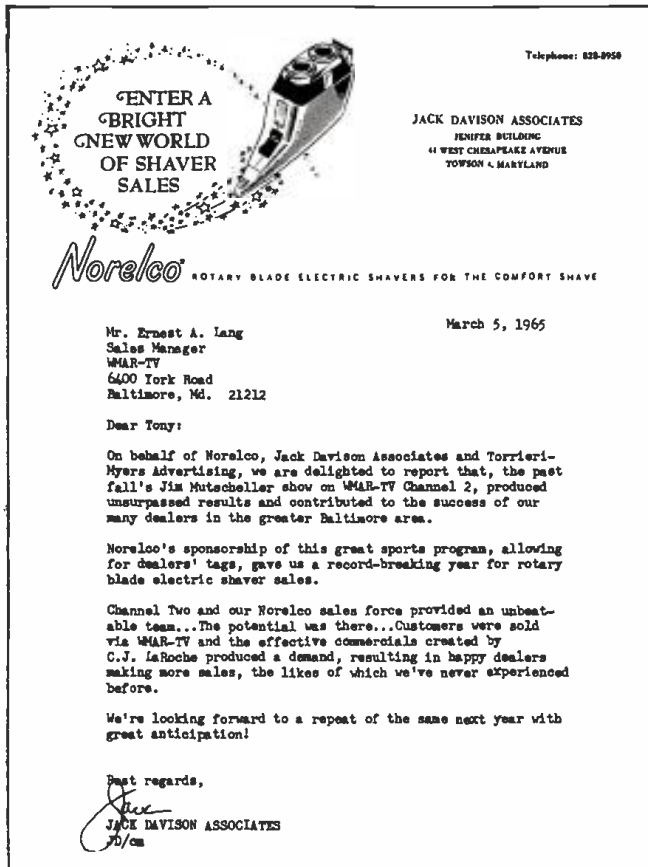
**Question of Claims** ■ Relating the Rapid Shave demonstration to testimonials or "certification" claims, the Supreme Court decision says:

"We can assume that in each the underlying product claim is true and in each the seller actually conducted an experiment sufficient to prove to himself the truth of the claim. But in each the seller has told the public that it could rely on something other than his word concerning both the truth of the claim and the validity of his experiment. We find it an immaterial difference that in one case the viewer is told to rely on the word of a celebrity or authority he respects, in another on the word of a testing agency, and in the present case on his own perception of an undisclosed simulation. . . ."

Not only did the court find that the "undisclosed use" of Plexiglass and sand in the commercial a "material" deceptive practice, but it questioned whether it was impossible as Colgate-Palmolive & Bates contended to inform the public of what it is actually seeing.

"We think it inconceivable," the court said, "that the ingenious advertising world will be unable, if it so desires, to conform to the commission's insistence that the public be not misinformed."

The choice of media may be involved, the court went on. "If, however, it becomes impossible or impractical to show simulated demonstrations on television



"produced unsurpassed results and contributed to the success of our many dealers in the greater Baltimore area"

A special sports program, featuring Jim Mutscheller, famous Baltimore Colt football star, was developed for Norelco Electric Shavers by WMAR-TV. Creative programming . . . and the effective use of dealers' tags at the local level . . . proved extremely successful for Norelco. If you are looking for something special to reach viewers in this responsive 43-county market . . . look to Channel 2. Let the WMAR-TV sales/creative/production staff package a program just for you!

In Maryland Most People Watch

**WMAR-TV** 

CHANNEL 2, SUNPAPERS TELEVISION  
TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by THE KATZ AGENCY, INC.

## An affirmation of what's standard now

The first reaction of advertising agencies, commercial production companies, and network continuity-acceptance authorities seeking to appraise the Supreme Court's "sandpaper commercial" decision last week (see story page 28) was that it imposed no requirements that were not already being met.

They foresaw no significant changes in current TV commercial policies or techniques because, they said, the essential restrictions of the court's opinion and of the Federal Trade Commission order that it upheld have been observed, as a matter of caution, ever since the FTC raised the question.

Colgate-Palmolive Co. and Ted Bates & Co., the principals in the case, regarded the court opinion as establishing ground rules useful in guiding all agencies and advertisers on the use of props in commercials. Like others questioned, they said they had been following these same ground rules since the FTC gave its interpretation.

Network authorities said they saw nothing in their first study of the court's opinion that seemed significantly different from current practice. One authority put it this way:

"If there's demonstration that is used to prove a claim, then a prop or mock-up cannot be used. That's been our policy for some time. As we understand the court's ruling, a commercial for ice cream, for example, can talk about how good ice cream is and still use mashed potatoes to give the appearance of ice cream. But if the commercial tells viewers that they can look at the ice cream and see how rich and creamy it is, then mashed potatoes are out—you have to use ice cream."

Both the American Association of Advertising Agencies and the As-

sociation of National Advertisers were studying the court's opinion, but they had no immediate comment. It was thought that they may prepare interpretations for their respective members, after careful examination of the opinion by their legal counsel.

A check with leading advertising agencies and film commercial production companies indicated that since 1960 a strong effort has been made to assure authenticity of claims in TV advertising and to use demonstrations that could not be regarded in any way as bordering on fraudulence.

Executives contended they would still make use of mock-ups in demonstrations when these were applicable and would show a product as it actually appears or functions. Where advisable, they said, they make certain that witnesses are present during the production of the commercials and sign statements describing the methods used and the results achieved.

Several agency officials said scripts often are submitted to attorneys to avoid possible legal complications. Commercials designed for network showing must be cleared by network continuity departments, which have become more strict in what they will pass, some agency men noted.

Agency authorities said that extreme care is taken to make certain that demonstration commercials that spotlight a difference between the product advertised and that of a competitor, for example, is accurate and does not distort the truth.

One agency production executive said he did not anticipate any problem in conforming with the FTC ruling, commenting: "Frankly, honest commercials are just as easy to make as dishonest ones."

in a truthful manner, this indicates that television is not a medium that lends itself to this type of commercial, not that the commercial must survive at all costs. . . . All methods of advertising do not equally favor every seller. If the inherent limitations of a method do not permit its use in the way a seller desires, the seller cannot by material misrepresentation compensate for those limitations."

**The Fine Line** ■ Discussing the differences between the use of simulations to depict a product without comment on it, and the use of mock-ups to im-

press a viewer that he is seeing a quality of the product (like mashed potatoes for ice cream), the court commented:

"If in the ice cream hypothetical the focus of the commercial becomes the undisclosed potato prop and the viewer is invited, explicitly or by implication, to see for himself the truth of the claims about the ice cream's rich texture and full color, and perhaps compare it to a 'rival product', then the commercial has become similar to the one now before us. Clearly, however, a commercial which depicts happy actors delightfully eating ice cream that is in

fact mashed potatoes or drinking a product appearing to be coffee but which is in fact some other substance is not covered by the present order."

The court makes clear that where props are used but are not a salient feature of the commercial ("where the emphasis is on the seller's word, and not on the viewer's own perception") the undisclosed use of the props is not prohibited by the FTC's order.

"On the other hand," the court says, "when the commercial not only makes a claim, but also invites the viewer to rely on his own perception for demonstrative proof of the claim, the respondents will be aware that the use of undisclosed props in strategic places might be a material deception."

And if there's any question, advertisers can always ask the FTC for a ruling.

**A General Rule** ■ On the attack on the "breadth" of the FTC's order, the court is terse and direct:

"Finally, we find no defect in the provision of the order which prohibits respondents from engaging in similar practices with respect to 'any products' they advertise. The propriety of the broad order depends upon the specific circumstances of the case, but the courts will not interfere except where the remedy selected has no reasonable relation to the unlawful practices found to exist. In this case the respondents produced three different commercials which employed the same deceptive practice. This we believe gave the commission a sufficient basis for believing that the respondents would be inclined to use similar commercials with respect to the other products they advertise. We think it reasonable for the commission to frame its order broadly enough to prevent respondents from engaging in similarly illegal practices in future advertisements. . . ."

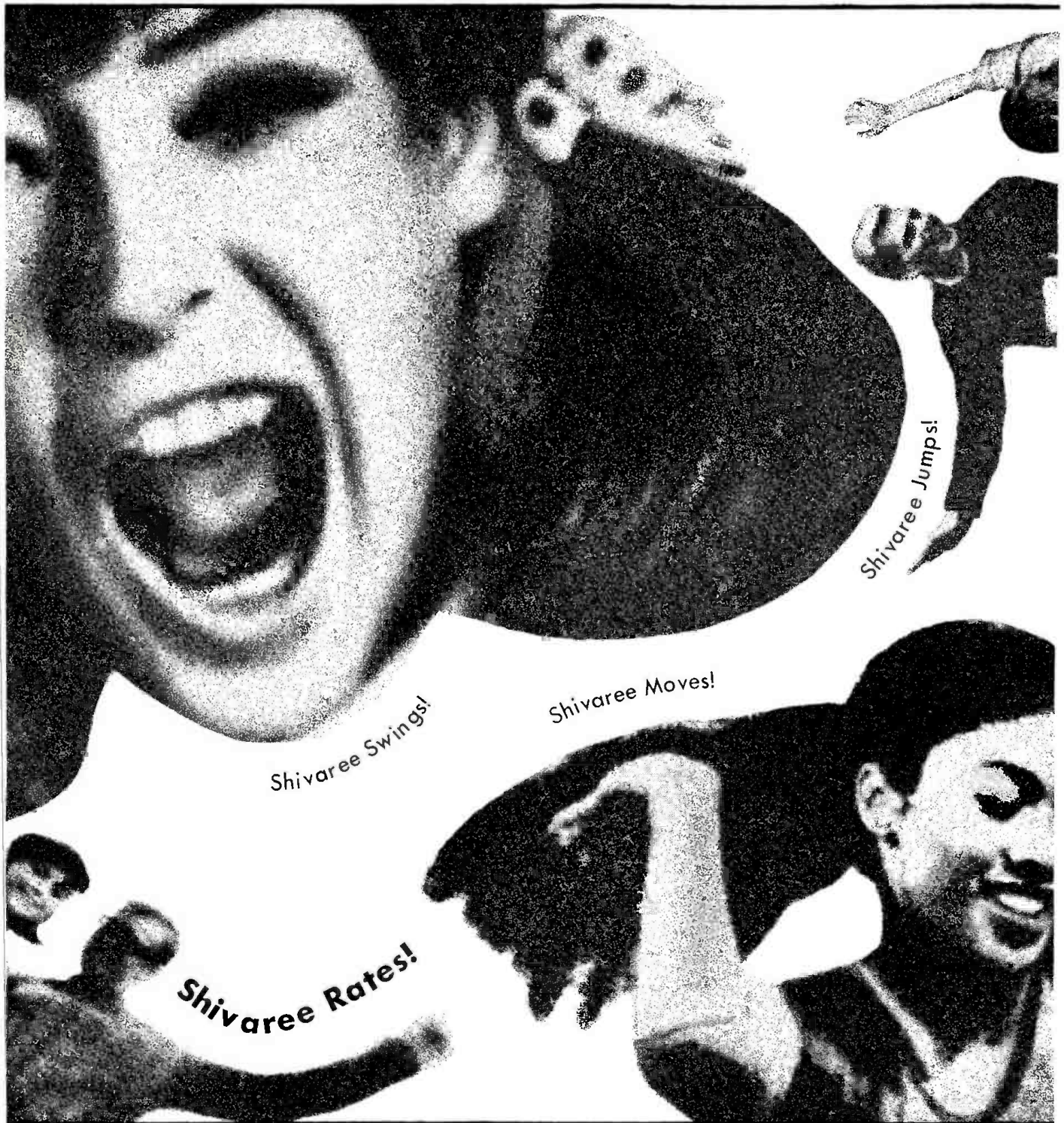
**The Dissent** ■ Justice Harlan, who wrote the dissent for himself and Justice Stewart, took a different view of the alleged deception. "The faulty prop in the court's reasoning," he said, "is that it focuses entirely on what is taking place in the studio rather than on what the viewer is seeing on his screen. . . . If the image he sees on the screen is an accurate reproduction of what he would see with the naked eyes were the experiment performed before him with sandpaper in his home or in the studio, there can hardly be a misrepresentation in any legally significant sense. . . ."

Justice Harlan continued:

"It is commonly known that television presents certain distortions in transmission for which the broadcast industry must compensate. Thus, a white towel will look a dingy gray on television, but a blue towel will look a sparkling white. On the court's analysis, an advertiser must achieve accuracy in the studio even though it results in an

**Shivaree, the  
biggest blast  
since the  
Frisco quake.  
First run.**

# Shivaree the biggest noise out of the West since San Francisco fell down (and that was 59 years ago.)



**SHIVAREE**—music to build an audience by. The songs, the sounds, the stars, the dances—SHIVAREE creates the excitement it takes to capture a share of audience that's worth talking about. And we'd like to talk about it. In the language you and potential sponsors know best—ratings.\*

STATION	PROGRAM	SHARE OF AUD.
KABC	SHIVAREE	28%
KNXT	Sea Hunt	17%
KNBC	Survey	11%
KTLA	Rifleman	17%
KHJ	Movie	7%
KCOP	Bronco	9%
KTTV	Movie	11%

That's right, SHIVAREE is #1 in its ½ hour time period in the viciously competitive 7 station L. A. market.

Think you can do with that kind of rating? We don't think you can do without it. So get SHIVAREE and have a real blast.

\*ARB—Telephone Coincidental

## ABC FILMS, INC.

1501 Broadway, N.Y. 10036 • LA 4-5050

OFFICES: CHICAGO • BEVERLY HILLS • NEW ORLEANS • TORONTO • LONDON • ZURICH  
ROME • TOKYO • MEXICO CITY • RIO DE JANEIRO • MADRID • SALISBURY, SD RHODESIA



inaccurate image being projected on the home screen."

The court of appeals, Justice Harlan recalls, asked whether it would be proper for an advertiser to show his product on television where at the home screen the product looks better than it actually is. "A more commonplace example suggests itself," he continued: "Would it be proper for respondent Colgate in advertising a laundry detergent, to 'demonstrate' the effectiveness of a major competitor's detergent in washing white sheets; and then 'before the viewer's eyes' to wash a white (not a blue) sheet with the competitor's detergent? The studio test would accurately show the quality of the product, but the image on the screen would look as though the sheet had been washed with an ineffective detergent . . ."

"In short, it seems to me that the proper legal test in cases of this kind concerns not what goes on in the broadcasting studio, but whether what is shown on the television screen is an accurate representation of the advertised product and of the claims made for it."

The dissent also questioned the broadness of the commission's order which bans the use of all mock-ups by Colgate-Palmolive on its products, and by Bates agency whether or not they are Colgate-Palmolive products.

Justice Harlan suggested that the case be remanded to the FTC to determine whether a "pattern of misrepresentations" might be found that would justify so broad an order.

## Ad Council campaign to help minorities

The Advertising Council was told last week that it should get on the presidential campaign to keep America's natural beauty intact. The suggestion came from Vice President Hubert H. Humphrey at the council's 21st Washington conference Tuesday (April 6).

A day before the Vice President's talk, the council had announced it was preparing a mass media campaign to help qualified workers in minority groups find better jobs. This campaign was lauded by Mr. Humphrey, who called it part of the fight on "old common enemies: poverty, disease, ignorance, discrimination."

Although the Advertising Council has been working for years on the Keep America Beautiful campaign, Mr. Humphrey said the council could be a major aid in the "endeavor of natural beautification." He said that with the increase in population we "will need much more beautiful America" and

## What networks billed

CBS-TV's net billings for time and program sales in January totaled an estimated \$41,001,800, or about 39% of the three-network total, qualified sources said last week. NBC-TV's total was placed at \$36,296,000 or 34.6%, and ABC-TV's at \$27,756,000 or 26.4%.

NBC-TV's figures showed the biggest advance over January 1964, 5.6%. CBS-TV's were up 0.2% while ABC-TV's were down 2.2%.

The three-network January total of \$105,054,400, up 1.3% from January a year ago, was announced by the Television Bureau of Advertising a week ago (BROADCASTING, April 5) as compiled by Leading National Advertisers and Broadcast Advertisers Reports, but did not show the figures for the individual networks.

since this is an "untidy nation," he laid at the council's doorstep the need to stop Americans from tossing beer cans out of their cars.

The Vice President also praised the council for demonstrating the "achievement in the public good which can flow from the great talent and resources of private enterprise."

**Primarily Negroes** - The council's newest campaign to motivate more qualified applicants and encourage Negroes to gain the necessary education and training for the many white-collar jobs that are available, is being undertaken with a \$250,000 grant from the Ford Foundation.

The funds will be used solely for research and preparation of the advertising materials. Harry F. Schroeter, vice president, communications, of the National Biscuit Co., is the volunteer coordinator of the project, and the Marschalk Co., New York, will handle the two-year campaign. The project is being sponsored by Plans for Progress, which is associated with the President's Committee on Equal Employment Opportunities.

## Judge rules station can bypass agency

A federal judge in Florida has ruled that an advertising medium can be its own judge of what "advertising agency or agencies it wishes to recognize and commission."

The ruling by District Judge G. Har-

old Carswell in Pensacola, Fla., came in a suit by Six Twenty Nine Productions Inc., an agency formed in December 1963, against Rollins Telecasting Inc., licensee of WEAR-TV Pensacola. Six Twenty Nine claimed that WEAR-TV would not recognize it as a qualified agency and since Six Twenty Nine was handling local accounts, the agency and station were in direct competition. As a result, the agency claimed, WEAR-TV was engaged in a restraint of trade.

Judge Carswell found that the general public was not being penalized in the cost of advertising time and that it is difficult "to accept the proposition that the parties are actually competitors." He said it was not the purpose of the Sherman Antitrust Act "that those already in business shall compete in such a manner so as to guarantee the success of one who elects to go into the same business."

## American Motors picks Benton & Bowles

Benton & Bowles early last week came out the winner of the American Motors Corp. account, a total billing of more than \$15 million which had been handled by Geyer, Morey, Ballard. Six major agencies were said to have been in the final consideration (BROADCASTING, April 5).

Later in the week Benton & Bowles said it had picked Al Cuddeback to manage its new Detroit office which will be established quickly to handle



Mr. Cuddeback

Mr. Butler

the American account and to start work on advertising for Rambler's 1966 model year. Mr. Cuddeback has been vice president and management supervisor on Texaco at the agency's New York office. Aldis Butler, senior vice president of the agency in New York, will be responsible for the account there.

Roy Abernethy, American Motors Corp. president, said "we selected Benton & Bowles because of their outstanding creativity and experience. We like their point of view and their enthusiasm for Rambler and for our growth prospects in the automobile field."

# Flag waved for copy that sells

Bates's Reeves says too many copywriters forget that the object of advertising is to move merchandise

Rosser Reeves, board chairman of Ted Bates & Co., proposed last week at a dinner meeting honoring writers for "excellence in advertising" that awards should be established for advertising copy that sells.

Mr. Reeves, who was inducted into the Advertising Hall of Fame at the annual Gold Key awards banquet of the Advertising Writers Association of New York, claimed that too many copywriters concentrate on their art and not on their business. He added:

"Now, it remains a very curious and absolutely incredible fact that since the dawn of advertising no award has ever been given for sales. No award ever has been given for what advertising is supposed to do—make money for clients and move merchandise. . . .

"Accordingly, I suggest that in addition to your Gold and Silver Keys, you create a third key. This should be a platinum key, perhaps studded with diamonds, rubies and emeralds. It should be awarded for sales."

He contended that too many copywriters forget that the main objective of advertising is sales, and said many of them confuse themselves with Milton, Shakespeare, Dylan Thomas, Thomas Wolfe and Ernest Hemingway. These writers, he continued, think that

"every time they write an advertisement, they must break all the rules, throw away the past, dazzle the world with their innovations, tread only on untrodden ground."

**End of the line** — Mr. Reeves offered advertising writers this advice:

"I think the time has come that the copywriter must define his terms, and when he does, I hope he will remember that down at the end of the line is a laxative pill, a brassiere, a motor oil, the reputation of a bank, an airline, an insurance company or even the reputation of such distinguished people as yourself."

At one point, Mr. Reeves, whose agency is reputed to be an advocate of the "hard sell," offered a disclaimer that his speech concerned this approach. He said he would predict that the trade press would say that "Reeves waves the flag for hard sell," and asserted:

". . . I want to remind you of one thing. That isn't what I said at all."

Among the awards presented by the Advertising Writers Association of New York were: Television, Gold Key to Ed McCabe of Carl Alley Inc. for Salada tea; Silver Key to Richard Mercer, BBDO, for Campbell soup; Radio, Gold Key, to Martin Solow, Weston



Only a few seconds before this sequence in the award-winning Tetley tea commercial, these tea drinkers were whizzing down a lonely road on motorcycles, garbed in leather jack-

ets, their faces hidden behind goggles. A few seconds later, an off-camera announcer intones gravely: "Who says tea is only for little old ladies?"

## TV pays a dividend

The National Retail Merchants Association announced last week it will present a gold award to Donaldson's Golden Rule Department Store, Minneapolis, for "the best Christmas promotion on television." The NRMA gold awards are presented each year to department, chain and specialty stores for "excellence in creating and carrying out" sales promotion campaigns in various retail categories.

Edward F. Engle, manager of the sales promotion division at NRMA, noted that although over 50% of the 300 entries in this year's contest used a "media mix" Donaldson's department store depended almost entirely on television in its Christmas promotion campaign.

Advertising for Vita; Silver Keys to Larry Muller and Robert Dolobowsky of Warren, Muller & Dolobowsky for the *New York World-Telegram and Sun*."

## Commercials in production . . .

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

DePatie-Freleng Enterprises, 461 South California, Burbank, Calif.

Armstrong Cork Co., Lancaster, Pa. (ceilings); one 60 for TV, live on tape. Agency: BBDO, New York. Malcolm Thompson, agency producer.

Epic Floor Wax (wax); one 60 and one 10 for TV, live on tape. Agency: BBDO, Los Angeles. Hal Thompson, agency producer.

Mel Blanc Associates Inc., Hollywood & Vine, Hollywood 28.

Hebrew National Kosher Foods Inc., Maspeth, N. Y. (meats); three 60's for radio, humorous. Noel Blanc, production manager. Agency: Noel Blanc Advertising, Los Angeles. Hal Asher, account executive. Approximate cost: \$3,500.

Bobbie Brooks Inc., Cleveland (junior sportswear); three 60's for radio, humorous. Noel Blanc, production manager. Agency: Nelson Stern Advertising, Cleveland. Nelson Stern, account executive. Approximate cost: \$3,500.

Mid America Videotape Productions, a Division of WGN Inc., 2501 West Bradley Place, Chicago.

Phillips Petroleum Co., Bartlesville, Okla.



**Don't argue about the news with anyone  
in Sacramento, Houston, Indianapolis, Fort Wayne or Tulsa.  
They know too much.**

In these five cities people always get three sides of the news. Not just one or two.

Only Corinthian stations in these markets offer this, with a unique concept of news programming that combines three elements of journalistic responsibility:

1. Hard news collected, summarized and reported by a highly experienced news team. 2. Editorial opinion providing insight into public issues that effect the local community. 3. Com-

mentary and analysis by some of the nation's leading columnists, Roscoe Drummond, Stewart Alsop, Marquis Childs, Evans and Novak and eight others, offering their expert viewpoints on national and international events.

That's why we caution you to do more looking and listening than arguing in any of the five Corinthian cities. The people there watch all three sides of Corinthian news. Which is very good news for the viewers in these markets and for advertisers, too. Represented by H-R

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RESPONSIBILITY IN  
BROADCASTING

● SACRAMENTO, KXTV ● HOUSTON, KHOU-TV ● INDIANAPOLIS, WISH-TV ● FORT WAYNE, WANE-TV ● TULSA, KOTV

# Where FM is the dominant medium

## STRONGEST IN MAJOR MARKETS AND 2 MILLION HOMES WITHOUT AM

A major bid for advertiser investment in FM is contained in a presentation developed and currently being submitted to agencies and clients by Quality Media Inc., station representation firm.

Based on information compiled in a study conducted for the National Association of FM Broadcasters by The Pulse Inc., QMI's presentation stresses that in 10 major markets FM accounts for 28.5% of all adult radio listening, is the dominant radio medium in FM-listening homes, is heard daily in 2 million homes not reached by AM and is at its strongest in higher-income better-educated households.

James A. Schulke, president of QMI and former president of the NAFMB, said the Pulse-NAFMB study on which the presentation is based cost \$40,800 and was "the first adequately financed research specifically designed to measure the FM audience and its relation to other broadcast media."

Many of the implications of the Pulse-NAFMB findings, he said, are revealed for the first time in the QMI presentation, which was underwritten by QMI and seven of the FM stations it represents. Some of its major points:

- Separate programming on FM (as opposed to simulcasts on many AM-FM combinations) has sparked the rise in FM set sales and has created "two kinds of radio," with FM now a separate medium far bigger and more influential than generally believed.

- FM homes are heavily concentrated in major population centers, with an estimated 60% within range of stations in the top 10 markets. This research based on nationwide samples "dilutes the true importance of the FM audience in the major population centers."

- In 10 major markets FM is in 9.97 million or 42.5% of the homes. Almost 4.6 million of these listen daily to FM and 6.6 million weekly. The 4.6 million homes reached daily by FM represent about one-third as many as AM reaches.

- Of all adult radio listening in these markets, 28.5% is FM listening, and in FM-listening homes FM is used two and a half times as much as AM (five hours a day as against two for AM).

- Two million or 44% of the daily FM-listening homes in these 10 markets are not reached at all by AM.

- In homes that listen to FM,

time spent by adults with radio and TV averages 12.4 hours a day, with FM's share (5 hours) almost equal to TV's (5.4 hours) and well ahead of AM's (2 hours). In homes that don't listen to FM, TV gets 6 hours a day and AM 4.1 hours, for a total of 10.1 hours with broadcast media.

- The bulk (61%) of FM listening is in the 60% of homes that account for the least TV viewing (28%). The less homes watch TV, the more they listen to FM.

- FM's prime time, like TV's, is at night. Audiences reached by FM and TV during these periods are unduplicated, giving FM a "balancing efficiency" not possessed by other media and making FM "a primary medium for balancing TV schedules—spot or network."

- FM penetration and FM listening both increase as household income and head-of-the-house education increase. "FM has an activity pattern which is the reverse of all other media (with the possible exception of certain specialized publications) in that the high-income, hardest-to-reach homes are the most active and easily reached by FM."

- FM also has a "distinct advantage" over AM and TV "in the

(petroleum products); six 60's for TV on tape, color. Dale Juhlin, production manager. Agency: J. Walter Thompson, New York. John Gilroy, agency producer.

Sears Roebuck & Co., Chicago (children's clothes and shoes); two 60's and two 20's for TV on tape, color. Dale Juhlin, production manager. Agency: Reach, McClinton, Chicago. Jack Flatley, agency producer.

National Talent Consultants, 144 South Beverly Drive, Beverly Hills, Calif.

Yamaha International Corp., Los Angeles (motorcycles); six 60's for radio. Ken Raphael and Larry Goldblatt, production managers. Agency: Hixson & Jorgensen, Los Angeles. L. K. Woodward, account executive.

TV Graphics, 369 Lexington Avenue, New York. Clairol Inc., New York (hair coloring); one 60 for TV, live on film. Sid Greenhaus, production manager. Agency: Doyle Dane Bernbach, New York. Charles O'Rourke, account executive. Tim Sheehan, agency producer.

No-Cal Corp., Brooklyn, N. Y. (carbonated beverages); three for TV on film. Agency: Gardner Advertising, New York. Bob Elwell, agency producer.

Johnson & Johnson, New Brunswick, N. J. (Micrin); four 60's for TV, live and animation on film. Agency: Sullivan, Stauffer, Colwell & Bayles, New York. Bob Waters, agency producer.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Winston cigarettes); two 60's for TV, on film, color. Agency: William Esty, New York. Arline Lunny, agency producer. Grant Thompson, account executive.

Colgate-Palmolive Co., New York (Fab); one 60, one 20, one 10 for TV on film. Agency: William Esty, New York. Chuck Liotta, agency producer.

### Business briefly . . .

**Armour Grocery Products Co.**, Chicago, through Foote, Cone & Belding there, bought participations on eight evening ABC-TV shows starting in early May to introduce new zip-top aluminum cans. Can comes in 15-and-one-half ounce size for two chili products and corned beef hash. Zip-top feature was developed last year for smaller cans of Armour products.

**Campbell Soup Co.**, Camden, N. J., through Needham, Harper & Steers, New York, will advertise its V-8 cocktail vegetable juice on various ABC,

NBC and CBS radio programs, beginning in mid-April and continuing through May.

**Best'O Inc.**, Los Angeles, is using television in a six-week, \$35,000 test campaign for Pri-Yum dog and cat food in the Los Angeles market, prior to national campaign. M. J. Beckman Associates, Los Angeles, is agency.

**Milani Foods Inc.**, Los Angeles, will use network TV and spot radio in a campaign that begins this month. Milani, through Golden Pick Advertising, Los Angeles, will be a sponsor of NBC-TV's *Today* and *Tonight* shows and has set a 26-week radio schedule in 22 markets.

### Agency appointments . . .

- Kal Kan Foods, Inc., makers of dog and cat foods, appoints Reach, McClinton & Co., Los Angeles. Budget is approximately \$250,000, with large majority being spent in TV. One of Reach,

affluent years between 35 and 49" and among families with three or four members. FM homes also account for 76% of all air travel, rank higher than AM or TV homes in the purchase of new luxury cars and of new cars generally, have a higher percentage of over-\$10,000 family incomes—and give FM "an outstanding cost-per-thousand efficiency advantage over AM" for reaching these homes.

■ AM rules "drive time," but between 6 and 10 p.m. it's often another story. The presentation lists 27 well-known AM stations whose 6-10 p.m. audiences are said to be smaller than those of one or more separately programed FM stations in the same markets.

The QMI presentation, made to agencies and advertisers by President Schulke and Vice President and General Manager Robert E. Richer, stresses that both the Pulse and Hooper rating services include FM listening in the AM rating when measuring AM-FM combinations having duplicate programing. "FM is never a bonus," the presentation asserts.

It also estimates that less than 15% of all FM listening in the 10-market study is to stations with classical-music formats. This estimate was based on stations programing classical music most of the broadcast day. After 8 p.m., the percentage was said to be "slightly higher."

The presentation reports that the classical-music FM audience "is

largely concentrated in New York, Chicago and Los Angeles, with the emphasis on New York where a majority of FM listening is concert-oriented during evening hours." Agencies and advertisers are urged by QMI not to assume "that the programing for selected stations, particularly in New York, is typical of the most successful FM programing in the 10 markets."

The 10 markets covered in the study are New York, Boston, Chicago, Los Angeles, Philadelphia, Detroit, San Francisco, Pittsburgh, Cleveland and Washington. The study was done in the winter of 1963-64 and encompassed 8,200 FM home interviews for ratings data and 1,893 home interviews for the broadcast media comparisons. The data relates to the listening and viewing habits of persons 18 years old or older.

The seven QMI-represented stations that underwrote the presentation are WRFM(FM) New York, WDFH(FM) Chicago, WDVR(FM) Philadelphia, KFOG(FM) San Francisco, WKJF(FM) Pittsburgh, WDBN(FM) Barberton-Akron, Ohio, and WLNA-FM Peekskill, N. Y.

QMI said copies of its 31-page presentation booklet could be obtained from these stations or from QMI headquarters, 441 Lexington Avenue, New York. It said this presentation would be supplemented by another major research project scheduled for release sometime in September.

## A compliment, FTC style

Dixon takes his agency's views on tobacco to House side of the Hill

Paul Rand Dixon paid television advertising a lefthanded compliment last week. He told the House Commerce Committee that the tobacco industry successfully uses advertising themes attractive to teen-agers on programs attractive to teen-agers to create young cigarette smokers, who become old cigarette smokers, who become dead cigarette smokers, and that's why the Federal Trade Commission, which he heads, is going to require a warning statement in advertising as well as on the package.

Aside from the slap at TV, Mr. Dixon's testimony followed the lines of his statement to the Senate Commerce Committee the week before. Unless Congress specifically pre-empts the field, he said, the FTC will not regard legislation requiring a warning on cigarette packages as an implication that further regulation of advertising is forbidden (BROADCASTING, April 5).

"Our study of the problem convinced us that the principle means of promoting the sale of cigarettes is advertising, not labeling," he said.

Mr. Dixon did hint, in response to questions, that a long warning statement might be avoided in short commercials. He admitted the existence of a problem in the case of spot announcements and said that the wording of the proposed FTC warning statement ["cigarette smoking is dangerous to health and may cause death from cancer and other diseases"] is not inflexible.

He also said he felt the "ingenuity of the American advertising industry is sufficient to solve the problem."

Committee members were so anxious to question the FTC chairman that he had to return for the next two days. Several members suggested the FTC was exceeding its authority, a tone established by Representative Oren Harris (D-Ark.), committee chairman, when he opened the hearings with the observation that "some of these agencies sometimes tend to reach beyond their scope."

Representative Walter Rogers (D-Tex.) questioned Mr. Dixon at length about the FTC's 1962 procedural change from a case-by-case approach to use what were called "binding advisory opinions." Mr. Rogers wanted to

McClinton's first projects will be a series of TV commercials featuring Pamela Mason at her Beverly Hills home where she lives with 12 cats and two dogs.

■ Godfrey Co., Milwaukee, midwest supermarket chain operator which uses radio-TV, names Post-Keyes-Gardner, Chicago, as agency succeeding MacManus, John & Adams there.

### Rep. appointments . . .

■ WITH Baltimore, Md.: Robert E. Eastman & Co.

■ KMSC(FM) Alvin, Tex.: Good Music Broadcasters Inc., New York.

■ WSGA Savannah, Ga.: McGavren-Guild, New York.

■ WRBC Jackson, Miss.: Robert E. Eastman & Co.

■ KYos Merced, Calif.: Bernard Howard & Co., San Francisco.

### NBC-TV sales for 1965-66

NBC-TV last week reported purchases by three new advertisers in its prime-time lineup for the 1965-66 season.

They are the Sherwin-Williams Co., through Griswold-Eshleman, both Cleveland, in *I Spy*, *The Streets of Laredo*, *Convoy*, and *Tuesday Night at the Movies*; Sauter Labs Inc., Nutley, N. J., through McCann-Erickson, New York, in *Hullabaloo*, *The Man from U.N.C.L.E.*, *I Spy*, *The Dean Martin Show*, *Saturday Night at the Movies*, *Convoy* and *Tuesday Night at the Movies*, and Chanel Inc., through Norman, Craig & Kummel, both New York, in *Run for Your Life*, *I Spy*, *Dean Martin*, *Streets of Laredo*, *Hullabaloo*, and *Man From U.N.C.L.E.*

NBC reported that *Hullabaloo* and *Man from U.N.C.L.E.* are sold out for next season.

know if the practice didn't amount to legislating. "No," Mr. Dixon replied, "the rules are really advisory, a hearing still results when they are violated."

The House committee is considering five bills on the subject of smoking and health. Three of them are identical. The first of that group, HR 3014, introduced by Mr. Rogers, would require a statement that cigarette smoking "may be hazardous to your health" on the package, forbid any additional regulation of either labeling or advertising, and be enforced by the U.S. Attorney General.

A bill sponsored by Representative Morris K. Udall (D-Ariz.), HR 2248, would amend the Federal Food, Drug, and Cosmetic Act to give the Food and Drug Administration power to regulate labeling of all "smoking products."

HR 4244, introduced by Representative Paul A. Fino (R-N.Y.), leaves enforcement up to the FTC and requires on the package a statement of tar and nicotine content and the warning "contents may be dangerous to health."

There are two similar bills before the Senate Commerce Committee. One, S 547 by Maurine B. Neuberger (D-Ore.), calls for listing of "incriminated agents" and a stiff cautionary statement on packages and in advertising. It would be enforced by the FTC. Senator Robert Kennedy (D-N.Y.) last week filed a statement with the Senate committee supporting this bill and calling for regulation of both labeling and advertising.

The other Senate bill, S 559, associated with Chairman Warren G. Magnuson (D-Wash.), requires a milder warning on the package only, listing

of tar and nicotine content, and leaves enforcement to the Attorney General. Like the Rogers bill, which it resembles, it pre-empts the field.

The House committee will continue its hearing this week, with testimony to be presented by Luther L. Terry, surgeon general of the U. S. Public Health Service, Emerson Foote, chairman of the National Interagency Council on Smoking and Health, the tobacco industry, and the National Association of Broadcasters and advertising groups.

Out of it all will probably come a stiff package warning, to be enforced either by the FTC or the Attorney General, and a clear congressional prohibition of any additional regulation. FTC rules are scheduled to take effect July 1, so congressional action before that date is almost assured.

# Continuous ad change is theme of ANA meet

## Ford's Mustang and United Air Lines cited in conferences that stress pre-testing, research

Pig-in-a-poke buying of advertising is a thing of the past, according to the tenor of the annual West Coast meeting of the Association of National Advertisers.

Aptly titled "The Challenge of the Change," the April 5-7 sessions in Santa Barbara, Calif., were reminded of the many revisions made and to be made in the role of advertising:

▪ Leonard S. Matthews, executive vice president of Leo Burnett Co., Chicago, emphasized that the client now insists that proof of the pudding be delivered before a campaign or commercial is turned loose. Mr. Burnett told how his agency's pre-testing method is meeting this demand.

▪ E. W. Seay, manager of corporate marketing communications, Westinghouse Electric Corp., explained the elaborate market research blueprint his company uses to pinpoint what advertising will and won't work.

▪ The changes in the automotive market and how this was anticipated were underscored by W. P. Benton, merchandising manager of Ford Motor Co.'s Ford division, who described how good planning in advertising pushed sales of the new Mustang to phenomenal heights in just one year.

**Expanded Pretesting** ■ Mr. Matthews, of Leo Burnett Co., said clients are

asking agencies more and more, "to pretest all major changes in advertising strategy and execution."

The simple research methods of yesterday (measuring recall of ads and commercials) no longer satisfy advertisers. Instead, Mr. Matthews said,



Burnett's Matthews

"They want to know . . . not only whether the key selling idea was recalled, but if it was believable and if it evoked a favorable action or attitude toward the product that didn't exist before."

Mr. Matthews described a new TV commercial test used at Burnett which involves on-the-air pretests of commercials. The Leo Burnett Commercial Test (LBCT) "picks up where the TV recall testing services leave off and probes into believability and the degree to which a commercial produces a positive product response," he stated. It measures "the percentage of the people seeing the commercial who were moved to express a positive or favorable attitude or action toward the product."

**Extensive Research** ■ Three research rules to make advertising more effective were given to the ANA meeting by Mr. Seay of Westinghouse Electric Corp. He reported that his company uses 11 market research organizations to help determine what advertising will work and what won't.

His rules: "Design advertising research to provide information on which decisions can be made. Complete the research soon enough to be acted on before the major investment has been made. Maintain a program of continuing accountability after the advertising has run." Like many other speakers on the ANA agenda, Mr. Seay illustrated his talk with TV commercials, showing four made for the Westinghouse "Instant on" TV line, of which three were used and one discarded on the basis of pretesting.

The changing automotive market and the changes made by his company to meet it were described by Mr. Benton of Ford Motor Co.'s Ford Division.

His story was that of the Mustang, designed to appeal to the youthful buyer with a desire for styling and

performance but with a limited pocket-book. The Mustang was introduced with a TV commercial broadcast simultaneously on all three TV networks and has been a heavy user of television ever since, with a series of Walter Mittyish escape commercials currently being used, as well as newspaper and magazine space, direct mail and dealer showroom displays. The Mustang was introduced on April 14, 1964, and has passed its 389,000th sale, with expectations of breaking all previous first-year sales figures in the automotive field.

**Airline Ad Jump** ■ The need-for-change thinking was further reflected by Robert E. Johnson, senior vice president for marketing, United Air Lines. He reviewed airline advertising since 1926 when United's advertising budget was \$10,000, to 1965, when United has appropriated \$12 million for advertising. However, he stressed the need for the kind of advertising that will make air travelers out of the 71% of the population who have never ridden in a plane.

Discussing the Great Society and advertising, Dr. Lawrence C. Lockley, chairman of the department of marketing, Santa Clara University, said that if the present national administration has its way, "every family will have more than the average income" and if the Great Society provides every family with everything it needs advertising will have lost its function of encouraging people to want things badly enough to be willing to work to get them.

The ANA meeting's "change" theme even carried over to programing when E. Jack Neuman of MGM discussed revisions he'd like to see in TV programs. But, he said, he doesn't really expect changes to take place unless the conditions of producing a TV series change too.

## Guidelines sought for advertiser, agency

A progress report on ANA's \$100,000 study of "Management's Role in Effective Advertising" was given by the association's chairman, Thomas B. McCabe Jr., vice president-marketing, Scott Paper Co. A full report on the findings of the study, which was conducted by Booz, Allen & Hamilton, will be made at the ANA spring meeting to be held early in May in Chicago.

"This study has been conducted in two phases," Mr. McCabe reported. "Phase I, or the pilot stage, established the fact that the most useful result of such a study would be the establish-

BROADCASTING, April 12, 1965

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Trouble free  
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Convenience

Available as a complete machine to add to your facilities. Available as system components to re-equip your existing VTR by factory rebuilding exchange.

- Simpler Operation — far fewer controls and adjustments
- Best Performance — routinely meets or exceeds all performance specifications of the latest, most expensive "deluxe" VTR equipment
- Stable "Sync-lock" Servo — positive lock both frame and line comparable to best sync generator "gen-lock" — with instantaneous lock-up after tape guide pulls in
- Stable Signal System — incorporates all current deviation standards and will accommodate all currently-proposed standards for high band operation
- Factory-Rebuilt VR1000 Transport — self-contained flat tape console for greatest tape handling convenience
- Plug-In Modules interchangeable with no readjustments



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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

ment of a set of principles that could be applied by management to the needs and requirements of individual business enterprises to form a basis for decisions. Phase II, which is in the final stages of preparation, is aimed directly at the development of these guidelines.

"Some of the topics the study will discuss and analyze are the growth of bureaucracies in marketing and their effect on agency service; the extent of agency involvement in marketing; the product conflict dilemma; problems in agency compensation; and the varying viewpoints or self-interest of general corporate management, advertising management and agency management.

"The report will not be simply a study of advertising agencies and their operations, but rather the focus will be on the advertiser and his operations and the interplay between the two organizations. The study will provide corporate managements with a highly significant tool to aid in planning for the future and in achieving maximum value from the resources offered by advertising agencies. Much of its value will be

the effort to look at anticipated problems and relate present practices to future needs. And although the study is intended to benefit advertisers chiefly, it will, in effect, constitute a market forecast for agencies aimed at determining what the needs of their clients and potential clients are and will be in the future. Thus, it should in principle benefit both advertisers and their agencies and promote mutual action to improve relationships and increase the level of marketing effectiveness . . ."

### Bache moves for 2d time

Bache & Co., New York based stock brokerage house, announced last week it will move its account, effective June 15, from Sullivan, Stauffer, Colwell & Bayles, which has handled the estimated \$1 million account for the past two months, to Young & Rubicam, both New York.

When the account moved from Albert Frank-Guenther Law to SSC&B in January, billings were increased from approximately \$750,000 to \$1 million.

## Katz revamps its radio department

The Katz Agency, New York, station representation firm, last week announced a reorganization of its radio division. Features of the revamp: Sales and development will operate independent of each other, emphasis will be placed on selling both the individual assets and program features of each station represented.

In the change, announced by M. S. Kellner, vice president in charge of radio, Martin F. Beck becomes director of business development; James L. Greenwald is appointed radio sales manager with responsibility over the rep's nine radio sales offices; Sal Agovino becomes assistant radio sales manager for all the offices; Gordon Gray becomes sales supervisor for western radio stations and Paul Abrams for eastern radio stations, and Jerome K. McCauley receives responsibility for special programing sales as director of special sales projects.

## PROGRAMING

# 'Geographic' shows seek network

Four television specials in color covering real-life adventures already half sponsored

The National Geographic Society, Washington, which has been taking people on vicarious adventures through its magazine for many years, is aiming for fall prime-time exposure on a network for its *Great Adventures* series.



Mr. Doyle

Robert Doyle, chief of the society's television service and executive producer of the series, said last week that

four one-hour color specials are being prepared for the coming season and four a year are planned for succeeding years. The programs are being produced by NGS in association with David L. Wolper Productions, Hollywood. All shows are based on events the society has backed with research grants either wholly or in part.

Although a network berth is not certain, the programs are already half sold

to the Aetna Casualty and Surety Co. and Aetna Life Insurance Co., both Hartford, Conn., through Remington Advertising, Springfield, Mass., and Chirug & Cairns Inc., New York, respectively.

The move to television was initiated by Dr. Melville Bell Grosvenor, president and editor of the society, who felt

### Rating range widens

NBC-TV led the networks in the latest national ratings according to the A. C. Nielsen report (NTI) for the two weeks ending March 21. NBC-TV's average rating for 7:30-11 p.m. was 21.1, CBS-TV had 19.7 and ABC-TV had 18.6. It was the second straight report in which NBC-TV had the edge. In the previous two-week report, NBC-TV had 20.5 compared with CBS-TV's 19.7 and ABC-TV's 19.3.

it should expand its public service beyond its 4.5 million subscribers and that developments in color television made the coming season an opportune time to start the series. Dr. Grosvenor began preparing for TV in 1962 when the society established a grant to explore possible use of TV and Mr. Doyle was hired to head the division. Mr. Doyle had been with ABC and NBC for 18 years and directed the national political convention pool coverage in 1952, 1956 and 1960.

The first four programs will be "Americans on Everest," "Miss Goodall in Africa," "The Voyage of the Brigantine Yankee" and a program being filmed in the Mediterranean by Jacques-Yves Cousteau.

"Americans on Everest" is the report of the society's 1963 expedition to the top of the earth's tallest mountain. This program with Orson Welles as narrator is now complete. In the final stages of production are "Miss Goodall in Africa" and "The Voyage of the Brigantine Yankee."

Jane Goodall is a young British anthropologist who has been living alone in Tanzania with chimpanzees for the past five years. The society has had a cameraman there for three years. The Brigantine Yankee program follows the 18-month voyage of the vessel and its college-age co-educational crew around the world.

Mr. Cousteau, who last week won



# “Why is WINS going all news?”

Mary Meahan, Kudner Agency

**ANSWER:** There were two primary reasons for our decision to go all news. In the first place, we felt there was a real need in the New York market for an all-news radio station—a place on the dial where listeners could tune at any time of the day or night for the latest news at that very moment without having to wait for “straight up” or “straight down” or :55 or :25. We decided that WINS should fill that need. Secondly, we’re convinced that the station filling this need will enjoy substantial audience acceptance (in both size and quality) with obvious rewards to the station and its advertisers.

Joel Chaseman, General Manager

**QUESTION:** How much of your news will be local? How much national and international?

Al Behrens, Pearson Advertising

**ANSWER:** In covering the news, WINS will operate on the philosophy that the world is our beat, the New York-New Jersey-Connecticut area our frame of reference. We will give a particular news story the treatment it requires in terms of its importance in the context of the total news picture, regardless of whether it is local, national or international.

Stan Brooks, News Director

**QUESTION:** Will you tape your newscasts and repeat them? Will you re-read the same copy at short intervals?

Phyllis Ross, W. B. Doner, Baltimore

**ANSWER:** Neither. Every newscast will be different and up-to-the-second. If a particular story is developing rapidly, the new developments will be presented direct from the scene where possible. We will cover every important story from many angles—the reactions of important officials and the man-in-the-street; analyses by our staff commentators; beeper phone conversations with eye witnesses. The emphasis will be on complete, continuing coverage of all the important news, all the time.

Ken Reed, Director of Programs & Operations

**QUESTION:** Can you tell me the names of the newsmen who will be on the air for you?

Jonne Murphy, B.B.D.O.

**ANSWER:** In addition to some of the men who helped WINS bring home the coveted Sigma Delta Chi bronze medal for outstanding radio reporting 2

years in a row—Charles Scott King, Lew Fisher, Tuck Stadler and Paul Parker—we’ve hired some of the nation’s outstanding broadcast newsmen: men like Jim Gordon, Herb Humphries, Brad Sherman, Phil Lenhart, Doug Edelson, Henry Marcotte, and others.

Stan Brooks, News Director

**QUESTION:** Will you have features like traffic, sports and financial reports?

Marie Coleman

William H. Schneider Agency

**ANSWER:** Of course. They are important news in New York and will get full coverage on WINS. Happenings in the theatre, music, art and publishing worlds are also news to New Yorkers. So are activities at the United Nations. WINS will cover all of these areas because they are part of the total news picture.

Ken Reed, Director of Programs & Operations

**QUESTION:** Won't you run out of news?

Bob Torchia, Miller Advertising

**ANSWER:** Not a chance. About the only thing you can be sure of these days is that there’s plenty going on in the world. WINS will be plugged into everything that’s happening here and overseas. In addition to our expanded local news staff and facilities, Group W’s Washington Bureau will provide extensive coverage of the nation’s capital and will coordinate feeds of selected stories of interest to New Yorkers from Group W stations and correspondents around the country. And our Bureaus in London and Paris and special correspondents in other major capitals and trouble spots will complete our saturation coverage of the world’s news.

Jim Snyder, Group W National News Editor

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## Lee supports present FCC religious procedures

FCC Commissioner Robert E. Lee has defended the commission against recent charges that its interest in religious broadcasting breaches the constitutional wall between church and state.

The commission "runs no real danger of conflict with the Constitution when it treats the category of religious programs as one those elements making up a well-rounded program schedule," he said.



Mr. Lee

The commissioner, who made his remarks April 1 before a dinner meeting of the United Presbyterian Broadcasting Council in New York, was replying to argument of a fellow commissioner, Lee Loevinger, and Marcus Cohn, a communications attorney. Both have raised the question as to whether the commission's inquiry into the amount of religious broadcast-

ing licensees provide violates the constitutional prohibition against the establishment of a religion (BROADCASTING, Feb. 1, Jan. 4).

Commissioner Lee said that even if the critics should be correct, it's not for the commission to declare its actions unconstitutional. He said the commission has been acting under the authority of an act of Congress and that those who feel the agency has violated their constitutional rights should bring a court suit to determine the issue.

Commissioner Lee said the commission's position that religious programming constitutes one element of the diversified programming that goes into a broadcasting schedule may need some "rethinking." But he added that the question the commission asks doesn't amount to dictation that religious programming be carried because the commission feels such programming should be aired.

**Religion Important** ■ But it does mean that broadcasters should regard religion "as an important interest of the listening and viewing public," he said.

He said a licensee has the responsibility for determining local programming needs and telling the commission what he is doing to meet them. He added that he has no difficulty treating religious broadcasting on "an equal basis with any other demonstrated public need and interest."

The commissioner said the policy on religion followed by the commission goes back to 1927, when the old Federal Radio Commission, the forerunner of the FCC, was established. He said the FRC prescribed various categories of programming it felt broadcasters should consider, including religion.

And when Congress enacted the Communications Act of 1934, it raised no questions concerning the legality or propriety of those programming categories, he added. In fact, the commissioner said, clergymen who had urged that frequencies be set aside for religious programming were told in committee hearings that the FCC would administer the act to assure that the needs of religion would be met.

an Academy Award for his documentary "The Silent Sea," will film a program of life beneath the sea as he and his five-man crew descend 330 feet beneath the Mediterranean to live for 15 days.

Although the programs will be informative in keeping with the society's motto "for the increase and diffusion of geographic knowledge," Mr. Doyle said they will be good entertainment. "We don't plan to teach but gently inform," he said.

## ABC backs Yale drama school project

ABC and Yale University last week announced the establishment of a new course in writing talent development at Yale's School of Drama.

Under the program, ABC has provided a gift of \$76,000 in cash for the 1965-66 academic year, permitting seven fellowship grants of \$5,000 each as well as salaries of a lecturer in TV writing and a writer-in-residence. Candidates will be drawn generally from students in advanced study of dramatic

writing and from professional writers.

At a news conference in New York, Leonard H. Goldenson, ABC's president, said he hoped the project would be extended past its first season. A decision on extending the program will be made in January 1966, he added.

Mr. Goldenson saw the writing talent development project as "seeding" for the future. Emphasis was placed by Mr. Goldenson and Edward C. Cole, acting dean of the drama school, on the search for "new forms, new ideas that are exciting and stimulating" for drama presentation on TV.

Author David Davidson (TV, motion-picture documentaries, radio and novels) was named writer-in-residence, and Kay Arthur, visiting critic in TV writing at the school of drama, will serve as his teaching and administrative assistant. Among Mr. Davidson's TV credits: *Playhouse 90*, *Defenders*, *The Theater Guild* and *Studio One*.

The drama writing course is a third part of an academic development program. ABC has set up fellowships at the Annenberg School of Communications and the Wharton School of Finance and Commerce of the University of Pennsylvania and is helping to finance the general program of the American Academy of Dramatic Arts.

## ASCAP members sue four stations

Four Washington State radio stations have been sued by members of the American Society of Composers, Authors and Publishers for alleged use of the latter's music without authorization.

Named in the copyright infringement suits were Whatcom County Broadcasters Inc. (KENY Bellingham), Christian Services Inc. (KCFB Spokane), L. N. Ostrander and G. A. Wilson (KBLE Kirkland) and Birch Bay Broadcasting (KARI Blaine).

The suits, brought separately by different groups of ASCAP writer and publisher members, ask payment of not less than \$250 for each unauthorized performance, together with court costs and attorneys' fees.

The suits, disclosed by ASCAP in New York, followed a court decision some months ago granting several ASCAP members judgments totaling \$59,450, plus \$15,000 in attorneys' fees in infringement suits against three other Washington stations, KGM1 Bellingham, KPQ Wenatchee and KIXI Seattle (BROADCASTING, Sept. 21, 1964; Feb. 19).



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# Public fickle on profanity

Inconsistency in reaction to same things on various programs is cited

A confusing inconsistency in the public's reaction to matters of taste in programing can lead a TV network standards-and-practices division astray.

Carl M. Watson, director of broadcast standards for NBC, last week described situations in which the public reaction to a specific practice may change from one year to the next and from one program to another.

Expletives such as hell and damn, he said, may cause an outcry when used on a late-night adult show such as *Johnny Carson* and yet be well received when uttered on *Profiles in Cour-*

*age* or *Hallmark Hall of Fame*.

"We can't keep from wondering about our very real concern of some years ago about the hip movements of Elvis Presley," he went on, "as we watch the frug and watusi on *Hullabaloo*."

Mr. Watson's observations were presented in a discussion of standards, practices and criteria at the 1965 college conference of the International Radio and Television Society, attended by some 200 college students.

He said NBC spends \$300,000 yearly on its broadcast standards department in an attempt to keep advertising claims from misleading the public and to present programs which "neither offend the sensibilities of the sensitive, damage the innocent or frustrate the intelligent."

Herb Carlborg, commercial consultant for Ted Bates & Co., New York, told the same session that the agency's biggest job in the area of standards is "to defend them from critics of advertising who indulge themselves in subjective nit-picking.

"It is also the agency's job to resist

arbitrary standards," he said.

**Brinkmanship** ■ Stockton Helffrich, manager of the New York code office of the National Association of Broadcasters, advised broadcasters to put the interest of their audiences ahead of personal concern.

He described a "tightening of standards" in recent years but said "there are still those who hold out from efforts of self regulation and confound us with the adroitness of their brinkmanship."

The two-day session (April 8 and 9) opened with a panel on broadcast operations moderated by Robert H. Teter, manager of WNBC-TV New Haven. Panelists were Albert Zink, news and programing manager, WRGB(TV) Schenectady, N. Y.; Bill Schwarz, program manager, WNBC, and Varner Paulsen, programing director, WNEW, both New York.

Other sessions included a discussion of "The Art of the Spontaneous," and a panel titled "Now That You've Built It—Sell It," moderated by Harold D. Deutsch, director of national radio sales, Capital Cities Broadcasting Corp. Panelists were James A. Yergin, research

## Baseball: No. 2 program staple on the air

Major league baseball games were heard for more hours on radio in 1964 than any other form of programing except recorded music, and the games TV took up more TV time than all programing except the "showing of dated movies." These conclusions were reached by Ford Frick, commissioner of baseball, in a report which placed big league baseball's radio and TV audience last year at 3.9 billion persons.

In a report covering baseball broadcast activity last year, Mr. Frick also showed a total of 282,909 hours of broadcast time devoted to baseball. Of this total, 234,070 hours were on radio, and 48,839 on TV. Of the 3,940,358,920 individuals who tuned in to baseball, the report said, more than 2.3 billion were listeners to radio broadcasts.

The baseball commissioner's office said the study of baseball's appeal to radio and TV audiences was directed by Mr. Frick with the cooperation of stations, networks, major league clubs, the broadcast sponsors and their advertising agencies. The data was compiled, it was said, primarily for the information of major league club owners and their executive staffs.

The summary, released on April 5, also indicated:



Commissioner Frick

■ A total of 975 games were telecast by individual ball clubs in their home cities and "many over club networks" and 3,196 games were broadcast by radio both in home cities and over club networks.

■ In TV, 85 stations regularly telecast individual ball games, and in

radio, the stations totaled 719. In addition, 275 TV stations telecast games on NBC-TV and CBS-TV on the weekends.

■ The World Series took both No. 1 and 2 in the "audience list of top sports television shows" in 1964, winning four of the first five places and six of the first ten in the list. The report said eight professional baseball games were telecast nationally, and all eight placed in the first 19 of the top TV sports events.

The report took note of A. C. Nielsen estimates which reported that the seventh World Series game (Thursday, Oct. 15, 1964) reached 24.3 million homes on NBC-TV, which at the rate of 2.9 viewers per set, brings the audience to 70,470,000. (Mr. Frick's report noted that Trendex estimated 20 million viewers watched telecasts on all three networks originating from the Ranger 9 satellite before it hit the moon on March 24.)

Mr. Frick's report took note of an "interesting sidelight" discovery that one other nationally telecast baseball game, the little league "world series" on ABC, attracted a 6.4 million home audience outranking such top-line sporting events as Masters golf, Davis Cup tennis, the Belmont Stakes and T-Bird golf.

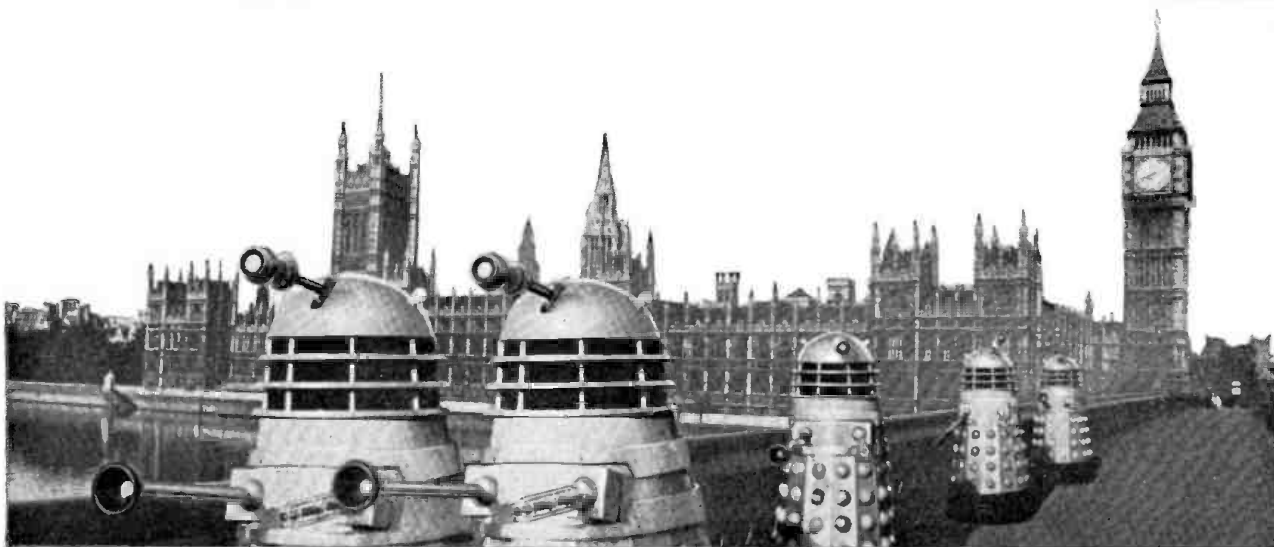
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46 (PROGRAMING)

## Radio can be more than a juke box

WBAL Baltimore, in an attempt to prove that "radio is more than a jukebox" used 12 hours of radio's prime time (6 a.m.-6 p.m.) last Monday (April 5) to deal with the city's crime wave.

The success of the all-day documentary was reflected in a *Baltimore News-American* editorial which called *City in Fear* a "realistic documentary" and said WBAL was to be "commended for bringing the ever-rising incidence of crime into focus. It was a forthright and hard hitting exposition of the blight which is costing Baltimore untold sums and creating a climate of fear among its citizens."

*City in Fear* replaced the station's usual programming and commercials. Alfred E. Burke, general manager of WBAL, said the only items from the regular schedule that remained on the air were the newscasts and a "token amount of commercials

where they could be dropped in." However, he added, most of these were in abbreviated form.

Mr. Burke said the program had drawn about 500 phone calls and several hundred letters by Wednesday (April 7). Although there were a few "negative reactions" from the public, he said most comments were very favorable.

The documentary included more than 80 actualities from county and state officials, civic leaders and law enforcement officers, but most of the voices belonged to Baltimore residents who had been victims of or witnesses to crimes. *City in Fear* was narrated by Galen Fromme, WBAL news director, and written by Al Quinn. The research and recording took the station's 16-man news staff 300 hours over eight weeks, with more than 100 hours spent on the writing and editing of the sound documentary.

director of Westinghouse Broadcasting Co.; Frank Beazley, general sales manager, WCAU-TV Philadelphia; Ben H. Holmes, executive vice president, Edward Petry & Co., and Jack Fritz, vice president and New York sales manager of Blair Television.

The 26th annual convention of the Intercollegiate Broadcasting System was to be held April 10 in New York following the IRTS-sponsored conference. Sessions at the IBS convention were to examine news, programming, station management, audience ratings analysis, engineering, selling, copywriting and announcing.

### Film sales . . .

*The Rifleman* (Four Star): KVKM-TV Monahans, Tex.; KTVI(TV) Sioux City, Iowa; KIRO-TV Seattle; KOAT-TV Albuquerque, N. M.; WCIA(TV) Champaign, Ill.; KCRG-TV Cedar Rapids, Iowa; KRGV-TV Weslaco, Tex., and WGEM-TV Quincy, Ill.

*The Rifleman II* (Four Star): WJW-TV Cleveland; KVII(TV) Amarillo, KVKM-TV Monahans, KTVT(TV) Ft. Worth, all Texas; WTVM(TV) Columbus; WLUK-TV Green Bay, Wis., and WAH-TV Atlanta, Ga.

*Richard Diamond* (Four Star): KFDM-TV Beaumont, Tex.; WSUN-TV St. Petersburg, Fla.; WOI-TV Ames, Iowa, and KTHV(TV) Little Rock, Ark.

*Ensign O'Toole* (Four Star): KXLFTV Butte, Mont., and WCAV-TV Burlington, Vt.

*Horror 5* (National Telefilm): KTTV (TV) Los Angeles; WTTG(TV) Washington, and KXLY-TV Spokane, Wash.

*Majesta Color* (National Telefilm): WZZM-TV Grand Rapids, Mich., and KXLY-TV Spokane, Wash.

*Fox Features* (National Telefilm): KIEM-TV Eureka, Calif.; KOB-TV Albuquerque, N. M.; WBIR-TV Knoxville, Tenn.; WNYS(TV) Syracuse, N. Y., and KXLY-TV Spokane, Wash.

*Open End* (National Telefilm): WHY-TV Wilmington, Del., and WSU-TV Carbondale, Ill.

*Top Rank* (National Telefilm): WEWS(TV) Cleveland; KXLY-TV Spokane, Wash., and WBIR-TV Knoxville, Tenn.

*Felix the Cat* (Trans-Lux): KTNT-TV Tacoma, Wash.

*The Magic Room* (Trans-Lux): WEDH(TV) Hartford, Conn.

*Top Draw feature Films* (Trans-Lux): WKTV(TV) Utica, N.Y.; WBNS-TV Columbus,; WSEE-TV Erie, Pa., and WOWL-TV Florence, Ala.

*Triangle First Eleven* (Triangle Program Sales): KTVT(TV) Ft. Worth, Tex., WSPA-TV Spartanburg, S. C., WOWL-TV Florence, Ala., and WBRZ-TV Baton Rouge.

*Gemini* (Seven Arts): WOR-TV New York; KHJ-TV Los Angeles; WNAC-TV Boston; CKLW-TV Windsor-Detroit; WHBQ-TV Memphis.

BROADCASTING, April 12, 1965

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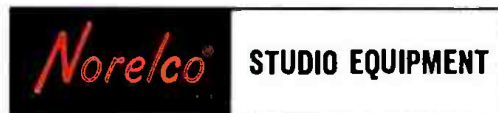
There, for the first time, broadcasters could see the new Plumbicon black-and-white as well as Plumbicon color cameras operating under actual studio lighting conditions.

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## Official to revisit network TV field

Official Films Inc. plans to re-enter the area of producing programs for television networks and has appointed producer Robert Brees to develop new properties, Louis C. Lerner, president and board chairman, announced last week.

In recent years, Official has concentrated on the syndication of off-network, re-run and documentary series. At one time, the company was active as a co-producer of network series, including *Robin Hood*, *Scarlet Pimpernel* and *The Buccaneers*. Mr. Brees, a producer-writer for TV and motion pictures, has been named vice president—production at Official.

### Program notes . . .

**A knock out** ■ Two boxing programs are now available from Greatest Fights of the Century Inc., 9 East 40th Street, New York 10016. One *Knock Out!* features 120 five-minute shows depicting famous knockouts. The other, *Greatest Fights of the Century*, is a series of 130 15-minute programs show-

ing selected parts of historic fights.

**More news** ■ With the addition of a new news program, WEEI-AM-FM Boston is now broadcasting more than 16 hours of news and information daily (Monday-Friday) and 10 hours on Saturday. The program, *AM Report*, is aired from 6 a.m. to 9 a.m. and emphasizes local news, movie, book and theater reviews. It also includes national and international news reports from CBS Radio.

**FDR special** ■ CBS News will present a TV special commemorating the 20th anniversary of President Franklin Delano Roosevelt's death, *FDR Remembered* today (April 12) (10-10:30 p.m. EST). The show will be filmed on location in Warm Springs, Ga., and at Hyde Park, N. Y., the Roosevelt family home. Narrator will be Charles Kuralt.

**Jumps on NBC** ■ NBC-TV has purchased initial rights to Triangle stations' film coverage of the 1965 U. S. National Parachuting Championships, scheduled to take place Aug. 21-28, for subsequent telecast on its *NBC Sports in Action* program. Triangle, which holds exclusive rights to the event, will later syndicate a half-hour color film of the nationals through Triangle Program Sales.

**Open for business** ■ Focus Presentations Inc., New York, has been formed to produce live action and animation film commercials and programming. Executive offices, screening-conference room and cutting rooms are located at 400 Park Avenue, New York 22. President of Focus is Eli Feldman. Other officers are Chris Ishii and Peter Cooper, vice presidents and film directors; Stanley Bermann, vice president and production manager, and David Wedeck, vice president in charge of programming.

## KABC establishes editorial scholarship

Because of the importance of radio editorializing to his own station and, he believes, to the community it serves, Ben Hoberman, vice president and general manager of KABC Los Angeles has established a fellowship in radio editorializing at the University of Southern California.

"The idea occurred to me when I was trying to fill the job of editorial director at KABC," Mr. Hoberman said. We had a devil of a time finding the right man."

Mr. Hoberman met with Dr. Kenneth Harwood, chairman of USC's department of telecommunications, whose faculty members will serve as judges of applications for the fellowships. The

grants will pay half of the tuition of the student who is accepted as the KABC fellow. The agreement between the station and the University runs for five years and it contains an escalator clause under which KABC agrees to increase its payments to USC for the scholarship with any increase in tuition the university may put into effect during the five-year period.

KABC began editorializing in February 1964 and in the slightly more than a year has broadcast 36 editorials. There is no regular editorial schedule, "just when we have something to say which we think should be said," according to Mr. Hoberman. The KABC editorials are not general comments, he stated, but are directions for action which the station management believes would be for the good of the Southern California residents.

Each editorial is broadcast four times a day for three days, with the morning, afternoon and evening times changing each day in an effort to reach all KABC listeners regardless of their individual listening patterns. "It's the same sort of schedule we recommend to our advertisers," Mr. Hoberman noted, "so how could we do better than to adopt it for our own messages?"

## NAB adds its support to information bills

Legislation to restrict the "restricted" stamp won support from the National Association of Broadcasters last week.

Means must be found to "infuse into all branches of government a dedication to disclosure of the truth to the American people," Vincent T. Wasilewski, NAB president, said in a statement filed with the House Government Information Subcommittee, which concluded hearings on 16 "freedom of information" bills last Monday (April 5).

"Over the years," Mr. Wasilewski added, "there have been numerous instances of unjustifiable withholding of information by government offices.

"The natural enemies of an informed public," he said, "include automatic over-classification, secrecy without legitimate reason, and 'handouts' that do not tell the whole story."

Bills before the subcommittee would give citizens recourse to the courts to force information from recalcitrant federal agencies, exempting only matters relating to national security, personnel records, and confidential business and tax records (BROADCASTING, April 5).

The subcommittee, headed by Representative John E. Moss (D-Calif.), plans to look into the problem of access to the courts next (CLOSED CIRCUIT, April 5).



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## TV's may be paying ASCAP too much

The possibility that television stations may be paying 15% more than they should to the American Society of Composers, Authors and Publishers is at the center of a question to be argued before a federal judge this week.

Counsel for the All-Industry Television Stations Music License Committee, which is suing ASCAP for the determination of "reasonable" rates for TV stations' use of ASCAP music, charged that stations may be over-paying ASCAP by "at least" 15% as a result of "variations in the application and interpretation" of ASCAP music-license terms by ASCAP auditors in dealing with stations.

Whitman Knapp of Root, Barrett, Cohen, Knapp & Smith, New York counsel to the committee, said in an affidavit that the 15% figure applied to TV stations as a group, and that individual stations may be over-paying by "even larger" percentages. He said he based his claim on conversations with stations and on information from other sources.

Since current estimates place TV sta-

tions' total annual payments to ASCAP at about \$11.5 million, a 15% overpayment would amount to about \$1.5 million, meaning they should be paying around \$10 million.

Over-payments come about, he said, because some provisions of the ASCAP licenses are "obscure" and may be interpreted by ASCAP auditors in different ways with different stations. "To avoid litigation," he said, "local stations often have been compelled to recognize ASCAP claims which, upon information and belief, are not in accord with the license terms, and which have resulted in substantial additional payments to ASCAP."

Mr. Knapp advanced the argument in a move to have the U. S. Southern District Court in New York expand its order requiring ASCAP to make available financial and other records bearing on what a "reasonable" rate for ASCAP music would be (BROADCASTING, March 22). Since ASCAP had agreed to furnish this information, he suggested that the court's failure to include it in the court order may have been inadvertent.

The question of whether the additional material must be produced is slated for argument Wednesday in the chambers of Chief Judge Sylvester J. Ryan, who is presiding over the case.

## Ban may cause other harms--McAndrews

Restrictions on television's right of access to Congressional and other proceedings could nullify the opportunity for news coverage made possible by present and future technical advances in the medium, William McAndrew, executive vice president in charge of NBC News, says in an article in the April issue of *The Quill*, magazine of Sigma Delta Chi, professional journalistic society.

Mr. McAndrew said he feared that "television news, because of widespread misconceptions and unfounded fears, could be restricted to narrow areas of coverage, and that most of our technical efforts might well prove to have been in vain."

Mr. McAndrew emphasized that he does not propose "that barriers against court and congressional coverage come tumbling down without . . . intensive prior examination of the problems involved," but that what is needed is "an agreement" that television ". . . can also be entrusted with the responsibility for showing our legislators and courts in action."

## EQUIPMENT & ENGINEERING

### NAM wants L.A. test of ch. 14, 15 issue

The National Association of Manufacturers has asked the FCC for a "field trial" test in Los Angeles to determine whether unassigned channels 14 and 15 can be effectively utilized by the land mobile radio service without causing interference to TV reception in that area.

The request last week by NAM's communications committee was supported by an engineering report from Creutz & Snowberger, Washington consultants.

The Creutz report concludes that "only an actual field test" can satisfactorily resolve the opposing philosophies relating to TV spectrum sharing by land mobile users. The report also challenges a similar study by A. D. Ring & Associates for the Association of Maximum Service Telecasters, that maintains frequency sharing is unrealistic and would cause considerable interference to TV (BROADCASTING, Sept. 28, 1964).

NAM's proposal last week stems from its petition for rulemaking filed over a year ago seeking commission authorization for land mobile radio use of the

two unassigned channels in the Los Angeles metropolitan area (BROADCASTING, Feb. 10, 1964).

If it is found that these two broadcast channels can be used by land mobile radio without interference to TV operations, NAM proposes to ask for similar authorizations, under the same conditions, in other metropolitan areas where land mobile spectrum space is wanted (BROADCASTING, April 5).

The strongest opponent to this move is AMST. NAM noted in its petition that the gist of AMST's opposition is that "the public interest value of the land mobile services—especially those involving business purposes—is of a low grade and is even nonexistent in some areas."

"We have no quarrel with advertising and do not minimize its important place in the economy," NAM said, "but let us have done with the pious implication that commercial broadcasting is anything more or less than a business. How else would a TV station sell for \$20 million?"

NAM also pointed out that commercial broadcasting, including TV, has perhaps "the least logical need" for spectrum space of any radio service. "The wide-spread public acceptance of CATV systems amply demonstrates," the association said, "that a coaxial

cable system can provide TV service, often with a superior 'picture' and a much wider choice of programs, without consuming vast amounts of spectrum space."

### More sales in wake of NAB exhibits

Exhibitors at the display of broadcast equipment at the National Association of Broadcasters convention in Washington report the following orders:

Visual Electronics Corp.: Plumbicon Color cameras have been bought by WCYB-TV Bristol, Tenn.; WKRG-TV Mobile, Ala.; WFRV(TV) Green Bay, Wis., and WKBM-TV Caguas-San Juan, P. R.

LTV/Continental: Prolog system for automatic programing, logging and authenticating has been bought by WGBS-FM Miami, WIP-FM Philadelphia, KLAC-FM Los Angeles, WCBM-FM Baltimore, and KRZY-FM Albuquerque. Previously, KPOL-FM Los Angeles and KRLD-FM Dallas had installed the Prolog system. Also bought: 50 kw AM broadcast transmitter (Type 317C) by WNAC Boston; KWJJ Portland, Ore.; WKVM San Juan, P. R.; XETRA Tijuana, Mexi-

co.

A claim to being one of the biggest buyers of broadcast equipment at the NAB convention has been made by Sterling C. (Red) Quinlan, vice president-general manager, Field Communication Corp.'s new WFLD(TV) (ch. 32) Chicago, which hopes to get on the air by year's end.

By the closing of the four-day convention, Mr. Quinlan estimated he had spent over \$800,000 for equipment, including, he said, over \$500,000 for Ampex gear (two VR-2000 color TV recorders, two VR-1100 studio recorders, three VR-660 portable VTR's, and six Mark V Marconi 4½-inch image orthicon cameras). He also bought, he said, an RCA antenna, an RCA color film and slide projector, and two camera mounts.

### Technical topics . . .

**Thermoelectric generator** ■ The General Instrument Corp., Thermoelectric Division, Newark, N. J., has developed an all-weather thermoelectric power generator for use in remote locations. In eight models, the commercial generators range in powers from 6 to 50 w, in prices from \$440 to \$1,550, and higher with special orders. Employing a no-flame (catalytic) burner, the units are weather and corrosion resistant,

have no moving parts, and use solid-state thermoelectric modules, hermetically-sealed to prevent deterioration. Company noted the units have application in communications: microwave relay, radio, community TV booster, and telephone and telegraph repeater.

**FM space** ■ The FCC has proposed a change in rules which regulate the spacing between FM facilities. The rule would require spacing between FM's on channels separated 10.6 or 10.8 mc from each other. They are: C to C, 30 miles; C to B, 25 miles; C to A, 20 miles; B to B, 15 miles; B to A, 10 miles, and A to A, five miles. The proposed rule change is based on findings of the FCC's laboratory division study of typical FM radios.

**Vidicon zoom lens** ■ Zoomar International Inc., Glen Cove, N. Y., has made available an Angenieux manual control vidicon zoom lens with a 20:1 range. In range adjustments from 15 to 300 mm, at apertures from F/6 to F/.22, the vidicon lens is supplied with a 5:1 reduction crank for slow zoom and a handle for rapid zooms. Measuring less than 12 inches in length and weighing 4 pounds, it can be equipped with range extenders for 25 to 500 mm or 30 to 600 mm.

**New TV Camera** ■ Diamond Elec-

tronics, Lancaster, Ohio, has developed a new closed-circuit TV camera which is said to be sensitive to fine detail. The camera, priced at \$2,050, offers picture reliability and stability for industrial, commercial and institutional application.

**TV 'tour'** ■ A closed-circuit television system arranged by Teleprompter Corp. for Container Corporation of America enabled visitors at the National Packaging Exposition in Chicago last week to "tour" the package firm's factory in a distant suburb and to ask questions of key plant officials about latest developments. Over 30 production and technical people were involved in the thrice-daily show which used seven TV cameras on location in the plant.

### Zenith awarded \$19 million

Zenith Radio Corp., Chicago, has been awarded \$19 million damages by U. S. District Court there in a triple damage antitrust suit against Hazeltine Corp. Zenith, in a counter suit, charged that Hazeltine excluded Zenith from the Canadian market. The court later will set damages against Hazeltine over similar allegations that it barred Zenith from English and Australian markets. The court said Hazeltine refused to license patents except in groups.

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# The rifts over CATV widen

Dissident members of AMST petition FCC to go slow on wire regulation; others take in-between stands; FCC meets issue this week

Eight broadcasting companies with station memberships in the Association of Maximum Service Telecasters formally broke ranks with that organization last week over the issue of community antenna television.

Where AMST has asserted that CATV represents a threat to free television and should be subjected to sweeping government regulation, the AMST dissidents said CATV can offer valuable services to the public and should be permitted to grow side-by-side with television stations in free competition.

The dissidents all have interests in CATV operations, some of them substantial. They are Central California Communications Corp., Cox Broadcasting Corp., Midcontinent Broadcasting Co. (BFR), Newhouse Broadcasting Corp., Palmer Broadcasting Co., The Broadcasting Co. of the South, the Har-

ron-Gray stations, and Triangle Publications Inc.

All told, they own 31 television stations. Of those, 21 are members of AMST, which has a total membership of 161 stations.

The break was foreshadowed at the National Association of Broadcasters convention, last month, when Roger Clipp, of Triangle, issued a statement criticizing the AMST position. At that time it was reported other AMST members would publicly join Triangle in opposition (BROADCASTING, March 29).

AMST has supported the view that the FCC has, and should assert, authority over all CATV's: those not using microwaves as well as those that do. And it petitioned the commission to adopt rules that would contain CATV as a fill-in service. (BROADCASTING, March 15).

**Overly Restrictive** ■ But the dissi-

dents, in a petition filed with the FCC, opposed the "protectionist aspects" of the AMST proposals as contrary to the "long-range interests" of the television industry, and urged the commission to "reject the assumption of questionable jurisdiction and overly restrictive rules."

They favored efforts to develop a consensus among the National Association of Broadcasters, the National Community Television Association and the government on "some reasonable legislation or regulation covering CATV."

Two other pleadings dealing with CATV policy were filed last week: One by NCTA asked the commission to dismiss the AMST petition for rulemaking. Another by Capital Cities Broadcasting Corp. proposed yet another rulemaking for the regulation of all CATV.

The flurry of industry efforts to persuade the commission on CATV policy comes as it prepares for a special meeting Wednesday (April 14) on CATV matters. A thick document is before it containing proposals looking to the regulation of all CATV (BROADCASTING, March 15).

**Wider Choice** ■ The AMST dissidents, argued in their pleading that CATV can perform a public service by providing a wider choice of programing,

## How FCC justifies local file of station documents

The new FCC rule requiring broadcasters to keep on file locally most of the documents they now file in Washington represents an effort by the commission to encourage greater public participation in the decision-making process of both licensees and the agency.

The commission made this clear in the text of the order adopting the rule, which was released last week (BROADCASTING, April 5). Among the records broadcasters will have to keep available for inspection locally are applications for construction permits for new stations, for major changes, and for license renewals, transfers of control or assignment of license, and requests for extension of time to complete construction of new stations. Related correspondence with the commission and copies of initial and final decisions will also have to

be kept on file locally.

Some broadcasters had asserted the public was not interested in such information. But the commission said its decision was not based on a demand for information but on a determination to encourage a more active dialogue between members of the public and licensees.

The order said the record of the hearing on local live programing conducted in Omaha in 1963 by Commissioner, now Chairman, E. William Henry, indicates there is a need for community leaders to have "more definite information about the programing service provided by their stations."

One aspect of the rule particularly disturbing to many broadcasters is that which requires them to make available for local inspection their financial qualifications, as stated in

applications. They complained that this would benefit their competitors.

But the commission said any competitor seriously interested in an applicant's financial health could get the information from the commission's public file in Washington. "Furthermore," the commission said, "broadcasting is a business invested with a public trust and broadcasters engage in this business with a foreknowledge that the operation is subject to public scrutiny."

Another reason for requiring the keeping of financial data, the commission indicated, is that it could generate additional information. "The commission might be aided by persons in the area who could bring to light financial information not apparent in the application," the order said.

The order added that the Omaha

and not only in small, remote communities. They said the number of services should be determined by technology and public demand, not "by government fiat."

VHF and UHF television, as well as CATV, they said, "should be permitted to develop and prosper side by side (which is essentially current experience)." Concern about CATV's impact on local television, they added, is "exaggerated."

They see little need for government regulation. CATV's should voluntarily carry the signals of local stations on their cables and refrain from simultaneous duplication of programs, they said. If abuses develop, they added, NCTA, NAB and the government should take the necessary steps to correct them. Such matters as program rights and copyright issues, they said, should be left to negotiation among the parties.

They said that broadcasters are "particularly qualified" by training and experience to operate CATV's and should not be restricted in their ownership of them. And they said that there is "no legitimate basis" for restraining the distribution of programs by microwaves to CATV's. They said distribution of programs of independent stations could help develop new program sources.

**NCTA's Reply** ■ NCTA told the commission that AMST appeared to be attempting to "insulate itself from the possibility anyone else will have access to its viewers' television sets."

NCTA added that AMST's request that the commission regulate all

CATV's is based on speculation as to the economic impact of CATV on local television. Accordingly, it said, the commission should dismiss the AMST pleading or consolidate it with other pending rulemakings affecting CATV.

"Only through a fact-finding proceeding" can the FCC determine the facts concerning CATV and whether there is a need for regulation, NCTA said.

Capital Cities, however, takes the same tack as AMST, ABC, Westinghouse Broadcasting Co. and TAME Inc. in arguing that CATV's pose a threat to free TV, in stating that the commission should assert its authority over all CATV, and in urging adoption of regulations that would contain CATV as a supplementary service.

But it differs from the others in suggesting that the FCC, while promulgating CATV rules, obtain legislation from Congress confirming its authority over the cable companies. Such legislation, Capital said, would eliminate any doubt about the commission's jurisdiction.

Capital also recommends a selective "freeze" on microwave authorizations for CATV systems. It said that pending adoption of rules, the commission should grant CATV microwaves only for systems in areas where terrain factors cause reception difficulties.

**FCC Proposals** ■ The proposals before the commission are more in keeping with the views of the hard-line regulators among the broadcasters than those of the AMST dissidents. One is a notice of rulemaking proposing the same rules for nonmicrowave-served CATV's as those the commission intends to apply to microwave-served systems. And these will be tighter than the interim measures now in effect, in that they would entitle stations to protection from CATV's in their grade B contour that they now get from systems in their grade A contour: 15-day nonduplication and carriage of their signals on the cable.

The notice would spell out the commission's reasons for believing it has authority over nonmicrowave-served CATV's but would invite comment on this question, as well as on whether rules for the different kinds of systems should be the same.

The package would also contain an order adopting the rules affecting microwave-served systems, but their effective date would be put off for about a year. This would provide time for Congress to express its views and for completing the new rulemaking affecting nonmicrowave-served systems.

Another aspect under consideration is a notice of inquiry containing a number of questions raised in the pleadings of AMST, ABC and others concerning

leapfrogging of signals, program origination by CATV's, and limiting the distance a station's signal can be carried.

There is no certainty the package will be voted out this week. The principal parts were tentatively approved by a 4 to 2 vote last month. But it's possible the commission could deadlock 3 to 3, with the result that a final vote would have to await the participation of James J. Wadsworth, who is expected to join the commission later this month. Mr. Wadsworth, nominated by President Johnson to fill the position vacant since Dec. 31, 1964, goes before the Senate Commerce Committee for a hearing on his confirmation tomorrow (April 13).

The line-up on the CATV package now appears to be Chairman E. William Henry and Commissioners Kenneth A. Cox and Robert E. Lee in favor, and Commissioners Robert T. Bartley and Lee Loevinger opposed. The position of Commissioner Rosel H. Hyde, who was in the majority on the preliminary vote, is now considered doubtful.

## Seiden report called in error

Fisher questions declining revenue and advertiser ignorance, cites own study

The Seiden report on community antenna television has been put under the glass of an economist with a CATV study of his own and, in some respects, found wanting.

Dr. Franklin Fisher of the Massachusetts Institute of Technology said that Dr. Martin H. Seiden erred in concluding in his report to the FCC that CATV's economic impact on local television has not yet taken place because advertisers are not aware of CATV penetration. (BROADCASTING, March 8).

Dr. Fisher is the author of the Fisher Report, a 110-page study of the economic impact of CATV on local television that was commissioned by the National Association of Broadcasters (BROADCASTING, Oct. 26, 1964). He commented on the Seiden report in a letter to the FCC last week.

In his report, Dr. Fisher said CATV's are now having an impact and he calculated a specific dollar figure he said could be assigned for each CATV subscriber as a loss to the local TV station. In his letter to the commission, Dr. Fisher said Dr. Seiden's point that impact wouldn't be felt until adver-

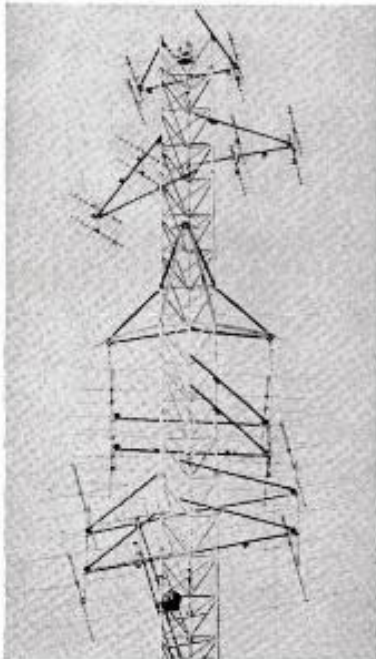
hearing record "supports a requirement that financial information be kept on file together with programing information because of the direct relationship between the financial health of a station and its ability to present locally produced programs."

The commission stressed that the local file need not contain material not already on public file in Washington. The order mentioned specifically the profit-and-loss data that stations report annually and transcription contracts. Since this material is not available to the public at the commission's Washington offices, the order said, they "would not be reached by the rules."

The order noted, however, that confidential material incorporated by reference into the application is open to the public in Washington, and must be available locally, too.

# Stainless G4 TOWER— “backbone of microwave”

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tisers become informed of CATV penetration “is irrelevant.”

**Size Counts** ■ He said advertisers have information on the size of delivered audience—they know when it rises, falls or remains the same. “If they use that knowledge,” he added, “the reasons why a station’s audience is not as high as it might be is of no concern to them.”

Dr. Seiden had asserted that advertisers buy markets, not audience. But “if delivered audience goes down.” Dr. Fisher said, “that station will have to charge lower rates than would otherwise be the case . . . How else can one account for the attention paid to delivered audience statistics in the industry?” he asked. He noted that his report showed a high correlation between the two.

Dr. Fisher also questioned the validity of Dr. Seiden’s study of 86 stations with declining revenue which showed that few of them had substantial CATV penetration. Dr. Seiden said that CATV penetration couldn’t explain the loss.

But, Dr. Fisher said, this means only that there are many causes for a decline in revenue. “It doesn’t mean that CATV’s are having no effect” he said.

“One might similarly examine a sample of causes of death and conclude that arthritis was not a disease. More to the point, perhaps, one might conclude that smallpox was not serious and that therefore there was no reason to inoculate against it.”

Dr. Fisher said a proper study of economic impact of CATV on local television “must provide a statistical substitute for the controlled experiment of the physical laboratory. Such a study of the economic impact of CATV has been performed,” he concluded. “It is the Fisher Report.”

## Is TV losing cream of audience?

Television appears to be losing its audiences among American adults who are affluent and better-educated, according to the results of a nationwide survey released last week by Louis Harris & Associates, New York.

The poll also shows that TV is expanding its audience among small-town residents, people with only a grade-school education, people 50 years old and over and those with incomes under \$5,000.

The survey indicates a loss in audience among adults who have been to college, among those whose incomes are \$10,000 or over, among suburban residents and among those in the 21-to-34 age group.

The survey, a Harris spokesman said,

was conducted in March among 1,600 carefully selected persons throughout the country 21 years of age and older.

The Harris report also shows that a majority of adults would like to see more news, musical variety, live sports, news specials, comedy and dramatic shows on television. They would prefer fewer soap operas, horror comedies, rock ‘n’ roll and detective programs.

Among the groups which television has been losing there is a particular desire for news, live sports, dramatic shows and specials, the survey reported.

Mr. Harris made this comment on the results of the survey:

“The taste preferences of the better-educated and more affluent adults bear little resemblance to the trend of program changes which the networks are planning. The main reason is that those who view TV the most tend to prefer westerns, situation comedies, quiz games and mysteries. These trends are reinforced among children and teen-agers who exert considerable control over program choices in afternoon and early evening hours.

“Therefore, television ratings undoubtedly reflect the numbers who now watch. But they do not necessarily reflect the tastes of the best markets for products advertised on TV, nor, for that matter, the preferred programs of a majority of adult America.”

## KCOY-TV denies ‘pay-off’ charge

KCOY-TV Santa Maria, Calif., last week “flatly and unequivocally” denied charges that a “pay-off” was involved in its decision to abandon its fight against an FCC grant of microwave facilities to serve three community antenna television systems in its service area.

The charge had been made by the FCC’s Broadcast Bureau in opposing a petition by Lompoc Valley Cable TV Inc., a subsidiary of H&B American Corp., for a grant without hearing of the facilities to relay the signals of seven Los Angeles stations to the Lompoc-owned CATV’s.

KCOY-TV said in a pleading filed with the commission that it could have gained nothing by continuing the fight since the CATV’s were already operating through direct off-air pick-ups of the Los Angeles stations. The station also said it had been faced with “an impossible burden” of proof in the commission hearing and that an agreement reached with H&B was designed to aid in the station’s survival.

The commission had set the Lompoc applications for hearing on the complaint of KCOY-TV that it would be overwhelmed by competition from the Los

Angeles stations. KCOY-TV had said the standard protection offered by Lompoc (15-day nonduplication and carriage of the station's signal on the cable) would be inadequate.

**Agreement Reached** ■ But after the hearing got underway, an agreement between KCOY-TV and H&B was reached, and the station withdrew its opposition. The agreement provided for the operation by H&B of a CATV system which would apply for a franchise in Santa Maria and in which the station was given \$15,000 worth of stock at no cost and an option to acquire 240 shares more. It also provided for H&B loans to KCOY-TV.

KCOY-TV also said that the "vast financial gain" the bureau said the station would achieve as a result of the creation of the CATV company involves "sheer speculation."

## Another L.A. station struck by two unions

In their second joint strike in two months, the Los Angeles locals of the American Federation of Television and Radio Artists and the International Brotherhood of Electrical Workers at 5 p.m. April 2 called out the announcers and engineers employed by KPOL-AM-FM-TV. The radio station was off the air for 50 minutes; the TV station shut down completely. The first joint AFTRA-IBEW strike, against KLAC-AM-FM Los Angeles (BROADCASTING, March 8, Feb. 22), was settled after 19 days. But Claude McCue, executive secretary of the AFTRA local, said he expects the walkout against KPOL to be of much longer duration, because of emotional factors that were not present in the strike against KLAC.

Last year AFTRA filed an unfair labor complaint against KPOL-AM-FM (KPOL-TV, on channel 22, did not go on the air until March 29 of this year), alleging that the station was attempting to negotiate individually with its staff announcers. The NLRB examiner found no evidence of this and the full NLRB upheld his finding (BROADCASTING, April 5). Meanwhile, some announcers petitioned the NLRB for an election to determine whether AFTRA should be retained as bargaining representative.

The IBEW decision to call out the engineers at KPOL was said to be partly a jurisdictional matter, similar to that at KLAC, over the performance by announcers of taping activities previously handled by engineers. But the basic concern of both unions is KPOL's automation program, which, the station says, makes the employment of as many engineers and announcers as have been employed there no longer necessary.

BROADCASTING, April 12, 1965

## Hearing held on Conn. CATV law

A spokesman for the National Community Television Association provided the main opposition at a Connecticut legislative public hearing on a bill to formalize the state public utility commission's authority over community antenna TV. The hearing was held April 7 in Hartford.

John P. Cole Jr., NCTA attorney, in testimony before the public utilities committee of the general assembly, contended CATV is "an aid to television reception" and as such shouldn't be subject to public utility regulation different from that which regulates TV.

He said television, including CATV, is entertainment and "not in the business of furnishing essential services" as public utilities are.

Mr. Cole claimed the FCC and "many individual states" have "held consistently that [CATV] does not constitute a 'common carrier' or public utility type of service, and is not to be regulated as such." And he referred to the Communications Act of 1934 which "pre-empted entirely the field of television regulation."

The only other opposition to the bill was voiced by Joseph P. Cooney of Hartford, attorney for Teleprompter Corp., one of the 23 applicants for Connecticut CATV franchises. Like Mr. Cole, he linked CATV to the broadcasting industry rather than to "established utilities."

**Backers of Bill** ■ Support for the proposed legislation came from Representative Harry R. Filer of Cheshire, who introduced the bill; Samuel H. Kanell, PUC counsel, and Herman Levy, attorney for United Motion Picture Theaters of Connecticut.

Explaining the bill, Mr. Kanell said its purpose "is tradition. The companies which receive CATV certificates will have use of the public streets, will have a monopoly in the areas they serve and should operate under just and reasonable rates. While the PUC's authority over CATV is essentially now covered by regulations promulgated by the commission, I personally think it important enough to be prescribed by statute."

Mr. Levy said that he was not speaking for the theater group from a competitive point of view, but rather under the concept that "theater owners have the right to speak for the public."

The PUC plans to resume CATV hearings on April 26 with cross-examination of the 23 applicants.

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# Bringing NAB into phase with the times

## Schroeder issues first of series of proposals for board action to toughen up association

A moderate approach to the modernization of the National Association of Broadcasters was proposed last week by Willard Schroeder, chairman of the NAB boards.

Rejecting proposals for dramatic revisions in the trade association's structures or purposes, Mr. Schroeder recommended four courses of action:

- NAB should look within itself as to its "basic functions" and then question its "capacity to maintain those functions. These questions involve staff, boards, committees, financing. Special attention should be given to internal communications."

- A closer liaison between the associations now serving the industry is needed and NAB should take the lead in establishing this tie. "Up-to-date knowledge of the activities of these associations is a necessary preliminary to avoiding both duplication of effort on one hand and neglect of a problem on the other."

- NAB should "energetically" take on projects it can handle best and stay out of some activities that other groups can do better. "NAB can discourage wasteful empire building by setting the appropriate example."

- A more "pragmatic attitude" toward the associations they support should be taken by broadcasters. "If this or that outfit, in your judgement, is performing services valuable to you—fine, support it. If isn't, the hell with it. Resign. And that includes the NAB." There may be some "anachronistic" organizations or activities that no longer deserve support. Groups that outlive their usefulness should be dissolved and new ones should be formed to meet new needs.

**Initial Paper** ■ The suggestions and comments were part of Mr. Schroeder's first report to the boards since he became a working chairman at NAB's Washington headquarters in February (BROADCASTING, Feb. 1). He said his "observations and recommendations" are being offered "to better equip the board to consider the several ways and means of further improving the association."

Mr. Schroeder, who is on leave as

vice president and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., expects to issue several other reports to members of the NAB boards before their regular meeting next June. In his first message, which he said was on the subject of "reorganization of NAB as it relates to the other broadcasting associations," he told the board members he preferred to submit his recommendations in series since to save the material for one consolidated presentation



Mr. Schroeder

would give the board "too much to read and react to during the four days we meet." The first report was a generalized view. Subsequent reports reportedly will contain specific proposals.

Mr. Schroeder's term as chairman expires with the June board meeting.

**Problem of Size** ■ Acknowledging that the NAB is a large association that shows every sign of getting bigger, the board chairman noted that size is a factor in a "chronic dilemma" which "is almost certain to become more troublesome." He diagnosed the danger as depreciation of NAB's usefulness

"as an advocate of broadcasters' interests" to the point where the average broadcaster would no longer find it worthwhile to belong to NAB.

Another factor in this problem, Mr. Schroeder said, is the increasing complexity of broadcast services and that "in too many situations, pleading the interest of one broadcaster is to oppose the interest of another." As a result, he noted, "the probability that NAB can come to grips with developing problems becomes somewhat less likely."

Mr. Schroeder noted three suggestions put forth by advocates of a major change in the NAB structure:

- Splitting NAB into separate radio and television associations.

- Redefining NAB's function to make it an "umbrella" over state associations
- Creating an "umbrella" or "federation" made up of the "numerous broadcasting trade associations whose objectives are relatively specialized."

However, he discounted these suggestions noting that NAB has separate radio and TV boards and a "significant portion" of the staff works on problems peculiar to radio or TV. A split of the association would hurt much more than it would help," he said.

**Be Realistic** ■ Mr. Schroeder said to expect the state associations of broadcasters to assume the NAB functions "is to ignore reality on several counts." Most state groups aren't equipped to do a comparable job, he said. He likened them in many respects "to a volunteer fire department (and I speak after having served for years as a director and president of Michigan's association)."

On the third point, Mr. Schroeder said definition of "umbrella" is the prime requisite. If it were to mean that NAB would direct and control activities of many industry associations, he said, NAB doesn't have that control now and it is doubtful that it would get it in the foreseeable future.

Mr. Schroeder claimed that "enforced passiveness" of the NAB "because of conflicting interests of its members" has resulted in formation of many specialized associations. He cited the Radio Advertising Bureau and Television Bureau of Advertising as organizations that were born because some broadcasters felt the NAB was not doing that type of work "well enough or at all."

He also noted organizations that have been formed by "relatively small geographical or employee groups" like state associations and units representing news directors, engineers and program directors. The motivations behind these organizations, he said, seem "obvious and represent neither basic conflict nor dissatisfaction with the objectives and performance of NAB."

He said there are at least 19 specialized broadcasting associations functioning



nationally plus the state associations. "Aggregate dues paid to them and the NAB by supporting stations are impressive . . . perhaps more importantly, broadcaster participation in the affairs of these associations . . . involves a significant number of man hours."

The NAB chairman said broadcasters have the right to continually ask if these associations are doing the best kind of job in the most efficient manner. He said it is the NAB's "responsibility to continuously examine the gross effort of association service . . . It can then proceed to blueprint a modus operandi that will be the best obtainable."

He called talk about organization "largely academic." Whether the industry is served by an NAB-type "large, all-encompassing association" or many small specialized associations isn't the problem, he maintained. In either case, Mr. Schroeder said, "broadcasters have a right and a responsibility to demand and get a tight ship."

The associations should clearly define their areas of activity, he said, and then work effectively and efficiently in those areas. "By means of close liaison a broad service should be possible to maintain without too much duplication or neglect," Mr. Schroeder concluded.

## How myths gain acceptance

Wasilewski says through repetition they become fact and basis of policy

An attack on myths, which through repetition gain acceptance as facts and "too often become the basis of policy", was unleashed by Vincent Wasilewski, president of the National Association of Broadcasters, last Tuesday (April 6).

Among the myths cited by Mr. Wasilewski were:

- Advertiser control over broadcasting.
- Program control by a "small, elite group."
- Need for more government control.

Addressing the Detroit chapter of the American Women in Radio and Television, the NAB president noted that the "black-hatted man" of television a few years ago, the advertiser, has been "rehabilitated, by the FCC, to a state of grace." Critics of the medium used to charge that the industry was controlled by advertisers, Mr. Wasilewski noted. Today, however, the myth depicts a "handful of powerful executives" who

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sit in "isolated splendor in their lordly offices and decide what the American people shall see and hear. . ."

The cure proposed by the myth-makers, he said, is to put programing back in the hands of the advertisers.

Mr. Wasilewski admitted the "advertiser did, and still does have some influence in broadcasting. In my opinion, he should. At least he should be permitted to express some opinion on the disposition" of the more than \$2 billion spent annually in radio and television.

**Not All Roses** - He hit at the charge that broadcasting "conditions" people to mediocrity. If this were the case, he said, "there would be no program failures . . . [and] no need for the networks and local radio and television stations throughout the country to expend time and money trying to develop programs to attract an audience."

The continuing cry that "the government should do something" is perpetuated, Mr. Wasilewski charged, mostly by critics in the "upper economic, educational and social echelons of our country. Their tastes are not the tastes of 200 million people . . . they clamor for more sophisticated broadcast programing to satisfy their own tastes. When it is not forthcoming in the quality or quantity they demand, they too often call for government action."

## NAB membership up

Fiscal year figures for membership in the National Association of Broadcasters showed an increase of 288 members from April 1, 1964 to April 1, 1965. In the same period, the NAB's radio code membership showed an increase of 362.

	1965	1964	In-crease
AM stations	2,152	2,040	112
FM stations	852	733	119
TV stations	459	439	20
Associates	193	156	37
Radio code stations	2,252	1,894	362*

\*Includes four radio networks.

## Rockefeller fund gives aid to WNDR

The Rockefeller Foundation is providing up to \$500,000 to WNDR(TV) Newark-New York, noncommercial station, during a period of two years, John Kiermaier, president of the Educational Broadcasting Corp., said last week.

Mr. Kiermaier told a news confer-

ence that the Rockefeller grant and pledges from other foundations of special gifts assure WNDR's continuing operation in the next fiscal year (July 1, 1965-June 30, 1966).

He stressed that WNDR will continue on the air for at least another year because of the Rockefeller grant and other contributions.

The station has been in serious financial difficulty for the past several months and only an emergency grant of \$500,000 from the Ford Foundation last January enabled WNDR to continue operations through the current fiscal year.

**Underwriters** - The FCC recently approved a WNDR plan to raise funds by permitting patrons to underwrite the cost of programs on the station through identification with blocs of shows through the year (BROADCASTING, April 5).

He was asked to comment on a suggestion in an editorial in BROADCASTING that pay television be set up for educational TV. Mr. Kiermaier replied this suggestion raises "complex questions" and said he had "no final thoughts" on the subject.

## Changing hands

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

■ KCKN-AM-FM Kansis City, Kan.: Sold by Cy Blumenthal to Danny Kaye and Lester M. Smith, for \$625,000. Messrs. Smith and Kaye own KJR Seattle; KXL Portland, Ore., and KNEW Spokane, Wash. KCKN is on 1340 kc with 1 kw day and 250 w night. KCKN-FM is on 94.1 mc with 20 kw. Broker: Blackburn & Co.

■ KIT Yakima, Wash.: Sold by Carl and C. Dexter Haymond with Jack H. Goetz to Jack H. Goetz, for \$430,950. KIT is on 1280 kc with 5 kw day and 1 kw night. KIT began broadcasting in 1929.

■ WCUM-AM-FM Cumberland, Md.: Sold by Wallace L. Hankin to Clifford and Harry M. Brown, for \$240,000. Messrs. Brown have majority interest in WTTC-AM-FM Towanda, Pa. WCUM is on 1230 kc with 1 kw day and 250 night. WCUM-FM is on 102.9 mc with 1.25 kw. Broker: La Rue Media Inc.

■ WQSR Solvay, N. Y.: Sold By Rodney Erickson and associates to Gerald Arthur, W. B. Stringer and Gene Ladd, for \$139,000. Messrs. Arthur, Stringer and Ladd own WBIC Islip, N. Y., and own following weekly newspapers: *Islip Press*, *Amityville Long Island Sun*, *Babylon Eagle*, *Bay Shore Sentinel*, *Huntington Times*, *Port Jefferson Times*, *Smithtown Star* and *Suffolk County Every-Week*, all New York.

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WQSR is on 1320 kc with 500 w day. Broker: Chapman & Associates Inc.

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (For other commission activities see FOR THE RECORD, page 71).*

■ **Kvod Albuquerque:** Sold by George O. Cory to John B. Walton Jr., for \$186,000 and \$40,250 covenant not to compete for five years. Mr. Walton owns KVKM-AM-TV Monahans, and KVII-AM-TV Amarillo, both Texas. Kvod is on 730 kc with 1 kw day.

■ **WGBF Evansville, Ind.:** Sold by Henry B. Walker Jr., Martin L. Leich and associates to Martin L. Leich and associates, for \$118,710. Mr. Leich is general manager of WGBF. WGBF is on 1280 kc with 5 kw day and 1 kw night.

## COMMUNITY ANTENNA TV

■ **Independence, Kan.:** Kansas Cable TV Co. (Gene Scheneider, president) sold to Kansas CATV Inc. (Alvin H. Hartman, chairman). Price undisclosed. Included also in the transaction is the cable system in Parsons, Kan., under construction. When the Parsons system is completed, the combined Independence-Parsons cable system will have a potential of over 6,500 homes. Broker was Daniels & Associates.

## Carl Williams sets up own brokerage firm

Carl M. Williams, partner with Bill Daniels in the CATV brokerage firm of Daniels & Associates, announced last week the establishment of Williams & Associates, with offices in Denver and New York.

James M. Graves, formerly with Hayden, Stone & Co., will be in charge of the New York office.

Mr. Williams is president of Systems Management Co., which has supervised CATV systems serving in total as many as 90,000 subscribers. He was a director of the National Community Television Association from 1961 to 1964, and was a member of the legal committee of the board for two years. At the present time he owns Colorado Televents, with four systems in that state; is majority owner of Televents of California (Martinez), and minority owner of Malibu Cable Television, Malibu, Calif., and of Television Communications (which owns 14 systems in nine states).

## New TV stations

As of April 8 there were 104 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 58 were

commercial UHF's, 5 were educational VHF's and 22 were educational UHF's.

Information received regarding plans of a holder of a CP includes:

**WHIQ(TV)** (ch. 25) **Huntsville, Ala.** Alabama Educational Television Commission, permittee, will begin construction of its new ETV station in May. AETC operates WAIQ(TV) Montgomery, WBIQ(TV) Birmingham, WCIQ(TV) Cheaha State Park, WDIQ(TV) Dozier and WEIQ(TV) Mobile. Programs for the AETC network are originated at Auburn University, University of Alabama and Huntsville. WHIQ plans to go on the air with 270 kw visual and 136 kw aural using GE transmitters and a GE antenna 339 feet high. The Huntsville station will serve about 95,000 students and 331,000 citizens in the eastern Tennessee Valley.

## NCTA board discusses CATV positions

Taking an on-guard position, leaders of the community antenna industry were poised last week to move quickly either in favor or in opposition to legislative proposals on CATV scheduled to be considered by the FCC this week (see page 52).

The board of directors of the National Community Television Association,

meeting in Scottsdale, Ariz., last week explored the various steps they might take based on different positions the FCC might take on CATV legislation.

The board agreed that there was nothing to gain in further meetings with the National Association of Broadcasters, until after the FCC had acted, if then. NCTA and NAB groups had met several times during the last year in an attempt to solve their differences. They had come to tentative agreements except for duplication.

The board in a two-day meeting at Scottsdale also voted to look into the question of financing research to bolster its position on legislation, and studies on its relation with other trade associations and groups, and on the question of legal fees.

Principal subject of the board's considerations was internal, housekeeping business, it was reported. It heard, also, status reports from its by-laws, pole line, public utilities and convention committees. NCTA holds its annual convention in Denver July 18-23. It also heard status reports on the United Artist suit against the Clarksburg, W. Va., cable system, and the CBS suit against Teleprompter.

Bruce Merrill, CATV operator and president of Ameco Inc., equipment maker, is chairman of NCTA. Of the board's 25 members, 21 attended.

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# Did Barry, Enright get a stacked deck?

## Appeals court tosses WGMA nonrenewal back to FCC; asks why different standards were used in NBC case

The U. S. Court of Appeals in Washington last week questioned the uniformity of the standards employed by the FCC in determining whether to strip broadcasters of their licenses.

The questioning came in an order directing the FCC to explain how it could accord different treatment to Jack Barry and Daniel Enright, on the one hand, and NBC on the other, in the matter of rigged quiz shows.

The court order directed the commission to reconsider its decision refusing to renew WGMA Hollywood, Fla., owned by Messrs. Barry and Enright.

The court, acting on an appeal from the station, also questioned whether the commission's decision on WGMA was consistent with its actions in renewing the licenses of Westinghouse Broadcasting Co. and General Electric. The WBC parent company and GE both had been convicted of antitrust violations, while Messrs. Barry and Enright, had violated no laws.

The court also told the commission, in explaining its reasons, to do more than "enumerate factual differences, if any," between the WGMA and the other cases. The court said the commission must explain how the differences are relevant to the purposes of the Communications Act.

**The Quizzes** • Messrs. Barry and Enright had been co-owners of the now defunct *Twenty-One* and *Tic Tac Dough* quiz shows on NBC-TV. They were among the principals involved in the quiz scandals brought to light by a congressional investigating committee in 1959.

The FCC, in reversing the recommendation of a hearing examiner that WGMA's license be renewed, maintained that Messrs. Barry and Enright lacked the character qualifications to be licensees on the ground that their "prolonged deception practiced upon the television viewing public . . . is so patently contrary to the public interest. . . ."

Later, WGMA petitioned for reconsideration and asked that its plea be considered in conjunction with the then pending renewal applications of NBC's WRCV-AM-TV Philadelphia. But the commission, on July 24, 1964, refused, stating that "no useful purpose would be served."

A week later, in the NBC-Philco Broadcasting Co. case, the FCC renewed the networks' Philadelphia licenses on condition that NBC swap them back to Westinghouse Broadcasting Co. for WBC's KYW-AM-FM-TV Cleveland (BROADCASTING, Aug. 3, 1964). That order is now in court on an appeal by RKO General Inc., which asked for the Philadelphia stations.

Chief Judge David L. Bazelon of the court of appeals noted that the hearing examiner in the NBC-Philco case stated that NBC had "turned its back on the evidence that the quiz programs might be counterfeit, and acted finally only when it was compelled by the growing tide of public dissatisfaction and by the threat posed in the aroused interest of various public agencies." This, the examiner said, is a "substantial discredit."

Judge Bazelon said the FCC was in error in refusing "at least to explain" the different treatment of WGMA and NBC.

"Both were connected with the deceptive practices," Judge Bazelon wrote, "and their renewal applications were considered by the commission at virtually the same time. Yet one was held disqualified and the other was not. . . . Moreover, the commission has not explained its decision with the simplicity and clearness through which a halting impression ripens into reasonable certitude. In the end we are left to spell out, to argue, to choose between conflicting inferences. . . . We must know what a decision means before the duty becomes ours to say whether it is right or wrong."

Judge Bazelon raised the matter of GE and WBC license renewals in commenting on the WGMA argument that there was no law against quiz-show rigging at the time they were involved in the quiz-show scandals. There is such a law now.

The commission, in dismissing that argument, had said that "obviously" misconduct of the kind in which Messrs. Barry and Enright were engaged "is necessarily in a somewhat different category" from criminal antitrust violations.

Without intimating any opinion as to whether there is any difference between the two kinds of misconduct, Judge Bazelon wrote, "we think the differences

are not so 'obvious' as to remove the need for explanation. And whether there are differences may be a question of decisional importance."

Joining Judge Bazelon in the decision were Circuit Judges Charles Fahy and J. Skelly Wright. Judge Fahy wrote a concurring statement in which he said he would not require further explanation regarding the differences between the WGMA and GE and WBC cases.

The decision was seen by some observers as raising a question regarding the correctness of the decision to renew the NBC licenses. A commission official said "either there is a good reason for the difference in treatment or there isn't. If there is not, something's got to give—there would have to be equality of treatment, good or bad."

NBC officials saw little difficulty in distinguishing between the cases. They said there was no evidence that NBC officials ever were aware of, let alone conspired in, quiz show rigging.

## Bureau wants licenses of two men lifted

The FCC's Broadcast Bureau recommended last week, in proposed findings submitted to a hearing examiner, that the commission strip two broadcasters of their licenses for three radio stations, and deny an application for a fourth station in Jacksonville, Fla.

The two broadcasters threatened are C. M. Todd, who owns 51% interest in WTIF Tifton, Ga., and B.F.J. Timm, who holds the remaining interest in the Tifton station and is sole owner of WDMG Douglas, Ga., and WMEN Tallahassee, Fla. Mr. Timm also is seeking an AM station in Jacksonville.

The bureau's recommendation stems from a show cause order issued by the commission in September 1963 charging the two broadcasters with willful and repeated misrepresentations, unauthorized transfer of control of WTIF from Mr. Todd to Mr. Timm, filing a strike application, and misconduct and uncompetitive practices (BROADCASTING, Sept 30, 1963).

Rebutting in its entirety the conclusions of the bureau, however, are those findings submitted by Mr. Timm and the three stations threatened with revocation and nonrenewal.

Mr. Timm notes that the hearing record has failed to show any facts that reflect adversely on his character qualification to be a licensee. Mr. Timm also points out that the bureau has fallen short of supporting its recommendation for revocation and nonrenewal, and that the only conclusion the examiner can arrive at is to renew the licenses of WMEN and WDMG and dismiss the revocation order directed at WTIF.

### Cox holds first stockholders' meeting

The owners of Cox Broadcasting met last Thursday (April 8) in Atlanta for the company's first annual stockholders' meeting. They were told by J. Leonard Reinsch, president, that government regulation of CATV, when adopted, should have little effect on the "attractive investment potential" it offers.

He added that CATV is the fastest growing segment of the firm and CBC plans to expand in it. Mr. Reinsch noted that the firm's early growth in CATV came through the purchase of existing systems, but this type of expansion has been priced out of reach. CBC, he said, must now begin to acquire franchises and construct systems on its own with concentration on large cities.

Mr. Reinsch noted that CBC has already formed CATV companies with local interests in Cleveland; Columbus and Toledo, both Ohio; Fresno, Calif., and Pittsburgh, but does not anticipate any effect on its earnings from these ventures for several years.

Commenting on CBC's past and future performance, Mr. Reinsch predicted that net income for fiscal 1965 would exceed the \$1.32 a share recorded last year. He added that earnings from TV should increase 7% to 10% in 1965 while radio earnings will increase 4% to 6%.

### Children's shows result in gains for Trans-Lux

Trans-Lux Corp. has reported that the growth patterns of the entertainment TV programs and children's educational television shows contributed to gains registered by the company in 1964 in gross revenues and net income.

For the year ended Dec. 31:

	1964	1963
Income per share	\$0.81	\$0.80*
Net income	578,722	571,433*
Gross income	8,204,184	7,575,538

\*Includes for 1963 non-recurring income of \$92,123, equal to 13 cents a share.

### Plough Inc. had record year in '64

Plough Inc., Memphis, had record sales, earnings and dividends in 1964. Earnings for the diversified drug and household products manufacturer, and radio broadcasting firm increased to \$4,733,145 in 1964 from \$4,048,660 the previous year. Plough stations are

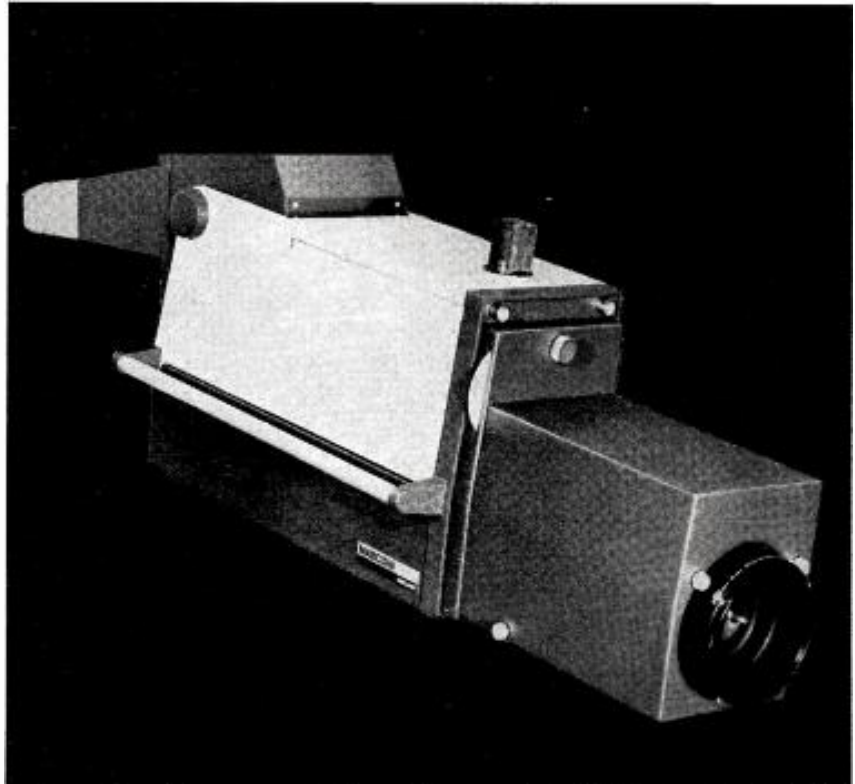
WPLO-AM-FM Atlanta, WCAO-AM-FM Baltimore, WCOP-AM-FM Boston, WJJD-AM-FM Chicago and WMPS-AM-FM Memphis. Stock is currently trading at about \$39 a share.

For the year ended Dec. 31:

	1964	1963
Earnings per share	\$1.72	\$1.48
Net sales	58,504,926	54,920,741
Net income before taxes	9,093,145	8,098,660
Income taxes	4,360,000	4,050,000
Net income after taxes	4,733,145	4,048,660
Shares outstanding	2,750,546	2,738,016

### Storer's record profits attributed to TV growth

George B. Storer, chairman of the board of Storer Broadcasting, told stockholders that net profit, net profit per share and revenues in fiscal 1964 were the highest in the firm's 37 year history. Mr. Storer attributed the company's success in 1964 to continued growth of TV



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and improvement in the earnings of WHN New York.

He also cited the progress of CATV operations in Thousand Oaks and Ojai, both California. Storer earlier this year purchased a CATV system in Victorville, and was awarded a franchise in Fillmore, both California. Stock is currently trading at about \$51 a share.

For the fiscal year ended Dec. 31:

	1964	1963
Net profit per share	\$3.60	\$2.80
Net operating profit	7,283,931	6,258,777
Net profit after taxes	7,283,931	6,001,192
Retained earnings	4,323,340	3,552,984
Shares outstanding	1,262,869	2,005,000

## Metromedia revenue up 32% in 1964

Metromedia revenues for 1964 reached \$95,049,947, up 32% over \$72,129,895 in 1963. Earnings per share in 1964 were \$2.56, up 39 cents over the previous year.

Holdings of the diversified company now include Metro TV and radio sales, Foster & Kleiser advertising, Metro transit advertising, Ice Capades and broadcasting interests. Last week it sold the Salt Lake City outdoor advertising operations of Forest & Kleiser for \$1.1 million.

For the fiscal year ending Jan. 2:

	1964*	1963*
Net income per share	\$2.56	\$2.17
Revenues	95,049,947	72,129,895
Income taxes	4,383,286	3,801,589
Net income	5,129,543	4,185,396
Shares outstanding	1,963,759	1,886,968

\*Adjusted retroactively to include figures of Wolper Productions Inc., acquired in a pooling of interests on Jan. 5, 1965.

## RKO General's income up in first quarter

Net income for RKO General Inc., subsidiary of General Tire & Rubber Co., rose to \$2,398,130 during the first quarter of fiscal 1965 ended Dec. 31, 1964, from \$1,825,581 during the same period last year. Net sales for the parent firm, however, dropped in the first three months of fiscal 1965 ended Feb. 28, from \$260,711,906 last year to \$210,278,281. A decrease in the activities of Aerojet-General, GT&R's aerospace subsidiary, was given as the cause of the decline. Overall income for GT&R remained approximately the same. Stock is currently trading at about \$22 a share.

For the first quarter ended Feb. 28:

	1965	1964
Earnings per share	\$0.49	\$0.49
Net sales	\$210,278,281	\$260,711,906
Net income for RKO General ended Dec. 31, 1964 and 1963	2,398,130	1,825,581
Estimated income	8,466,000	8,358,000

62 (FINANCIAL REPORTS)

## FC&B income up

Foote, Cone & Belding issued its second annual report last week since it went public and said it has done what it predicted it would do: Enjoy substantial gains in billings, up from nearly \$157.4 million in 1963 to a new high of over \$191.1 million last year.

FC&B also reported a new high in net income last year of over \$2.3 million (\$1.09 a share), up from \$1.8 million-plus (84 cents a share) in 1963. FC&B's stock was approved for listing on the New York Stock Exchange in February. The agency said it doesn't expect as big a jump this year but growth will continue to be "steady."

## Crowell-Collier to vote on issuing new stock

Crowell-Collier Publishing's stockholders will vote May 4 on two proposals by its board of directors. Under consideration are moves to double the number of authorized common shares of stock to 10 million and a change in corporate name to Crowell-Collier & Macmillan Inc.

Last year the publisher and three-AM station owner had revenues totaling \$112,808,000, up 7% over 1963. Net income rose 57% over the previous year.

C-C Broadcasting owns KFVB Los Angeles, KEWB San Francisco-Oakland and KDWB Minneapolis-St. Paul. Stock is currently trading at about \$28 a share.

For the fiscal year ended Dec. 31:

	1964	1963
Earnings per share	\$1.80	\$1.20
Revenues	112,808,000	105,161,000
Net income	6,956,000	4,437,000
Shares outstanding	3,931,886	3,526,283

## Audio Devices up 10%

Audio Devices had a 10% increase in sales during 1964, compared to 1963, but earnings dropped by more than 50% due to "a most unusual combination of three different problems which drastically reduced the percentage of our production which met our stringent tests for quality," William T. Hack, president, explains in his annual report to stockholders. The situation has been rectified, he states, and the fourth quarter showed record sales.

	1964	1963
Earnings per share	\$0.26	\$0.57
Net sales	9,629,905.66	8,764,850.40
Net income	227,995.18	501,235.21
Shares outstanding	885,309	885,205

## CBK Industries up 33% in 1964

CBK Industries Inc., Kansas City, Mo., whose newly established subsidiaries, CBK Film Enterprises Inc. and Thunderbird Films, sell and distribute motion pictures, cartoons and documentaries for TV, reports per share earnings up 33% over last year. Net income for 1964 reached \$551,496 as compared to \$437,127 for the previous year.

For the fiscal year ending Dec. 31:

	1964	1963
Income per share	\$0.52	\$0.39
Revenue	24,879,318	26,216,079
Net income	551,496	437,127
Shares outstanding	1,052,120	1,114,176

## Financial notes . . .

■ Doyle Dane Bernbach, New York, has declared a quarterly dividend of 22½ cents per share on A and B shares, payable April 15 to stockholders of record March 31.

■ General Telephone and Electronics Corp., New York, has reported that revenue increased 16% to a record \$1.8 billion in 1964 while net income increased to \$137 million, up 18% over last year's figures. Sylvania Electric, a subsidiary of GT&E, attributed its record sales and earnings to new and improved products, improvements in manufacturing techniques and expansion of marketing activities.

■ Movielab Inc., New York, board of directors has voted a 50% stock dividend payable April 27 to stock owners of record on April 6. Movielab's net sales for 1964 reached \$8,143,049, an 18% increase over \$6,887,244 in 1963. Net income for the film developer and processor rose to \$441,145 compared to \$360,710 the previous year.

■ Outlet Co., Providence, R. I., stockholders March 26 voted for a 25 cents a common share cash dividend payable May 4 to stockholders of record on April 22. Outlet owns WJAR-AM-FM-TV Providence, and WDBO-AM-FM-TV Orlando, Fla.

■ Republic Corp., Beverly Hills, Calif., earnings for the first quarter ending Jan. 31, of fiscal 1965 rose to \$561,000 as compared to \$547,000 recorded the previous year. Net income a share for the 1965 quarter was one cent more than the 18 cents a share for the same period in fiscal 1964.

■ Eastman Kodak Co., Flemington, N. J., stockholders will meet on April 27 to vote on a proposed two for one split of the company's common shares. Currently 90 million shares are authorized and trading at approximately \$148 a share as of April 1.

BROADCASTING, April 12, 1965

## Radio month kits are in the mails

National Radio Month doesn't officially begin until May 1, but radio station members of the National Association of Broadcasters are ready for it. The NAB's annual radio month kit has gone into the mails and offers the broadcasters just about anything and everything that could be available to promote radio during May and throughout the year.

The radio month jingles, available in either monophonic or stereophonic versions, have been geared to fit virtually any format. There is a basic big-band cut, plus concerto, country & western and rock 'n' roll versions; the latter a real "yeah-yeah-yeah" interpretation of "the sound of year-around pleasure theme." The jingles were produced by Scott-Textor Productions, New York and Bill Mansfield of NAB was executive producer.

Included in the 48-page radio month kit are proclamations, speeches—including inserts for radio code members, FM and FM stereo stations—suggested store-window displays, news releases, live spot announcements, radio facts, mats and artwork for reproduction, radio month stamps, postage meter ads and graphic aids.

The kit also includes a list of public service programs and announcements mentioning radio month.

Vincent Wasilewski, NAB president, will appear on *MasterControl* a half-hour program produced by the Radio & Television Commission of the Southern Baptist Convention. In addition, the U. S. Weather Bureau has requested all its forecasters who give on-air forecasts to make radio month salutes as a tag to their programs.

## SDX announces its broadcast awards

Six distinguished service awards for excellence in electronic journalism were announced last week by Sigma Delta Chi, national professional journalism society. These awards, plus those in other media, will be presented at ceremonies May 8 in Philadelphia.

The broadcast awards:

- Reporting: To WFGA-TV Jacksonville, Fla., for coverage of Hurricane Dora, and to WNEW New York, with special mention to reporter Mike Stein for Harlem race riot coverage.

- Public service: To CBS-TV for its

documentary, *Christmas in Appalachia*, and to KSEN Shelby, Mont., for coverage and service during "a devastating Montana flood."

- Editorials: To KDKA-TV Pittsburgh for "hardhitting" editorials about the need for expanded juvenile detention facilities in Allegheny county and to WXYZ Detroit for series on mental health, the community's responsibility and need for legislation.

## NBC-TV gets half of 'Saturday Review' awards

NBC-TV last week won three of six annual citations granted by the *Saturday Review Magazine* to radio and TV "for distinguished achievement in the public interest" in 1964.

NBC was cited for its *Profiles in Courage* and *Walt Disney's Wonderful World of Color* series, and for its color special *The Louvre*, all on TV.

CBS-TV won a citation for its *Leonard Bernstein's Concerts for Children* programs, and another, along with CBS Radio, for news coverage during 1964.

A joint citation was given to each of the networks for civil rights coverage during the past year.

Runner-up awards were presented to CBS Radio for its *Dimension* program and to the Texaco Corp., New York, for its radio presentations of Metropolitan Opera broadcasts.

## Drumbeats . . .

**Network review** ■ NBC-TV's "Proud as a Peacock" presentation, shown to affiliates at their network convention last month (BROADCASTING, March 22), was shown in Chicago Friday (April 9) and is scheduled for presentation April 14 in New York to timebuyers and station representatives. WDSM-TV Duluth, Minn., apparently is "proud as a peacock" that NBC-TV is its network, for it chartered a 44-passenger plane to fly advertising agency and client executives from Duluth to Chicago to see the presentation.

**Impossible takes 24 hours** ■ KFH-AM-FM Wichita, Kan., came to the aid of the pep band of Wichita State University when the University's basketball team became a contender for the National Collegiate Athletic Association basketball championship. When the station learned that the band lacked the money to follow the team to the Portland, Ore., games, it began an on-air promotion to



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 Or contact Technical Products Service, RCA Service Company, A Division of Radio Corporation of America, Bldg. 203-1, Camden, N. J. 08101.



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## TV station aids Peace Corps in El Salvador

More than \$8,000 to construct an elementary school in an El Salvador village was collected in a one-month drive by WTVT (TV) Tampa-St. Petersburg, Fla., and St. Petersburg Junior College. The drive, which had a goal of only \$5,000, was conducted under the Peace Corps' School-to-School program.

The Peace Corps selected El Salvador and WTVT sent reporter Don

Harris and cameraman Jack Cosgrove on two trips there to bring back footage for showing in a four-week series of news features on *Pulse Extra*. The last two weeks of the features were color films.

Above, Mr. Harris (r) interviews Salvador Ochoa (c), schoolmaster in San Carlos, El Salvador, as Juan Rodriguiz, Peace Corps volunteer and village children look on.

raise the money. Twenty-four hours later, just in time for the game KFH announced that it had received the \$6,000 necessary to charter an airplane.

**Candy offer** ■ The Philco Corp., Philadelphia, is planning an extensive campaign in 155 cities to advertise its refrigerators and air conditioners. The

promotion, scheduled to begin May 10, will feature 250,000 of its Fast Freeze ice cube trays filled with Whitman's candy. Radio scripts and electrical transcriptions of the candy and ice cube tray offer will be offered to stations.

**Industrial award** ■ Brigadier General David Sarnoff, board chairman of RCA,

on April 2 received the first annual Industrial Statesman of the Year award presented by the National Electronic Distributors Association. In the citation he was described as a man "whose vision and leadership in electronics have contributed profoundly to the strength of our nation."

**'Don't just sit there'** ■ The ABC Owned Television Stations WABC-TV New York, WBKB (TV) Chicago, WXYZ-TV Detroit, KABC-TV Los Angeles and KGO-TV San Francisco, have prepared and distributed a history of editorials in the United States called "The Editorial Tradition 1776-1965." The booklet, illustrated with facsimiles of famous works, discusses the development of pamphlets, newspapers, cartoons and photography. Also included in the booklet are editorials broadcast by the stations whose motto is "Don't just sit there, do something."

**Honored** ■ Edward P. Morgan, news commentator for ABC, has been named to receive the Missouri Honor award for Distinguished Service in Journalism presented by the University of Missouri. The awards, first given in 1930, are for distinguished records in journalism over a period of several years. The presentation will take place on May 7, during the 56th annual Journalism Week at the university.

**Fund raiser** ■ More than \$150,000 was raised for the United Cerebral Palsy fund during a 19½-hour telethon on March 28-29 according to WSM-TV Nashville. The telethon was carried on WLTN (TV) Bowling Green, Ky., and WOWL-TV Florence, Ala.

## INTERNATIONAL

### Meeting fails to set color-TV standards

Hopes for the establishment of a single color standard for European television were dashed last week when members of the Consultative Committee for International Radio (CCIR) ended a week-long conference in Vienna without settling on a set of technical standards.

The CCIR group, in a statement issued last Wednesday (April 7), said that it hoped that a decision could be made on a single color standard for Europe again at its Oslo meeting in 1966.

In a final vote, 21 nations voted for the French SECAM (sequential a memoire) system, 17 voted against it,

five abstained, and one country, Pakistan, refused to vote or to abstain.

Those voting for the SECAM system in addition to France were Argentina, Algeria, Byelorussia, Bulgaria, Cameroon, Czechoslovakia, Gabon, Greece, Hungary, Luxembourg, Mali, Monaco, Morocco, Niger, Poland, Rumania, Spain, the USSR, Ukraine and Upper Volta.

Expressing disappointment at the "political" pressures that entered the deliberations, American delegates noted that three weeks ago France and Russia signed an agreement to use the SECAM system as the basis for color systems in their own countries.

Edward W. Allen Jr., chief U. S. delegate and chief engineer of the FCC, told reporters that most Western delegates were "very unhappy about this kind of politicking." He added: "If some countries try to force decisions by

such methods, they might well cause a breakup" of the CCIR. CCIR is a technical body allied with the International Telecommunications Union. Its function is to recommend technical standards in the radio field to member nations in order to standardize equipment and operations.

**QUAM System** ■ The other two systems initially under consideration were the American National Television System Committee (NTSC) and the West German PAL (phase alternation line) systems. Early last week it was announced that the U. S. and West Germany had agreed to meld their two systems into one, QUAM (quadrature amplitude modulation). By the end of the conference, however, it was reported that there was no actual merger contemplated.

Voting against the SECAM system were Austria, Brazil, Britain, Canada,



Denmark, Finland, Iceland, Ireland, Italy, Japan, Netherlands, New Zealand, Norway, Sweden, Switzerland, the U. S., and West Germany. Abstaining were Belgium, Turkey, Yugoslavia, Australia and South Africa.

Dr. George Brown, RCA research and engineering vice president, and that company's senior representative at the Vienna meeting, said that the "political steamroller the Russians and the French put out" in favor of the SECAM system had failed to produce the desired effect. He said the only Western votes cast in favor had been those of France, Luxembourg, Monaco and Spain. The French admitted, he noted, that they would not have their system ready, even in France, before 1969 or 1970. In contrast, he said, the British plan to move ahead at once with the NTSC method. The NTSC system is primarily an RCA system, although it was developed and recommended by an all-industry NTSC group.

## Canadians make annual awards

Four major awards to Canadian radio and television stations and people were announced at the Canadian Association of Broadcasters convention at the Bayshore Inn, Vancouver, B. C., on March 31.

CFMB Montreal, two-year-old multi-lingual station, was given the John J. Gillin Memorial Award as the Canadian radio station of the year. The award is in memory of the late John J. Gillin of wow Omaha, who used to attend the CAB conventions annually. The award was given to CFMB's president and general manager Casimir Stanczykowski for his concern "with all the pieces of the Canadian mosaic, and more important, with the totality and the essence of Canada," according to the three judges who have no relations with the broadcasting industry.

CFMB daily programs in 15 languages with a fulltime staff of 22 and 25 part-time producers.

Honorable mentions went to CKBW Bridgewater, N.S., for its service campaign; CKPT Peterborough, Ont., for its community spirit; CJCA Edmonton, Alta., for its Klondike days programs; CJOR Vancouver, B. C., for its efforts in searching for new community programs, and CKVL Verdun, Que., for its employment of French-language talent.

CHRC Quebec City, Que., was judged the best French-language station of the year because of its public service programming and its support and collaboration with French-language civic and fraternal organizations. CJMS Montreal,

### CBC's budget

Estimates of the Canadian government for the fiscal year starting April 1, include \$99,444,000 for the Canadian Broadcasting Corp., up from \$88 million in the past fiscal year. The Board of Broadcast Governors, regulatory body, will have \$393,000 to spend, up slightly from the \$390,300 of the past year. The amount is one of the smallest for any government commission or regulatory body, while the CBC's estimates are among the top dozen for any government department, including the armed services.

Que., was runner-up for the title.

CJAY-TV Winnipeg, Man., was judged best Canadian television station of the year for its "all-round scope and excellence of its public service programming." Regional honorable mentions went to CHSJ-TV Saint John, N. B.; CKCO-TV Kitchener, Ont.; CFMT-TV Montreal; CFQC-TV Saskatoon, Sask., and CHAN-TV Vancouver, B. C.

David Allison Moore of Amherst, N. S., was given the Harry Sedgwick Memorial award as the outstanding graduating student in radio and television at the Ryerson Polytechnic Institute at Toronto. The award is for the late Harry Sedgwick, a former CAB president and president for many years of CFRB Toronto.

The Central Canada Broadcasters Association held a special meeting during the CAB convention at which it was announced that the bursary fund for students of the radio and television courses at Ryerson Polytechnical Institute would be increased by \$1,000.

### Abroad in brief . . .

**Ciggie ban** ■ The ban on cigarette advertising on Britain's commercial TV network will go into operation Aug. 1, according to Anthony Wedgwood Benn UK postmaster-general.

**Reps merge** ■ Cam Logan & Associates and Tyrrell & Nadon Ltd., two station representative firms at Toronto, have merged, and will continue under the Tyrrell & Nadon name. Logan, formerly with the advertising agency of Cockfield, Brown & Co. Ltd., had five stations, which will now be represented by Tyrrell & Nadon. They are CFPA Port Arthur, Ont.; CKCY Sault Ste. Marie, Ont.; CJNR Blind River, Ont.; CHNO and CFBR both Sudbury, Ont.

**In Montreal, too** ■ Independent Canadian Television Sales Ltd., Toronto, which came into being recently to rep-

resent CJOH-TV Ottawa, has opened a Montreal office, with Lincoln Mayo as manager. He was formerly manager of the Montreal office of CTV Television Network Ltd.

**Britain buys new series** ■ The sale of the new, one-hour *The Big Valley* series for showing in Britain by Associated Television has been announced by Manny Reiner, vice president of Four Star Television International. The series is set in the U.S. for next fall on ABC-TV (Wednesday, 9-10 p.m.). The sale was said to mark the third consecutive year in which a major Four Star series has been purchased for showing in Britain before its U. S. premiere (*Burke's Law* in 1963, *The Rogues* in 1964).

**Montreal office** ■ CFTO-TV Toronto has opened its own representative office in Montreal at 1118 St. Catherine Street West. Gale Ennis is manager.

### International film sales . . .

*Gomer Pyle* and *The Dick van Dyke Show* (William Morris): Canadian Broadcasting Corp.

*My Favorite Martian* (William Morris): McLaren Advertising, Canada.

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## FATES & FORTUNES

### BROADCAST ADVERTISING

**Donivan D. Waldron**, formerly national sales manager of KAKE-TV Wichita, Kans., named general sales manager of KTVH(TV) Hutchison-Wichita. **Laris Pickett**, freelance photographer, joins KTVH as manager of commercial film department.

**Edward Adams**, account executive with Television Advertising Representatives, New York and Chicago, named assistant sales manager of KDKA-TV Pittsburgh, replacing **Wallace B. Dunlap**, who became general manager of KDKA-AM-FM (BROADCASTING, March 29).

**Richard Morgans**, with KGW-TV Portland, Ore., promoted to local sales manager.



Mr. Biederman



Mr. Williamson

**Barry Biederman**, associate creative director at Cunningham & Walsh, New York, and **Donald Williamson**, copy supervisor at C&W, elected VP's. Mr. Williamson also becomes associate creative director.

**James H. Peery**, account executive for WAVY-TV Portsmouth-Norfolk-Newport News, Va., named to similar position at WTAR-TV Norfolk.

**John Linder**, art director at Ogilvy, Benson & Mather, New York, joins Fladell, Winston, Pennette, that city, in similar capacity.

**John F. Meehan** named director of research at Hicks & Greist, New York. Prior to joining H&G earlier this year, Mr. Meehan was manager of marketing and research at Maxon Inc., same city.

**Art Astor**, general manager and resident partner of Venard, Torbet & McConnell, Hollywood station representatives, named general sales manager of KHJ Los Angeles, replacing **Bob Fox**, resigned.

**Elizabeth Pillette**, traffic manager at Richard N. Metzler, San Francisco, and **Don Hadley**, copywriter at Cunningham & Walsh, that city, join Guild, Bascom & Bonfigli, there.

**Franklin G. Beezley** and **Esther Block**, both with Bert S. Gittins advertising, Milwaukee, named account executive and media and traffic director, respectively, at McDonald/Davis & As-

sociates, that city.

**Edward L. Lubin**, marketing executive for Ketchum, MacLeod & Grove, Pittsburgh, named sales account executive for KQV, that city.

**Tom Raye**, with Grant Advertising, Dallas, named advertising manager of Pommac, division of Dr. Pepper Co., there.



Miss Zahner



Mr. Ward

**Marshall Ward Jr.**, VP of Geyer, Morey, Ballard Inc., New York, named to board of directors. Mr. Ward joined company in 1961 and became VP following year. His principal responsibilities have been in account management of Lehn & Fink Products Corp., that city. **Marie C. Zahner**, with GMB since 1944, named secretary of agency.

**Joseph C. Tobin**, formerly assistant to president of Santa Clara (Calif.) University, appointed manager of Los Angeles office of Lennen & Newell, New York-based agency. He succeeds **Ted Huston**, who has resigned as VP and Los Angeles manager. Before joining SCU Mr. Tobin had been divisional advertising manager and sales manager of Crown Zellerbach Corp., San Francisco. Mr. Huston is joining Reach, McClinton & Co., Los Angeles, as VP for western operations. He had been with L&N for 12 years, starting in New York in 1953 as TV producer and moving to Los Angeles in 1955 as manager of commercial production.

**Horace Curtis**, VP and account group head and management officer in charge of agency's media and research departments, elected to board of directors of Campbell-Mithun.



Mr. Curtis

**Jerry Solomon**, regional sales manager for ABC-TV sales department, and **Jack Magan**, with WNEW New York, named account executives on sales staff of ABC-TV sports department. **Joseph Strasser**, assistant to regional sales manager, TV network sales department of ABC-TV, named administrative assistant to director of sports sales for ABC-TV, New York.

**Charles D. Haworth**, broadcast media

manager for General Mills, Minneapolis, appointed manager of media and shows. He will supervise and coordinate all media procurement and be responsible for production of broadcast commercials and audio-visual services.

**David Grant**, VP-manager of Denver office of Buchen Advertising, promoted to senior VP.

**Neil Harrison**, with Gray & Rogers, Philadelphia, joins N. W. Ayer & Son, that city. **Harold J. Callahan**, assistant product manager for sales promotion and advertising programs with Northam Warren (Cutex), New York, named account executive for Ayer, that city.

**James P. Fox**, with Chicago office of H-R Radio Representatives, joins Metro Radio Sales, that city, as account executive.

**John J. Allen**, account executive and account supervisor at MacManus, John & Adams, New York, joins J. M. Mathes Inc., that city, as account executive.



Mr. Crandall

Cleveland.

**George A. Crandall**, general sales manager of WJBK Detroit, named local sales manager of WJBK-TV, replacing **Chuck Bergeson**, who was named sales manager and assistant general manager of WJW-TV

**Bob Reilly**, with Adam Young Television, San Francisco, named as replacement for **Bob Somerville**, manager of Adam Young Radio, that city. Mr. Somerville joins Kaiser Broadcasting as manager of KFOG-FM, there.

**Henry L. Sondheim**, president of U. S. Teleservice Corp., New York, monitoring and advertising information service, named account executive at Helitzer, Waring & Wayne, same city.

**Robert A. Savage**, business manager of Young & Rubicam, Chicago, named member of office's executive committee. **Hanno Fuchs**, copy supervisor at Y&R, New York, named creative supervisor in copy department. **Ben V. McLane**, who recently retired as captain, from Marine Corps, named business manager of Y&R's Los Angeles office. **Hugh L. Wolff**, copywriter for Y&R in Chicago, named account executive. **N. Roger Wilder**, art director in Chicago office named senior art director and head of agency's art department.

**John P. Coyne**, account executive, television and radio producer for Pittsburgh and Columbus, Ohio, offices of Ketchum, MacLeod & Grove, named

creative director of consumer services division of Louis J. Sautel Agency, Pittsburgh.

**Robert Forbes**, with CBS-TV Los Angeles, named national sales coordinator of KHJ-TV, that city.

**Robert T. Aissa**, formerly with Adam Young, New York, joins radio sales department of Avery-Knodel Inc., that city.

**William J. Stenson Jr.**, radio salesman for Daren F. McGavren Co., joins H-R Representatives Inc., Chicago, radio sales staff. **Lawrence J. Zeman**, account executive for Metro Television Sales, Chicago, joins sales staff of H-R Television Inc., that city.

**Victor C. Diehm Jr.** has joined WAZL Hazelton, Pa., as account executive.

**Carl Flickinger**, local sales manager of WKRC-TV Cincinnati, named to similar post at WGR-TV Buffalo, N. Y., replacing him at WKRC-TV is **Birch Riber**, now with WTVN-TV Columbus, Ohio.

**R. Keith Miller**, general sales manager of KTNT-TV Tacoma-Seattle, opens R. Keith Miller & Associates, Seattle.



Mr. Russo

**E. Manne Russo**, general sales manager of WDAF-TV Kansas City, Mo., for past 19 years, named director of sales at KTVI(TV) St. Louis.

**John E. Crawford**, operations manager, WKRG-TV Mobile, Ala., named national sales manager of WAST(TV) Albany, N. Y. **Murray Gans**, salesman at WRGB(TV) Schenectady-Albany, named local sales manager, WAST.

**Donald R. Hamlin**, with sales division of Standard Brands Inc., New York, named director of merchandising services for WXYZ Detroit.

**Michael Sloun**, sales engineer at SOS Photo-Cine-Optics Inc., New York, named manager of New York office. Mr. Sloun will continue to work in sales.

**Gabriel Dype**, VP and manager of Blair TV, Detroit, succeeds **James R. Siefert** as president of Detroit chapter of Station Representatives Association.

## MEDIA

**Tom Carr**, former VP and general manager of WBAL-AM-FM Baltimore, and president of Maryland-District of Columbia-Delaware Broadcasters Association, named VP and general manager of WLMD Laurel, Md., scheduled to go on air in August.

**Duane Watts**, general manager of BROADCASTING, April 12, 1965

KHAS-TV Hastings, Neb., elected VP of Nebraska Television Corp., owner of station.



Mr. Barron

**Richard Barron**, assistant general manager of WSJS-AM-FM-TV Winston-Salem, N. C., elected administrative VP of Triangle Broadcasting Corp. In addition to his new duties he will continue to be assistant general manager of WSJS stations, and will remain in Winston-Salem.

**Daniel C. Park**, national/regional sales director of KEVT Tucson, Ariz., named station manager of KCUB, that city.

**George F. Bissell Jr.**, program director at WEAV-AM-FM Plattsburgh, N. Y., named assistant manager.

**Bill Hoffzyer**, with WQXI and WAKE Atlanta, named general manager at WSMA Smyrna-Atlanta.

**Alan B. Fendrick**, manager, financial analysis, NBC-TV, New York, named manager, business administration. **Harry G. Charlston**, supervisor, television network sales, budgets, succeeds Mr. Fendrick.

**Harry M. Thayer**, president of WGHQ Kingston, N. Y., also named adminis-

trative VP in charge of radio for Herald Tribune Radio Network, owner of WGHQ and other stations.

**Dr. Otto F. Schlaak**, station manager of WMVS(TV) and WMVT(TV) Milwaukee, noncommercials, named to board of directors of Educational Television Station Division of National Association of Educational Broadcasters, replacing **Keith M. Engar**, director of radio and TV services at University of Utah, who transfers to other duties at the university. Replacing Mr. Engar at university is **Rex L. Campbell**.

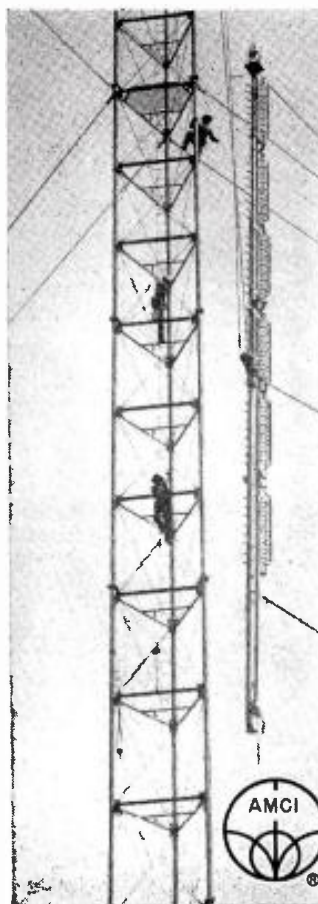
**Tom McManus**, program director and station manager of KACL Santa Barbara, Calif., joins KSDD-FM San Diego, as operations manager.

**Jerry Molfese**, on staff at Metro TV Sales, division of Metromedia, New York, named manager of special projects.

## PROGRAMING

**Jim Hawthorne**, in charge of operations for Sherman Grinberg Productions, Beverly Hills, Calif., and **Nick Cominos**, in charge of production for company, elected VP's.

**John Newland**, president of Palamino Productions Inc., Hollywood, joins 20th Century-Fox TV as third alternating director of *Peyton Place*, when twice-



## AMCI antennas for TV and FM

- Omnidirectional TV and FM Transmitting Antennas
  - Directional TV and FM Transmitting Antennas
  - Tower-mounted TV and FM Transmitting Antennas
  - Standby TV and FM Transmitting Antennas
  - Diplexers
  - Vestigial Sideband Filters
  - Coaxial Switches and Transfer Panels
  - Power Dividers and other Fittings
- Write for information and catalog.



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weekly show becomes thrice-weekly in fall season. **Frank Glicksman**, producer of *12 O'Clock High*, named producer of *The Long, Hot Summer*, both properties of 20th Century-Fox TV, Hollywood, and all three on ABC-TV.

**Albert S. Goustin**, general sales manager of Official Films, New York, named manager of special projects, Four Star Distribution Corp., same city.

**Elliott Abrams**, head of Scope Television Inc., New York, for past three years, elected VP in charge of TV sales at Walter Reade-Sterling, New York.

**Paul West**, producer-writer for *The Donna Reed Show*, named by MGM-TV to produce *Please Don't Eat the Daisies*, to start on NBC-TV in fall.

**Richard C. Varney**, assistant program and production director at CKGM Montreal, named program director at WEAV-AM-FM Plattsburgh, N. Y.

**Gene Edwards**, program director at WFYI Mineola, N. Y., named program director at WTFM(FM) New York.

**Bill Dickey**, sports commentator at WQXI Atlanta, joins WSMA Smyrna-Atlanta, in similar capacity. **Tommy Goodwin**, personality at WTOG-TV Savannah, Ga., and WPLO-AM-FM Atlanta, joins WSMA as program director.

**Raymond Kurtzman**, head of legal department of Mirisch Corp., New York, named VP in charge of business operations for corporation.

**John Benson**, producer-director for WQAD-TV Moline, Ill., named production manager.

**Joe S. Maynor**, in news department of wsoc-TV Charlotte, N. C., named to newly created post of public service program coordinator.

**John B. Hayes**, with company since 1945, promoted from general manager to president of RKO Sound Studios Division, New York. Mr. Hayes appointment coincides with expansion of RKO's film recording activities in newly renovated New York film center.

**Frank Montalbano**, director of legal affairs for Desliu Productions, Hollywood, joins legal staff of Screen Gems, that city. **Allan Rice**, administrative assistant to VP and executive production manager of Screen Gems, named as head of business department in Hollywood.

**Thomas H. Wolf**, senior producer, named executive producer of *ABC Scope* (Wednesday 10:30-11 p.m. EST).

**Richard P. Creyke**, writer for *Zoo Parade* and *Wild Kingdom*, both on NBC-TV, named director of media development at Coronet Films, Chicago.

**Richard E. Krafve**, former president

of Raytheon Co., and **William L. Maxson Jr.**, president of Maxson Electronics, both named directors of Official Films Inc., New York, replacing **Leonard I. Schreiber** and **Seymour Reed**, who resigned. **Robert Blee**s has been elected to newly established posts of VP-production by board of directors of Official Films Inc. (see page 48).

**Dixon Q. Dern**, West Coast director of business affairs for United Artists Television, resigns to enter private law practice.

**Barry Levinson**, floor director at WTOP-TV Washington, named assistant director. **Anton Kjaedegaard**, television producer with Radio Denmark, now assistant to executive producer at WTOP-TV under sponsorship of Department of State and international committee of National Association of Broadcasters.

**Red Auerbach**, part owner, general manager and coach of world champion Boston Celtics, professional basketball team, named as sports personality for WCOP-AM-FM Boston.

**Shirley Kibbee**, researcher for staff *Frontier* magazine, named associate producer for KHJ-TV Los Angeles.

**Arthur Treacher**, stage and film performer, named as regular cast member of WBC Productions' *Merv Griffin Show*, set for syndication in late-night time slot.

**Buzz Barr**, production director KVI, Seattle, joins KOE, same city, as air personality.

**Emmet Lavery Jr.** joins 20th Century-Fox Television as assistant to **Maurice Morton**, VP in charge of business affairs. Mr. Lavery was VP and resident council for Subscription Television.

**Stanley Robertson**, music clearance coordinator, NBC-TV Los Angeles, named manager, film program operations, West Coast.

**Jerry Tolbert**, formerly with WTVM (TV) Evansville, Ind., joins announcing staff of WBBM-TV Chicago. **Jack Hakman**, freelance artist, joins WBBM-TV as art director succeeding **Kenneth A. Ponte**, resigned.

**Richard R. Rector**, president of Richard R. Rector Productions, New York, named director of community broadcasts for WCBS-TV New York.

**Bill Myers**, program director at KVOR Colorado Springs, named personality of *Denver P.M.* at KTLN, that city, nightly talk program.

**Frank Atlass**, formerly program director and general sales manager of WBBM-TV Chicago, appointed director of entertainment of both HMH Publishing Co., publishers of *Playboy* magazine and Playboy Clubs International. He will be responsible for coordinating of

activities in entertainment fields including radio-TV and motion pictures.

**Lloyd E. Hughes**, producer and recording director for Cascade Pictures of California Inc., and **Charles H. Stern**, president of Charles H. Stern Agency Inc., have formed The Chasloy Co. Company will represent foreign interests of major American music publishing companies and composers and other functions will include packaging television shows. Stern agency will continue to specialize in representing talent exclusively in field of radio-TV commercials. Mr. Hughes is president of Chasloy and becomes VP in charge of business affairs for Stern agency. Mr. Stern is VP of Chasloy.

## NEWS

**Av Westin**, producer of *CBS Morning News with Mike Wallace* on CBS-TV since September 1963, appointed executive producer, CBS News, with responsibility for production of live coverage of major events and news specials. First assignment in new post is executive pool producer, Early Bird Communications Satellite May 2 inaugural program. **Phil Lewis**, associate producer on *Wallace Morning News* since October, 1963, succeeds Mr. Westin as producer of that show.

**Allen Bryan**, with WKLO Louisville since 1960, named news director.

**Mal Alberts**, sports director of KHJ Los Angeles, joins KFVB, that city, in charge of weekend news programs.

**Brad Sherman**, writer-newscaster for ABC News, New York; **Henry J. Marcotte**, news director, KDWB Minneapolis; **Charles Edward**, from KLAC Los Angeles, and **Doug Edelson**, Long Island correspondent, NBC News, New York, all join news department of WINS New York.

**Hugh Brundage**, news manager for Golden West Broadcasters' radio stations KMPC Los Angeles; KSFO San Francisco; KEX Portland, Ore., and KVI Seattle, given additional duties of news manager for KTLA(TV) Los Angeles.

**Dick London**, with WGSM Huntington, N. Y., and WJJD Chicago, joins news staff of WWRL New York, replacing **Leon Lewis**, who joins news staff of WCBS, that city.

**Peter Hackes**, NBC News correspondent at Pentagon, and **Charles Murphy**, NBC News Washington correspondent, join WRC-TV News Washington on nightly newscasts.

**Andrew Jackson West**, news director of KSDO San Diego, named field reporter for KHJ Los Angeles.

**Hal Levenson**, editorial assistant at WABC-TV New York, promoted to staff

## Hyde sets FCC record

FCC Commissioner **Rosel H. Hyde** has become commissioner member with longest continuous service in agency's history. He achieved distinction April 7, when he had served 10 days short of 19 years. Previous longest tenure as commissioner was held by Paul A. Walker, who served 11 days short of 19 years, from July 11, 1934, to June 30, 1953. Commissioner Hyde, who has been in federal service since 1924, was appointed commissioner April 17, 1946. He has served at different times as chairman, vice chairman and acting chairman of commission. Last month he was honored with annual Gold Medal Award of the International Radio and Television Society (BROADCASTING, March 15).



Mr. Hyde

news writer.

**Bert Quint**, stringer for CBS News and *New York Herald Tribune* and *Herald Tribune News Service* in Latin America, named CBS News correspondent, Mexico City.

**Al Koski** named news director at WXYZ Detroit replacing **Ed Hardy** who becomes news director of WABC New York.

**Louis Freeman**, news director for KDLA, Oakland, Calif., promoted to news and community relations director.

**Hal Fishman**, resigns KCOP-TV Los Angeles to join KTLA-TV that city, as reporter and commentator.

**George F. Engle**, with WGAR Cleveland, joins news department of WNEW New York.

**Lincoln Harner**, newscaster-writer for WNEW New York, named featured newscaster at WEEI-AM-FM Boston.

**Donald Farmer**, reporter and newscaster at WRCV-TV Philadelphia, joins ABC News, New York. **Wally Bruner**, special assistant to Senator Vance Hartke (D-Ind.), joins ABC News, Washington as commentator-analyst. **Thomas E. Jarriel**, news editor at KPRC-TV Houston, joins ABC News covering South, temporarily stationed in Houston until new ABC Atlanta bureau is completed. **Ed Needham**, writer for ABC News staff, New York; **Bob Rodwin**, with *News of the Day* (Hearst

Metronome News), and **Marvin Lorber**, television bureau manager of United Press International, New York, all named assignment editors in New York.

**Lou Chioffi** and **Charlee P. Arnot**, ABC News correspondents have been assigned chief correspondents in Saigon. Mr. Chioffi, Tokyo correspondent, and Mr. Arnot, Southeast Asia correspondent, will alternate Saigon post on monthly basis.

## FANFARE

**Gerald M. Goldberg**, director of public relations and special projects for WINS New York, named manager of public relations projects for all of Westinghouse Broadcasting Co., that city.

**Peter L. Klinge**, assistant television promotion manager of The Katz Agency, New York, named assistant advertising and promotion director at WNAC-AM-TV and Yankee Network, both Boston.

**Robert V. Jones**, editorial research director to wowo Fort Wayne, Ind., named public relations manager. **Gerald R. (Dick) MacDonald**, news writer at station, succeeds Mr. Jones.

**Joseph A. Moore**, director of advertising and public relations of Maradel Products, New York, joins John Moynahan & Co., New York public relations firm, as senior account executive.



Mr. Olsen

**George Olsen**, manager of public relations for Colgate-Palmolive Co., New York, named manager of corporate public relations for Cowles Magazines and Broadcasting, New York.

**Norman Odell**, president of PR Associates Inc., New York, joins public relations department of J. Walter Thompson Co., in supervisory capacity.

**Walt Anderson**, correspondent for *TV Guide* magazine, joins publicity department of Screen Gems, Hollywood.

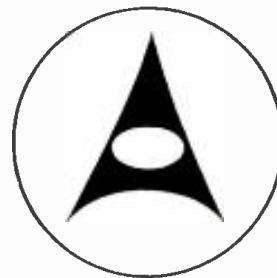
**Jack F. Christie**, former director of radio-TV for Democratic National Committee, in charge of all television, radio and news media for political campaigns, joins publicity and public affairs division of United States Pavilion at New York World's Fair.

**Jeanne Pennie**, with Rowland Co., New York public relations firm, joins public relations department of N. W. Ayer & Son Inc., that city. **James L. Stafford**, member of executive staff of U. S. Junior Chamber of Commerce, joins Ayer's PR department in Chicago.

**Don Hall**, director of public relations for World Evangelistic Enterprise Corp.

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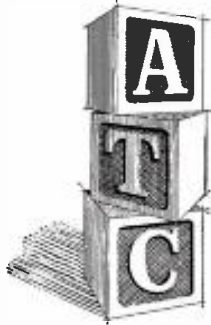
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70 FATES & FORTUNES

## Philip Hennessey dies at 63

**Philip J. Hennessey Jr.**, 63, Washington communications lawyer for 30 years, died April 4 at Georgetown hospital, Washington, after long illness. Burial took place in Salem Mass.



Mr. Hennessey

Memorial service was held in Bethesda, Md., by Federal Communications Bar Association, of which Mr. Hennessey was past president.

He joined NBC's legal staff in 1929, and after serving in New York for six years, was moved to network's Washington office in 1935. In 1938 he joined Washington law firm of Hogan & Hartson, and four years later was one of founders of Washington law firm of Segal, Smith

& Hennessey. In more recent years he was member of law firm of Smith, Hennessey & McDonald, and Steadman, Leonard & Hennessey.

He was instrumental in the founding of the Federal Communications Bar Association 30 years ago.

Mr. Hennessey, born in Danvers, Mass., April 15, 1901, received his AB degree in 1923 and his LLB degree in 1928 from Boston University.

In 1939 he was president of FCBA; he also was member of Broadcast Pioneers, Broadcasters Club, Washington, and of American and District Bar Associations. He was member of Kappa Phi Alpha social fraternity.

He is survived by two sons, Philip J. III and Richard Terence, both of Washington, and four brothers and one sister.

and managing director of WEEC Springfield, Ohio, named director of public relations for America's Inspi-Radio Network in Boston.

**Dick Newton**, public relations director of WIND Chicago, promoted to manager of advertising and sales promotion succeeding **Paul Lindsay** now president-general manager of WLAP-AM-FM Lexington, Ky.

### EQUIPMENT & ENGINEERING

**Charles Wigutow**, former manager of community systems for TeleSystems, South Jersey TV Cable Co. and Flagstaff TV & Cable Co., named as special assistant to **Bruce Merrill**, president of Ameco Inc., with headquarters in New York.

**Paul Dudeck**, on engineering staff of WXYZ-AM-FM Detroit, since 1948, named chief engineer at stations.

**Myron T. Smith**, director of sales for General Radio Co., West Concord, Mass., named VP for sales at company.

**Frank N. Cooper**, formerly sales manager of Camden Fibre Mills, Philadelphia, named field representative for community operations division of Jerrold Electronics, subsidiary of Jerrold Corp., that city.

### ALLIED FIELDS

**William A. Geoghegan**, assistant deputy attorney general of U. S., has resigned to join Washington law firm of Pierson, Ball & Dowd as partner. Replacing Mr. Geoghegan at Department of Justice is **Ernest C. Friesen Jr.**, dean of National College of State Trial

Judges and professor at University of Colorado school of law.



Mr. Crutchfield



Mr. Kaufman

**J. Ralph Crutchfield**, formerly VP at Media Statistics Inc., and prior to that, station sales manager of American Research Bureau, division of C-E-I-R Inc., rejoins ARB as VP for network, agency, film company and advertiser services, New York. **Herbert S. Kaufman**, VP for NAFA services, named VP of marketing services at Beltsville, Md. **William N. Shafer**, VP for western sales at ARB's Los Angeles office, takes added responsibility of special projects of company. **Robert Schultz**, member of

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BROADCASTING, April 12, 1965

ARB's sales staff, named account executive for NAFA services in New York office.

**Roy Benjamin**, senior product director and account supervisor at Audits & Surveys Inc., New York, elected VP and senior account supervisor in firm's National Total-Market Audit Division.



Mr. Benjamin

**Paul W. Gillett**, media research manager of D'Arcy Advertising Co., Chicago, named Chicago regional manager of The Pulse Inc.

**Jay Schiller**, assistant director of research, also named business manager for Home Testing Institute, Manhasset, L. I., N. Y. **Helen Slavin** and **Audrey Cody**, senior project directors, named assistant directors of research for HTI.

**Robert H. Bohn Jr.**, 1964 graduate of Georgetown Law School, has become

associate of Miller & Schroeder, Washington communications law firm. Mr. Bohn was law clerk at Miller & Schroeder last summer.

## INTERNATIONAL

**David M. Lippingcott**, senior VP of McCann-Erickson Inc., named executive director of McCann-Erickson Advertising Ltd., London.

**Berkeley Smith**, controller of programs, appointed to board of Southern Television Ltd., Southampton.

**Bernard Marsh** appointed joint managing director of Garratt Baulcombe Associates Ltd., London. He joined board in March 1964.

**John Anthonisz** joins Mather & Crowther Ltd., London, as account executive. Previously he was an associate director and account supervisor at BBDO Ltd., that city.

**Tom Dallas** joins Butler and Gardner Ltd., London, as account executive. Pre-

viously he was in same position with L. Graham Brown Ltd., that city.

**J. F. McCarter** named VP of Adpro Production Advertising Division of Concept Productions Corp., Toronto.

## DEATHS

**Donald Schwind**, 51, foreign correspondent and employe of Associated Press broadcast news for more than 20 years, died April 2, in Chatham, N. J. Mr. Schwind worked for FCC's Foreign Broadcast Intelligence Service during World War II and became head of division in 1943. He joined AP in 1945 and moved to AP's broadcast news service in 1956. He is survived by his wife, Elsie, and one son.

**Robert M. Preston**, 33, art director of WTOP-TV Washington, died March 31 following brain hemorrhage while at work. Mr. Preston had worked for art department of KPFX(TV) San Francisco, previously. He is survived by his wife, Cindy, daughter, parents and brother.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 1 through April 7 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts.—educational.

#### New TV stations

##### APPLICATIONS

**Anchorage—Wittis R. Harpel.** VHF channel 13 (210-216 mc); ERP 10.9 kw vis., 5.6 kw aur. Ant. height above average terrain 86 feet, above ground 347 feet. P.O. address Pouch 7-016, Anchorage. Estimated construction cost \$146,963; first year operating cost \$325,000; revenue \$350,000. Geographic coordinates 51° 11' 07" north latitude, 149° 52' 10" west longitude. Studio and trans. location both Anchorage. Type trans. RCA TT-2BH, type ant. RCA TF-6AH. Legal counsel Haley, Bader & Potts, Washington; consulting engineer J. B. Hatfield, Seattle. Mr. Harpel has 82% interest in KHAR Anchorage. Ann. March 26.

**Topeka, Kan.—Wichita Television Inc.** UHF channel 46 (638-644 mc); ERP 1,000 kw vis., 200 kw aur. Ant. height above average terrain 979 feet, above ground 1,046 feet. P.O. address 833 North Main Street, Wichita. Estimated construction cost \$1,167,452;

first year operating cost \$312,000; revenue \$240,000. Geographic coordinates 39° 03' 23" north latitude, 95° 48' 42" west longitude. Studio and trans. locations both 3.5 miles west of Topeka. Type trans. RCA TTU-30A, type ant. RCA TFU-46K. Legal counsel Kooten & Burt, Washington. Principals: George M. Brown (12.14%), Charles L. Brown (5.73%), W. A. Grant (2.9%), Mrs. Alan B. Phares (2.9%) and others. Wichita Television is licensee of KARD-TV Wichita; KCKT(TV) Great Bend, Kan.; KGLD-TV Garden City, Kan., and KOMC-TV McCook, Kan. Ann. March 30.

#### New AM stations

##### ACTIONS BY FCC

Following grant for new AM listed in BROADCASTING, March 29, erroneously stating that Mr. Merrill has CP for new FM in Keyser, W. Va. Mr. Merrill has CP for new AM in Keyser.

Montpelier, Idaho — Glacus G. Merrill.

Granted CP for new AM on 1450 kc, 250 w-N, 1 kw-D. P.O. address Box 1526 Clarksburg, W. Va. Estimated construction cost \$13,700; first year operating cost \$21,000; revenue \$24,000. Mr. Merrill, sole owner, holds CP for new AM in Keyser, W. Va. Action March 17.

##### APPLICATIONS


**Calhoun, Ga.—John C. Roach.** 900 kc, 1 kw, D. P.O. address Route 1, Calhoun. Estimated construction cost \$9,400; first year operating cost \$36,000; revenue \$48,000. Mr. Roach is program director at WBHF Cartersville, Ga. Ann. March 30.

**Rutherfordton, N. C.—Clayton Sparks.** 1520 kc, 250 w, D. P.O. address Box 484, Spindale, N. C. Estimated construction cost \$28,637; first year operating cost \$82,000; revenue \$48,000. Mr. Sparks owns automobile dealership in Forest City, N. C. Ann. March 31.

**Norwalk, Ohio—Ohio Radio Inc.** 1510 kc, 1 kw D. P.O. address 114 East Fifth Street, Port Clinton, Ohio. Estimated construction cost \$35,105; first year operating cost \$48,000;

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revenue \$60,000. Principals: R. C. Linker (10.1%), Robert W. Reider (58.8%) and others. Mr. Reider is president, publisher and principal stockholder in Port Clinton Daily News. Messrs. Linker and Reider have interest in Portage Valley Broadcasters Inc., permittee of new FM in Bowling Green, Ohio. Ann. March 29.

Gallatin, Tenn.—E. F. Jones Jr. 1130 kc, 250 w. D. P.O. address Box 598, Gallatin. Estimated construction cost \$4,247; first year operating cost \$20,000; revenue \$25,000. Mr. Jones owns WFMG(FM) Gallatin. Ann. March 29.

Superior, Wis.—Radio Suburbia Inc. 970 kc, 500 w. D. P.O. address 4500 Excelsior Boulevard, St. Louis Park, Minn. Estimated construction cost \$36,592; first year operating cost \$98,300; revenue \$60,000. Principal: Red Owl Stores Inc. (100%), owned by Ford Bell (2.83%), and others. Radio Suburbia is licensee of KRSI-AM-FM St. Louis Park. Ann. April 6.

## New FM stations

### ACTIONS BY FCC

Fairfield, Ill.—Wayne County Broadcasting Co. Granted CP for new FM on 104.9 mc, channel 285A, 3 kw. Ant. height above average terrain 197 feet. P.O. address Box 72, Fairfield. Estimated construction cost \$13,000; first year operating cost \$10,000; revenue \$10,000. Principals: Thomas S. Land and Bryan Davidson. Wayne County is licensee of WFIV Fairfield, Ill. Action April 1.

Kingston, N. Y.—Nelson Broadcasting Co. Granted CP for new FM on 97.7 mc, channel 249, 2.042 kw. Ant. height above average terrain 352 feet. P. O. address 603 Thurnau Drive, River Vale, N. J. Estimated construction cost \$12,023; first year operating cost \$16,680; revenue \$30,088. Principals: Donald P. and Wilbur E. Nelson (each 50%). Applicant is also applying for new FM in Newburgh, N. Y. Both principals are now employed by ABC. Action April 5.

Odessa, Tex.—Mid-Cities Broadcasting Corp. Granted CP for new FM on 97.9 mc, channel 250, 34 kw. Ant. height above average terrain 100 feet. P. O. address 4000 Rasco Avenue, Odessa. First year operating cost \$10,000; revenue \$15,000. Principals: Edward L. Roskelley (75%) and Lowell J. Roskelley (25%). Mid-Cities is licensee of KOYL Odessa. Action March 31.

Marshfield, Wis.—Clarkwood Broadcasting Corp. Granted CP for new FM on 106.5 mc, channel 293, 27.5 kw. Ant. height above average terrain 210 feet. P. O. address 1710 North Central Avenue, Marshfield. Estimated construction cost \$22,200; first year operating cost \$3,500; revenue \$5,000. Principals: Judith S. Scofield (80%), Hartley L. Samuels (25%) and Margery S. Samuels (25%). Clarkwood Broadcasting is licensee of WDLE Marshfield. Action April 1.

### APPLICATIONS

Perry, Ga.—Noward C. Gilreath. 100.9 mc, channel 265A, 3 kw. Ant. height above average terrain 198 feet. P.O. address Radio Station WPGA, Perry. Estimated construction cost \$23,636 first year operating cost \$20,000; revenue \$25,000. Mr. Gilreath has 70.6% interest in WCLA Claxton, has 50% interest in WKIG Glensville, and owns WMAC Metter and WPGA Perry, all Georgia. Ann. March 29.

West Terre Haute, Ind.—United Broadcasting Inc. 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 300 feet. P.O. address 217 Paris Avenue, West Terre Haute. Estimated construction cost \$21,235; first year operating cost \$12,000; revenue \$24,000. Principals: Floyd Huey, Nellie Huey and Mary Griffin (each 33 1/3%). Mr. Floyd is pastor and poloeman. Ann. March 30.

Tahlequah, Okla.—Camelleta Corp. 101.7 mc, channel 289A, 1.9 kw. Ant. height above average terrain 75.37 feet. P.O. address Box 221, Tahlequah. Estimated construction cost \$12,400; first year operating cost \$15,000; revenue \$9,000. Camelleta is licensee of KTLQ Tahlequah. Ann. March 30.

## Ownership changes

### ACTIONS BY FCC

KNOB(FM) Long Beach, Calif.—Granted transfer of control of licensee corporation Cerritos Broadcasting Co., from Raymond B. Torian (50% before), to Raymond B. and Emma A. L. Torian (50% jointly after). No financial consideration. Action April 5.

KGSC-TV San Jose, Calif.—Granted assignment of license from Urban Television Corp., to Continental Urban Television Corp. No financial consideration, stock transaction. See WGMF-TV Miami grant. Action April 2.

WGMF-TV Miami—Granted assignment of license from Gateway Television Inc., owned by Vincent B. Welch (27.5%), Edward P. Morgan (27.5%), Esterly C. Page (20%), Lawrence J. Henderson Jr. (12.5%) and James L. McIvaine (12.5%), to Continental Gateway Television Inc., owned by same individuals with same percentages. No financial consideration, stock transaction. Messrs. Welch, Morgan, Henderson and McIvaine own KGSL-TV St. Louis, and KGSC-TV San Jose, Calif. Messrs. Welch and Morgan each have 8% interest in WMMJ Lancaster, N. Y. Mr. Morgan has 10% interest in KMIN Grants, N. M. Messrs. Welch and Morgan are Washington attorneys. Action April 1.

WGBF Evansville, Ind.—Granted assignment of license from WGBF Inc., owned by Curtis Radiocasting Corp., which is owned by Henry B. Walker Jr. (35.23%), Martin L. Leich (23.48%), Henry B. Walker (3.09%), Sally W. Walker (2.58%) and others, to Radio Station WGBF Inc., owned by Martin L. Leich (31.16%), Martha L. Parkhurst (13.67%), Martin L. Leich, trustee for Josephine F. Leich (12.4%), Martin L. Leich and Martha L. Parkhurst as trustees (27.67%), John F. Leich (14.63%) and Frances L. Hanson (0.47%). Consideration \$118,710. Martin L. Leich is general manager of WGBF. Action April 5.

KLWW Cedar Rapids, Iowa, and KWWL-AM-TV Waterloo, Iowa—Granted acquisition of positive control of licensee corporation, Black Hawk Broadcasting Co., by Robert Buckmaster (none before, 50% after) acting as executor of estate of Ralph J. McElroy (50% before), deceased. No financial consideration. Action April 5.

WYGO Corbin, Ky.—Granted assignment of license from Beckham Garland, Floyd Sowders and Mrs. Clarence T. Sams d/b as Tri-County Broadcasting Co., to James C. Vernon. Consideration \$80,000. Mr. Vernon, with prior broadcasting experience, plans to join staff of WYGO as announcer and salesman. Action April 5.

KAUS and KMMT(TV) Austin, Minn.—Granted acquisition of positive control of licensee corporation, Minnesota-Iowa Television Co., through acquisition of positive control of parent corporation, Black Hawk Broadcasting Co., by Robert Buckmaster (none before, 50% after) acting as executor of estate of Ralph J. McElroy (50% before), deceased. No financial consideration. Action April 5.

WLAU Laurel, Miss.—Granted assignment of license from Southland Broadcasting Co., owned by Stewart J. Gilchrist, Eugene T. Tibbett, and Norma H. Leggett (each 33 1/3%), to Southland Inc., owned by Holton D. Turnbough, George J. Silman and F. M. Smith (each 33 1/3%). Consideration \$90,000. Assignees have had prior broadcasting interests. Action April 6.

WMOX Meridian, Miss.—Granted transfer of control of licensee corporation, Lauderdale Broadcasting Inc., from Birney Imes Jr. (100% before, none after), to Miss-Ala. Inc. (100% after), owned by Grace B. Skewes (91.3%) and James B. Skewes (8.7%). Consideration \$157,500. Grace B. Skewes has 40.9% interest in Meridian Star Inc., publisher of Meridian Star, James B. Skewes has 57.5% interest in Meridian Star Inc. Mr. Skewes also has minority interest in WTOK-TV Meridian. Action March 31.

KXEN Festus-St. Louis, Mo.—Granted acquisition of negative control of licensee corporation, Garrett Broadcasting Inc., by Harold S. Schwartz (25% before, 50% after) through purchase of stock from Cora Lee Garrett. Consideration \$1,250. Action March 31.

KGSL-TV St. Louis—Granted assignment of license from Summit Television Corp., to Continental Summit Television Corp. No financial consideration, stock transaction. See WGMF-TV Miami grant. Action April 2.

KPWD(FM) Plentywood, Mont.—Granted assignment of license from E. E. and E. C. Krebsbach and Morris S. and Mary Lou Nelson d/b as Plentywood Broadcasting Co., to Plentywood Broadcasting, owned by E. C. Krebsbach (50%) and Morris S. and Mary Lou Nelson (each 25%). Consideration \$3,400 for Nelson's increase in interest. Action April 5.

KVOD Albuquerque, N. M.—Granted assignment of license from Colorado Radio Corp., owned by George O. Cory (100%), to John B. Walton Jr. (100%). Consideration \$188,000. Mr. Walton owns KVKM-AM-TV Monahans, and KVII-AM-TV Amarillo, both Texas. Action April 6.

KDEF-AM-FM Albuquerque—Granted assignment of license from John C. O'Brien, receiver, to Television Properties Inc., owned by Jack C. Vaughn (47.88%), Grady

H. Vaughn, Jr. (47.87%) and Cecil L. Trigg (4.25%). Consideration \$100,000. Mr. Trigg has 80% interest in KOSA Odessa, and 20.27% interest in KOSA-TV Odessa; KR0D-AM-TV El Paso, and KRNO San Bernardino, Calif., and is vice president and director of KH0W Denver, and KITE San Antonio, Tex. Mr. J. C. Vaughn has 30.62% interest in KOSA-TV, KR0D-AM-TV and KRNO, he also is vice president and director of KH0W and KITE. Mr. C. H. Vaughn Jr. has 30.61% interest in KOSA-TV, KR0D-AM-TV and KRNO. Action March 31.

WGBB Freeport, N. Y.—Granted assignment of license from Long Island's First Station Inc., owned by Edward J. Fitzgerald (100%), to Nassau Radio Corp., owned by Louis J. Appell Jr. (5%), Arthur W. Carlson (5%) and Susquehanna Broadcasting Co. (90%) which is owned by Louis J. Appell (3.68%), George N. Appell (3.68%), Helen A. Norton (3.68%), Helen P. Appell (0.85%) and all above as trustees of Louis J. Appell residuary trust (88.11%). Consideration \$452,000. Susquehanna Broadcasting is licensee of WSBA-AM-FM-TV York, Pa. Mr. Appell Jr. has 10% interest in WARM Scranton, Pa., and WHLO Akron, Ohio, with 5% interest in WICE Providence, R. I. Action March 31.

WMDD-AM-FM Fajardo, P. R.—Granted assignment of license from WMDD Inc., owned by Jose R. Madrazo (98.5%), Nimia V. De Madrazo and Ramon V. Fernandez (each 0.075%), to Jose R. Madrazo (100%). Consideration \$40,000. Action March 31.

WBUG Ridgeland, S. C.—Granted assignment of license from James W. Synott, W. A. Lawton and Johnston L. Crapse, to Broadcast Enterprises Inc., owned by James W. Synott (70%), W. A. Lawton and Johnston L. Crapse (each 15%). No financial consideration. Action April 6.

KURA Moab, Utah—Granted transfer of control of licensee corporation, Moab Broadcasting and Television Corp., from Forrest L. Simpson (47.5% before, none after) and Ellen Brock Alger (30.1% before, none after), to G. U. Foote (none before, 77.6% after). Consideration \$36,887. Action March 31.

### APPLICATIONS

WBIX Jacksonville Beach, Fla.—Seeks assignment of license from Andrew B. Letson, to Ten-Ten Broadcasting Corp., owned by James O. Atkins (15%), James E. Edmondson (10%) and Attractions Unlimited Inc. (75%) which is owned by James F. Murdock (36%), Abe Fletcher, Ray W. Curran Jr., Arvin K. Rothschild (each 18%) and Arthur J. Gutman (10%). Consideration \$250,000. Mr. Atkins is sales manager of WAPE Jacksonville. Mr. Murdock owns sports promotion and advertising agency. Mr. Gutman is attorney. Ann. March 29.

KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Wailuku, Hawaii—Seek assignment of license from Honolulu Star-Bulletin Inc., owned by A. S. Atherton, Chinn Ho and Vincent J. Manno, trustees under voting trust agreement, to Pacific Broadcasting Inc., owned by Standard Corp. which is owned by A. L. Glasmann (25%) as individual and 25% as trustee, Wilda Gene Hatch (12.5%), Joyce Hefel (12.5%), and others. Consideration \$1.34 million. Standard Corp. has real estate interests in Utah, owns CATV system in Bozeman, Mont., has 51% interest in CATV operation in Salt Lake City, while Standards stockholders have interests in CATV, electronic equipment manufacturing, real estate, theater operations and film booking. Ann. March 31.

KMAU-TV Wailuku, Hawaii—Seeks assignment of license from Pacific Broadcasting Inc., to John S. Young Associates Inc., owned by John S. Young (98%), Joanne Young and Patricia Wall (each 1%). Consideration \$1,500 monthly lease with option to buy for \$150,000. Contingent on FCC grant of application above. Ann. March 31.

\*WVSH-FM Huntington, Ind.—Seeks assignment of license from School City Huntington, Ind., to Huntington County Community School Corp. Welcome Weaver, school board president. No financial consideration. Ann. March 30.

KASI Ames, Iowa—Seeks transfer of control of licensee corporation, KASI Iowa Inc., from Wapello County Broadcasting Co., to G. LaVerne Flambo, Odin S. Ramsland, W. John Grandy, Robert A. Dettman, Harry S. Hyett and Dale G. Cowle (each 16.67%). All own Wapello County Broadcasting before. No financial consideration. Ann. March 30.

KALG Alamogordo, N. M.—Seeks assignment of license from William W. Phelps, to Basin Broadcasting Inc., owned by Mr. Phelps (99.88%), Ted J. Roessler and F. L. Nohl (each 0.6%). No financial consideration. Ann. March 30.



\*WHTV(TV) Syracuse, N. Y.—Seeks assignment of CP from University of State of New York, State Education Department, to Educational Television Council of Central New York Inc. No financial consideration. Ann. April 6.

KBND Bend, Ore.—Seeks assignment of license from Central Oregon Broadcasting Co., owned by Frank H. Loggan (66.3%), Mary E. Brown (19.8%), Kessler Cannon (8.1%), Douglas Gaines (5.1%) and Robert W. Dickenson (2.5%), to KBND Inc., owned by Douglas D. Kahle and Edwin Tornberg (each 50%). Consideration about \$300,000. Mr. Tornberg owns Edwin Tornberg & Co. Inc., Pacific Grove, Calif., media brokers. Mr. Tornberg also has 23 1/2% interest in WBRI Indianapolis, with 50% interest in Multi-Pix Inc., owner of CATV systems in Kimball and Alliance, both Nebraska. Mr. Kahle is western rep for Edwin Tornberg & Co., and has 75% interest in KLMR Lamar, Colo.; 23 1/2% interest in WBRI; 33 1/2% interest in Media TV Cable Systems Inc., CATV system owner in Lamar; has 50% interest in Multi-Pix Inc. and owns Ogallala Community TV Co., CATV franchise holder in Ogallala, Neb. Ann. March 29.

KXRO Aberdeen, Wash.—Seeks 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. Ann. March 30.

KELA Centralia-Chehalis, Wash.—Seeks 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. Mr. Chytil is general manager of KELA. Ann. March 30.

KGRS Pasco, Wash.—Seeks assignment of license from Laurence S. Moore, trustee in bankruptcy, to Columbia View Properties Inc., owned by Sam Volpentest, Emily R. Volpentest, Maurice L. Kirkpatrick and Marion Kirkpatrick (each 25%). Consideration \$12,000. Mr. Kirkpatrick has 2% interest in applicant for new FM in Richland, Wash. Ann. March 30.

WKCW Warrenton, Va.—Seeks transfer of negative control of licensee corporation, WKTF Inc., from Harry M. Wismer (50% before, none after), to Sopana Corp., owned by S. Ann Ansary (100%). Consideration \$60,000. Cyrus A. Ansary is attorney and president of Woodlawn National Bank, Alexandria, Va. Ann. March 29.

## Hearing cases

### INITIAL DECISIONS

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward (1) granting application of Nelson Broadcasting Co. for new FM on channel 249A (97.7 mc), ERP 2.042 kw, ant. height 362 feet, in Kings-ton, N. Y., and (2) denying application of Ubiquitous Frequency Modulation Inc. for new FM on same channel with ERP 3 kw and ant. height 141 feet, in Hyde Park, N. Y. Action April 5.

■ Chief Hearing Examiner James D. Cunningham issued initial decision looking toward granting amended application of Hubbard Broadcasting Inc. for new FM on channel 233 (94.5 mc) in St. Paul. Action April 1.

### DESIGNATED FOR HEARING

Associated Television Corp. and Deil O. Gustafson, tr/as Capitol City Television Co., St. Paul, Minn.—Designated for consolidated hearing applications for new TV on channel 23; made Federal Aviation Agency party to proceeding. Action March 31.

Sergio Martinez Caraballo and Caribbean Broadcasting Corp. Arecibo, P. R.—Designated for consolidated hearing applications for new FM on channel 297 (107.3 mc)—Caraballo with 10 kw, ant. height minus 339 feet and Caribbean with 25 kw, ant. height 25 feet. Action March 31.

### Other actions

■ By order, panel consisting of Commissioners Bartley, Lee and Cox, on motion by Ultravision Broadcasting Co., deferred commencement of running of 60-day period specified by panel in its March 12 memorandum opinion and order during which parties to UHF-TV proceedings in Buffalo, N. Y., Cleveland and Boston were afforded to amend applications with respect to "financial

capacity' issues added by panel. Deferment is until commission otherwise directs or until latter issues final order disposing of Ultravision's pending petition to delete financial issues specified by panel. Action April 2.

■ By report and order, commission amended broadcast rules, effective May 14, to provide for public inspection of some records of broadcast stations at main studios or other accessible places in communities they serve. This stems from proposed rule-making issued Nov. 27, 1962. New rules require broadcast stations to make available for local public reference copies of applications for new main CP's, CP's for major changes in facilities, license renewals, all consents to assignment or transfer of control, and for extensions of time in which to complete construction of new stations. In addition, all minor applications involving programing changes, and ownership and supplemental ownership reports, are required to be kept in local file as are amendments to any of foregoing, related papers, and documents incorporated by reference. Local file need not contain applications for most minor changes in facilities of station, licenses to cover CP's, extensions of time in which to complete construction of other than that of new stations, and other applications. Records pertaining to requests for political broadcast time were, under previously existing rules, required to be kept locally for public inspection. New rules add requirement that such records be kept in local file together with other material now made available for local inspection. Multiple owners are required to keep in local file of each station owned only material pertaining to that station. Action March 31.

■ Commission addressed letter to Educational Broadcasting Corp., licensee of non-commercial educational WNDT(TV) on commercial channel 13, Newark, N. J. (which also serves New York metropolitan area), approving proposal to have commercial corporations underwrite its educational programs on experimental basis. Action March 31.

■ By order, commission dismissed third petition by KWK Radio Inc. seeking reconsideration of May 27, 1963 decision which revoked license for KWK St. Louis, for willful misconduct in connection with broadcast of two treasure hunt programs. Commissioner Cox not participating. Action March 31.

■ By memorandum opinion and order, commission denied petition by Comstock Publishing Co., licensee of WPDR Portage, Wis., for amendment of FM table of assignments so as to assign channel 292A to Portage, Wis., by deleting channel from Middleton and 293 from Marshfield. In view of relative size and importance of communities involved, availability of other FM signals, and other pertinent factors, commission does not feel justified in deleting two assignments in order to assign channel 292A to Portage. Action March 31.

■ By order, commission granted petition by International Panorama TV Inc. and directed hearing examiner to require Alexander Golomb to testify in proceeding concerning International's application for new TV on channel 40 in Fontana, Calif. Golomb had declined to testify when subpoenaed as witness. Action March 31.

■ By order in proceeding on revocation of licenses of Quality Broadcasting Corp.'s WKYN and WFQM(FM) San Juan, and Radio Americas Corp.'s WORA-FM Mayaguez, P. R., commission waived Sec. 1.223 of procedural rules and granted petition by George A. Mayoral (former vice president, director and stockholder of Quality Telecasting Corp., then licensee of WKYN and WFQM) for leave to intervene, reopened record and remanded proceeding to hearing examiner for further hearing. Commissioner Cox not participating. Action March 31.

■ By report and order in Doc. 15782, commission assigned FM channel 286 to St. Albans, W. Va. This was petitioned for by St. Albans-Nitro Broadcasting Co. and WCHS-AM-TV Corp. to eliminate comparative hearing on applications for new FM at St. Albans and Charleston on latter's only remaining unoccupied channel 241. Action March 31.

■ Commission invited comments on proposed rulemaking, based on various petitions, to amend FM table of channel assignments as follows (numerals are channel numbers): add 233 to Kirksville, Mo.; assign 249A to Rensselaer, Ind., and 232A to Golden Meadow, La.; add 237A to Xenia, Ohio; assign 279 to Atlantic, Iowa; substitute 245 for 270 at Lincoln, Neb.; and substitute 270 for 279 at Omaha, Neb.; as-

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sign 252A to Rails, Tex., and substitute 284 for 251 at Lamesa; substitute 296A for 244A at Skowhegan, Maine; assign 279 to Park Rapids, Minn.; add 232A to Ukiah, Calif.; delete 282 from Cincinnati; assign 277 to Tasley, Va.; Assign 248 to Hamilton, Ala.; substitute 269A for 249A at Starkville and 257A for 269A at Booneville, both Miss.; and substitute 269A for 249A at Savannah, Tenn. Also, by separate notices of proposed rulemaking, to: substitute 269A for 272A at Prosser, Wash.; substitute 276A for 232A at Quincy; delete 281 from Richland and add either 292A or both 292A and 274 to that city; add 271 to Wenatchee; delete 292A from Yakima and add either 281 or both 233 and 281 to that city; and substitute 299 for 267 at Pendleton, Ore.; substitute 232A for 237A at Corinth, Miss.; and on own motion, add 221A to New Castle, Ind. Actions March 31.

■ Commission denied request by Austin Broadcasting Inc. for waiver of Sec. 73.207 of FM rules to permit it to use site of its existing WVET Austin, Tex., for its proposed FM at short spacing, and returned its FM application for operation on channel 234 (94.7 mc). Action March 31.

■ Commission denied request for same rule waiver by Radio Station WKIN Inc. (WKIN), and dismissed application for new FM on channel 292 (106.3 mc) at Kingsport, Tenn., short spaced from WMIT(FM) Black Mountain, N. C. Action March 31.

■ By memorandum opinion and order, commission waived Sec. 1.580 of rules (local notice requirement) and granted application of Central Arkansas Broadcasting Inc., for new class A FM on channel 272 (102.3 mc), ERP 3 kw, ant. height 280 feet, in Dardanelle, Ark.; denied opposition by Valley Broadcasters (KXJR), Russellville. Action March 31.

On June 30, KWK St. Louis, operating on 1380 kilocycles, will cease operation. Commission will consider immediately new applications proposing to use frequency of deleted facility. In order to permit acceptance thereof, commission hereby waives note to Sec. 1.571 of commission's rules for applications proposing essentially same facilities as KWK and for any other proposals which do not involve increased overlap of contours as compared with KWK facilities. Notice is hereby given that any application for frequency in order to be considered with any other application with which it involves conflict necessitating a hearing, must be substantially complete and tendered for filing at offices of commission in Washington by close of business on May 31. No application will be considered substantially complete unless it includes engineering data required by Sec. V-A of FCC form 301. Any party in interest desiring to file pleadings pursuant to Sec. 309(d) (1) of Communications Act of 1934, as amended, concerning any applications accepted for filing under Notice is directed to Sec. 1.580 (i) of commission's rules for provisions governing time of filing and other requirements relating to such pleading. Notwithstanding provisions of Sec. 1.580(i), petitions to deny may be filed no later than 30 days after issuance of public notice of acceptance for filing of any application or applications tendered pursuant to notice. Notice is also given that commission will consider joint applications (by applicants for permanent authority) or individual applications (by parties not seeking permanent authority) for interim authority to operate KWK's facilities. Applications for interim authority must be tendered for

filing at offices of commission by close of business on May 31. Action March 31.

■ By memorandum opinion and order, commission denied petition for reconsideration and affirmed its April 24, 1964 dismissal of an application by Metropolitan Television Co. for ground system construction for KOA Denver, because it would cause new nighttime interference to Canadian and Mexican stations in contravention of agreements with those countries. Action March 31.

■ By memorandum opinion and order, commission granted petition by B & K Broadcasting Co. for waiver of Sec. 73.24(b) and 73.37 of rules to extent of accepting for filing its application for new and first AM on 1240 kc, 250 w, Unl., in Selinsgrove, Pa.; and dismissed oppositions by Pal Broadcasters Inc. (WBAX), Wilkes-Barre, Pa., insofar as it requests that B & K application be returned. Action March 31.

■ Commission denied request by New Castle Broadcasting Corp. for waiver of Sec. 73.24(b) and 73.37 of rules (overlap and station separation requirements) and returned as unacceptable for filing application for new AM on 570 kc, 500 w, DA-2, Unl., in New Castle, Ind. Commissioners Hyde and Lee dissented. Action March 31.

■ Commission granted requests by Planned Music Inc. and E. Edward Jacobson, licensees of FM's KBMS and KGLA, Los Angeles, respectively, for waiver of "multiplex" transmission requirement in SCA rules while changing from "simplex" operation, for period ending June 30. Commissioner Bartley dissented. Action March 31.

■ Commission granted request for waiver of Sec. 73.202 of rules and accepted for filing application by Flannagan-Dorsey Broadcasting Enterprises Inc., for new FM on channel 283 (104.5 mc) at Norfolk, Va. Channel was vacated by WXRI (FM) Norfolk, to operate on another channel. Commissioners Bartley and Cox dissented. Action March 31.

■ Commission proposed to amend rule Sec. 73.207 concerning minimum required spacings between FM broadcast stations to provide for IF (intermediate frequency) interference protection. It would require following approximate mileage spacing between classes of FM's on channels removed 10.6 or 10.8 mc from each other (53 or 54 channels): C to C, 30 miles; C to B, 25 miles; C to A, 20 miles; B to B, 15 miles; B to A, 10 miles, and A to A, 5 miles. Proposal is based on FCC Laboratory Division study of typical FM receivers. Commissioner Cox dissented. Action March 31.

WTUP Tupelo, Miss.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w. Commissioner Cox abstained from voting. Action March 31.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ Granted joint motion by Nebraska Rural Radio Association (KREB), Lexington, and Town & Farm Inc. (KMMJ), Grand Island, both Neb., in Doc. 15812-3, to extend time to April 12 to file replies to oppositions to KRVN's petition to enlarge issues and to KMMJ's petition for modification of issues in proceeding on AM applications. Member Nelson not participating. Action April 5.

■ Granted petition by Broadcast Bureau to extend time to May 4 to file responsive

pleadings to motion by Chicago Federation of Labor and Industrial Union Council to enlarge issues in proceeding on application and that of Chicagoland TV Co. for new TV's on channel 38 in Chicago. Action April 5.

■ By memorandum opinion and order denied appeal by respondent WLEX-TV Inc. (WLEX-TV), Lexington, Ky., from examiner's March 12 action which denied petition by Broadcast Bureau to accept late filing and which rejected for filing proposed findings and conclusions in proceeding on application of WHAS Inc. (WHAS-TV), Louisville, Ky. Action April 6.

■ Members Berkemeyer, Pincock and Slone adopted decision denying application of Denver Area Broadcasters to change trans. site of KDAB Arvada, Colo., and facilities on 1550 kc from 10 kw, D, to 50 kw-LS, 10 kw-N, DA-2; also denied Denver's request for increase in daytime power only, which it had sought in event nighttime request was denied. May 7, 1964 initial decision looked toward denial. Action March 29.

■ By memorandum opinion and order in proceeding on application of Lake-Valley Broadcasters Inc., for new AM in Crystal Lake, Ill., in Doc. 15193, (1) granted petition by applicant for leave to amend application to reflect death of George M. DeBeer and ownership interests transferred to son, George L. DeBeer; (2) reopened record to accept amendment, then closed record; and (3) dismissed as unnecessary related petition by Lake-Valley. Members Pincock and Kessler not participating. Action March 31.

■ In proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Inc., Springfield, Va., in Doc. 15861-2, granted petition by WINA to extend time to April 14 to file oppositions to WBXM's petition to delete issue. Action March 31.

■ Members Berkemeyer, Nelson and Slone adopted decision granting application of Lake-Valley Broadcasters Inc., for new daytime AM in Crystal Lake, Ill., to operate on 850 kw, 500 w, DA, subject to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419. June 22, 1964 initial decision looked toward action. Action March 31.

### ACTIONS ON MOTIONS

By Chief Hearing Examiner  
James D. Cunningham

■ Designated Examiner Arthur A. Gladstone to serve as presiding officer in proceeding on applications of Associated Television Corp. and Capitol City Television Co. for new TV on channel 23 in St. Paul; scheduled prehearing conference for April 28 and hearing for June 30. Action April 5.

■ Designated Examiner Charles J. Frederick to serve as presiding officer in proceeding on applications of Sergio Martinez Caraballo and Caribbean Broadcasting Corp. for new FM in Arecibo, P. R.; scheduled prehearing conference for April 21 and hearing for May 19. Action April 5.

By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of Princess Anne Broadcasting Corp. and South Norfolk Broadcasting Co. for new AM's in Virginia Beach and Chesapeake, Va., respectively, in Doc. 15778-9, (1) denied motion by South Norfolk to dismiss application of Princess Anne for failure to file appearance; (2) accepted latter's written appearance; (3) granted oral motions made on record by South Norfolk and Broadcast Bureau and dismissed with prejudice Princess Anne's application for failure to publish notice required by Sec. 1.594 of rules, and dismissed as moot motion by that applicant for continuance of exchange date; and (4) continued dates for procedural steps and April 8 evidentiary hearing for period of 30 days. Action April 2.

■ Continued April 5 prehearing conference to April 13 in proceeding on application of Downriver Broadcasting Association, for new AM in Napoleon, Ohio. Action March 30.

By Hearing Examiner Millard F. French

■ Formalized by order agreements reached at April 5 prehearing conference in proceeding on applications of Brown Radio & Television Co. for renewal of license of WBVL Barboursville, Ky., and Barboursville-Community Broadcasting Co. for new AM in that city, in Doc. 15769-70, cancelled all procedural dates and April 20 hearing, and scheduled further prehearing conference for May 5 at which time further procedural

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 7

	ON AIR	NOT ON AIR	TOTAL APPLICATIONS
	Lic.	CP's	for new stations
AM	4,020	44	421
FM	1,283	35	284
TV	551 <sup>1</sup>	41	206

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, April 7

	VHF	UHF	TV
Commercial	509 <sup>2</sup>	164	673
Noncommercial	59	56	115

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28, 1965

	AM	FM	TV
Licensed (all on air)	3,972	1,217	558
CP's on air (new stations)	41	83	28
CP's not on air (new stations)	72	203	85
Total authorized stations	4,085	1,503	671
Applications for new stations (not in hearing)	184	187	76
Applications for new stations (in hearing)	73	49	51
Total applications for new stations	257	236	127
Applications for major changes (not in hearing)	205	51	28
Applications for major changes (in hearing)	31	3	7
Total applications for major changes	236	54	35
Licenses deleted	1	0	0
CP's deleted	1	2	0

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

and hearing dates will be agreed upon. Action April 6.

■ In proceeding on FM applications of John N. and Alvera M. Traxler, Sunshine Broadcasting Co., Delray Beach, WLOD Inc., and Boca Broadcasters Inc., Pompano Beach, Fla., in Doc. 15803-6, granted Boca Broadcaster's petition to extend time from April 5 to April 26 to exchange exhibits and from May 3 to May 10 for rebuttal exhibits. Action April 1.

■ In proceeding on applications of Brown Radio & Television Co. for renewal of license of WBVL Barbourville, Ky., and Barbourville-Community Broadcasting Co. for new AM in that city, in Doc. 15769-70, granted Barbourville-Community motion to continue April 1 further prehearing conference to April 5. Action March 31.

By Hearing Examiner H. Gifford Irion

■ In proceeding on AM applications of Flathead Valley Broadcasters (KOFI), Kalispell, and Garden City Broadcasting Inc. (KYSS), Missoula, Mont., in Doc. 15815-6, granted petition of Garden City for leave to amend application so as to reduce proposed nighttime power from 50 to 25 kw. Action April 6.

By Hearing Examiner Forest L. McClenning

■ Granted motion by WBNR Inc., to correct transcript in proceeding on application and that of Nelson Broadcasting Co. for new FM in Newburgh, N. Y. Action April 2.

By Hearing Examiner Elizabeth C. Smith

■ Granted joint petition by Southern Newspapers Inc. and Radio Hot Springs Co. to reschedule certain procedural dates and continue April 16 hearing to June 16, in proceeding on applications for new FM's in Hot Springs, Ark., conditioned that agreement relating to dismissal of Southern's application be implemented promptly, supporting documents obtained, and petition for approval of agreement and dismissal of Southern's application be filed on or before April 15. Action April 5.

By office of opinions and review

■ In proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co., and Radio Elizabeth Inc., for new AM in Matawan, Somerville, and Elizabeth, N. J., respectively, in Doc. 14755-7, granted Jupiter Associates' petition to ex-

tend time to April 12 to file replies to oppositions to application for review. Action April 5.

## BROADCAST ACTIONS by Broadcast Bureau Actions of April 6

KWNS Inc., Pratt, Kan.—Granted SCA on sub-carrier frequencies of 38 and 67 kc for new FM.

■ Granted SCA on sub-carrier frequency of 67 kc for following: WTGI(FM) Hammond, La.; Communication Broadcasting Inc., Lafayette, La., for new FM.

K77BM Barstow, Calif.—Granted license for UHF-TV translator.

K70BD Fillmore, Meadow and Kanosh, Utah.—Granted license covering changes for UHF-TV translator.

\*WVUD-FM Kettering, Ohio.—Granted CP to move ant.-trans. and studio locations, change remote control point, increase ant. height to 120 feet, and install new ant.; remote control permitted; waived Sec. 73.210(a)(2) to permit main studio to be located at Kennedy Memorial Union Hall, University of Dayton Campus, Dayton.

WXAX(FM) Elkhart, Ind.—Granted CP to move studio and ant.-trans. location, install new ant., and increase ant. height to 220 feet; decrease ERP to 7 kw.

K77AK Dalles, Ore., and Goldendale, Wash.—Granted mod. of license to change primary TV to KATU(TV) (ch. 2), Portland, Ore., for UHF-TV translator.

K05AA Terrebonne, Ore.—Granted mod. of license to change primary TV to KOIN-TV (ch. 6), Portland, Ore.

WHZN Hazleton, Pa.—Granted request to cancel license for AM; delete call letters.

■ Granted licenses for following VHF-TV translators: K04DU, West End TV Club, DeBorgia, Mont.; condition; K04BT, Key Club of Dunsmuir, California, Dunsmuir, Castella and Mt. Shasta, Calif.; K07GJ, Hoopa Valley Chamber of Commerce, Hoopa, Calif.; K06CV, K12ED, June Lake, Fern Creek, Gull Lake and Silver Lake, Calif.; condition on station K06CV.

Actions of April 2

KCIJ Shreveport, La.—Granted change in remote control authority.

WCME-FM Brunswick, Me.—Granted SCA on sub-carrier frequency of 67 kc.

WCED-FM DuBois, Pa.—Granted license covering an increase in ERP; ant. height 670 feet.

WJMD(FM) Bethesda, Md.—Granted license covering installation of new trans. and new ant., decrease on ant. height, and engineering changes.

KIXI-FM Seattle, Wash.—Granted license covering installation of ant., increase in ERP, decrease in ant. height, and engineering changes.

KGVO-TV Missoula, Mont.—Granted mod. of license to reduce aur. ERP to 29.9 kw.

WOOD-TV Grand Rapids, Mich.—Granted mod. of license to reduce aur. ERP to 56.2 kw, and change type aur. trans.

WRDW-TV Augusta, Ga.—Granted mod. of license to reduce aur. ERP to 79.4 kw.

WZZM-TV Grand Rapids, Mich.—Granted CP to reduce aur. ERP to 58.9 kw.

WTWO(TV) Terre Haute, Ind.—Granted mod. of CP to change aur. ERP to 19.5 kw; change trans. and studio locations to near Farmersburg, Ind.; change type trans. and type ant., and make other equipment changes; condition.

KCHQ-FM Coachella, Calif. — Granted mod. of CP to increase ERP to 50 kw, change type trans., and make engineering changes.

WQIK-FM Jacksonville, Fla. — Granted mod. of CP to change type trans. and type ant., decrease ERP to 26.5 kw, and increase ant. height to 340 feet.

KIMP-FM Mt. Pleasant, Tex.—Approved engineering technical data submitted, pursuant to commission's July 29, 1964 order in Doc. 15142 and Doc. 14185, to modify license of KIMP-FM and specify operation on channel 264 (100.7 mc); ERP 54 kw; ant. height 170 feet.

■ Granted licenses for following FM's: KDLA-FM DeRidder, La.; WMRO-FM Aurora, Ill., and specify type trans.; WWOM-FM New Orleans; WAZY-FM Lafayette, Ind., and specify studio location.

Actions of April 1

WKKD-FM Aurora, Ill.—Granted CP to move ant.-trans. location (no change in site description); increase ERP to 3 kw, and ant. height to 300 feet, and install new trans.; condition.

WJOE(FM) Athens, Ala.—Granted CP to increase ERP to 50 kw, decrease ant. height to 245 feet; and install new trans. and new ant.; conditions.

KATC(TV) Lafayette, La.—Granted license for TV.

WHOT Campbell, Ohio.—Granted license covering installation of auxiliary nighttime trans.

WROB West Point, Miss.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

KUPD Tempe, Ariz.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site, with DA-1.

KXLY-FM Spokane, Wash.—Granted license covering installation of new trans. and new ant., change in ant.-trans. location, and increase in ant. height and ERP.

WAJR-FM Morgantown, W. Va.—Granted license covering changes in frequency, ERP, ant. height, and ant.-trans. location, installation of new trans. and new ant., and engineering changes; specify type ant.

■ Granted licenses covering changes for following TV's: KTHI-TV Fargo, N. D., KZTV Corpus Christi, Tex.

■ Following were granted extension of completion dates as shown: KHTL-TV Superior, Neb., to Oct. 1; WFMJ-TV Youngstown, Ohio, to Oct. 1; KQRS-FM Golden Valley, Minn., to May 15.

■ Granted licenses covering increase in daytime power for following: WJBS DeLand, Fla.; KFV Modesto, Calif., and installation of DA-2 and new trans., changes in directional ant. and ground systems; specify 2 main trans.; WHYV Springfield, Mass., and installation of new trans., and changes in directional ant.

Actions of April 5

WMUK(FM) Kalamazoo, Mich.—Granted license covering installation of new ant. and trans., and increase in ERP.

WOPA-FM Oak Park, Ill.—Granted license covering an increase in ERP.

WEFM(FM) Chicago, Ill.—Granted license covering installation of new ant.

■ Following were granted extensions of completion dates as shown: WZBN Zion, Ill., to Oct. 1; KCAL Redlands, Calif., to July 1; WFIF Milford, Conn., to Aug. 15; KBOX-FM Dallas, to Sept. 30; KIMN-FM Denver, to Oct. 12; KNFM(FM) Midland, Tex., to June 30; WFDR-FM Manchester, Ga., to Oct. 6.

KTGM(FM) Denver.—Granted license covering installation of new trans. and new ant., change in ant.-trans. and main studio location, and increase in ant. height.

WHYN Springfield, Mass.—Granted license covering use of old main trans. as auxiliary trans., with DA-1.

WDX Orangeburg, S. C.—Granted license covering installation of auxiliary trans.

WINA Charlottesville, Va.—Granted licenses covering change in ant.-trans. location, with remote control operation; and change in auxiliary-daytime and alternate main-nighttime trans. location to main trans. site, with remote control operation.

WHY Montgomery, Ala.—Granted licenses covering change in ant.-trans. location, and changes in ground system; and change in auxiliary trans. location.

WSOC-FM Charlotte, N. C.—Granted license covering authorization for beam tilt, change in ant.-trans. location, installation of new trans. and ant., and increase in ERP and ant. height, and engineering changes.

KEEN-FM San Jose, Calif.—Granted license covering change in ERP, installation of new ant., and engineering changes.

KRLD-FM Dallas—Granted license covering an increase in ERP, installation of new trans., and deletion of remote control operation.

WDSU-FM New Orleans—Granted license covering changes in frequency and ant. system, installation of new trans., and increase in ERP and ant. height; specify type trans.

KITY(FM) San Antonio, Tex.—Granted license covering increase in ERP and ant. height, installation of new trans., and changes in ant.-trans. location and transmission line.

WHFS(FM) Bethesda, Md.—Granted license covering decrease in ERP, increase in ant. height, and change in studio and ant.-trans. location.

WAIR-FM Winston-Salem, N. C.—Granted license covering change in trans. line.

KINY-TV Juneau, Alaska—Granted CP to replace expired permit to make changes in TV.

WJAC-FM Johnstown, Pa.—Granted CP to make changes in ant. system; install new ant.; and make engineering changes; ant. height 1,060 feet.

KDIA Oakland, Calif.—Granted request to cancel license for auxiliary trans.

■ Granted licenses for following AM's: KSNO Aspen, Colo.; KSMM Shakopee, Minn., and specify name as Progress Valley Broadcasters Inc.; KFLN Baker, Mont., and specify type trans.; WAYK Valparaiso, Ind., and specify main studio location same as trans., and type trans.; WIKI Chester, Va., and specify main studio location.

■ Granted licenses for following FM's: WKJB-FM Mayaguez, P. R.; KLYX Memphis, and specify type trans., change studio location to West Memphis, Ark., and delete remote control operation; WFCY-FM Alma, Mich., and specify type trans.; KLMO-FM Longmont, Colo.; KMAG Fort Smith, Ark.; KFAY-FM Fayetteville, Ark., and specify type trans.; KSOP-FM Salt Lake City; WBCA-FM Bay Minette, Ala.; KCSU-FM Fort Collins, Colo.

#### Actions of March 31

■ Granted renewal of licenses of following main and co-pending auxiliaries: KSO Des Moines, Iowa; KASM Albany, Minn.; KFBB-AM-TV Great Falls, Mont.; KOJM Havre, Mont.; KSOO Sioux Falls, S. D.; WFCB-AM-FM Minneapolis; KXAB-TV Aberdeen, S. D.; KXLF-TV Butte, Mont.; WCCO-TV Minneapolis; KRYT Colorado Springs; KEYD Oakes, N. D.; KOLY Moberg, S. D.; KXEN Festus-St. Louis, Mo. KEXO Grand Junction, Colo.; KHOW Denver; KOSI Aurora, Colo.; KSTP St. Paul; KOOK-TV Billings, Mont.; KXJB-TV Valley City, N. D.; KXMB-TV Bismarck, N. D.; \*KUSD-TV Vermillion, S. D.; KBLL Helena, Mont.; KIJV Huron, S. D., and WWTC Minneapolis.

■ Granted renewal of licenses of following experimentals: KE2XNY, Radio Corporation of America, Camden, Marlton and Union Mills, N. J.; KP2XDJ, Byron W. St. Clair, State of New York; KG2XDU, KG2XEJ, KG2XFZ, KG2XEK, KG2XEL, Sylvania Electric Products Inc., Emporium, Pa.; KS2XBR, Zenith Radio Corp., Chicago; KO2XHQ, Electronic Enterprises Inc., Newport, Ore.; KM2XMR, KM2XOG, International Telemeter Corp., Los Angeles.

KJAZ(FM) Alameda, Calif.—Granted CP to increase ERP to 1.85 kw, and ant. height to 370 feet, install new ant. and make engineering changes; remote control permitted.

KAPP(FM) Redondo Beach, Calif.—Granted CP to install new trans., increase ERP to 3 kw, move ant.-trans. and studio location and make engineering changes.

WKJF(FM) Pittsburgh—Granted license covering an increase in ERP, and engineering changes.

KIMM Rapid City, S. D.—Granted license covering changes in ant. system.

WMBY Myrtle Beach, S. C.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WBEX Chillicothe, Ohio—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WINN—Louisville, Ky.—Granted license covering installation of alternate main trans.; specify type trans.

WKEI Kewanee, Ill.—Granted license covering increase in nighttime power.

WPRS Paris, Ill.—Granted license covering changes in ant. system.

WMVG Milledgeville, Ga.—Granted license covering change in ant. trans. and studio location.

KTEE Idaho Falls, Idaho—Granted license covering change in ant. trans. and studio locations, with remote control operation.

WCLD Cleveland, Miss.—Granted license covering change in ant. trans. and studio locations; delete remote control operation.

KGEE Bakersfield, Calif.—Granted license covering change in ant. trans. location, and changes in ant. system (increase height).

KAHR Redding, Calif.—Granted license covering installation of new auxiliary daytime trans.; specify type trans.

WBUX Doylestown, Pa., WDRN(FM) Norwalk, Conn. and WBUX Broadcasting Co.—Granted mod. of license and CP to change name to Eastern Broadcasting Corp.

■ Granted licenses for following AM's: WGCH Greenwich, Conn.; specify remote control point; WIDD Elizabethton, Tenn.; WENG Englewood, Fla.; WLKN Lincoln, Me., and specify type trans.

■ Granted licenses covering increase in daytime power for following: WSIR Winter Haven, Fla.; WTBC Tuscaloosa, Ala., and installation of new trans.; WHIT New Bern, N. C., and installation of new trans., and specify type trans.

■ Granted licenses covering increase in power an installation of new trans. for following: KPOS Post, Tex.; WPRT Prestonsburg, Ky., change in ant.-trans and studio location, and changes in ground system; WESR Tasley, Va., change to non-DA, changes in ant. and ground systems, and specify type trans.

■ Granted licenses covering installation of auxiliary trans. for following: WHOF Canton, Ohio; KHEY El Paso, Tex.

■ Following were granted extensions of completion dates as shown: KEND Cheyenne, Wyo., to Sept. 15; WLTH Gary, Ind., to Oct. 10; WMAJ State College, Pa., to June 15; WFCY Alma, Mich., to Sept. 9; WENN Birmingham, Ala., to Sept. 19; KITH Clinton, Mo., to Sept. 1; WIBC Indianapolis, to Oct. 1; WINW Canton, Ohio, to Sept. 8; WLMD Laurel, Md., to Sept. 15; WDOV Dover, Del., to Sept. 29; WMAJ State College, Pa., to June 15; K82BC, Office of Education: Department of County of Santa Clara, California, Gilroy and Morgan Hill, Calif., to Sept. 30; WXEL(FM) Louisville, Ky., to Sept. 24; WNYC-FM New York, to Nov 17; WNTL(FM) Memphis, to Aug. 15; WSWG(FM) Greenwood, Miss., to July 1; WSAC(FM) Fort Knox, Ky., to Sept. 24; WFMS(FM) Indianapolis, to June 29; WHME(FM) South Bend, Ind., to Sept. 29.

KACI The Dallas, Ore.—Remote control permitted; condition.

#### Action of March 30

WYPR Danville, Va.—Granted change in remote control authority.

#### Actions of March 26

WSTP-AM-FM Salisbury, N. C.—Remote control permitted.

#### Fines

■ Commission notified Southeast Texas Broadcasting Co., licensee of KF4Z Liberty, Tex., of apparent liability for forfeiture of \$500 for willful and repeated rule violations by using unlicensed or otherwise unqualified radio operators, unattended trans., improper technical logging and over-modulation. Licensee has 30 days to pay or contest forfeiture. Action March 31.

■ Commission notified Fletcher-Mitchell Corp. that it has incurred apparent liability of \$500 for willful or repeated violation of Sec. 73.93 (b) of rules by not having properly licensed operator on duty at WTRL Bradenton, Fla. Licensee has 30 days to contest or pay forfeiture. Action March 31.

#### New call letters requested

■ Montpellier, Idaho—Glacus G. Merrill. Requests KVSI.

■ Massena, N. Y.—Visual Associates Ltd. Requests WYBG.

■ Buffalo, Mo.—School District Number 1, Dallas county. Requests KBFL.

■ Petroskey, Mich.—John Harrington. Requests WJML.

■ WBBS Crawfordsville, Ind.—Wabash College Radio Inc. Requests WNDY.

■ Ord, Neb.—Loup Valley Broadcasting Co. Requests KNLV.

■ Morehead, Ky.—Morehead State College. Requests WMKY-FM.

#### Processing line

■ Notice is hereby given, pursuant to Sec. 1.571(c) of commission rules, that on May 11, standard broadcast applications listed will be considered as ready and available for processing. Pursuant to Sec. 1.227 (b) (1) and Sec. 1.591(b) of commission's rules, application, in order to be considered with any application on file by close of business on May 10, which involves conflict necessitating hearing with application on list, must be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on May 10, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.580 (i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Action March 31.

Applications from the top of the processing line:

KBEW Blue Earth, Minnesota—Faribault County Broadcasting Co. has: 1560 kc, 250 w, D; requests 1560 kc, 1 kw, D. Jamestown, Kentucky—Russell Broadcasting Corp. requests 1060 kc, 1 kw, D. KOLT Scottsbluff, Neb.—Hilliard Co. has 1320 kc, 1 kw, 5 kw-LS, DA-2, Unl., requests 1320 kc, 1 kw, 5 kw-LS, DA-N, Unl. Oconto, Wis.—Robert Henry Koeller requests 1260 kc, 1 kw, D. KRUN Ballinger, Tex.—Central West Broadcasting Co. has 1400 kc, 250 w, S.H.; requests 1400 kc, 250 w, 1 kw-LS, S.H. WEWO Laurinburg, N. C.—Scotland Broadcasting Co. has 1080 kc, 1 kw, D; requests 1080 kc, 5 kw, 1 kw(CH), D. St. Anthony, Idaho—Theodore W. Austin requests 1400 kc, 250 w, 1 kw-LS, Unl. KOAL Price, Utah—Eastern Utah Broadcasting Co. has 1230 kc, 250 w, Unl.; requests 1230 kc, 250 w, 1 kw-LS, Unl. WLUV Loves Park, Ill.—Loves Park Broadcasting Co. has 1520 kc, 500 w, D; requests 1520 kc, 1 kw, 500 w(CH), D. WOKB Winter Garden, Fla.—Everbach Broadcasting Inc. has 1600 kc, 1 kw, D; requests 1600 kc, 5 kw, DA, D. WCWN Fairfield, Ohio—Walter L. Follmer Inc. has 1560 kc, 1 kw, DA, D (Hamilton, Ohio); requests 1560 kc, 5 kw, 1 kw (CH), DA-2, D. Clinton, Miss.—Clinton Broadcasting Co. requests 1110 kc, 1 kw, D. Portage, Mich.—Portage Broadcasting Corp. requests 1560 kc, 1 kw, DA, D. Cochran, Ga.—Bleckley County Broadcasting Co. requests 1440 kc, 1 kw, D. KVEB Brainerd, Minn.—Greater Minnesota Broadcasting Corp. has 1340 kc, 250 w, Unl.; requests 1340 kc, 250 w, 1 kw-LS, Unl. Natchez, Miss.—Twin-State Radio Inc. requests 1390 kc, 5 kw, DA, D. Window Rock, Ariz.—Navajo Bible School & Mission requests 1300 kc, 1 kw, D. WCRW Chicago—WCRW Inc. has 1240 kc, 250 w, S-WEDC, WSBC; requests 1240 kc, 250 w, 1 kw-LS, S-WEDC, WSBC. Lemmon, S. D.—Lemmon Broadcasting Inc. requests 1400 kc, 250 w, Unl. WPHC Waverly, Tenn.—Humphreys County Broadcasting Co. has 1540 kc, 1 kw, 500 w(CH), D; requests 1060 kc, 1 kw, D. Sioux Center, Iowa—Tri-State Broadcasters requests 1070 kc, 500 w, D. WIVK Knoxville, Tenn.—Dick Broadcasting Inc. of Tennessee has 860 kc, 1 kw, D; requests 850 kc, 50 kw, DA, D. Brunswick, Maryland—Elektra Broadcasting Corp. requests 1520 kc, 250 w, D. Wheaton, Ill.—Central DuPage County Broadcasting Co. requests 1540 kc, 500 w, (250 w-CH), D. Wilkesboro, N. C.—Wilkesboro Broadcasting Co. requests 1240 kc, 100 w, Unl. Atoka, Okla.—Bill Hoover requests 1110 kc, 5 kw, DA, D. Arlington Heights, Ill.—Jerome F. Cerny, 1530 kc, 1 kw, DA, D. WVOC Battle Creek, Mich.—WVOC Inc. has 1500 kc, 1 kw, DA, D; requests changes in directional ant. system. Carlsbad, N. M.—Kolob Broadcasting Co. requests 930 kc, 1 kw, D. Allendale,

Continued on page 83

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
  - DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only).
  - All other classifications, 35¢ per word—\$4.00 minimum.
  - No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.
- APPLICANTS: If tapes, films or packages larger than No. 10 envelope submitted, \$1.00 charge for mailing (Forward remittance separately, please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Ohio daytimer needs experienced station manager or man with background to accept full responsibility of manager. Box C-159, BROADCASTING.

FM station manager with Fazazz, brains, imagination; to concentrate on select promotion to build important property major market, Northeast area. Box C-162, BROADCASTING.

Need manager for small market station in Southwest Virginia near Virginia-Carolina line. Station has been on the air since 1959. Station needs someone strong on sales. Husband and wife team preferred. Guaranteed salary plus commission. Box D-16, BROADCASTING.

Experienced general manager, Midwest medium-small market, successful daytimer, good salary, percentage of profits, no bad habits, must fulfill community obligations, send full particulars and photo. Box D-43, BROADCASTING.

Manager/sales manager for new station medium Midwest market. Write KIST, Santa Barbara, California.

### Sales

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box C-390, BROADCASTING.

Ambitious salesman for metropolitan station. Excellent opportunity for right man. Box D-2, BROADCASTING.

Salesman for WVCA-FM, Gloucester, Mass. Draw. Box D-25, BROADCASTING.

Ohio AM-FM wants experienced salesman ready for management, organization expanding, send complete details, secure position, good salary and percentage. Box D-44, BROADCASTING.

Man or team—sell radio and TV promotions via telephone or calls on merchants—whichever is your best experience. Our promotions. We pay expenses, guarantees, bonus. Over three months work, small chain, Midwest radio and TV. Box D-102, BROADCASTING.

Experienced salesman wanted by well established station in growing market. Salary plus commission and fringe benefits. Send resume to General Manager, WNNJ-AM-FM, Newton, N. J.

### Announcers

Radio morning personality. Bright adult appeal. Also, TV assignments. TV experience helpful, not necessary. Require third class license with broadcast endorsement. Good fringe benefits in Mid-America . . . growing community under 100,000. Box C-243, BROADCASTING.

Experienced, mature-voiced; tight board; for rich southern New England market; new good-music station. Send tape, photo, resume. Box C-350, BROADCASTING.

Play-by-play sports editor who can do staff shift on adult programed Virginia station. Box D-17, BROADCASTING.

Announcer with mature voice, first phone, good music Ohio daytimer, reference, no drifter or bad habits, opportunity for right man. Box D-45, BROADCASTING.

## Announcers—(Cont'd)

Announcer for quality small market South Carolina radio station; not a rock and roller. Good pay and working conditions for good announcer. Send tape and resume in confidence. Will consider beginner with good potential. Box D-54, BROADCASTING.

Radio announcers, announcers-salesmen, chief engineers, combo men. Good jobs on good stations at good pay for competent personnel. Send tape, resume, when available, pay expected. Reply in confidence. South Carolina broadcasters are good people to work for; South Carolina is a good place to live. Box D-55, BROADCASTING.

Established kilowatt in growing Texas market seeking mature, experienced announcer. No top 40. Starting \$90.00. Tape, resume. Box D-88, BROADCASTING.

Top Negro dj—Major Eastern market. Progressive R&B big sound operation—tight production—experienced, proven audience builder—top salary for top man. Rush tape, photo, resume. Box D-103, BROADCASTING.

Have immediate opening for a top 40 announcer and production man. Looking for a man with ability to produce the number one 5,000 watt station in the south's fastest growing market. Top salary for the right man. Send tape, resume including photograph, etc. to Box D-107, BROADCASTING.

Pennsylvania station has immediate opening for experienced announcer with strong news background and able to do a good evening dj show. 5 day work week. Give salary expected, references and send tape in first correspondence. Box D-122, BROADCASTING.

Sports announcer with play-by-play experience for Eastern station. 40 hour week. Good working conditions and starting pay for a good experienced man. Send tape and previous experience record. Box D-123, BROADCASTING.

Station in large Midwestern market needs casual, bright announcer, excellent with production, for good music sound. Send tape, salary requirements, resume, first letter. This job will be filled by May 1. Box D-140, BROADCASTING.

Announcer, good voice a must—anything else you do a plus. New expansion requires new people. We need you within 30 days. Full details and tape to KDHI, radio, Twentynine Palms, Calif.

Opportunity married staff announcer. Tape. Resume. KFRO, Longview, Texas.

Announcer needed immediately. Mature personality and delivery for AM-FM good music station. \$80 to start. Knowledge of adult popular and show music essential. Classical music or sports helpful. Fine opportunity to grow with new 80,000 watt FM station. Rush tape and resume to WCME, Brunswick, Maine.

Experienced announcer. Mature voice for adult, good music station. Good salary. Benefits. Send background, tape and photo to WFDF, Flint, Michigan.

Where are all the good radio announcers? Need mature, experienced staff announcer for adult format. Salary commensurate with ability. Here's your chance in South's fastest growing market. Send tape, resume, photo and salary requirements to John Garrison, WFIX, Huntsville, Alabama 35804.

## Announcers—(Cont'd)

Wanted! Experienced announcer ready to step up to program director of station dedicated to creative full service broadcasting. Some announcing, program planning, production, and public relations. Career person should want active civic role in this resort-like area in mountains of Western Carolina. Details and tape first letter please. Kermit Edney, WHKP, Hendersonville, N. C.

DJ, potential pd—ski country. Production, writing, news, interviewing. Middle road. Great spot for man on way up. WMOU, Berlin, New Hampshire.

Full time announcer for ABC affiliated 1,000 watt good music station. Contact John England, WNSM Radio, Box 608, Valparaiso, Florida.

Leading Radio-TV operation has opening for topflight dj for radio, with some television if qualified. WSAV Radio and Television, Savannah, Georgia.

Permanent spot for announcer with 1st phone. Send tape, all previous station employers, present salary to Larry Keene, WSLT, Ocean City, N. J.

WTTM-AM Trenton, New Jersey's quality music, news-first radio voice, and soon WTTM-FM, 20,000 watts; because of staff expansion, will have the following openings. Fulltime: 4 engineer-announcers (emphasis on air ability) and part time: we'll fit your hours, 4 engineer-announcers (emphasis on air ability), 4 newsmen with mature voices. Experienced only. Write first to Phil Reilly, Manager, WTTM, Trenton, N. J.

Immediate opening for experienced man for FM service. WVOS, Liberty, N. Y.

Swinging station needs two swinging jocks. Tapes, resume, WWOW, Conneaut, Ohio.

Announcer—first class preferred, with a dedicated and home style approach for a Religious and good music station. Phone 201-827-6566.

Southern Minnesota full timer needs combo announcer-news editor. Daytime shift. \$125 starting. Phone 507-637-2989 or 637-2225.

Deejays! The "Walt Johnson Mobile Report" is now on thirty stations across the nation, from KFVB-Hollywood to WGUY-Bangor, Maine! This hilarious feature, a personalized mobile report using your name your call-letters, your city streets, etc., is now available at a price everyone can afford! The one-shot package (forty funny bits) is only \$40.00! Monthly rates also available. Send check or M.O. and all program info and city map to Weird Productions, 3911 Pacific Highway, San Diego, California.

### Technical

Maintenance and studio engineers, good board man, 1st class license. Transmitter experience helpful. Good opportunity with growing group of stations near New York City. Send complete resume, photo and salary requirements to Box D-7, BROADCASTING.

Chief engineer for new full time AM in major Ohio market. Experience necessary in construction and directional pattern. Permanent. Box D-99, BROADCASTING.

Engineer — experienced with first class license, heavy on maintenance and/or hot mixer. Los Angeles radio station, start as full time summer vacation relief. Box D-131, BROADCASTING.

## Technical—(Cont'd)

East-central State offers excellent opportunity for engineer with complete or partial college education, radio-telephone first-class license, maintenance experience and desires to move ahead. Salary open. Box D-151, BROADCASTING.

Have immediate opening for chief engineer-announcer with emphasis on engineering and maintenance. Contact Bill Elliott, Program Director, KATE Radio, Albert Lea, Minnesota.

Engineer to construct medium Midwest market station and remain as combo announcer/chief. Write KIST, Santa Barbara, California.

Chief engineer for 5 kw station going full-time. Prefer audio and operational background. Age 28-35. Apply c/o Donald E. Knowles, WDEA Radio, Ellsworth, Maine.

## NEWS

Newsman for WVCA-FM, Gloucester, Mass. Box D-26, BROADCASTING.

Newsman . . . prerequisites: deep resonant voice . . . but with ability to use it in fast, interpretive delivery; complete imaginative rewrite of local, national and international . . . dig for local news . . . and local tie-in to all news . . . this is a hard, fast-moving news factory and we want only the best workers . . . tape and resume with first letter. Major market, South. Box D-126, BROADCASTING.

Needed! Scholarly newsman to turn medical journal copy into lively broadcast-style for professional audience. Good salary and fringe benefits for the writer-editor who fits the task. Higher salary for on-mike experience. Resume. Box D-135, BROADCASTING.

Need top morning man for adult music station in Midwest. NBC affiliate. Some TV possible. Rush air check to Box D-152, BROADCASTING.

Somewhere in Midwest there's an experienced newsman who wants to be "Mr. News" for an aggressive 1,000 watt day timer. If you're a "driver" who wants to start at above-average pay scale call Paul Olson, KLEM, LeMars, Iowa.

Immediate opening. Aggressive local newsman. Authoritative voice, good vocabulary, writing ability a plus. Home of Purdue. Tape, resume, to WAZY-AM-FM, Lafayette, Indiana.

Newsman to join 3-man news staff of station with quality, responsible local and area news coverage. Will gather, write, edit, and air news. Rush tape, writing sample, and resume to WSOY, Decatur, Illinois.

Need newsman for radio-TV. Must gather, write and report news. Must be experienced but will consider journalism graduate. Send tape and resume to Ed Huot, WTRC, Elkhart, Indiana.

Newsman! Manuscripts! Writing, style, voice technique etc. Tape coaching. Beginners accepted. Fisher, 678 Old Medford, Patchogue, New York 11772.

## Production—Programming, Others

Program director, major market station, must have sufficient experience to take complete charge of programming, production, air personnel, etc. 1st class license helpful but not essential. Give complete employment history and salary requirements first letter. Reply Box D-50, BROADCASTING.

Program director for Negro radio station in one of the Nation's leading markets. We're looking for a topflight man with broad experience in the field. Salary open. Write Box D-72, BROADCASTING.

East Coast medium market top station, looking for production manager-air personality. Must be neat and bright. Some college helpful. Will work for 3 of the industries finest minds. Send resume and tape. Box D-110, BROADCASTING.

## Production—Programming, Others

### Continued

Fast growing 5 kw station expanding staff. Looking for a top flight production manager-copywriter and a farm director . . . both should have first phone to earn maximum salary. Top salary if you measure up. Contact Ken Lipps, General Manager, KGMO, Radio, Cape Girardeau, Missouri.

Experienced copywriter—versatile, strong on punch, quick on sales angles. Good salary, with benefits. Leading, adult station. Send background, photo, and sample copy to WFDF, Flint, Michigan.

Copywriters! Effective copy fast! Descriptive words, sales phrases, lead-in lines, tips. H. Fisher, 678 Medford, Patchogue, New York. 11772.

## Situations Wanted—Management

20 years experience in Radio-TV-FM. Presently managing. Will relocate in West for best managerial offer. Willing to invest. Box D-63, BROADCASTING.

An acknowledged top man experienced local, regional and national level. Ability, integrity and accomplishments a matter of record. Invite investigation and interview. Salary commensurate with responsibility and performance. Only top level sales or administrative position considered. Available April nineteen. All replies confidential. Box D-73, BROADCASTING.

Broad background—education, experience, stability. Administration, sales, announcing, sports writing. Creativity that has earned national recognition. Successful management in established and new station. Currently managing, but desire larger opportunity with Professional broadcast owner. My record is impressive. My reputation is irrefragable. Box D-85, BROADCASTING.

Employed major market executive sales-administrative experience all levels. East-West coast Southwest, others if seriously attractive 5 figures plus incentive. Box D-94, BROADCASTING.

Young broadcast veteran seeks management challenge. 13 years successful program and sales experience, including N.Y.C. major stations. Prefer medium market N.Y. state or adjacent. Box D-104, BROADCASTING.

Buy one! Get one free! Clip this coupon if you're interested in a top-notch man with dynamic ability in management, sales, programming to put your station on the map! Free continuity writer, air voice, receptionist, Girl Friday thrown in! (Obviously, any guy who can swing a deal like this for you is worth looking into!) Box D-105, BROADCASTING.

Asst. manager or manager position wanted. Currently production manager, formerly Program Director. Presently in top 25. Exchange 10 years experience for opportunity to merge present talent with sales and management. College graduate, married. Consider all offers. Box D-113, BROADCASTING.

Best man, 14 years as sales manager. Forties—desires GM opportunity in New England. Total knowledge—guaranteed improved billing plus sound—No rock—will invest. Box D-124, BROADCASTING.

Aggressive leadership doubled revenue of low margin Country & Western FM station in major market. Seeking bigger game, take full charge. Strong on sales management. Box D-145, BROADCASTING.

## Sales

Frustrated small market manager not allowed to manage. Going broke on the pay. Want medium market sales, five figure income possibility for producer. Box D-112, BROADCASTING.

Young man, 22, single, 1 yr. experience in news and board for Midwest station. Third class license. Would prefer New York area, but willing to travel. Good reference. Box D-146, BROADCASTING.

## Announcers

DJ-wants top 40. One year middle of road experience. Single. Box C-352, BROADCASTING.

Negro jock, young, dependable, know R&B, Gospel, Jazz. Box D-1, BROADCASTING.

2½ years, top rated (Pulse) drive dj-pd. Four station Midwest market. 1st ticket, 11 years experience. Write Box D-13, BROADCASTING.

Bright sound, dj/announcer, good with teens, football, basketball, wrestling play-by-play, news, commercials, college degree, married, 3rd with endorsement, looking to move up. Box D-22, BROADCASTING.

Announcer. Mature. Some experience. Good voice. Prefer news and middle of road format. Will relocate with wife and cat. Box D-47, BROADCASTING.

Professional radio entertainer; organizer; for top format operation. Box D-48, BROADCASTING.

Announcer, newsman, Mid and Northeast. 5 years experience. Box D-61, BROADCASTING.

DJ-announcer, newscaster—experienced—bright sound—tight board—will relocate. Box D-84, BROADCASTING.

Strictly pop or modified rock only. I want to swing with a little rock mixed in flavor, and a station with a happy sound. Little talk, lot's of music got me my present ratings. Good on production, also do news. No all night. Exceptionally stable, third phone, single, twenty-two years old. I'm in no hurry, will wait for the right offer. Box D-87, BROADCASTING.

Telephone shows are popular. Conversation my speciality. Have talked for award-winner. Would like to talk for you. Proof? Reasonable price. Staffer also. Box D-92, BROADCASTING.

Hits . . . I play hits. People . . . listen. They've made me No. 1 in two top-50 markets. You . . . have people listening to you to hear hits. They . . . will like me. You . . . will like me . . . write to me. Box D-93, BROADCASTING.

C&W jock. Young, fast, married. Need secure position. 3rd ticket, 3 years experience. Box D-95, BROADCASTING.

Announcer, top 40, middle of the road, 4 years major markets, available soon. First phone. Box D-97, BROADCASTING.

4 year announcer, first phone, major market experience includes traffic, production. Box D-98, BROADCASTING.

DJ, announcer, beginner, trained, tight board, available now. Box D-101, BROADCASTING.

Swing, fast paced afternoon, evening or all-night top 40 d-j. Married, 24, hard worker. Box D-109, BROADCASTING.

East: young, mature, personable, assiduous announcer with good production, professional sound and attitude, seeks permanency with reputable station. Excellent references. Phone Bill Gordon, 215-455-4625. Box D-116, BROADCASTING.

'65 New England college graduate, 3 years pd non-commercial, 3rd ticket, announcer, board. Permanent anywhere. Married, available July, more. Box D-117, BROADCASTING.

Experience and ability, a format jock with a live sound. Have worked top sixty market and want to go higher. Draft exempt. Box D-118, BROADCASTING.

Baseball announcer available now. Can handle other sports play-by-play. News. Experienced. Will travel. Tape on request. Box D-127, BROADCASTING.

One man—four skills. Production, copy, dj, news. Box D-130, BROADCASTING.

Reliable, young dj who needs chance to prove himself. No 1st phone. Draft exempt. Sparkling good voice. Prefer South, Calif., but will travel. Please no top 40. Box D-133, BROADCASTING.

Announcer/1st phone, 8 years experience. Good voice, stable and dependable. Job must have present, and future! TV or pd opening also desirable. Box D-139, BROADCASTING.

## Situations Wanted

### Announcers—(Cont'd)

1st phone, 35, single, all-around jock, news, commercials, copy, interviews. Any shift, location, assignment. \$100.00 a week. A-1 references. Box D-142, BROADCASTING.

DJ, experienced, tight board, solid news, good commercials. Box D-143, BROADCASTING.

Experienced dj, announcer and newscaster—married—will relocate—smooth delivery. Box D-147, BROADCASTING.

Young dj-newscaster. Bright sound, 3rd phone, not floater, will relocate. Box D-148, BROADCASTING.

Top 40—Beginner, talented, 3rd phone. East coast. Box D-149, BROADCASTING.

Negro dj-announcer, newscaster, 3rd phone, endorsement. Operates tight board. Broadcast school graduate. Will relocate. Start immediate. Box D-150, BROADCASTING.

1st phone, 9 years experience all phases contemporary radio. Now program director-dj, radio group. Married, responsible, proven ratings. Desire dj-production, medium-large market. Box D-154, BROADCASTING.

Music Director and d-j. I'll keep your top 40 station first with the latest hits and do a swinging show or you can fire me. Box D-108, BROADCASTING.

Young announcer/dj/newscaster know R&B, jazz, good music. No prima donna, floater. Relocate anywhere immediately. Box D-159, BROADCASTING.

Cancer widower 3/21/65. Desperate to keep 3 children together. 12 years experience all phases radio. 3rd. K5AOS. F. L. "Did" Dwyer, 1203 N. 3rd, Paris, Arkansas 72855. Phone 963-3471.

Recent graduate of top announcing school in Atlanta, Ga., seeking first opportunity. Will you give me the chance to prove myself? Have third phone and operate tight console. Contact: Byron Holden, 2707 West Grace, Richmond, Va.

A recent graduate of broadcasting desires first opportunity in small town. Likes tight production in top forty or good listening. Contact: Hank Rudisill, 2707 West Grace, Richmond, Virginia.

Former radio-television personality with B.A. degree, radio Arts and five years' experience successful country music program (known as Brother Bill—characterization of irascible old man) desires resume with morning radio spot in or very near large Southern or Midwestern city. Good commercial and news voice. Knowledgeable serious music. 39, single, sober, conscientious. Best references. Conditions and location more important than salary. Tape available. Bill Clark, 359 Ludlow Ave., Apt. 32, Cincinnati, Ohio 45220.

Graduate of top announcing school in Atlanta seeking first job opportunity. Thoroughly trained, third class license. Give me the chance to prove my worth! Jimmy Beckwith, 44 14th St., NE, Atlanta, Georgia.

25 years experience. Now 40. Knowledge of promotion, sales, production, both radio-TV. Excellent references. (Current air show on Armed Forces Radio). Married, stable. Prefer position as manager-program dr. on-the-air, with medium outlet in major market. (Thrive on active competition). Prefer N.Y. or So. West, but will go anywhere opportunity exists. Call area code 402-551-2743, Joe Martin.

Beginner—Just got first phone. Want chance to break in market. Non-drinker, dependable, will work nights and will relocate. Box 3537, Savannah, Ga.

First phone, top forty experience. John Bowles, 502-447-2779.

## Situations Wanted—Technical

Chief engineer—experienced—construction—maintenance. Directions—proofs—AM-FM to 50 kw. Box D-96, BROADCASTING.

Experienced, AM-FM, 1st phone, permanent or summer. Midwest or Southwest only. Box D-111, BROADCASTING.

Chief or transmitter engineer . . . TV break in 25 years electronics following in part; 16 years broadcast, 9 years chief engineer AM-FM-DA installation. Prefer Eastern states but will consider others. Salary open. Available for interview June. Box D-125, BROADCASTING.

Combo-Chicago area. First phone. Four years experience. Strong music and engineering including college. Box D-136, BROADCASTING.

First phone-Chicago area. Four years experience including announce. Combo, watch, studio or chief. Strong background, including college. Box D-137, BROADCASTING.

Beginner—Just got 1st phone. Want chance to break in market. Non-drinker, dependable, will work nights and will relocate. Box 3537, Savannah, Georgia.

### Production—Programming, Others

If you are a quality minded good music broadcaster willing to pay a little more for an outstanding program director, write for a complete resume and a tape you will enjoy hearing. Box D-35, BROADCASTING.

Award Winning public affairs director. Write and produce prestige programs. Six years experience in news. College graduate. Administrative ability. Excellent record and references. Box D-114, BROADCASTING.

Mature Virginia broadcaster seeking programmer-morning man-station operations position. Married, 29, 12 years experience. Programmer, morning-man, newsman, award-winning newscaster, continuity, limited sales. References excellent. Box D-155, BROADCASTING.

## TELEVISION

### Help Wanted—Sales

Excellent TV sales opportunity—active account list, must have TV or radio sales experience. Midwest applicants preferred. Salary and commission. For growing Rochester, Minn. Call or write sales manager, Gid Klein, KROC TV, Rochester, Minn.

### Announcers

Experienced, stable TV announcer for medium Southwest market. Handle regular shift. Send letter and picture. Box D-90, BROADCASTING.

Professional performer wanted for personality type weather show and with proven versatility in all phases TV announcing. WSAV-TV, Savannah, Georgia.

### Technical

Maintenance chief for Texas VHF. Must have superior technical qualifications. Box C-325, BROADCASTING.

Opportunity for qualified, reliable assistant chief engineer Southwest, VHF., Box C-326, BROADCASTING.

Growing Southwestern and Western Group of Radio-TV stations seeks director of Engineering. Engineering degree preferred. Salary open. Send references and experience. Box D-10, BROADCASTING.

Experienced transmitter technician. Permanent position, first phone license required. Midwest area. Box D-120, BROADCASTING.

Two engineers—first class tickets, TV experience, preferably with GE equipment. Good salary and benefits. Jack Burge, Chief Engineer, KLBK-TV, Lubbock, Texas.

Top pay to a top man—we need a good qualified engineer. We want a man looking for a home and is willing to work it. In return, will offer many fringe benefits and top area pay. Reply with complete resume to George Hillier, WVEC-TV, Norfolk, Va.

## News

Experienced, dependable newsman-photographer, proficient at news writing. Southwest station. Box C-323, BROADCASTING.

Experienced newsman with good on-camera delivery, Texas VHF. Box C-324, BROADCASTING.

Experienced on-air news reporter for TV station in major Southern market. Send picture, state experience and qualifications. Box D-33, BROADCASTING.

### Production—Programming, Others

Creative commercial continuity writer for Texas station. Box C-322, BROADCASTING.

Florida VHF station accepting applications for Production Manager, news director, Art-Scenic Design, Chief Photographer, Producer-Directors. Brochures to Box D-106, BROADCASTING.

Large Eastern TV station is seeking top-flight television Meteorologist. Send photograph, resume and videotape or film. Box D-119, BROADCASTING.

Producer-director. Leading Southern station with most modern production facilities has opening for creative director capable switching and all other phases live production. WSAV-TV, Savannah, Georgia.

## TELEVISION

### Situations Wanted—Management

Extensive experience in major market TV: sales, production, programming. Seek management opportunity. Box D-52, BROADCASTING.

### Sales

ZIV 2½ years—currently selling to and for TV stations. Will relocate. Box D-86, BROADCASTING.

Class AA gal available for sales traffic position with Midwest station. Resume upon request. Box D-129, BROADCASTING.

TV Account Exec., 3 station Midwest metro market, seeking challenge and greater potential. Similar position with radio or TV station in top 30 markets. Top billing salesman same market for past 5 years. 9 years radio-TV experience. Hardworking family man, age 31, always hungry for more sales. Willing to gamble for right sales opportunity. Box D-163, BROADCASTING.

Available immediately — Mature man, 20 years experience in AM & TV, including sales, sales management & station management. Also operate regional rep. office. Past member of NAB Board. Extensive contacts, top references also interested in replies from industries associated with Broadcasting. Mr. Ken Carter, Alcazar Hotel, Phone VERNON 7-8400, Cathedral & Reed Sts., Baltimore 1, Maryland.

### Announcers

TV pro, with personable, sell-ability wants to make the move. Excellent commercials, humorous, weather, believable interviews. Radio-TV combination considered. Box D-89, BROADCASTING.

## NEWS

Newsman: Strong photography and production. Best references. Seeking management-operational position. College degree. Married. Box C-254, BROADCASTING.

Top television reporter, writer, airman ready for move to major market. Box D-91, BROADCASTING.

Available for long term lease . . . Thoroughly experienced, working news director. Box D-121, BROADCASTING.

News/public affairs manager. Now network news producer New York with all phases TV-radio experience. Desire Northeast. Married, fifteen years news/documentary background. Box D-132, BROADCASTING.



## Production—Programing, Others

Jr. artist-photographer, production background, desires permanent position. Box D-51, BROADCASTING.

Producer-Director, six years radio-TV production background, 4½ as Producer-Director studio-remote-live-film videotape. Now with network in NYC. Will relocate for challenging position. Married, 28, 4 years college. Resume, credits, references, Box D-144, BROADCASTING.

Let's . . . get together. Experienced radio-TV copywriter looking for a new boss. Box D-156, BROADCASTING.

Reporter-photographer-writer-editor-news-caster seeking position with challenge, promise. 12 years TV news, radio, newspaper experience. Columbia journalism degree. Video tape available. Box D-160, BROADCASTING.

Married man desires position in production. Clemens Kuhlrig, 2811 W. 27th Ave., Denver, Colorado.

## WANTED TO BUY

### Equipment

Want: 5-kw to 10 kw FM transmitter in good operating condition, in the Midwest. Prefer later model, will consider all. Box C-358, BROADCASTING.

"Urgent"—Want used 5-kw transmitter, mono or stereo, excellent condition only. Send price, P.O. Box B, Florence, Alabama.

Need 10 kw FM amplifier on West coast. Any condition considered. Box D-141, BROADCASTING.

Wanted: RCA TT5A low band transmitter, 8D21 tubes & parts. Microwave units also. Box D-158, BROADCASTING.

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Sale on AM-FM monitors. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable. Heliac, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

For Sale—3 year old Gates four-channel studioette. Excellent condition. Original cost \$895.00. First \$500.00 takes it FOB. Available January 1, 1965, KCQM Commanche, Texas.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

Four identical Blaw-Knox 125 ft. self-supporting insulated towers. Easily expandable to greater height. William Bruring, 518 State Street, La Crosse, Wisconsin.

RCA type 5-DX, 5,000 watt broadcast transmitter. Operating condition. Spare tubes. Come and get it. \$2,000 KPEG, 6019 S. Crestline, Spokane, Washington, KE 5-3688.

Used Magnecord and Presto (800) recorders. Presto long play reproducers (PB-17F) and Disc recorders (8N-28N). New Magnecord 748-8, 748-88 recorders and Tape-Athon long play repeater models at special prices. Get our listing. U.S. Recording Co., 1347 S. Capitol St., NW, Washington, D. C. 20003, Phone 202-543-2705.

One Presto model 66G disc recorder 33 and 78 rpm, I-D cutting head, A93 amplifier, excellent condition—\$1,000.00. One Gates ST101 spot tape machine, like new—\$400.00. One Presto Y-6 disc recorder with amplifier I-C recording head—Make offer. Box D-128, BROADCASTING.

Steel and Tower Erection and Maintenance Co., Box 263 A, Route 9, Old Annapolis Rd., Pasadena, Md., CL 5-4831.

1 Collins audio console, 2 RCA turntables with pickups and equalizers. Good operating condition. Low price on package. Call Fred Kilmes, WASH Radio, Washington. 301-949-5678.

## FOR SALE

### Equipment—(Cont'd)

Brand new AMPEX, 802 with plug in 45db preamp, case, used less than five hours. Warranty card and book. Cost \$670.00. Will ship prepaid expenses for \$550.00. Also bonus of Brush headphones BA-200 series. Factor, Pawles Island, S. C.

Equipment updating leaves us with an excess of spare parts for the RCA TTU-1B UHF transmitter. Both new and used parts which include cavity parts, mica capacitors, resistors, relays, transformers, etc. Will sell either group or as a package. New valued at \$1,400.00, ask \$950.00. Used valued at \$1,200.00, ask \$600.00. Will sell both groups as a package for \$1,500.00 fob Muncie, Indiana. Also have some other used equipment items on hand. Itemized list upon request. Pat Finnegan, WLBC-TV, Muncie, Indiana.

150 or 450 mc remote pickup. 50 to 15 kc 2db. \$500 complete including antennas. Box D-115, BROADCASTING.

For sale: ITA FM 10,000 B-10 kw transmitter, as is. Price negotiable. Contact Chief Engineer WTTM, 333 West State Trenton, Trenton, N. J. Phone 609-695-8515.

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.

Console. RCA 70-C1. External power supply. Excellent operating condition. \$575.00 fob Pittsburgh, Pa. Custom desk and two RCA 70-C1 turntables included if desired. Phone 412-281-5422.

Ampex 351, 354's, 601's, Telefunken U-47, Electrovoice 666 mikes. George Chapekis, 393 Emerson, Denver, Colorado.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 2,000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steiner St., San Francisco

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N.Y. 11229

Peter Pan. Seeking air check Maude Adams' Peter Pan WEA New York 1930's (three parts); also Eva Le Gallienne's Peter Pan; also His Master's Voice recording Jean Forges-Robertson's Peter Pan, B.9117, B.9118, B.9119. Please contact Stewart Stern, 8491 Harold Way, Los Angeles, Calif.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia

## INSTRUCTIONS—(Cont'd)

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 April 20-May 25-June 29 Aug. 3 & Sept. 7. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting 814 H St. NW, Washington 1, D. C.

## RADIO—Help Wanted

### Management

#### Radio Station Assistant Manager Sales Manager

Wanted: experienced men who get their kicks out of selling. We have openings in two of our important markets for men who have experience in radio or allied advertising sales. Must have proven record. Pay from \$9,000 to \$12,000 with bonus over-ride for man with proper record and background. You will become associated with a chain of radio stations operating in the Southeast and Mid-South. Opportunity for station managership for the right man. Give complete details. Box D-138, BROADCASTING

Sales

**WANTED**

Experienced local television or radio salesman . . . for leading television station in major up-state New York market.

Salary plus commission with complete benefit plan. Age no factor. All replies confidential. Send resume and salary requirements to:

Box D-59, BROADCASTING

**LOOKING FOR EXTRA EARNINGS?**

Now you can make extra money in your off-hours while helping aspiring youngsters enter the field of broadcasting. You work in conjunction with seven of the nation's most well known broadcasters training and screening prospective students in your area. Send resume and tape to:

**JOHN CAMERON SWAYZE  
CAREER ACADEMY, School of  
Famous Broadcasters  
827 North Jefferson Street  
Milwaukee, Wisconsin 53202**

See our add on page 43.

Technical

**TRANSMITTER  
MAINTENANCE  
TECHNICIANS**

The Voice of America, United States Information Agency, needs candidates for operation and maintenance of high powered transmitters and complex receiving systems located in North Carolina, Florida, California, Ohio and overseas. The jobs require a MINIMUM of FIVE YEARS of progressively responsible transmitter (250 WATTS OR MORE) operating and maintenance experience. Also qualifying: experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer.

Salary depends on applicant's experience and ability. Present rate range is \$7,363, to \$10,982 per year. Promotional opportunity.

Applications and resumes should be sent to Mr. Robert A. Kane, Chief, VOA Personnel Office, Room 718-A, Box PD-8, U.S. Information Agency, 1776 Pennsylvania Ave., N.W., Washington, D. C. 20547.

**AN EQUAL OPPORTUNITY EMPLOYER**

Announcers

**VIRGINIA  
AM-FM-TV STATION**

Requires experienced, versatile man for middle of the road AM airshift & daily TV weather show. Strong production background helpful. Send complete resume, tape & picture including salary requirements.

Box D-58, BROADCASTING

**IMMEDIATE OPENING**

For on-the-air professional to join seven of the nation's leading broadcasters in helping aspiring youngsters enter the field of broadcasting. Send resume, tape and picture to  
**JOHN CAMERON SWAYZE  
CAREER ACADEMY,  
School of famous Broadcasters  
825 North Jefferson Street  
Milwaukee, Wisconsin 53202**  
See ad on page 43.

Production—Programing, Others

**SHARP  
PROGRAM  
DIRECTOR  
WANTED**

If you have both modern and middle road experience, are bright, imaginative, a production whiz and can handle people . . . a Top 20 market major station on the West Coast has a position available immediately. Send complete information today to:

Box D-9, 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.**

**ADD TWO ANNOUNCERS  
for  
\$25 a MONTH**

For presentation tape and full details, write, wire phone,

Tom Read  
TWR Enterprises, Winthrop Hotel  
Tacoma, Washington (206) BR 2-2141

Production—Programing, Others

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Continued from page 77

S. C.—All-Fair Broadcasting Co. requests 1460 kc, 500 w, D. Homestead, Fla.—Redlands Broadcasting Inc. requests 1430 kc, 500 w, D. Natick, Mass.—Home Service Broadcasting Corp. requests 1060 kc, 1 kw, D. Barnesville, Ga.—Barnesville Broadcasting Co. requests 1090 kc, 500 w, D. KGFX Pierre, S. D.—Black Hills Radio Inc. has 630 kc, 200 w, D.; requests 1060 kc, 10 kw, DA, D. WAGL Lancaster, S. C.—Palmetto Broadcasting System Inc. has 1580 kc, 1 kw, 500 w(CH), D; requests 1560 kc, 10 kw, 500 w(CH), D. KQOT Yakima, Wash.—KQOT Inc. has 940 kc, 250 w; requests 930 kc, 1 kw, D. WLLI Brookneal, Va.—Lester L. Williams has CP-1230 kc, 250 w, Unl.; requests 1230 kc, 250 w, 1 kw-LS, Unl. Trenton, Tenn.—Trenton, Inc. requests 1500 kc, 1 kw, D. WJES Johnston, S. C.—Edgefield Saluda Radio Co. has 1570 kc, 250 w, D.; requests 810 kc, 1 kw, D. WPEG Winston-Salem, N. C.—WPEG Inc. has 1550 kc, 1 kw, D.; requests 1560 kc, 10 kw, DA, D. Memphis, Tex.—M. W. C. Broadcasting Company requests 1130 kc, 1 kw, DA, D. Vernon, Ala.—Lamar County Broadcasting Co. requests 1380 kc, 1 kw, D. Vivian, La.—North Caddo Broadcasting Co. requests 1600 kc, 500 w, D. WDMA Danville, Va.—Virginia-Carolina Broadcasting Corporation has 1250 kc, 1 kw, 5 kw-LS, DA-N, Unl.; requests 1250 kc, 5 kw, DA-N, Unl. Madison, Ala.—Goodman Broadcasting Co. requests 1110 kc, 1 kw, D. WFMI Montgomery, Ala.—Fine Music Inc. has 1560 kc, 500 w, D.; requests 1000 kc, 10 kw, 5 kw(CH), D. KGNS Laredo, Tex.—Southwestern Operating Co. has 1300 kc, 500 w, D.; requests 1300 kc, 1 kw, D. WVSC Somerset, Pa.—Radio Station WVSC Inc. has 990 kc, 250 w, D.; requests 990 kc, 5 kw, DA, D. Chatham, Va.—George G. Beasley requests 1080 kc, 1 kw, D. Athens, Tenn.—3 J's Broadcasting Co. requests 1390 kc, 500 w, D. KRBA Lufkin, Tex.—Darrell E. Yates has 1340 kc, 250 w, Unl. requests 1340 kc, 250 w, 1 kw-LS, Unl. Englewood, Tenn.—Norman Thomas & Associates Inc. requests 1090 kc, 1 kw, D. KISN Vancouver, Wash.—Star Broadcasting Inc. has 910 kc, 1 kw, DA-N, Unl.; requests 910 kc, 1 kw, 5 kw-LS, DA-2, Unl. KDBM Dillon, Mont.—Vigilante Broadcasting Inc. has 800 kc, 1 kw, D.; requests 1490 kc, 250 w, 1 kw-LS, Unl. Sparta, N. C.—H. Sid Comer requests 1080 kc, 250 w, D. Martinsburg, Pa.—Beacon Broadcasting Concern. requests 1110 kc, 5 kw, 1 kw(CH), D. Colonial Heights, Tenn.—Ogram Broadcasting Corp. requests 1090 kc, 1 kw, D. KTOW Sand Springs, Okla.—Big Chief Broadcasting Company of Tulsa Inc. has 1340 kc, 250 w, Unl.; requests 1340 kc, 250 w, 1 kw-LS, Unl. Beckley, W. Va.—Christian Broadcasting Corp. requests 1060 kc, 10 kw, 1 kw(CH), D. Wagoner, Okla.—Lum-A Humphries, Trading as Wagoner Radio Co. requests 1530 kc, 250 w, D. Yoakum, Tex.—H. H. Huntley, requests 1130 kc, 10 kw, DA, D. KGIW Alamosa, Colorado—Darrel K. Burns has 1450 kc, 250 w, Unl.; requests 1450 kc, 250 w, 1 kw-LS, Unl. WXTN Lexington, Miss.—Holmes County Broadcasting Co. has 1150 kc, 500 w, D.; requests 1000 kc, 5 kw, D.

**COMMUNITY ANTENNA  
 FRANCHISE ACTIVITIES**

The following are activities in community antenna television reported to BROADCASTING through April 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.

Homewood, Ala.—The application of Southern TV Cable Corp. (M. M. Victory, Fort Walton, Fla., owner) has been tabled by the city council until its September meeting. Council wants more time to study the subject. Southern is seeking a 12-year non-exclusive franchise. Maximum monthly rates would be \$5.25. The city would receive 10% of the gross receipts.

Porterville, Calif.—Trans-Video Corp., El

Cajon, Calif., has been awarded a 30-year franchise. According to plans TV signals from Los Angeles, Bakersfield and Fresno, all California will be carried. There will be no installation charge but the monthly charge will be \$4.85 or \$54 a year. The city will receive 3% of the gross receipts or \$100 monthly, whichever is higher. Another company which had applied for the franchise was San Joaquin TV Transmission Co., Bakersfield, Calif.

San Juan Capistrano, Calif.—The American Cablevision Co., Beverly Hills, Calif., has applied for a non-exclusive franchise. Subscribers would receive 12 TV signals after paying \$15 for installation and \$6 monthly.

Yuba county, Calif.—Oroville Communications Inc., Oroville, Calif., has been granted a 20-year permit to construct CATV systems in all unincorporated county areas. Under the contract the county will receive minimum payments of \$100 per month. For 10 TV signals subscribers will pay \$24.50 for installation and \$5 monthly.

Albany, Ga.—Applications have been filed by WALB-TV and WJAZ, both Albany.

Charleston, Ind.—Kentucky Cable TV Inc., 214 West Main St., Glasgow, Ky., a subsidiary of Ameco Inc., Phoenix, Ariz., has submitted a proposal for franchise. Kentucky Cable TV Inc. owns several CATV systems in Kentucky.

Clinton, Ind.—Three new applications for a franchise have been presented following the suspension of a franchise granted to the Clinton Cable TV Co. which provided no remittance to the city. Tele-View Cable Co. and American Telecable Systems presented applications for franchises of 10 and 25 years, respectively. A modified proposal from the Clinton Cable TV Co. was also for a 25 year period. All three applications provide for remittance to the city of 3% of gross receipts.

Huntingburg, Ind.—The Dubois Cable Division Inc., represented by W. F. Russell, Evansville, Ind., has applied for a franchise. Having received a license for operation in neighboring Jasper, Ind., the firm is proposing a joint Huntingburg-Jasper cable system.

Indianapolis, Ind.—Mid-West Cable Corp., 600 Circle Tower, Indianapolis, has filed application for an exclusive franchise. Represented by Indianapolis attorney Sidney Stein, the firm has proposed a \$20 installation charge and a \$5 monthly fee.

Marion, Ind.—Federated Publications Inc., Marion, publisher of the *Marion Chronicle-Tribune*, is the newest applicant for franchise. Previous applicants are Central Broadcasting Co., Richmond, Ind. (principals are WBAT, WTAFTV) Marion, and Time-Life Broadcast Inc. (New York) and the Booth Broadcasting Co.

Muncie, Ind.—A proposed ordinance for a 10-year franchise was filed by the Tri City Radio Corp. (WLBC-AM-TV and WMUN-FM Muncie), Donald A. Burton, general manager.

Seymour, Ind.—Telemations Systems Inc., Evansville, Ind., represented by William F. Russell, Evansville, has applied for a franchise.

Fort Scott, Kan.—A franchise has been granted to Chester Borg, James McKenney, manager of KMDO Fort Scott, and G. W. Marble, publisher of the *Fort Scott Tribune*, all Fort Scott. An ordinance for the franchise will now be submitted to the city commission. Revenue to the city will be .5% for the first year and will graduate up to 3% after the third year.

Auburn, Me.—Twin City Broadcasting Co. (WCOU-AM-FM Lewiston) has applied for a franchise. Cable Vision Inc. is a prior applicant.

Lewiston, Me.—Twin City Broadcasting Co. (WCOU-AM-FM Lewiston) has applied for a franchise.

Cambridge, Md.—The Shore Broadcasting Co. (WCEM Cambridge) has applied for a franchise. A prior applicant is Carlton Dize, president of Crisfield CATV Inc., Crisfield, Md.

Charlestown, Mass.—Earle Crowningshield of Heath, Mass., has applied for a franchise. He proposes to supply three TV signals, one from each of the three networks.

Holyoke, Mass.—An application has been filed by Puritan TV Cable Inc., Greenfield, Mass., (Henry Shensky, 112 Main St., Agawam, Mass., president).

Northampton, Mass.—Puritan TV Cable Inc., Greenfield, Mass., has applied for a franchise. Applications have also been filed by the L. P. Cable Corp., Springfield, Mass., and Pioneer Valley Cablevision Inc., owned by Albert J. Ricci of Keene, N. H.

Battle Creek, Mich.—The *Battle Creek* (Mich.) *Enquirer & News* has applied for a franchise.

Tawas, Mich.—American Micro-wave Communications Inc. (Bruce Freel, Alpena, Mich., president and general manager) plans to start construction on a system in the near future.

Rochester, Minn.—The sale of Abel Cable to Jack Kent Cooke, Beverly Hills, Calif., has been approved by the city council. Mr. Cook is president of American Cable Vision Co., a multiple CATV owner. Under terms of the 20-year franchise city council approval of the transfer was required.

Somersworth, N. H.—Community TV Corp., Laconia, N. H., has applied for a franchise. The corporation is presently operating a system in Laconia with 2,100 subscribers.

West Milford, N. J.—Inline Communications has applied for a franchise. A previous application was filed by Tele-Mark Communications Corp., Newark, N. J.

Akron, N. Y.—Frontier Television Inc., through Neil R. Farnelo, has applied for a franchise.

Cicero, N. Y.—Upstate Community Antenna Inc. (WSOQ North Syracuse, N. Y.) has been awarded a franchise and expects the system to be operational within a year. Monthly service charge will be \$5. The town will get 2½% of gross receipts for the first eight years and 3% annually thereafter. Upstate plans to offer WSYR-TV, WHEN-TV and WNYS-TV, all Syracuse; WPIX (TV), WOR-TV and WNEW-TV, all New York; a Canadian station, a New York educational station and a time-weather service. Other applicants were Onondaga Video Inc., Newhouse Broadcasting Corp. and General Electric Cablevision Corp. (BROADCASTING, March 1).

Fulton, N. Y.—Unicable Inc., Utica, N. Y., has applied for a franchise. Newhouse Broadcasting Corp. had applied earlier (BROADCASTING, March 1).

Lysander, N. Y.—Onondaga Video Inc., Newhouse Broadcasting Corp. and General Electric Cablevision Corp. have applied for franchises.

North Syracuse, N. Y.—General Electric Cablevision Corp., Newhouse Broadcasting Corp., Onondaga Video Inc. and Upstate Community Antenna Inc. (WSOQ North Syracuse) have applied for 30-year franchises. See Cicero, N. Y.

Penn Yan, N. Y.—Penn Yan Cablevision Inc. has received a franchise. W. Bradford Harrison, president of the cable system, is president of Iroquois Telephone Co., Branchport, N. Y. The Penn Yan system will offer WHEC-TV, WROC-TV and WOKR (TV), all Rochester, N. Y.; WHEN-TV, WSYR-TV and WNYS-TV, all Syracuse, N. Y.; WOR-TV and WPIX (TV) both New York, and WNED-TV, noncommercial, Buffalo, N. Y. Installation charge will be \$18 with a \$5.50 monthly fee. Penn Yan will receive 2% of the annual gross receipts.

St. Johnsville, N. Y.—Valley Cablevision Co. (George Vosburgh, president) has been granted a 30-year franchise with the village to receive 1% of the gross receipts annually. Seven channels will be carried initially. Installation charge is set at \$9.95 and monthly charge at \$4.95.

Van Buren, N. Y.—Onondaga Video Inc., Newhouse Broadcasting Corp. and General Electric Cablevision Corp. have applied for franchises.

Kings Mountain, N. C.—Cablevision Inc., Gastonia, N. C., has applied for a franchise.

Greenfield, Ohio—Tower Antenna Inc., Coshocton, Ohio, a multiple CATV owner, has petitioned for franchise. Represented by Ralph Squires in Greenfield, the firm plans a 12-month survey before construction to determine popular reaction to a system.

Lorain, Ohio—The Altoona CATV Corp., Altoona, Pa., has applied for a franchise. A previous request from Telerama Inc., Cleveland, was tabled without action.

New Philadelphia, Ohio—TV Antenna Systems Inc. has been granted a "working agreement" ordinance permitting the firm to run lines over public right-of-way. The city emphasized that the ordinance did not extend a franchise to the company. Under existing Ohio law, the city feels it cannot grant a franchise to a business which is not under state public utilities commission jurisdiction. The company has been operating in New Philadelphia since 1951 and plans major expansion under the new 30-year agreement.

Reynoldsburg, Ohio—The Multi-Channel Cable Co., Portsmouth, Ohio, a multiple CATV owner, and the Capital Cablevision Co., 62 E. Broad St., Reynoldsburg, have submitted separate bids for a franchise.

Capital Cablevision Co. is affiliated with WENS-AM-FM-TV Columbus, Ohio, a subsidiary of the *Columbus Dispatch*.

Clymer, Pa.—Clymer Television Cable Corp. has been granted a franchise.

Donora borough, Pa.—Tex Video Inc., Pittsburgh, has been granted a franchise. The company is offering a minimum of nine TV signals at a monthly fee not to exceed \$4 for the first 5 years. The company will pay the borough an annual fee of \$500.

Media, Pa.—TeleSystems Corp., Glenside, Pa., has applied for a franchise. Installation charge would be \$19.95 plus \$4.95 monthly. The borough would receive 5% of the annual gross receipts with a \$500 minimum for the first year and \$1,000 the second.

Rochester borough, Pa.—Gateway Broadcasting Enterprises Inc. (WKPA), New Kensington, Pa., has been granted a franchise. (BROADCASTING, Mar. 29 et seq.)

Spring City, Pa.—The request of Triangle Publications, Philadelphia, for a franchise has been tabled for further consideration.

Springdale borough, Pa.—Gateway Broadcasting Enterprises Inc. (WKPA New Kensington, Pa.) has applied for a franchise. Nelson Goldberg, president, is offering the borough 2% of the annual gross receipts. Installation would be approximately \$10 plus \$4 to \$6 monthly for a pickup of 9 to 10 TV signals. Westinghouse Broadcasting Co., owner of KDKA-TV Pittsburgh has also applied.

Union City, Pa.—Union City TV Cable Co. has been granted a franchise.

Upper Darby, Pa.—International Equity Corp., Bala-Cynwyd and Delaware County Cable Television Co. Inc., Upper Darby, both Pennsylvania, have been granted ordinances. Jerrold Corp., Philadelphia was granted one previously. Installation fee for both Jerrold and County Cable is limited to \$25 tops while International will charge a flat fee of \$10. All three firms are required to pay the township 5% of their gross income based on the \$5 monthly charge. CATV service is free to all public and parochial schools, the municipal building, hospitals, fire and police stations, the public libraries and public auditoriums.

Vandergrift, Pa.—Gateway Broadcasting Corp. has applied for a franchise. Installation fee would be \$10 plus \$5 monthly.

Washington, Pa.—Direct Channels of Washington Inc. has been given final approval on its franchise application.

West Wyoming, Pa.—The city council has recinded a franchise for Universal Television Cable System Inc.

White Township, Pa.—E. K. Myers of Highland Cable Corp., Latrobe, Pa., has applied for a franchise.

Whitpain, Pa.—TeleSystems Corp., Glenside and International Equity Corp., Bala-Cynwyd, both Pennsylvania, have applied for franchises. The installation fee would be \$19 to \$20 plus \$4.95 monthly. Each company has promised the township 5% of the annual gross receipts.

Hartsville, S. C.—The city council has decided to issue a franchise to Hartsville Broadcasting Co. (licensee of WHSC Hartsville) pending mutual agreement between the city and company on franchise terms.

Galveston, Tex.—Phonoscope Inc. has applied for a franchise. The franchise issue will be decided this week by the voters in a city election.

Gladewater, Tex.—A franchise has been awarded to Texas Community Service Inc., Amarillo, Tex.

Port Neches, Tex.—King Community Antenna Co. Inc., Houston, has been awarded a 25-year franchise subject to review by the Port Neches city legal staff. TV signals will be brought in from Houston, Beaumont and Port Arthur, all Texas. The monthly rate will be \$4.95 to \$5.95.

Texas City, Tex.—King Community Antenna Co. Inc., Houston, has applied for a 25-year franchise. The proposal calls for bringing in 12 TV signals. There will be no installation charge but the monthly rate would be \$5.95. Another application has been filed by M. K. McDonald, Bill Lyons and Ray Peterson, all Texas City.

Winchester, Va.—The Winchester TV Cable Co. has been granted a non-exclusive franchise. Charles F. Ericson, president, said service should be available by early fall.

Sunnyside, Wash.—Applications have been received from the Columbia Empire Broadcasting Co. (KNDO-TV Yakima) and the Oregon-Washington Telephone Co. Franchises have previously been granted to Columbia Television Co., Kennewick, Wash. and Cascade Broadcasting Co. (KIMA-AM-TV Yakima).

Fairmont, W. Va.—Clear View Cable Co. has been granted a 15-year franchise.

THE celebration of Buck Gunn's 30th anniversary in broadcast advertising this spring has been as quiet as the man.

The event has been commemorated chiefly by the signatures of close associates on a cartoon tribute. It hangs on the wall of his office at Chicago's Clinton E. Frank Inc., a corner room high in the Merchandise Mart overlooking the Chicago River and Lake Michigan.

His associates contend, though, that if anyone's career could thunder a rebuke to those who cry advertising is artifice and the game of the flamboyant, it could be his.

Now senior vice president and director of broadcast services at the comparatively young Frank agency, Mr. Gunn is known as one of the most effective and hardworking agency radio and television executives in the Midwest. But his efficiency is punctuated by considerable patience and understanding too, they note.

**Worker in 4A's** ■ Mr. Gunn has been generous of his time for professional and community causes. He was chairman last year of the 21-state central region of the American Association of Advertising Agencies and a member of the national 4A board.

"One of the great noble gentlemen in this business," an advertising trade association officer said of Mr. Gunn last week. A radio-TV union chief remarked, "When you mention him, the image of advertising goes up." And an associate, "He gets things done, never showing the iron fist."

But Mr. Gunn says such compliments better fit a "great many dedicated and hardworking people in advertising today." He regrets that the notoriety occasioned by a few have encouraged the notion advertising is "high paid glamorous fun" at the expense of the consumer.

"There is no miracle of advertising," Mr. Gunn explains. "It is simply the matter of presenting facts honestly, clearly and persuasively," he says.

**Big Spender** ■ Mr. Gunn can't recall just how many millions of dollars he has invested in radio and TV for clients through the decades. But it would seem his kind of gentle persuasion has some sort of magic attraction since sponsors like Toni, Kraft, Reynolds Metals, and Northern Trust Co. have been on his broadcast roster for many years.

A local live music series for Northern Trust was Mr. Gunn's first assignment as radio producer in 1935 at J. Walter Thompson Co. in Chicago. Toni was one of his new challenges in 1949 as TV producer at Foote, Cone & Belding there.

His broadcast list at Frank today also includes major accounts such as Continental Oil, Curtiss Candy, Hamilton-Beach, Kemper Insurance, Kohler Co., Norge, O'Brien paints, Servi-Soft

## His 30 years of soft sell pack wallop

(water conditioner), Wurlitzer and the Greenfield division of Eli Lilly & Co. plus local and regional accounts such as Allied Florists, Dean Foods and Bosch Brewing.

That first radio production job at JWT 30 years ago gave Mr. Gunn a keen appreciation of the value of a dollar for himself as well as for spon-

sors, he recalls. He earned \$17 a week at first, two dollars less than his secretary. He was buying talent like the original Benny Goodman band at only \$900 a week for a 13-week network show for Elgin National Watch Co. followed later by another 13 weeks of Kay Kyser.

"That kind of pay would shake up some of the young agency guys today," he laughs.

**Radio's Reach** ■ Noting radio's cost-per-thousand of less than a dollar compared to TV's CPM of three or four, Mr. Gunn feels radio is ideal to stretch a small budget and still reach a lot of people. Coupling economy with radio's ability to arouse the listener's powers of imagination is helping Kohler sell the "color" in its bathroom fixture and plumbing lines very effectively, he explains.

"We recently put Kohler on NBC's *Monitor* by building a show for them," he says, "a five-minute home-interest format called *Hugh Downs at Home*." On the air only a few weeks, the nationwide response has been immediate, Kohler sources report.

Television's sight, sound and demonstration are factors of tremendous value to many products, Mr. Gunn observes, and a single minute spot can hit "more people as a captive audience than a full page in a national magazine costing the same amount of money."

With television's growing costs, however, Mr. Gunn believes agencies must face up to the greater creative responsibility centering on that minute commercial. "You must get attention," he says, "not only against competing product commercials but against all commercials."

**Ratings Plus Good Sense** ■ Ratings, he admits, will continue to be the essential evaluation of reach "because this is all that the industry provides." But the need for pinpointing the target audience and eliminating waste coverage will become even more important, he says, and while the tools to do this are not adequate, "common sense still lends aid in these cases."

The program framework for the commercials is part of this common sense approach, Mr. Gunn notes, and the local program image of a station, the talent and their acceptance are vital points along with the ratings. His six years as program director at WGN Chicago gave him insight on that side of the fence, Mr. Gunn relates.

Mr. Gunn's years of agency production work obviously make him no stranger to top talent. He recalls how much he learned about salesmanship working with Arthur Godfrey. "I still think he's right," Mr. Gunn contends, "because the folksy, honest, straightforward kind of sell goes the farthest."

### WEEK'S PROFILE



**Buckingham Willcox Gunn**—Senior VP and director of broadcast services, Clinton E. Frank Inc., Chicago; b. May 31, 1911, Chicago; B.A., 1933, U. of Illinois; salesman, Libby, McNeill & Libby, 1935; radio producer, J. Walter Thompson Co., Chicago, 1935-38; radio commercial writer, Ruthrauff & Ryan, Chicago, 1938; radio director of JWT there, 1939-43; program director, WGN Chicago, 1943-49; TV producer, Foote, Cone & Belding, Chicago, 1949; broadcast supervisor, FC&B, 1950-55; joined Frank agency in 1955 as VP in charge of radio-TV and was promoted to executive committee in 1957 and senior VP in 1958; charter member and second president, Chicago Radio Management Club (now Broadcast Advertising Club); VP and director, Chicago Unlimited (radio-TV-film promotion group); director, Chicago chapter, National Academy of Television Arts and Sciences; 1963-64 chairman of central region, American Assn. of Advertising Agencies, and member of 4A national board; m. Marilyn Prussing of Chicago, May 27, 1949; children—Charles 11 and Caroline 10 plus grown son Giles by earlier marriage; hobbies—golf and curling.

**Cutting it fine**

**C**OMMON sense, in our opinion, got a pretty close shave from the Supreme Court last week.

It is possible, though it certainly is not easy, to accept the conclusion of the majority opinion that Colgate's famed "sandpaper-test" shaving commercial for Rapid Shave cream, which for visual reasons used a Plexiglass mock-up instead of sandpaper, significantly "deceived" viewers by making them think they were seeing an actual demonstration proving a product claim. If we read the decision correctly, the practical effect is that Colgate could conduct the test privately, using sandpaper, but is barred from showing it—without a lot of disclaimers—because sandpaper would not look like sandpaper on the screen.

It is easier to follow the dissenting opinion of Justice Harlan, joined by Justice Stewart, that from the viewer's standpoint what is seen on the screen is more important than what is seen by the camera: "If the image he sees on the screen is accurate reproduction of what he would see with the naked eyes were the experiment performed before him with sandpaper in his home or in the studio, there can hardly be a misrepresentation in any legally significant sense. . . . On the court's analysis, an advertiser must achieve accuracy in the studio even though it results in an inaccurate image being projected on the home screen."

Agree with it or not, however, the court majority's decision must be accepted. Actually, we doubt that it will change TV advertising materially. It imposes restrictions that formerly were open to question, but as a matter of prudence agencies and advertisers have generally observed them ever since the Federal Trade Commission raised the question in this case four years ago.

The opinion also contains some reassurance for TV users. Specifically, it seems to preclude the broad ban on mock-ups that the FTC's original order, back in 1961, would have imposed. That order, as Chief Justice Warren noted in the opinion for the majority, was so broad as to be "potentially limitless, apparently . . . prohibiting the use of simulated props in all television commercials." Now advertisers have at least the assurance that "in commercials where the emphasis is on the seller's word, and not on the viewer's own perception [they], need not fear that an undisclosed use of props be prohibited."

In this respect the FTC may have lost a good deal more than it gained in the case's journey back and forth through the courts. Whether it did or not remains to be seen in FTC's future attitudes. Federal agencies are adept at construing court decisions to their own purposes, but we should like to think that the FTC's views on mock-ups have moderated since 1961. We hope, in any event, that the FTC will consult advertising agency and other experts—and see that mock-ups are often needed and are and can be used without "deceiving" anybody—before attempting to interpret the Supreme Court decision. The commission will deceive itself if it pretends not to need expert assistance—and self-deception is often the worst kind.

**Invitation to informers**

**N**EXT month a great change with an unlimited potential for mischief will hit broadcasters. On May 14 a new rule adopted quietly by the FCC becomes effective. It provides for "public inspection of some records of broadcast stations at their main studios or other accessible places in the communities they serve."

That is the innocuous language of the FCC's public notice released April 1. But the language of the formal report and order, released April 5, isn't so restrained. What

the new order means is that any citizen—competitor, do-gooder or even prankster—can inspect any station's applications filed with the FCC including (by reference) full financial information, salaries, dividends and other data, as well as program breakdowns, and related information.

The FCC announced the proposed rule more than two years ago. It dismissed out of hand all objections filed by stations and networks (except for a small concession on secondary records). It rejected arguments that public inspection meant intrusion upon the right of broadcasters to privacy; that it was unworkable or unduly burdensome and that only parties having a bona fide interest should have the inspection privilege.

The skillfully written opinion pinpoints precisely how local citizens can become FCC informers. After giving short shrift to the "invasion of privacy" contention, the order, drafted as a brief in justification of its action rather than as a finding, boldly states:

"Finally, as to the reason for keeping financial information in the file, we are of the opinion that if such information is kept locally, the commission might be aided by persons in the area who could bring to light financial information not apparent in the application."

Then, with amazing arrogance and deception, the report cites the discredited inquisition into local live programing in Omaha as one that "supports a requirement that financial information be kept on file together with programing information because of the direct relationship between the financial health of a station and its ability to present locally produced programs."

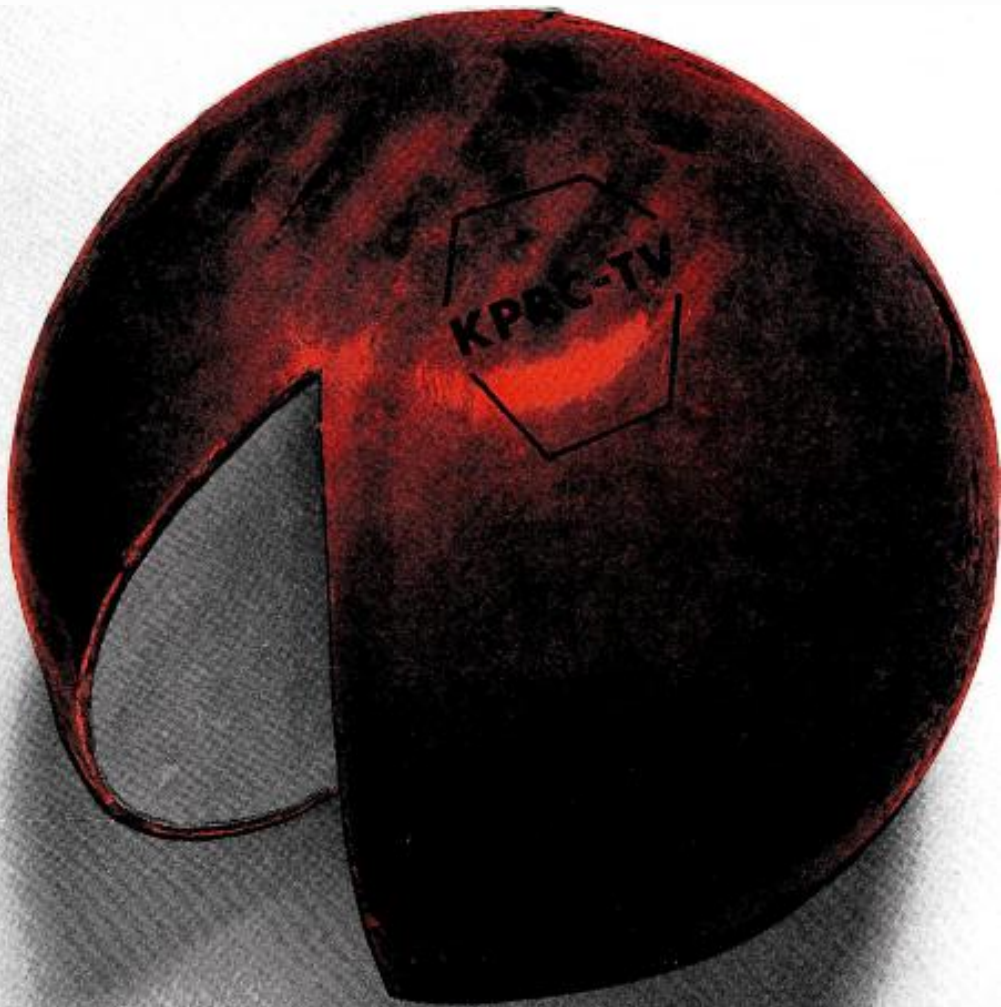
That can only be construed as an invitation to the public to complain to the FCC about stations that show a profit but do not present local programing that suits the whims of the complainants. It is a calculated effort to encourage local interests to do what the FCC found it couldn't do in direct efforts to control programing in the ruptured Chicago and Omaha proceedings.

Now what? It's too late to complain to the FCC. Whether it can be stopped by court action is for the lawyers to construe. The only sure relief is from Congress. The FCC no doubt will need more money to process the load of complaints that is sure to come from its mischievous invitation and its equally open bid to snatch direct control over programing life-blood of broadcasting. One time to counter-attack would be when the FCC asks Congress for more money.



Drawn for BROADCASTING by Sid Hix  
*"But you distinctly said, 'Get me a couple of bunnies for our Easter show!'"*

**Pâté costs more than liverwurst.  
Bisque costs more than soup.  
Stroganoff costs more than stew.  
KPRC costs more than other Houston TV.  
Life is short.**



**KPRC**

**KPRC OF HOUSTON**

Courtesy of Cheese of Holland



"a great  
new  
musical  
art form  
has emerged  
from a craft."

In television's early days, when sound effects often swelled noisily to drown out the drone of canned music, or vice versa, the television score had very little meaning as a musical art form. The stature of the television score today, however, is such that composers are frequently booked while the script is being written and consulted throughout the entire production. For a truly imaginative, inventive score adds incalculable dimension to all the elements of a television program. Funny people are suddenly funnier. Stormy nights are stormier. And the right polyphony under the right camera angle can often tell a story all its own. To touch the essence of the moment in sound requires a particular breed of musical genius. One such is Earle Hagen... a sensitive, genuinely creative artist whose joyous music is currently enriching some of television's happiest programs. We warmly applaud this prolific young writer as well as all the other versatile composers whose original scores for hundreds of television programs are licensed for public performance through BMI.

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

Among Earle Hagen's memorable TV successes are:  
Music for the *Danny Thomas Show*,  
themes and original scores for the *Andy Griffith Show*,  
*The Dick Van Dyke Show* and *Gomer Pyle*—USMC. Forthcoming: *t Spy*.

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