



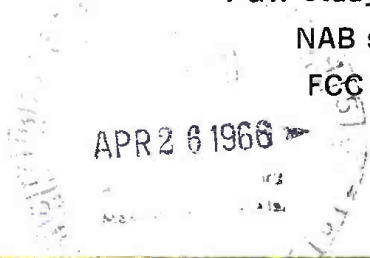
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIAL ACC SEC
AIR UNIV LIB
BLDG 1405
MAXWELL AFB AL 36112

BC EXP 1/67

NEWSPAPER



Black ink for TV news and documentaries in 1966? p27
PGW study may force advertisers to re-evaluate age groups. p34
NAB selection committee wants Dille back as chairman. p50
FCC program for enforcing fines gets another setback. p58

COMPLETE INDEX PAGE 7



"Courtesy of the Virginia Department of Conservation and Economic Development".

spot radio

calls for you round the clock



A summer afternoon on the weekend . . . obviously a good time for your Radio Spot! They may be away from home, but you can reach them with Spot Radio.

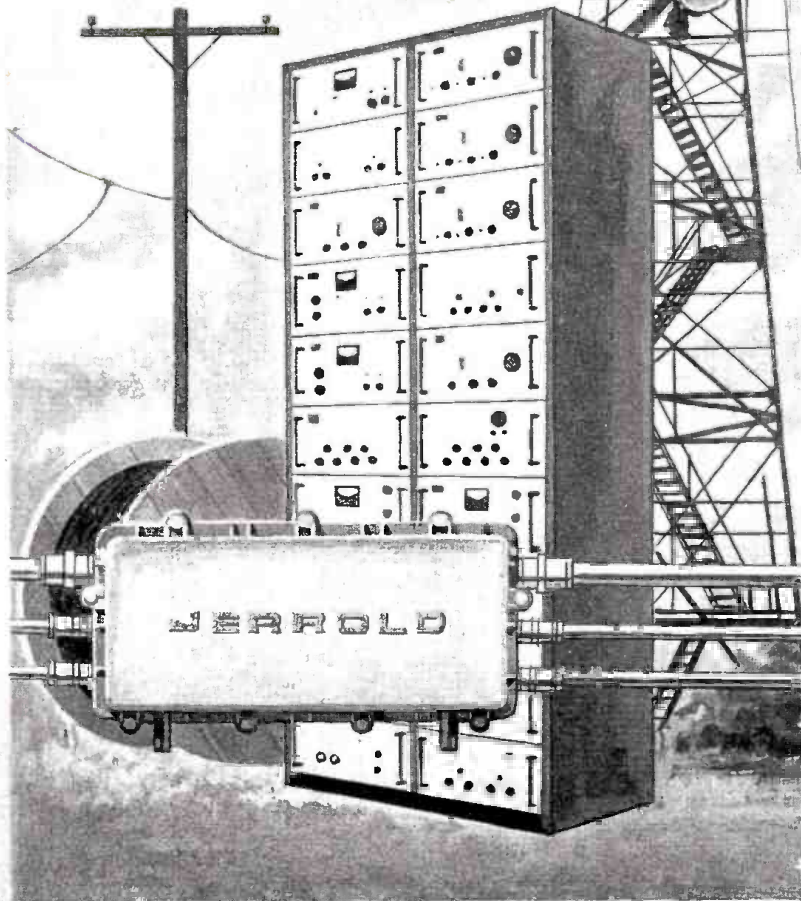
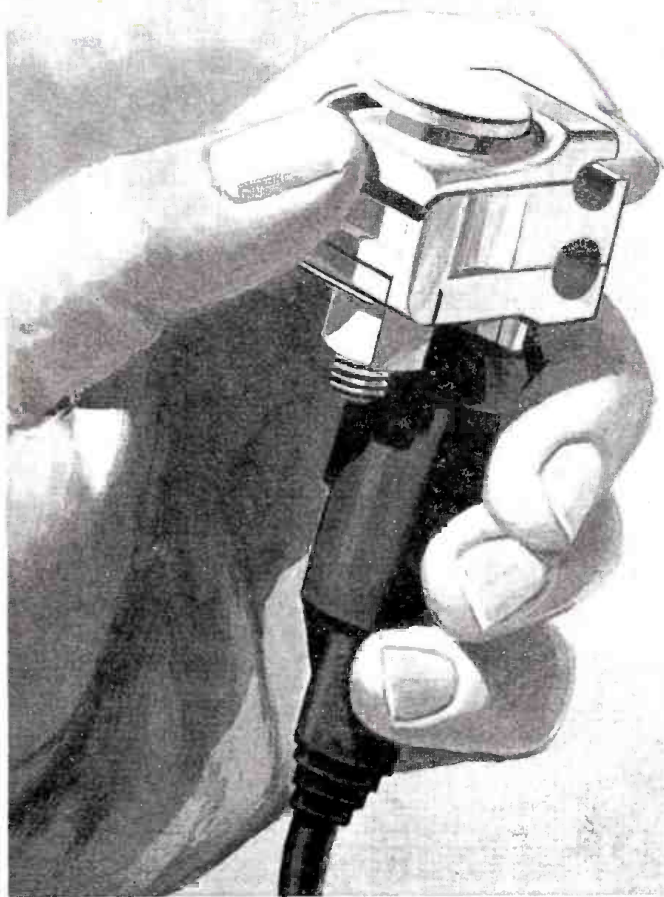
RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

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

from tap to total system more than 500 Jerrold products will satisfy your CATV needs



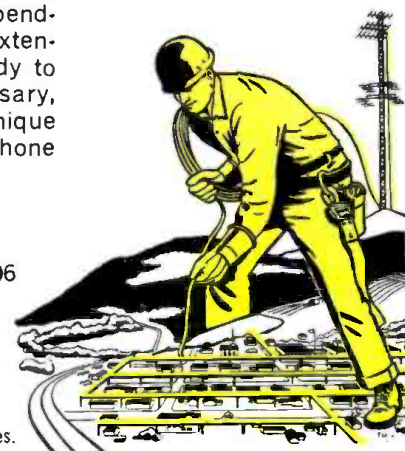
Only Jerrold offers a complete line of compatible CATV equipment from head end to subscriber.

Take antennas as an example—we manufacture more than 100 types. And you'll find our microwave equipment ideal for a short one-hop or a complex multi-channel, multi-hop link. At the head end we offer everything from preamplifiers to the Channel Commander signal processor that made 12-channel systems a commercial reality. For the *crit*erion of all-band distribution "Look to Starline" the solid-state, 12-channel system.

The main point is: Jerrold is your *one best*,

single source for everything in CATV—including cable, subscriber hardware, and test equipment. If more than 500 dependable products are not enough, our extensive engineering facilities stand ready to design, manufacture and, if necessary, modify any component to meet your unique requirements. When in need, simply phone 215-925-9870, or write:


CATV Systems Division
JERROLD ELECTRONICS CORPORATION
401 Walnut Street, Philadelphia, Pa. 19106



JERROLD

FIRST IN CATV

The nation's largest, most experienced manufacturer/supplier of CATV equipment and services.



**KTVI's Documentary "THE CORNER"
has been Named Regional Winner
of the Station Award by the
NATIONAL ACADEMY
TELEVISION ARTS AND SCIENCES**

It is now a contender for the
Emmy in this category.

Rod Serling, Academy president,
says, "Our sincere congratulations
to the members of your staff
who were responsible for this
outstanding production. May we
commend you for your fine effort
and for the spirit of community service
which has resulted in your program
being named a Regional Winner
of the Station Award."

We are proud of the top-ranking
individual talent and the dedicated
teamwork which produced
"The Corner." Every day, their
combined efforts bring continuing
impact to KTVI's local programming.

THE EXCITING NEW

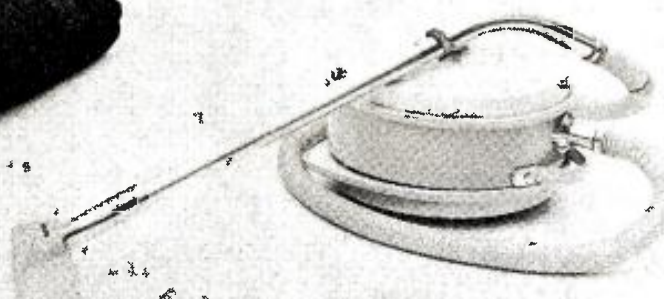
KTVI ²

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

preferred by women

In the Dallas-Ft. Worth Market, KRLD-TV continues to be the dominant preference of women viewers according to the Feb./ March 1966 ARB Market Report. Channel 4 reaches more women per average quarter-hour during the 9:00 AM to 5:30 PM Monday through Friday Segment than any other station—leading the 2nd station by 96.1%; the 3rd station by 144.1%; and the 4th station by 311.9%.

To sell any of the thousands of products purchased primarily by women, contact your ATS representative for a most efficient schedule on KRLD-TV.



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

Added starters

Two new names reported last week to be among those under consideration for appointment to FCC vacancy: John Safer, Washington, D. C., land developer and real-estate investor, and Robert Saudek, onetime program chief of ABC, producer of old *Omnibus TV* series and more recent *Profiles in Courage*. There's still no word on choice for FCC chairmanship.

Mr. Safer is 43, graduate of Harvard law school, though he's never practiced law. After service as Air Force lieutenant in communications he spent two years (1949-51) in production at WXEL(TV) Cleveland (which later was sold to Storer Broadcasting and renamed WJW-TV). Afterwards he returned to native Washington and became successful investor in area properties. He's now resident of nearby Maryland. Mr. Saudek, independent TV producer, recently was named director of Institute of Film and Television of New York University's School of the Arts.

Movement in spot

Some radio stations and reps detect signs of national spot radio boomlet. Several representatives report business on upswing since first of year, and one goes so far as to say that in past few months, for first time in years, he was unable to clear desired time periods on several stations in top 30 markets. Though business may be good in major markets, it is spotty below, according to some reps, and some say that although their business is up, spot as whole is failing to keep pace with local sales gains.

Test case?

FCC will consider this week staff recommendation that KTYM Inglewood, Calif., be invited to test commission's authority in programming field without jeopardizing license. Case is sticky one, grows out of Anti-Defamation League allegations that Richard Cotten broadcasts, heard on KTYM (as well as some 30 others), are anti-Semitic (BROADCASTING, Nov. 22, 1965). Mr. Cotten denies this, says he's anti-Zionist. KTYM owner, A. J. Williams, says he's in no position to judge, won't censor, and refuses to take program off air. But he does offer ADL and any other protestor time for reply under fairness doctrine.

FCC staff, in letter to station drafted

CLOSED CIRCUIT®

for commission consideration, says broadcasters can't discharge responsibility merely by offering time for reply. Staff would then go on to say that if station doesn't want to accept that decision, commission will put renewal application in hearing, and start case on way to court for judicial review. Arrangements would be made to protect station against loss of license in event it lost in court.

Severance pay

That \$410,000 contract settlement for Fred Friendly, former president of CBS News, that was announced last week at CBS stockholders meeting (see page 77) breaks down like this: He'll be paid a total of \$320,000 (\$170,000 in deferred compensation and \$150,000 as settlement price) over 15 years. There was also payment of \$55,000 as terminal benefit under pension plan and \$35,000 in additional deferred compensation. All in all Mr. Friendly's 15 years of service as producer and later president of CBS News will have brought him \$1,263,500 by time his pay-out is completed. Settlement imposed no restrictions on his future employment.

Big bite

TV networks and film producers, always chary about discussing production costs of their new TV series, have become particularly closemouthed about upcoming shows for 1966-67 season. Reason, one network official candidly admits, "is we're terribly embarrassed about how much out-of-hand costs have soared." Echoing thought, independent film producer tells how he threw \$60,000 of his own money over and above \$150,000 allotted to him to make one-hour pilot for 1966-67 and still couldn't place series.

Footing ETV bill

Carnegie Foundation's blue-ribbon commission on educational broadcasting has set unofficial deadline of year-end for its report to White House and Congress. Operating in closed session, 14-man commission (it added one new member fortnight ago) plans to hold monthly sessions at different locations, conferring in each case with leaders in education, broadcasting, in-

dustry and arts (next meeting is scheduled for May 26-28 in New York—with Ford Foundation, which has made over \$100 million in educational grants, among groups to be heard).

Group, created at instance of President Johnson last November, is searching for means of improving and sustaining noncommercial television facilities to offer more sophisticated programming but not necessarily purely educational in nature. Among suggestions made to group, which appears to be nowhere near unanimity, was one advanced by outgoing FCC Chairman E. William Henry two weeks ago. He suggested that if its finally concluded to allow commercial pay television (as distinguished from CATV) advisability of charging "box office" excise tax might be considered. Mr. Henry made same suggestion last week in Yale speech (see page 54). Group seems to be shooting for not less than \$100 million annually and has heard suggestions for tax on gross profits of stations and networks, license fees on receivers (European plan), direct government subsidy and public solicitation of funds.

Dam may break

Colgate-Palmolive is alerting station representatives to be ready for heavy spot-TV push for several of its products. Reps as yet need not submit availabilities, but advisory asks that steps be taken so that avails can be assembled quickly. C-P says that company expects prolonged strike at three out of its four major plants, which led to spot-TV (and some network) curtailment in early March, to be settled soon. Colgate wants to move as fast as full-scale manufacturing resumes.

McArdle's new job

John E. McArdle, for past eight years Metromedia executive in Washington and New York, on May 2 joins WNYT-TV Syracuse, N. Y., as general manager. He succeeds late William H. Grumbles as directing head of ch. 9 interim operation, affiliated with ABC-TV. Mr. McArdle, currently vice president in charge of sales of Metropolitan Broadcasting's television division in New York, was for three years general manager of MM's WTTG(TV) Washington and another three years general manager of WNEW-TV New York.

BUY THE BIG ONE WBTV

WBTV has a 63% metro share of audience from 9 am to midnight, Sunday through Saturday.*


WBTV has 23 of the top 25 shows in total homes delivered.*

WBTV boasts a 63% metro share of audience in the 6:00-6:30 pm "Early Report" period, and pulls 86,000 **more** television homes than Charlotte Station 'B' during the same time period, Monday through Friday.*

WBTV has four local shows in the top 21 programs in total homes delivered.*

BUY WBTV — THE NUMBER ONE STATION IN THE NATION'S 23rd LARGEST TELEVISION MARKET.**

WBTV
CHARLOTTE

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

*Feb-Mar/66 NSI

**1965 Sales Management Survey of Television Markets
The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

WEEK IN BRIEF

Advertisers no longer showing fear of news and documentary programs on television. Three networks will take in about \$100 million for such shows this year. Networks' loss on such programming is diminishing. See . . .

WILL TV NEWS MAKE MONEY? . . . 27

After 34 months on job Henry has mixed feelings of his FCC days. Among successes: CATV rules, overcommercialization policy, multiple ownership rules. Failures include lack of policy for ETV's. See . . .

HENRY LOOKS BACK . . . 52

All divisions are 'go' in CBS Inc.'s first quarter. Paley calls it best in history and expects full year to be most successful in revenues and profits. CBS Radio has best first quarter since '58. See . . .

CBS INC. SETS RECORD . . . 77

Court calls second strike on FCC fines. Says commission has no case against WHAS-TV. FCC had charged failure to identify sponsor of political program. Action similar to one involving four Minnesota stations. See . . .

ANOTHER WHACK AT FINES . . . 40

President's lady steals Peabody awards show in accepting special award for her ABC-TV tour of Washington. CBS-TV wins six; NBC-TV takes three. KTLA(TV) and WCCO cited for crisis coverage, respectively. See . . .

CBS-TV TAKES SIX . . . 61

Dille gets unanimous nod for second term as NAB joint board chairman from selection committee. Group says his on-job experience will be valuable. Lee thinks full board should decide about self-succession. See . . .

SELECTION GROUP WANTS DILLE . . . 50

United Broadcasting paying \$1.9 million for 4-station Tele-Broadcasters group. John Walton paying \$1.1 million for KCUL-AM-FM. Metromedia adds San Francisco FM. Bahakel buys WDXI-TV Jackson, Tenn. See . . .

BUMPER CROP OF SALES . . . 58

Birch Society charges Louis Lomax used 'economic pressures and emotional tactics' to force 'Birch Report' and four other conservative shows off KDAY. Lomax and station deny charges. See . . .

BIRCH LOSES OUTLET . . . 71

That 35-49 middle-age group shouldn't be overlooked by advertisers and agencies. PGW supermarket study shows young-adult group, 18-34, as important factor, but not dominating marketplace. See . . .

NEW DIRECTION . . . 34

American Association of Advertising Agencies set for four-day session in Arizona. Agenda includes TV showcase on Saturday and speech on self-regulation by Westinghouse's McGannon. See . . .

4A'S PACKED, SET . . . 44

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	27
BROADCAST ADVERTISING	34	THE MEDIA	50
BUSINESS BRIEFLY	44	MONDAY MEMO	24
CHANGING HANDS	56	OPEN MIKE	22
CLOSED CIRCUIT	5	PROGRAMING	68
COMMERCIALS IN PRODUCTION	48	WEEK'S HEADLINERS	10
DATEBOOK	14	WEEK'S PROFILE	97
EDITORIAL PAGE	98		
EQUIPMENT & ENGINEERING	80		
FANFARE	66		
FATES & FORTUNES	81		
FILM SALES	76		
FINANCIAL REPORTS	77		
FOR THE RECORD	85		



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

What is an influencible?



Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influencibles.*® On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.

STORZ

WDGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(AM Sales)

WHB Kansas City
(Blair)
WTIX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

Broadcasters get awards from OPC

Among 25 awards and citations for achievement in foreign journalism announced in New York Friday (April 22) by Overseas Press Club of America, eight were for broadcast coverage. Special award also was presented to Brigadier General David Sarnoff, RCA board chairman, as "American communicator extraordinary."

General Sarnoff received trophy that duplicated telegrapher's speed key he used on April 14, 1912, to relay reports from sinking "Titanic."

CBS News correspondent Morley Safer and his crew received two awards: OPC's George Polk memorial award for best reporting in any medium, and another for best TV reporting. His Vietnam reporting has also won him Long Island University's George Polk memorial award and Peabody award (see page 66). Best foreign radio reporting award went to NBC News correspondent Richard Valeriani for his Dominican Republic civil war coverage, and citation to Lohn Laurence, CBS News, for his reporting from Vietnam.

Best interpretation of foreign affairs, radio: Edward P. Morgan, ABC Radio, for his broadcasts from Communist capitals. Best interpretative television: NBC producer Fred Freed for *American White Paper: United States Foreign Policy*. Citation to Howard K. Smith, ABC News, for interpretation of foreign news.

National Educational Television received a special commendation for color documentary, *India—Writings on the Sand*. Other 16 honors were conferred in newspapers, photos, films, books, and magazines.

'Scope' stays in prime time

In line with networks' growing news consciousness (see page 27), ABC-TV Friday (April 22) said its "Scope" half-hour weekly Vietnam report will continue to be fed to affiliates next fall in Saturday, prime-time slot. Since Feb. 5, network has been relaying program at 7 p.m. and again at 10:30 p.m. on Saturdays for instant telecast or for later presentation.

Show, called *ABC Scope: the Vietnam War*, has gained 18% increase in clearances since February and now is on 92 station lineup with seven stations to be added in May.

Special credit helps boost Scripps-Howard net 33%

Scripps-Howard Broadcasting Co., New York, reported net income up 33% for 12-week period of 1966 with addition of "extraordinary credit" for sale of WCPO-AM-FM Cincinnati.

Scripps-Howard sold WCPO stations to Danny Kaye and Lester M. Smith for \$700,000 in 1965, with sale consummated early this year.

For 12-week period ended March 27:

	1966	1965
Earnings per share	\$0.42	\$0.38
Extra credit	0.15	
Net earnings per share	0.57	0.38
Net operating revenue	4,091,450	3,903,874
Income	1,081,079	992,976
Extra credit	401,636	
Net income	1,482,715	992,976
Shares outstanding	2,588,750	2,588,750

UPI reports growth

A total of 2,982 radio and TV stations in U. S. are subscribers to United Press International, Mims Thomason, president, has reported.

He said UPI Audio Network serves stations in 41 states, District of Columbia, Canada, Mexico and South Africa. Mr. Thomason reported that domestic broadcast newswire has expanded its business and broadcast coverage during past year.

New UPI service, Tele-Slide color library, was previewed last month, he noted. He said it is first color slide service developed exclusively for television.

Telecommunications policy due

Resignation of E. William Henry as chairman of FCC as of May 1 has had one effect on official Washington, but it

All action not at front

CBS News reported Friday (April 22) two of its newsmen were involved in scuffle at Saigon airport with Vietnamese police.

While covering deportation of American pacifist group at airport preceding day, cameraman Carl Sorensen was cut and bruised on arms and hands. CBS News reporter John Flynn said one Vietnam policeman pointed pistol at him, pulled trigger, but "fortunately the chamber was empty."

has nothing to do with broadcasting. Imminent departure of Mr. Henry has hastened deadline on report on international telecommunications policy on which he, and President's telecommunications adviser James D. O'Connell, have been working for past year. Report now very well may be submitted to President Johnson this week. President in turn is expected to pass it on to Senate Commerce Committee for implementing legislation.

Case building up on CATV area extension

FCC definition of what it means by "new geographic area" in connection with expansion of community antenna television systems is likely to emerge from case involving CATV in Cleveland suburbs.

At issue is commission rule requiring existing CATV's in any of top 100 markets to obtain commission approval, in hearing, before importing distant signals into "geographical areas."

Case involves Telerama Inc., 49% owned by Scripps-Howard Broadcasting Co. and 51% by Cleveland businessmen. System, now operating in two suburbs, plans to expand into another community.

It says system was engineered originally to provide for service covering 20-mile area of eastern suburbs and adds expansion would be in accord with that plan. Telerama says expansion, therefore, isn't into "new geographical area," prohibited by rule.

Commission staff says expansion would be into "distinct, new geographical area," and that CATV cannot determine area it will service by its own engineering. Staff is preparing letter to Telerama for commission consideration.

Space feeds to affiliates seen as near as two years

Communications Satellite Corp. Chairman James McCormick said Friday (April 22) he expects Comsat will be ready by Aug. 1 to present FCC with domestic satellite proposal whose technological specifications will be acceptable to members of broadcasting industry. Aug. 1 is deadline set by FCC for comments on ABC's domestic satellite proposal.

Mr. McCormick gave broad outlines

WEEK'S HEADLINERS

John M. Maupin, former VP and group head for broadcast advertising of American Tobacco account at BBDO, appointed VP and director of programing, TV and radio for Fuller & Smith & Ross in New York. His experience includes posts with WINS New York as director of sales and programing, and with U. S. Secretariat at United Nations as public information officer.

Bern Kanner, VP and associate director of media management and member of board, Benton & Bowles, New York, elected senior VP and director of media management in charge of media and TV programing. He succeeds **William F. Craig**, who becomes associate director of media management in charge of B&B's Hollywood office, and continues on agency's board. Mr. Kanner, who joined B&B in 1952, now assumes command of media and programing at agency.



Mr. Kanner

Thomas J. McDermott, VP in radio-TV department of N. W. Ayer & Son, New York, named manager of radio-television. **James E. Hanna**, VP in charge of Ayer's radio-television department since 1950, named executive head of radio-television. Mr. McDermott has been with radio-TV department for 33 years, and was elected VP in radio-TV

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

of system that could be used by TV networks originally outlined at conference on satellites in Washington two weeks ago (BROADCASTING, April 18). Within two to four years he anticipates \$100-million system with projected life of 10 years could be operational, providing 20 TV channels and costing between \$20 million and \$40 million per year to operate.

Mr. McCormick spoke at luncheon of International Radio and Television Society.

Chalk buying San Juan TV

O. Roy Chalk, transportation entrepreneur, is on verge of buying WTSJ-TV San Juan; P. R., as companion to his WRSJ-AM-FM Bayamon which he bought in 1964 for \$650,000.

area in November 1954.



Mr. Morris

Edmund (Ned) W. Morris, director of advertising and public relations, consumer products division, American Cyanamid Co., joins Dancer - Fitzgerald-Sample, New York, as senior VP and account supervisor for Procter & Gamble and member of agency's executive committee. He fills post vacant since last November when **Joseph Nelson** died in airline crash. Earlier Mr. Morris was brand group supervisor at Bristol-Myers Co.



Mr. Vedder



Mr. Roberts

Blair Vedder and **Bradley H. Roberts** named senior VP's of Needham, Harper & Steers. Mr. Vedder becomes senior VP of administration and corporate media. Mr. Roberts is managing director of agency's Los Angeles division and senior account director on Continental Airlines.

Report on Birch Society due on NBC-TV in color

NBC-TV will present two-hour special in color tomorrow (April 26) on John Birch Society at 7-9 a.m. EDT as part of its *Today* show, normally seen in that period.

Segments on film include coverage of society meeting in Queens (New York) as well as interviews. After film,

network will feature debate between two officers of society and two representatives of Anti-Defamation League of B'nai B'rith.

Society's representatives: John Rousset and Tom Davis, who respectively are public relations directors of national Birch Group and its eastern division. B'nai B'rith officials: Benjamin R. Epstein, national director, and Arnold Forster, general counsel. Hugh Downs of *Today* show will moderate program.

CBS officials relieved; no ideology at meeting

CBS officials, exhilarated at financial and progress report they gave stockholders at last week's corporate meeting in Los Angeles (see page 77), were surprised and relieved when no one from Media Unlimited, Lubbock, Tex., conservative group, made himself known or attempted to embarrass present management on alleged "liberal" news and editorial policy of network.

Media Unlimited Inc., with David W. Dye as president, has for past year attempted to persuade "right"-minded individuals and corporations to buy CBS stock in order to have voice in management. CBS hierarchy feels that absence of conservative-oriented representative means campaign hasn't been very successful.

Color tube parts upped

Set makers will have additional color TV parts coming from General Instrument Corp., Chicopee, Mass., which has new plant facility operating today (April 25).

New plant, operated by its F. W. Sickles Division, makes deflection components for color receivers and has leased facility at Ludlow, Mass., near Chicopee. It has some 70,000 square feet of space and employs 500 people.

Sickles, one of largest producers of UHF tuners, is major supplier of color TV deflection components.

Services company established

Telesystems Corp., group community antenna television system owner headquartered in Glenside, Pa., has formed new CATV construction subsidiary, Telesystems Services Corp.

New company assumes responsibility for \$2 million worth of construction in progress previously handled by parent company's construction division.

William F. Karnes, with Telesystems since 1962, has been appointed VP of sales and general manager of new company.



Starring such outstanding performers as: (top row, left to right) Frankie Avalon, Richard Burton, Leslie Caron, Jeff Chandler, Angie Dickinson; (second row) Troy Donahue, Greer Garson, Alec Guinness, Trevor Howard, Arthur Kennedy; (third row) Dean Martin, Diane McBain, David Niven, Steve Reeves, Debbie Reynolds; (fourth row) Cesar Romero, Rosalind Russell, Frank Sinatra, Robert Stack, Connie Stevens and many others.

WARNER BROS. TWO

another great selection of feature motion pictures for television

WILL SOON BE AVAILABLE



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

When you're New York's only "all news" station,
what do you wish for on your first birthday?

Another blackout?



Or, another transit strike . . . or, another newspaper strike . . . or, another hot mayoralty election . . .

We're celebrating our first birthday, and we're not wishing for any one of these things. We're doing very well, thank you.

Naturally, people tune to New York's only "all news" station during an emergency. But a great thing happens when the emergency goes away. The new listeners stay.

WINS becomes a habit. A good habit. WINS is a success because day in, day out, we're giving listeners something they're hungry for.

News. News the minute they want it. The kind of facts they need to know.

We made our first wish one year ago when we first became an all news station. We wished for advertisers who would recognize the value of being in the news.

Last month was our record revenue month. It happened while the lights were on . . . the trains were running . . . and your corner newsstand was in business.

Check the names listed in the column below. After one year as New York's only "all news" station, WINS can list them as advertisers.

Would you say our first wish came true?



Eastern Airlines • Lucky Filters • Cantre Stockings • Macy's • Mid Island Shopping Center • Coney Island Chamber of Commerce • T-Mark Furniture • Chanel No. 5 • His and Hers Shoe Polish • Sun Su San Nightclub • Carol Management • A-1 Exterminating Co. • Radio City Music Hall • Goodman's Noodles • Detroit Furniture • Chesterfield • Empire Diamonds • Association of the Telephone Answering Services • Wetzstein's Premium Smoked Meats • Cameo Stockings • Town and Country Restaurant • Rambler • Office Force, Inc. • Mackle Brothers • The Coward Shoe • Loft's Candy • Cream O'Wheat • Guerlain Perfumes • Dale Dance Studios • Kinney • Sacramento Tomato Juice • Yonkers Raceway • ABC-TV • Dannon Yogurt • Changing Times • Sands Hotel • N.Y. Daily News • Schlitz Beer • RSVP, Inc. • Trident Press • Abraham & Straus • Debbie Lynn Kitchens • Krakus and Atalanta Imported Polish Hams • Savings Banks Assn. of N.Y. State • Curtis Publishing Company • Irish International Airlines • Royce Union Bicycles • Tidewater Oil • Air Canada • Delta Airlines • Krona Sports • Savings Bank Life Insurance • Cross County Shopping Center • Investors Planning • Rose-X Bleach • Louis Sherry Preserves • Air Wave Air Conditioning • DeMille & Coronet Theatres • Lacoste Shirts • Schaefer Beer • Cresta Blanca Wines • International Trader • Roosevelt Raceway • Seneca Apple Products • Alexander's • Desenex Foot Powder • Larkey's Clothing • Schrafft's • Imprevu • International Salt • Rokeach Foods • Pepsi Cola • Alexander's Rent-A-Car • Development Corp. for Israel • Law, Inc. • Seaman's Furniture • Cott Beverages • International Photography Exposition • Salem • Paragon Paints • Alitalia Airlines • Dime Savings Bank of Brooklyn • Life Magazine • Seven-Up • Copacabana • Iberia Airlines • Winston • North American Van Lines • Allied Artists • Dining Out Recommended • Loew's Theatres • Shell Oil • Collegiate Business Institute • Humble Oil • Camel • No-Cal Beverages • B. Altman & Co. • Dolphin Motors—Renault • Long Island Rail Road • Simon & Schuster • Coca-Cola • Howard Johnson's • Rheingold Beer • International Auto Show • American Express • Don Allen Chevrolet • Kent • Singer Sewing Machines • Chrysler • Howard Clothes • Reading Dynamics • Gold Seal Wines • American Photo Equipment • Doubleday Publishing Company • Newport • E. R. Squibb & Sons • Plymouth • House Party, Inc. • Reader's Digest • Fuel Oil Inst. • Pall Mall • Duffy Mott • Luby Chevrolet • State-Wide Insurance • Dodge • Household Finance • Pusinelli, Inc. • Fishery Council of N.Y. • Tareyton • Dugan's Energy Bread • Macleans Toothpaste • STP Additive • Chesterfield Hotel • Hoppoint • Polaner Jams • Elanco-Greenfield • Efros Department Store • Barton's Candy • Sylvania Flashbulbs • Chateau Martin Wines • Hotel Bar Butter • N.Y./N.J./Conn. Plymouth Dealers • Devoe-Raynolds Paints • Sweet Caporal • East Brooklyn Savings & Loan Assoc. • Madison Square Garden • Sweet 'N Lo • Chase Manhattan Bank • N.Y. Herald Tribune • Piel's Beer • Connecticut General Life Insurance • American Whipped Products • Emigrant Industrial Savings Bank • Malkin Color City • Tetley Tea • Champale • Harvey's Furniture • Peugeot • Al Cooper Restaurant • Ballantine Beer • Equitable Life Assurance Society • B. Manischewitz Foods • Theater Guild • CBS-TV • Hallmark Gallery • Paramount Pictures • China Bowl Restaurant • Bank of America • Family Finance • MARTA • Times Square Stores • Castro Convertibles • Hallmark Cards • Pan American World Airways • Alexander Cohen Productions • Beneficial Finance • Finland Cheese • Martini & Rossi • Carvel Franchise • Grove Press • Palisades Amusement Park • AirWick • Blue Cross/Blue Shield • First National City Bank • David Merrick Productions • Trans World Airlines • Carrier Air Conditioning • Green Acres Shopping Center • Pabst Beer • Yoo-Hoo Beverage Company • Bond Clothing Stores • Mercury • MGM Pictures • Prestone Products • Camrod Motors—Honda • Gimbels • Ocean Spray Cranberry Juice Cocktail • WNEW-TV • Book-of-the-Month Club • Comet • Midas Muffler • United Airlines • Campbell's Soups • Pontiac • New York Telephone • West Side Federal Savings • Borden's Ice Cream • Ford • Miracle White • United States Steel • Busch Jewelers • GMPR • N.Y. Sporting and Camping Show • Walt Whitman Shopping Center • Weber & Heilbronner, Broadstreet's • Mustang • Mobil Oil • U.S. News & World Report • Buitoni • Oldmobile • N.Y. Times • Wallachs Men's Stores • Bowery Savings Bank • Freehold Raceway • Modern Screen Magazine • Volvo • Budweiser Beer • Harrison Radiator • N.Y. Racing Assoc. • WABC-TV • Brass Rail Restaurants • Fleischmann's Margarine • Vita Foods • Brooklyn Union Gas Company • Guardian Maintenance • N.Y./N.J. Rambler Dealers • Brevoort Savings Bank • GMAC • N.Y./N.J. Ford Dealers • Frigidaire • N.Y. Dodge Dealers • Chevrolet • Monsieur Henri Wines • Buick • Monarch Wines • General Electric • Mohawk Airlines

ALL NEWS! ALL THE TIME!

WINS RADIO 1010 W

WESTINGHOUSE BROADCASTING COMPANY

“THE MAGIC OF BROADCASTING CASTING”



At one time or another, the Broadcasting Industry has treated just about every conceivable subject. Except, perhaps, the Broadcasting Industry. Since you're too modest to blow your own horn, we thought we'd get in a few toots for you... a 60-minute remembrance of things gone but not forgotten, presented by the nation's savings and loan associations. Arthur Godfrey hosts, Bing Crosby and Lucille Ball are the stars. With special guest stars: Gale Gordon, Sheldon Leonard, Rod Serling, John Scott Trotter, and We Five. The program is the result of the combined efforts of McCann-Erickson, Inc., The Savings and Loan Foundation, Inc., producer Lee Mendelson, and a lot of fond memories.

SUN. MAY 1. 10 P.M. CBS
EASTERN TIME

©1966 The Savings and Loan Foundation, Inc., 1111 "E" Street, N.W., Washington, D. C. 20004.

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

Name _____ Position _____

Company _____

Business
 Home

City _____ State _____ Zip _____

52 issues and '66 Yearbook \$13.50

1966 Yearbook \$5.00

Payment enclosed

Bill me

DATEBOOK

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

■Indicates first or revised listing.

APRIL

April 24-25—Annual spring convention of Texas Association of Broadcasters. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters; Representative Walter Rogers (D-Tex.), chairman of Communications Subcommittee. Fairways hotel, McAllen.

April 24-26—Seminar on the meaning of commercial television sponsored by the University of Texas and Stanford University under a grant from TV Guide magazine. Speakers include Harry Ashmore of the Center for the Study of Democratic Institutions, Santa Barbara, Calif., Prof. Marshall McLuhan of the University of Toronto, Prof. David Potter of Stanford, Prof. John R. Silber of the University of Texas and Paul Goodman of the Institute of Policy Studies, New York. Participants in a panel on "Television on the Inside" are George Schaefer of Compass Productions; George Laboda, vice president and media director, Colgate-Palmolive Co.; Leonard S. Matthews, vice president of Leo Burnett Co.; Thomas Moore, president, ABC-TV. Asilomar hotel and conference ground, Pacific Grove, Calif.

April 25—Annual meeting of the Associated Press. Speaker will be Vice President Hubert Humphrey. Waldorf-Astoria hotel, New York.

April 25-28—13th annual convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Los Angeles.

April 25-29—Sixth annual TV-Newsfilm Workshop sponsored by the National Press Photographers Association, the University of Oklahoma and the Department of Defense. University of Oklahoma, Norman. Information and registration forms are available from Ned Hockman, Motion Picture Department, University of Oklahoma, Norman.

April 26—Advertising conference presented by KYW-TV Philadelphia and Television Advertising Representatives Inc. Speakers include Rex M. Budd, vice president-advertising, Campbell Soup Co.; Dr. Ernest Dichter, president of the Institute for Motivational Research, and Robert Hoffman, vice president of market research, TVAR. Treadway Inn, St. Davids, Pa.

April 26-28—Institute of Electrical and Electronics Engineers Inc. region six annual conference. Pioneer hotel, Tucson, Ariz.

April 27—Congressional dinner of Michigan Association of Broadcasters. Madison hotel, Washington.

April 27—Regular stockholders meeting, American Broadcasting Co's. Inc., to vote on merger with International Telephone & Telegraph Co. New York.

April 27—Special stockholders meeting, International Telephone & Telegraph Co., to vote on merger with American Broadcasting Co's. Inc. Sheraton-Belvedere hotel, Baltimore.

April 27—Annual spring meeting of Connecticut Broadcasters Association. University of Connecticut, Storrs.

April 27-30—Annual spring meeting of Kansas Association of Radio Broadcasters. Speakers include Jack W. Lee, WSAZ Huntington, W. Va. Besse hotel, Pittsburg.

April 28—Annual meeting of the stockholders of Trans-Lux Corp. to elect directors and to transact other business. Trans-Lux Corp., New York.

April 28-29—Annual spring meeting of the board of directors of the Television Bureau

WNEW

Did you hear us win our medal?

It was radio's night, and WNEW won the day.

For exhibiting "the highest taste of perception, intelligence and professional news judgment" in covering last year's massive blackout, we've been awarded the national medal for distinguished service in the field of radio reporting by Sigma Delta Chi, the nation's professional journalism society. (We won this highly coveted award last year, too—for our coverage of the Harlem Riots.)

The SDX citation reads: "The manner in which WNEW News handled this story is in the best tradition of journalistic excellence."

Two things were shining that night:
The moon and WNEW

1130 AM/102.7 FM IN NEW YORK
A METROMEDIA STATION
HARVEY L. GLASCOCK, V. P. & GEN. MGR.





Pssst!
Now available for
local programming!



INDEPENDENT TELEVISION CORPORATION

555 Madison Ave., N. Y. 22, N. Y. PL 5 2100
17 Gt. Cumberland Place, London W1, Ambassador 8040
100 University Ave., Toronto 1, Ontario, EMpire 2-1166
Mexico City, Paris, Rome, Buenos Aires, Sydney, and
offices in principal cities in 45 countries around the world.



Patrick McGoochan

starring as

SECRET AGENT

"Magnificent, first class, tiptop spy-stuff."
Jack O'Brian—N.Y. Journal-American

"Live-like suspense."
Cleveland Amory—TV Guide

"Tight, suspenseful production."
Joan Crosby—NEA

"Crisp and smooth."
Jack Gould—N.Y. Times

"It's got some action on Saturday nights."
Harvey Pack—TV Key

"The best adventure series on television."
Terrence O'Flaherty—San Francisco Chronicle

- For the past two seasons, the CBS-TV Network's most successful troubleshooter
 - 1964/65
20% rating jump for the time period
 - 1965/66
36% rating jump for the time period
 - 45 ONE-HOUR ADVENTURES IN THE ACTION CENTERS OF THE WORLD
- Available for mid-September premieres

SCREEN PRODUCERS GUILD, INC.

141 EL CAMINO DRIVE - BEVERLY HILLS, CALIFORNIA
CA 91601
CAGSTV16W 8-0277



February 11, 1966

Mr. Ralph Smart
Secret Agent Show
CBS
7800 Beverly Blvd.
Los Angeles 36, California

Dear Ralph:

The Screen Producers Guild Television Awards Nominating Committee is pleased to inform you that your show, "Secret Agent" has been nominated for an award to "The Best Produced Television Program of the Year 1965."

The final balloting for the winner of this award will be announced at the Screen Producers Guild Milestone Dinner to be held Sunday, March 6th in the International Ballroom at the Beverly Hilton Hotel in Beverly Hills. We hope you will be able to be present at this Dinner in order to accept the Award in the event that your show is adjudged the winner. However, should you find yourself unable to attend in person, would you please designate the individual here in Los Angeles who can attend and who will accept for you.

Under separate cover we will shortly send you the Screen Producers Guild Certificate of Nomination as a token of recognition.

Cordially yours,

Norman Felton, Chairman
Television Awards Committee
Screen Producers Guild

NF/ah

14 MUSIC VARIETY April 13, 1966

VARIETY

SINGLE RECORD T.I.P.S.

(Tune Index of Performance & Sales)

This	Last	No. Wks.	Wk. Wk. On Chart	Label
1	2	5		SOUL & INSPIRATION Righteous Bros. Verve
2	4	6		DAYDREAM Lovin' Spoonful Kama Sutra
3	7	4		BANG BANG Cher Imperial
4	5	6		NOWHERE MAN Realles Capitol
5	3	7		19TH NERVOUS BREAKDOWN Rolling Stones London
6	1	10		SECRET OF THE GREEN BERETS S/ Sgt. Barry Sadler
7	10	7		HOMEWARD BOUND Simon & Garfunkel Columbia
8	28	3		SECRET AGENT MAN Johnny Rivers Imperial
9	14	5		SURE GONNA MISS HER Gary Lewis Liberty
10	13			IM SO LONESOME The Drifters Brunswick
11	8	11		THESE BOOTS ARE MADE FOR WALKIN' Nancy Sinatra Reprise
12	16	5		TIME WON'T LET ME Outalders Capitol
13	19	4		KICKS Paul Revere & Raiders
14	6	11		CALIFORNIA DREAMIN' Mama's & Papa's GOOD

Nominated Screen Producers Guild "BEST PRODUCED TELEVISION PROGRAM OF 1965"

"Secret Agent Man" Theme #8 on the National best seller list...and climbing!

KELO-LAND NEWS CAMERAS GO AROUND THE WORLD



DATELINE: CHU LAI

KELO-LAND TV staffer on news assignment at U.S. Marine base 50 miles south of Da-Nang, Vietnam.

Local programming, the KELO-LAND way, knows no geographic boundaries. A Pipestone County boy in Vietnam . . . a senator from South Dakota addressing a World Food for Peace conference in Rome . . . other KELO-LAND homeowners on the go in Tokyo, London, Paris. On-the-spot film recordings by KELO-LAND TV's own cameras give global news events special meaning to viewers. We winged a staffer around the world to get them.

*KELO-LAND TV staffer is Joe Floyd, president, Midcontinent Broadcasting Co.

CBS ABC

kelo-land tv

KELO-TV • KDLO-TV • KPLO-TV (Interconnected)



JOE FLOYD, President
Evans Nord, Exec. Vice-Pres. & Gen. Mgr.
Larry Benton, Vice-President
General Offices: Sioux Falls, S.D.
Represented nationally by H-R

of Advertising. Camelback Inn, Scottsdale, Ariz.

April 28-29—National Foreign Policy Conference for editors and broadcasters sponsored by the Department of State. Speakers include Secretary of State Dean Rusk. Representatives of the domestic information media can have their names placed on the invitation list by writing to the Director, Office of Media Services, Department of State, Washington 20520.

April 28-29—Spring convention of the North Central Community Television Association. Wagon Wheel Inn, Rockton, Ill.

April 28-30—Annual convention, Kentucky Community Television Association. Continental Inn, Lexington.

April 28-May 1—Annual spring meeting and election of officers of Mississippi Broadcasters Association. Speakers include Senator John Stennis (D-Miss.). Broadwater Beach hotel, Biloxi.

April 28-May 4—Meeting of the central committee of the World Association for Christian Broadcasting. New Yorker hotel, New York.

April 29—Deadline for comments on the FCC's proposed rulemaking to set aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 200-foot antenna limitation. The FCC has also invited comments in this proceeding on the proposal of the Association of Maximum Service Telecasters to reserve channels 70 through 83 for the exclusive use of translators.

April 29—Annual spring meeting of Arizona Broadcasters Association. Pioneer International Inn, Tucson.

■April 29—18th Anniversary ball of the bedside network of the Veterans Hospital Radio and Television Guild, honoring broadcast news industry. Special awards to Elmer W. Lower, president, ABC News; Richard S. Salant, president, CBS News; William R. McAndrew, president, NBC News. Waldorf Astoria hotel, New York.

April 29-30—16th Annual convention of the Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Robert E. Lee; Robert H. Alter, executive vice president, Radio Advertising Bureau; Jack Lee, WSZA Huntington, W. Va.; Maurie Webster, vice president, spot sales, CBS; Chet Lauck, executive assistant, Continental Oil Co., and Alf Landon, Kansas broadcaster and 1936 Republican nominee for President. Besse hotel, Pittsburg.

April 29-30—Spring regional conference of regions 9 and 11 (joint meeting) of Sigma Delta Chi, professional journalistic society. Las Vegas.

April 29-30—College sportscasting conference sponsored by Syracuse University. Speakers include Marv Albert, sports director of WHN New York, and Marty Glickman, Syracuse University, Syracuse, N.Y.

April 29-May 2—Annual meeting of the American Association of Advertising Agencies. Participants include Milton C. Mumford, chairman of the board and president, Lever Brothers Co.; Dr. James L. Goddard, commissioner of food and drugs, Food and Drug Administration; John W. Chancellor, director of Voice of America; and Charles H. Brower, chairman of the board of BBDO. Mountain Shadows and Camelback Inn, Scottsdale, Ariz.

April 30 — Meeting of the California AP Radio TV Association. Del Webb Towne House, San Francisco.

April 30—Annual meeting of the Georgia AP Broadcasters Association.

MAY

May 1-5—99th Technical Conference and Exhibit sponsored by the Society of Motion Picture and Television Engineers. Speakers include Senator George Murphy (R-Calif.). Sheraton-Park hotel, Washington.

NAB RADIO PROGRAM CLINICS

May 9-10—Portland Hilton, Portland, Ore.

May 12-13—Hotel America, Houston.

May 23-24—Fayfair Lennox Inn, St. Louis.

May 26-27—Radisson hotel, Minneapolis.

June 6-7—Hilton Inn, Tarrytown, N. Y.

June 9-10—Sheraton hotel, Fort Lauderdale, Fla.

May 1-5—Ameco Management Institute for community antenna television managers and owners sponsored by Ameco Inc. in cooperation with Arizona State University. Ramada Inn, Scottsdale, Ariz. For information write Mr. Arlo Woolery, Director, Ameco Management Institute, Ameco Inc., 2949 West Osborn Road, Phoenix 85017.

■May 2—New deadline for comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was April 15.

May 2-4 — 51st annual conference of the Association of Canadian Advertisers. Royal York hotel, Toronto.

May 3—Annual meeting of the shareholders of Radio Corporation of America. Carnegie Hall, New York.

May 3-4—Annual general conference of the CBS-TV affiliates. New York Hilton, New York.

May 3-4—Annual spring meeting of Missouri Broadcasters Association. Speakers include Charles Sweeney, director of Bureau of Deceptive Practices, Federal Trade Commission; Louis Stephens, FCC renewal and transfer division; Paul Comstock, vice president for government affairs, National Association of Broadcasters; Howard Bell, NAB code director; Maurie Webster, vice president, CBS Radio Spot Sales; Tom O'Brien, vice president, ABC Radio News; Roy Danish, director, Television Information Office; James Murphy, president, Washington State Broadcasters Association. University of Missouri, Columbia.

May 3-8—World meeting of the Affiliated Advertising Agencies International. Marriott hotel, Philadelphia.

■May 4—Broadcasters Day luncheon of the 57th annual journalism week sponsored by the University of Missouri. Speaker will be Roy Danish of the Television Information Office. University of Missouri, Columbia, Mo.

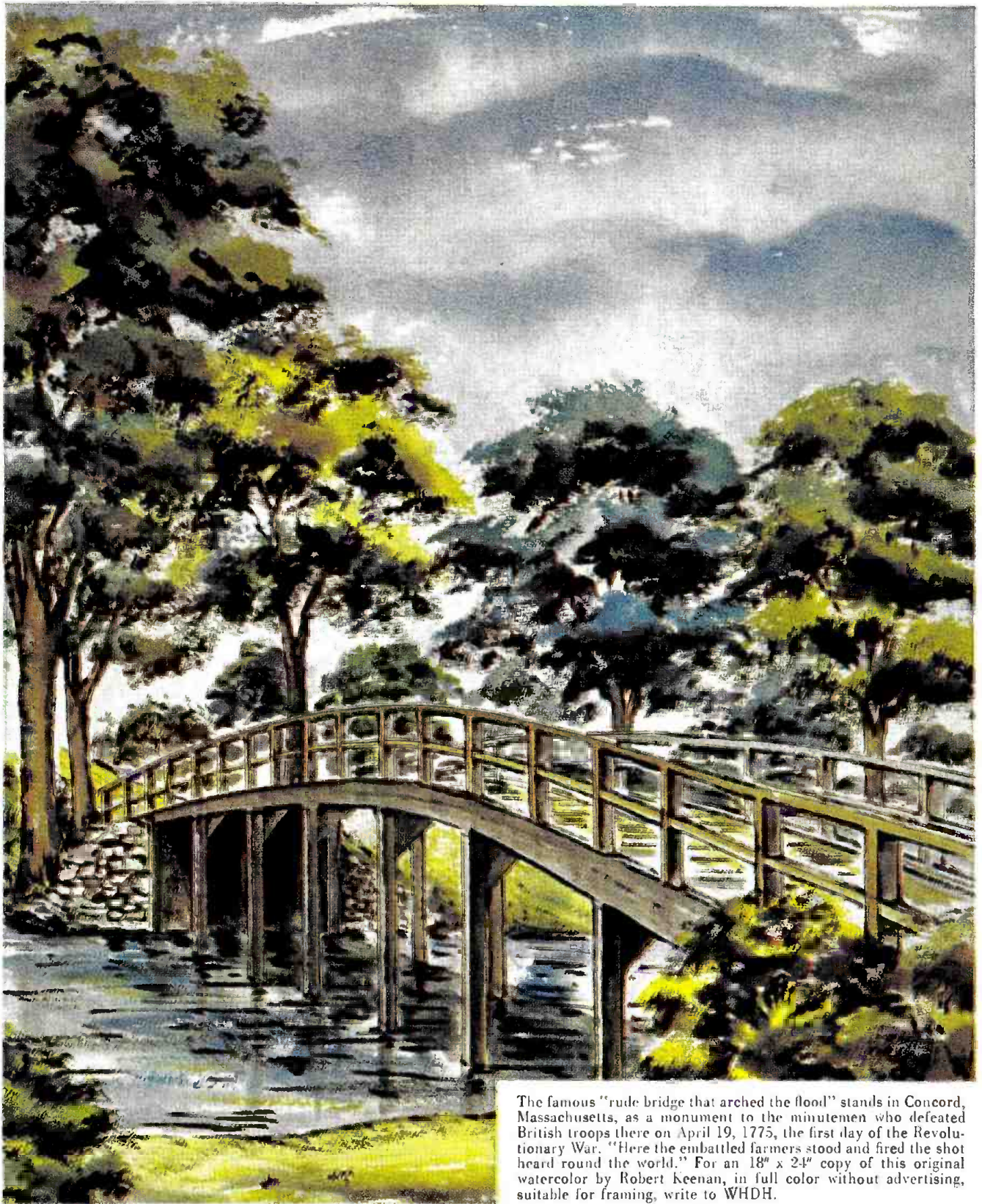
■May 4-6—Conference on Electronic Components, sponsored by Electronic Industries Association and the Institute of Electrical and Electronics Engineers. Marriott Twin Bridges Motor hotel, Washington.

May 5—Seventh annual American TV Commercials Festival Awards Dinner. New York Hilton, New York.

■May 5—Annual stockholders meeting, Scripps-Howard Broadcasting Co. First National Bank, Cincinnati.

■May 5—Department of State regional foreign policy conference sponsored by Little Rock University. Participants include George W. Ball, under secretary of state. Invitations will be extended to members of the press, radio, and television from Arkansas, Oklahoma, southern Missouri, and western Tennessee. Little Rock, Ark.

■Indicates first or revised listing.



The famous "rude bridge that arched the flood" stands in Concord, Massachusetts, as a monument to the minutemen who defeated British troops there on April 19, 1775, the first day of the Revolutionary War. "Here the embattled farmers stood and fired the shot heard round the world." For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

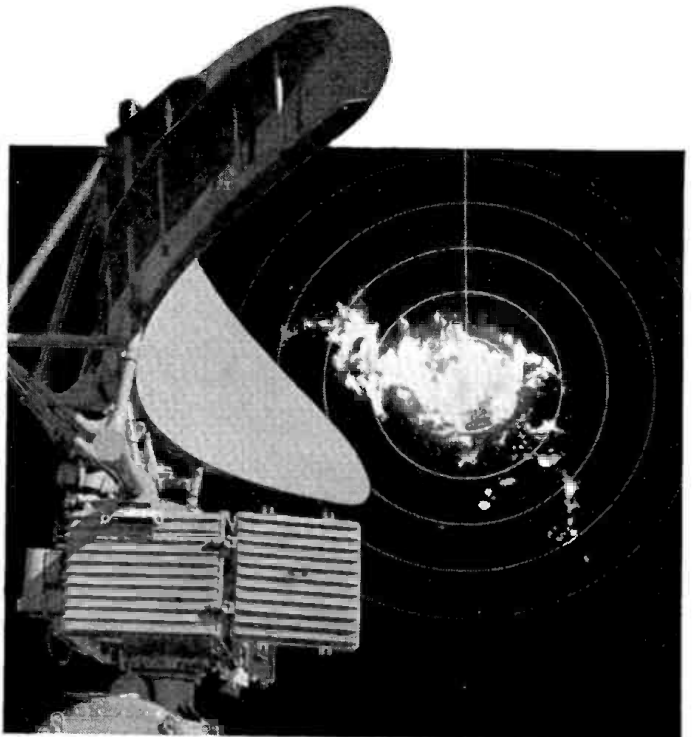
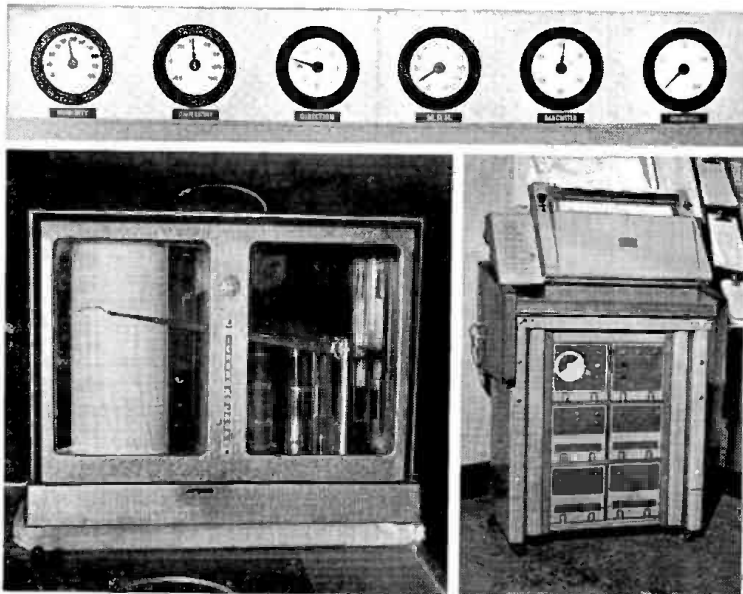
Buy Boston like a Bostonian...Buy WHDH

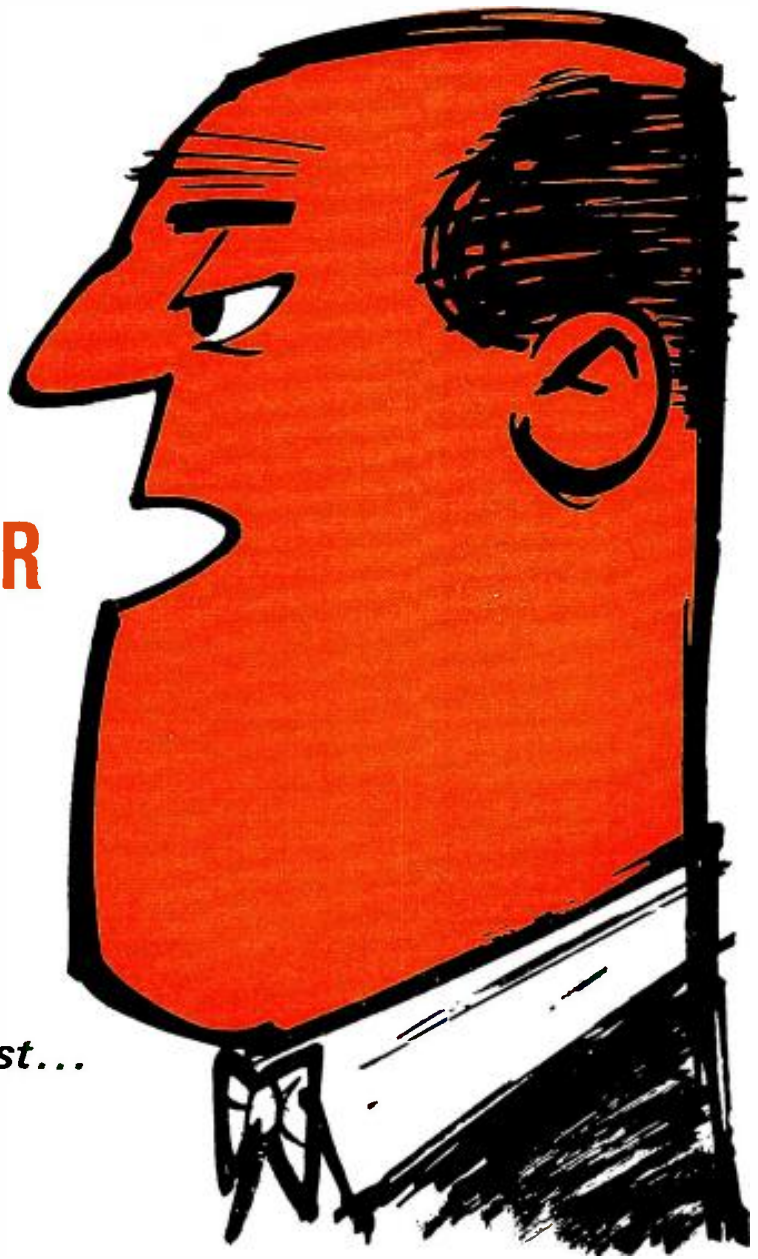
TELEVISION: CHANNEL 5  • RADIO: AM 850 KC 50,000 WATTS  FM 94.5 MC
REPRESENTED NATIONALLY BY BLAIR TELEVISION RADIO

The Forward Look



Everybody talks...





about the **WEATHER**

*But when
Avco Broadcasters forecast...*

People listen!

With good reason. Know-how, full-time meteorologists and complete modern equipment back up AVCO Broadcasting's computerized weather service. The eyes of our own radar installations in Texas and Ohio see weather from as far away as 300 miles. □ Every ten minutes our facsimile machines print a weather map direct from the U. S. Weather Bureau in Washington. As a matter of fact, we're so thorough that private businesses buy specially-tailored weather services from us. □ In weather, news, sports, color, live variety shows, top personalities, AVCO Broadcasting has the pulse of its markets — leading with the Forward Look.

AVCO  **BROADCASTING CORPORATION**

TELEVISION: WLW-T Cincinnati / WLW-D Dayton / WLW-C Columbus / WLW-I Indianapolis / Represented by BCG / WOAI-TV San Antonio
Represented by Edward Petry & Co. / RADIO: WLW Cincinnati / Represented by BCG / WOAI San Antonio / Represented by Edward
Petry & Co. / WWDC Washington, D. C. / Represented by Blair / WWDC-FM Washington, D. C. / Represented by Quality Media

for your tower requirements **ROHN** check



A complete tower erection service that has these special advantages:

- ✓ **DEPENDABILITY**
- ✓ **RELIABILITY**
- ✓ **COMPLETE ENGINEERING**
- ✓ **COAST TO COAST SERVICE**
- ✓ **REPRESENTATIVES WORLD-WIDE**

Be sure to obtain price quotations and engineering assistance for your complete tower needs from America's foremost tower erection service.

ROHN
 Western Office — 310 Quincy Street
 Reno, Nevada — Phone 702-322-9300
 Eastern Office — 509 Webster Street
 Marshfield, Mass. — Phone 617-834-9521
 Southern Office — Box 277, Richardson
 Texas — Phone 214-AD1-3481
 Factory — P. O. Box 2000, Peoria
 Illinois, U.S.A. — Phone 309-637-8416

THIS SPACE CONTRIBUTED BY THE PUBLISHER



We could save one out of two. We don't.

Cancer is not necessarily a killer. Many cancers are curable today. Doctors have the knowledge... the skills... the equipment to save 1 out of 2 cancer patients!

Yet each year, more than 90,000 people die needlessly. Because they do not go to their doctors in time. Early diagnosis and proper treatment could have saved them.

Be a life-saver. Yours. See your doctor regularly!

American Cancer Society

OPEN MIKE®

Orientation for law makers

EDITOR: We are placing the seven members of Kansas congressional delegation on your circulation list for one year and have enclosed a check for the total subscription cost. *Hank Parkinson, executive director, Kansas Association of Radio Broadcasters, Wichita.*

(Kansas adds its name to a distinguished number of state associations of broadcasters in sending BROADCASTING subscriptions to members of Congress)

Helping hand to ESSA

EDITOR: Many thanks for giving us permission to reprint your April 4 "Pool storm-plan offered broadcasters" piece in our employe news summary, *ESSA Dateline*. We try to keep ESSAites abreast of ESSA in the news and fine coverage such as yours gives us a boost. —*John M. Overstreet, Editor, ESSA Dateline, U.S. Dept. of Commerce, Washington 20235.*

Question of fairness

EDITORS . . . A student at our local Texas College of Arts & Industries asked me to sell her some political advertising to promote her candidacy for female representative to the A & I student council. Knowing full well [students couldn't afford to buy time] I hit on another idea which might best be illustrated by the following piece of political copy:

The campus choice for female representative to the A & I student council is Joyce Terling . . . Joyce asks your support in her campaign . . . Vote for Joyce Terling Wednesday in the campus elections.

Disclaimer: The preceding political announcement was not paid for by anyone . . . KINE [Kingsville, Tex.] is donating this time because Joyce Terling, an enterprising young politician, asked for it . . . In the interest of fairness, KINE will make a like amount of time available to any other candidate in her race for student council.

I am curious to know how the commission would treat such a problem were it asked to rule.—*Andy Cook, station manager, KINE Kingsville, Tex.*

(Su are we, but we hate to ask.)

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

Broadcasting
THE AUTHORITY OF TELEVISION AND RADIO

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

EDITOR AND PUBLISHER
 Sol Taishoff

Editorial

VICE PRESIDENT AND EXECUTIVE DIRECTOR
 Edwin H. James
 EDITORIAL DIRECTOR (New York)
 Rufus Crater
 MANAGING EDITOR
 Art King

SENIOR EDITORS: Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago), Leonard Zeldenberg, David Berlyn (New York), Rocco Famighetti (New York), George W. Darlington, Morris Gelman (Hollywood), John Gardiner (New York), Sherm Brodey; STAFF WRITERS: Sonya Lee Brockstein, Joseph A. Esser, William A. Williams, L. Christopher Wright; EDITORIAL ASSISTANTS: Jane T. Brann, John Cheeseman, Camille Grimes, John Jones, Tom Trewin; SECRETARY TO THE PUBLISHER: Gladys Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
 Maury Long
 NATIONAL SALES MANAGER
 Warren W. Middleton (New York)
 ADVERTISING DIRECTOR
 Ed Sellers
 INSTITUTIONAL SALES MANAGER
 Eleanor Manning

PRODUCTION MANAGER: George L. Dant; TRAFFIC MANAGER: Harry Stevens; ADVERTISING ASSISTANTS: Robert Sandor, Howard Rector, Carol Ann Cunningham, Ruth Simms; SECRETARY TO THE MANAGER: Doris Kelly.
 COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.

Publications and Circulation

DIRECTOR OF PUBLICATIONS
 John P. Cosgrove
 SUBSCRIPTION MANAGER
 Richard B. Kinsey

James J. Bruno, William Criger, David A. Cusick, Dorothy Hughes, Edith Liu, Roy Mitchell,

Bureaus

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

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti, John Gardiner; STAFF WRITERS: Phil Fitzell, Ellen R. McCormick; ASSISTANT: Frances Bonovitch; NATIONAL SALES MANAGER: Warren W. Middleton; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; EASTERN SALES MANAGER: Robert T. Fennimore. ADVERTISING ASSISTANT: Sherry Gluck.

Chicago: 360 North Michigan Avenue, 60601. Telephone: 312 Central 8-4115.
 SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: David J. Bailey; ASSISTANT: Rose Adragna.

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

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

ASSISTANT PUBLISHER
 Lawrence B. Taishoff

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

*Reg. U. S. Patent Office
 Copyright 1966: Broadcasting Publications Inc.



Underground movie, Denver style

The North American Air Defense Command—NORAD—has its nerve center 1,400 feet under Cheyenne Mountain near Denver. Time-Life Broadcast's KLZ-TV cameraman Rolly Dalquist (above) and producer Carl Siskind

filmed a half-hour-long color documentary there, "Ace In The Hole."

Variety called it "... a first-rate achievement, suitable for national viewing."

That's an accolade for which we strive at

all the Time-Life Broadcast stations. Both by choice of subject matter and standards of production, we try to expand the horizons of our audiences and our own people. That's part of a group broadcaster's job.



KERO-TV Bakersfield
KLZ-TV-AM/FM Denver
WOOD-TV-AM/FM Grand Rapids
WFBM-TV-AM/FM Indianapolis
KQOQ-TV-AM/FM San Diego

The care and feeding of talent in ad agencies

Lately, we have been barraged by woeful pleas from creative directors, agency presidents and art directors all asking: "Where oh where is talent to be found today?" Hardly a day goes by without a speech about the terrible dearth of talent and the problem of finding it.

Agency people demand good talent, creative talent, exciting talent, talented talent. I have a hunch that these good men quite often lack a certain talent themselves: The talent for discovering talent.

There is talent around, more talent than you could shake a ton of storyboards at. The trick, or to be more exact, the art, is to recognize it when it comes your way and then to utilize it to its fullest. The most able agency employe will stagnate very quickly if he's not given the opportunity to "show 'em what he can do."

The "let's - maintain - the - status - quo, don't - make - waves, let's - not - rock - the - boat" philosophy seems to be the watchword of many agencies today.

Make Waves ■ But, if an agency is to properly serve its clients as well as itself, waves have to be generated. The boat must be shaken occasionally and, most important of all, new ideas and opinions must be continually encouraged.

I can think of few words in our advertising lexicon that have been more grossly misused than "creativity." As far as I am concerned, a man or woman can be as creative as they come, but, unless you allow them to express themselves to the fullest possible extent you are defeating their creativity, not encouraging it.

Creative people are never satisfied with what has been done and with what is being done. The talent at my agency's radio-TV department wants the freedom to run with the ball. To run hard and to run fast without taking the time to rest on old and outmoded advertising concepts.

Agency managements should not attempt to channel or guide or govern talent according to the old "let's-give-the-client-what-he-will-buy" philosophy.

In a truly creative session, ideas, thoughts, techniques should crackle in the air and literally go racing around the room. A truly creative talent-oriented atmosphere is one in which art directors sketch, writers write, producers wave their arms frantically in the air and in the joyous contagion of creativity, something new and valid is built up to the

point where even the mailroom boy gets caught up in the excitement.

No one has a monopoly on creativity. Art directors can come up with the most imaginative words in the world. A skilled copywriter can contribute a magnificent visual suggestion. An imaginative producer may very well suggest both.

There are agencies where creative people are forced to work by the numbers where the slightest deviation from what is already accepted is not tolerated. Is this any way to run an agency?

When you hire a talented individual you are not asking him to emulate exactly what your agency has been doing. You want—or certainly should want—fresh ideas. An agency's relationship with creative personnel is quite akin to marriage. If one partner tries to change his mate into something she never was or never should be, it's only a matter of time before the divorce courts will be beckoning.

Fair Shake ■ Ideas are what we want. They can't be run off on an assembly line. They are very precious and they deserve a chance.

Here at Ketchum, MacLeod & Grove we go through great pains, lots of screening and careful treading (as do other agencies) before we hire talent. Sometimes it is existing talent in the business, sometimes it's a new talent we find. *Then we let them run!* To wit, we recently hired a copy supervisor who is talented, creative and energetic. Although he has written lots of print, his experience is mainly in TV. After familiarizing himself with the problems of his accounts he learned what some other account problems were and what they were doing in print as well as TV. One

day he came into my office with some startling print ideas for an account. This wasn't his account, or "any of his business" as some agencies function. We were delighted. No noses out of joint. No bruised egos to contend with. No ruptured protocol to repair. The ads were good. Darn good!

We hired him, *let him run* and work *his way!* The results of this kind of creative operating philosophy can only be beneficial to the client, the agency and to everyone around because as any creative guy (or gal) knows . . . one sparks another.

To see real talent at work, one has but to look at the tiny handful of creative shops in this business. There, talent is found hard at work creating new thoughts, new directions, new ideas, new layouts, new commercials, new techniques. Ideas zig-zag down the corridors, turn corners and run diagonally across accounts. And one talent urges on another. A good art director takes an unusual line and spins an exciting layout . . . a writer sees an extraordinary shot and turns it into a client idea . . . a producer sees a better shot on the set and gives the commercial a bright, new look. Some in this business complain that these agencies advertise themselves as much as the client in the campaign. Nonsense! If the talent is there and it is properly used of course all the ads and commercials will be different than the next shop's.

To sum up, if you're lucky enough to find real talent, nurture it, nourish it, let it grow, flourish, run, its own way. It's a lot easier to bring a way out idea down to earth, than it is to try to make a tired idea fly.

Involved in planning, creation and production of all radio-TV commercials at Ketchum, MacLeod & Grove, New York, Benjamin Colarossi also oversees the agency's broadcast group as vice president and TV-radio creative director. Before March 1965, Mr. Colarossi worked for three years with Ted Bates Inc. as production supervisor, and prior to that was with Kenyon & Eckhardt; Norman, Craig and Kummel; and Geyer, Morey, Ballard. He also had been with Warwick & Legler and at the former Biow agency.





If Virginia's news is blackout...WRVA-RADIO will be transmitting it.

WRVA-Radio stands ready to broadcast in an emergency. If the lights go out in Richmond, WRVA immediately receives power from Dutch Gap, Virginia. If that source should fail, WRVA can go it alone indefinitely—with an emergency generator in Deep Bottom, Virginia.

If telephone lines are out and the signal can't be carried to the transmitter site, WRVA-Radio can relay by short-wave and re-broadcast from Varina. Or, if necessary, programs can originate from the transmitter site.

WRVA-Radio also has two 50 kilowatt AM transmitters. Should one fail, the second AM transmitter can be put into operation immediately. Should both AM transmitters fail, WRVA's FM transmitter, which operates independently with 200,000 Watts ERP, will continue to broadcast.

Two towers are used in normal operation. However, in an emergency, WRVA-Radio can switch to single tower operation.

That's AM/FM readiness.

WRVA-RADIO



Richmond, Virginia
50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC

Represented by
Peters, Griffin, Woodward, Inc.

Will TV news make money in '66?

Already near break-even point network operations will make profit this year if sponsors spend expected \$100 million for news and documentary programs

Television network news and documentary programming, traditionally plagued by sponsor apathy, is quietly experiencing an advertiser turn-about that promises to make it a \$100 million revenue source in 1966.

More than one out of every three advertisers on the networks last year spent some money in information programming (see list, page 28).

Individually these investments ranged from a few thousand dollars to more than \$13 million, but together they added up to an estimated \$90.8 million—and all three networks said last week that sales activity now is well ahead of last year's pace.

Sales specialists at both ABC-TV and CBS-TV, speaking in terms of television seasons rather than calendar years, estimated that their sales rates for news and information programming currently are double what they were a year ago. NBC-TV authorities declined to put a specific figure on their gains but said sales of these programs, which represent about one-fourth of the NBC-TV total schedule, are at a "fine level."

Breaking Even? The \$90.8 million estimate of 1965 revenues from news and similar programming approaches the approximately \$100 million that the ABC, CBS and NBC news organizations spend annually on programming for the TV networks. But the comparison is misleading, because the \$90.8 million includes revenues from time as well as program sales.

The networks have always lost big money on their news operations and, according to most officials, still do, though the margin of loss may be diminishing.

The gains have been primarily in mounting time sales. It is rare for a network to recoup programming costs in the news-public affairs sector, but another reassuring sign cited by authorities is that advertisers are more amenable today toward absorbing a portion of production charges.

What has contributed to growing

sponsor attraction to actuality programs? Network officials offered these explanations:

▪ The burgeoning economy has produced added funds for all types of advertising, and news-documentary programs have come in for a slice.

▪ There is a greater awareness on the part of some advertisers of the prestige and public relations value of these programs to reach stockholders, the government and the financial community, particularly in the area of corporate mergers and diversification moves.

▪ News-public affairs offer advertisers who want to use TV a program identity that cannot be achieved at comparable costs in entertainment shows.

▪ These presentations reach the select audience that many advertisers require: the better educated, the opinion-leaders, the higher-income.

▪ The general audience is becoming better educated and more sophisticated each year and is showing keener interest in vital issues of the day.

A compilation by BROADCASTING of figures supplied by the Television Bureau of Advertising, which uses esti-

mates provided by Leading National Advertisers-Broadcast Advertisers Reports, showed that 137 out of a total of 356 network TV advertisers were active on news and public affairs programs in 1965.

These companies spent approximately \$90.8 million (net time and program sales) on the three TV networks in 1965. By networks: ABC-TV, \$11.2 million; CBS-TV, \$40 million and NBC-TV, \$38.6 million. (These figures include some program series produced by outside companies, such as the "3M specials" on ABC-TV and the "National Geographic" series on CBS-TV. Production costs for such programs are not included in costs sustained by network news operations.)

The LNA-BAR figures also show that almost \$72.6 million was invested in 1965 in the regular news programs on the three TV networks and almost \$18.2 million in documentary telecasts.

Color Important Color is playing a significant role in news and documentary shows and is expected to be emphasized in the future. But network officials stressed that color will not be

American Home spends \$13 million on TV news

American Home Products Corp. led all advertisers in the sponsorship of news and public affairs programs on the television networks in 1965. According to LNA-BAR figures released by the Television Bureau of Advertising, American Home spent \$13,398,000 (including time and program costs) on the three networks last year. American Home was active in various newscasts.

The other leading advertisers similarly were involved with network programs. Gulf Oil was a prominent

investor on "instant news specials" on NBC-TV.

The top 10 leading advertisers of news and public affairs network programs in 1965, according to LNA-BAR, are:

1. American Home Products	\$13,398,000
2. Philip Morris	4,421,000
3. General Mills	3,304,000
4. Prudential Insurance	3,107,000
5. Warner-Lambert	3,048,000
6. J. B. Williams	3,018,000
7. Block Drug	3,014,000
8. Westinghouse Electric	2,740,000
9. Gulf Oil	2,617,000
10. General Cigar	2,595,000

WILL TV NEWS MAKE MONEY IN '66? continued

injected into a program arbitrarily. There will be instances in which color will have no relevance, they said, and others in which color footage will not be available.

Documentary programs will continue to explore provocative themes but network specialists insisted there will be no attempt to be "provocative for the sake of being provocative." There are few subjects that networks will arbitrarily avoid, but authorities conceded that a detailed examination of homosexuality, for example, was out of the question, and an in-depth study of the values of certain drug products might not be tackled. On the other hand, a CBS-TV official noted that his company is planning a special on safety in automobiles.

The following is a summary of information-program activities at the three TV networks:

News and public affairs scheduling and sponsorship on ABC-TV have made sharp gains in the past year, according to William Furman, director of sales for news and specials. He said both the volume of such programs and their sales are running more than 100% over last year at this time.

An influx of sponsors has helped move ABC-TV billings up sharply, Mr.

Furman said. In the past ABC-TV could boast only sporadic sponsorship in the information area, he continued, but during the current season major advertisers have included the 3M Co. and B. F. Goodrich Co. He said they have indicated they will extend their sponsorships in 1966-67.

Jennings Sold Out ■ Another significant factor in ABC-TV's sales growth has been the dinner-hour news program, *Peter Jennings with the News*, according to Mr. Furman. The newscast is now 15 minutes on weekdays but will be enlarged to a half-hour starting Jan. 9, 1967. Mr. Furman reported the program is virtually sold out. The minute rate on *Jennings* will increase about 20% in the first quarter of 1967, he said.

As a result of their growing popularity with audiences and sponsors, ABC-TV is blueprinting a substantial increase in documentaries in choice time periods in 1966-67, according to Mr. Furman. There is expected to be an expansion to a minimum of 30 one-hour documentaries, compared to 18 this season. This output is in addition to the regular flow of news and election coverage and specials for next fall.

Mr. Furman said viewers' and advertisers' interest in news and public af-

fairs has been quickening because of a growing awareness that these programs "are not dull, egghead stuff and are not buried in ghetto time." The corporate type of advertiser specifically wants "a signature on his documentary," he added, primarily to enhance his "public relations or image" and improve stockholder relations, according to Mr. Furman.

Like Association ■ The sponsors in news programs, he continued, run the gamut of packaged goods advertisers and can get "a good media buy as well as an association within the news framework." He cited the approximately \$2.50 cost-per-thousand for *Jennings*, which he said compared favorably with other network TV CPM's.

Another ABC official noted a consistent rise in ABC-TV news and public affairs ratings this year. He said a series of Bell & Howell specials on ABC-TV in 1962-63 averaged about 14.4 in share of audience with the highest-rated show in the group posting a 20.0 share, while in 1965-66 seven documentaries ranged in share from 21.0 to 33.1.

John Karol, vice president, special projects, CBS-TV, was highly enthusiastic about sales of these programs this year. He estimated that business currently is running about 100% over last year.

He pointed out that the network's

These advertisers bought news in 1965

TV NETWORK NEWS AND INFORMATION SPECIALS SOLD TO 137 SPONSORS

Here are 137 advertisers who invested in TV network news and information shows in 1965, a summary of what they bought and estimates of what they paid (net time and production costs), as compiled for the Television Bureau of Advertising by Leading National Advertisers/Broadcast Advertisers Reports. "News" means regularly scheduled newscasts; "specials" means news and information specials and also includes regularly scheduled features of that type as distinguished from newscasts.

Abbott Labs—NBC special \$17,000.

Alberto-Culver—CBS news \$209,000.

Alcoa—NBC news \$1.7 million; NBC specials \$8,500.

American Cyanamid—ABC news \$46,000.

American Dairy Assn.—NBC news \$882,000.

American Home Products—CBS news \$5.5 million; CBS space flights \$1.2 million; NBC news \$6.7 million.

American Motors—ABC news \$76,000; CBS news \$233,440, CBS specials

\$193,000.

American Photocopy Equipment Co.—NBC special \$8,500.

Anderson-Clayton—ABC news \$105,100.

Anheuser-Busch—CBS news \$65,100; CBS specials \$22,600.

Armour & Co.—ABC news \$681,700; ABC specials \$34,000, NBC specials \$80,000.

Beltone Electronic Corp.—CBS news \$21,700.

Black & Decker Mfg.—CBS news \$130,200.

Block Drug—ABC news \$353,000; CBS space coverage \$52,600; NBC news \$2.6 million.

Bristol-Myers—ABC news \$773,500; ABC special \$14,000; ABC space coverage \$288,000; CBS news \$6,800; NBC news \$749,600; NBC special \$8,500.

Brown & Williamson—ABC news \$1,618,000.

Buxton Inc.—ABC news \$28,500.

Campbell Soup Co.—CBS news \$493,200.

Carnation Co.—ABC news \$253,800; CBS news \$171,000; NBC special \$20,000.

Carter Wallace—ABC news \$96,000; CBS news \$296,700.

Chanel Inc.—CBS news \$65,000; CBS specials \$40,000; CBS space coverage \$13,000.

Chesebrough Ponds—CBS specials \$31,500.

Chrysler Corp.—NBC specials \$17,000.

Ciba Corp.—ABC space coverage \$8,000.

Heavy Schedule ■ Colgate-Palmolive—ABC news \$81,500; ABC special \$21,000; CBS news \$76,000; CBS specials \$32,300; CBS space coverage \$94,600; NBC news \$1.3 million; NBC specials \$17,100; NBC space coverage \$18,000.

Continental Insurance—CBS news \$228,000; CBS space coverage \$164,100.

Corn Products—NBC news \$214,200.

news and documentary schedule this year was virtually sold out. On Tuesday nights, *CBS Reports* and news specials bring in an estimated \$12 million a year, according to Mr. Karol. He added that *CBS Reports* went unsponsored last year, but in 1965-66 attracted International Business Machines as a sponsor.

IBM Withdraws ■ Though IBM announced last week that it is withdrawing at the end of this season, CBS-TV was reported to have several other advertisers as prospective replacements. Mr. Karol would say only that he was "very hopeful" that another sponsor would be signed shortly.

Mr. Karol indicated that CBS-TV next season would carry at least as many documentary shows as this year and perhaps a few more, and said there would be a new half-hour program to replace *Twentieth Century*, which is ending this season (Prudential has sponsored this series for nine years). He said the replacement program, which he declined to discuss, is "virtually sold out" (story below).

The accelerated tempo of news-public affairs sales at CBS-TV according to Mr. Karol, can be explained by new business from IBM as well as these advertisers new to this program type: Aetna Insurance, General Telephone & Electronics Corp. and the Encyclopaedia

Britannica.

"There has never been such an intense interest on the part of many corporate advertisers to get involved in TV and particularly news-documentary specials," Mr. Karol commented. "I've seen several advertisers this week, old-line companies, that want to get into our modern medium.

Mr. Karol's view was that more and more companies are considering actuality programing because of a recognition that they must communicate more effectively to the public and stockholders. He added that advertisers who are seeking identification with a program are turning to the public affairs area because it is virtually the only segment of TV that can offer full or substantial sponsorship on a continuing basis.

Mr. Karol expressed the belief that documentary programs have not been afraid to grapple with sensitive issues, but that in the future there will be a reduction in the number of "controversial" programs. He felt there would be a build-up in programing that would bring the public up to date on continuing issues and an emphasis on presentations of a cultural-educational nature.

Business Good at NBC ■ James T. Hergen, director of special projects, sports and daytime sales at NBC-TV, reported that dollar volume sales of network news and documentary shows have been on a "fine level" this year,

but he declined to give an estimate of increase in business. He noted that NBC-TV, which has been presenting a large number of news and public affairs shows for the past three years, will have presented approximately 50 documentaries before the end of this season (about the same as last season).

"But this does not include our 'instant news specials,' sponsored by Gulf Oil," he observed. "I can't begin to tell you how many Gulf specials we've shown this year. This arrangement with Gulf happily provides us with a high rate of program cost recovery with respect to preemptions."

Mr. Hergen believes the upturn in sponsorship can be explained in part by advertisers' recognition that they can reach a more selective audience through news-public affairs telecasts. These programs appear to be attracting an expanding number of advertisers concerned with their "image" before the general public.

He indicated that the high costs involved in maintaining an extensive news operation militate against complete recovery of program costs at this juncture, but he said that networks are hopeful that the current climate of sponsor affinity with news-public affairs will usher in a new era which networks will be able to charge off a more sizable segment of their production investment.

Walt Disney Productions—NBC specials \$20,000.

Dr. Pepper Co.—CBS news \$19,000.

Dow Chemical—NBC specials \$17,100.

Dow Jones & Co.—CBS space coverage \$13,000.

Du Pont—CBS news \$21,800.

Eastern Air Lines—NBC specials and inauguration \$867,800.

Eastman Kodak—ABC specials \$11,300; CBS news \$138,400; CBS space coverage \$19,500.

Eversharp—ABC news \$7,500.

Florists Telegraph Delivery—CBS news \$21,700; CBS specials \$62,600; NBC news \$16,000; NBC specials \$120,000.

Ford Motor Co.—ABC news \$22,000; CBS news \$57,000; CBS specials \$24,000.

General Cigar—NBC news \$2.6 million.

General Electric—NBC news \$25,000.

General Foods—ABC news \$297,200; CBS news \$293,100; CBS specials \$25,000; NBC news \$64,500; NBC specials \$25,000.

General Mills—CBS news \$1.3 mil-

lion; CBS space coverage \$18,000; NBC news \$1,934,500.

General Motors—ABC news \$5,500; CBS news \$1.4 million.

Gillette—ABC specials \$15,000; NBC space coverage \$18,000.

My, my how time flies

The name of the new documentary series that will succeed *Twentieth Century* on CBS-TV next fall will be called, appropriately enough, *Twenty-First Century*. A network spokesman declined to verify that this will be the vehicle to replace *Twentieth* which leaves the network at the end of the summer after nine years on the air under sponsorship by Prudential. But it was learned from an authoritative source that *Twenty-First* is scheduled and will deal with issues that will be facing the world in the next 40 or 50 years. The new program is reported to have attracted several sponsors.

Golden Grain Macaroni—ABC space coverage \$4,000.

Gulf Investment ■ Gulf Oil Corp.—NBC specials \$875,700; NBC space coverage \$1.7 million.

B. F. Goodrich—ABC specials \$528,000; NBC specials \$129,300.

Goodyear Tire & Rubber—ABC space coverage \$4,000; NBC specials \$55,000; NBC space coverage \$18,000.

Hartz Mountain Products—CBS news \$95,000.

Hazel Bishop—ABC news \$184,500; NBC news \$411,600.

H. J. Heinz—ABC special \$3,000.

Heublein Inc.—NBC special \$8,500.

Hunt Foods & Industries—ABC news \$12,000; CBS news \$462,000; NBC news \$175,000.

Institute of Life Insurance—ABC specials \$102,000; NBC specials \$350,000.

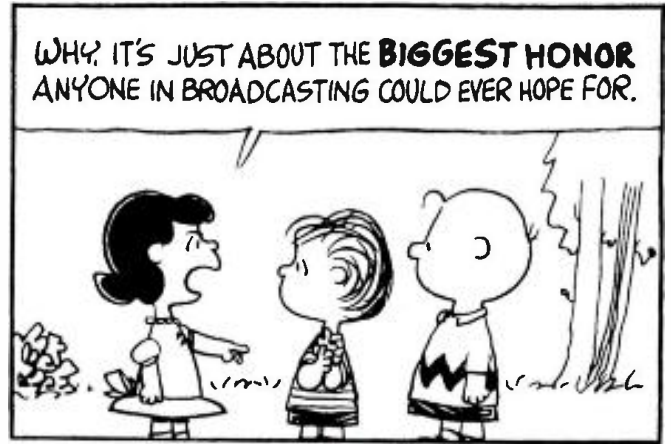
IBM—CBS specials \$744,600.

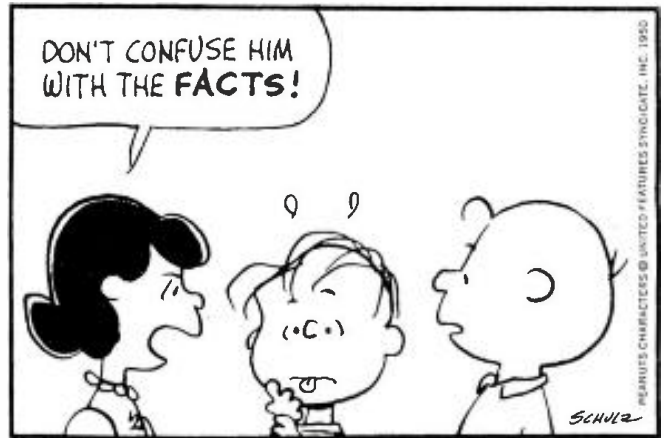
International Minerals & Chemicals—NBC space coverage \$7,000.

Andrew Jergens—CBS news \$108,000; CBS specials \$64,000.

John Hancock Mutual Life—NBC news \$1.3 million.

Johnson & Johnson—CBS news \$130,200; ABC space coverage \$4,000;





Actually, there is really no confusion about the facts of this year's George Foster Peabody Radio and Television Awards. CBS swept the field with seven of the 15 awards—more than twice as many awards as any other broadcasting organization received. The Honor Roll: Morley Safer, Television News. "My Name is Barbra," Television Entertainment. "CBS Reports: KKK—The Invisible Empire," Television Public Service. "The National Drivers Test," Television Innovation. "The Mystery of Stonehenge," Television's Most Inventive Art Documentary. "Music 'Til Dawn," Radio Entertainment. And, "A Charlie Brown Christmas," Television Youth and Children's Programs. Good Grief!

CBS

THESE ADVERTISERS BOUGHT NEW IN 1965 continued

CBS coverage of space shots \$9,000.
 S. C. Johnson—ABC news \$330,400; ABC special \$3,000; CBS news \$174,000; CBS specials \$64,000; NBC news \$559,800; NBC specials \$75,000; NBC space coverage \$54,000.
 Kaiser Industries—CBS news \$152,000; CBS specials \$25,000.
 Kayser-Roth Corp.—CBS news \$124,800; CBS specials \$64,000.
 Kendall Co.—NBC news \$1.3 million.
 King-Seeley Thermos—ABC news \$126,000.
 Koret of California—CBS space coverage \$18,000.
 Lanvin—CBS news \$21,700.
 Lehn & Fink—ABC news \$24,000; ABC special \$9,000; ABC space coverage \$4,000; NBC specials \$20,000.
 Lever Bros.—ABC news \$58,200; CBS news \$19,000; CBS space coverage \$9,000.
 Liggett & Myers—CBS space coverage \$13,000; NBC news \$426,200; NBC specials \$8,500.
Tobacco Sponsor ■ P. Lorillard—ABC news \$25,000; ABC special \$3,000; NBC news \$178,200; NBC specials \$175,000; NBC coverage of space shots \$18,000.
 Massey-Ferguson—CBS news \$114,000.
 Mayer, Oscar & Co.—ABC space coverage \$4,000.
 Mead Johnson—ABC special \$3,000.
 Mennen—ABC news \$48,700; NBC specials \$75,000.
 Mentholatum Co.—NBC special \$8,500.
 Miles Labs—CBS news \$401,800; CBS specials \$32,300.
 Miller Brewing—ABC news \$9,500; CBS news \$21,700; NBC space coverage \$18,000.
 3M—ABC specials \$1.2 million.
 Morton International—CBS news \$19,000; CBS coverage of space shots \$18,000.
 Motorola—NBC specials \$25,000.
 National Cotton Council—ABC special \$6,000.
 National Plastic Products—ABC news \$48,500.
 North American Philips—CBS specials \$15,000.
 Norwich Pharmacal—ABC news \$359,100; CBS news \$19,000; CBS specials \$31,600; NBC specials \$20,000.
 Ocean Spray Cranberries—ABC space coverage \$4,000; NBC news \$8,000.
 Olin Mathieson Chemical—ABC news \$105,000.
 Pepsi-Cola—ABC news \$6,000.
 Charles Pfizer—CBS news \$43,500; NBC news \$126,200; NBC specials \$17,000.
 Philip Morris—CBS news \$4.4 million; CBS space coverage \$15,100.

Plough Inc.—ABC news \$6,000.
 Polaroid—ABC news \$6,000; NBC specials \$75,000; CBS news programs \$222,500.
P&G Up ■ Procter & Gamble—ABC news \$42,800; NBC specials \$33,600; CBS news \$192,700.
 Prudential Insurance—CBS specials \$3.1 million.
 Purex—ABC news \$817,400; ABC space coverage and inauguration \$216,000; ABC specials \$108,000; NBC news

'Help' inspires help

An NBC News TV special, *Congress Needs Help*, that examined the procedures of Congress, has inspired Representative Charles E. Bennett (D-Fla.) to introduce a bill to streamline certain congressional procedures.

The bill provides for a congressional controllership which would furnish Congress with up-to-date information relating to budget proposals and to agency performance.

The NBC special, telecast last Nov. 24, was based on a year-long study prepared for NBC by Arthur D. Little Inc., Cambridge, Mass. The study measured the operating procedures of Congress against the best management practices in private industry.

In a letter to NBC's Ted Yates, the program's producer, Representative Bennett said he got the idea for his legislation from the Little study.

\$325,800.

Quaker Oats—ABC news \$132,000; ABC special \$3,000.
 Ralston Purina—CBS news \$38,000; CBS specials \$15,000; NBC space coverage \$18,000.
 Rath Packing—NBC news \$32,000.
 Raymond Research Corp.—NBC news \$115,100.
 Revlon—CBS specials \$144,000.
 Reynolds Metals—CBS news \$347,400.
 Reynolds Tobacco—ABC news \$7,000.
 Richardson Merrell—ABC news \$60,000; CBS news \$65,300; NBC news \$32,000.
 Rubber Maid Co.—NBC special \$8,500.
 SCM Corp.—NBC specials \$150,000.
 Savings & Loan Foundation—CBS specials and inauguration \$457,500;

NBC special \$216,000; CBS space coverage \$724,800.

Schick Electric—NBC news \$24,000; ABC news \$15,000.
 Scott Paper—NBC specials \$25,000.
 Scripto Inc.—NBC news \$105,000.
Shell Shows ■ Shell Oil—CBS news \$662,200; CBS specials \$596,200; CBS space coverage \$45,000.
 Sherwin Williams—CBS news \$192,700; CBS specials \$33,000.
 Shulton Inc.—ABC news \$493,100; CBS news \$260,500; CBS specials \$80,000; CBS coverage of space shots \$6,500.
 Singer—NBC special \$8,500.
 Skil Corp.—CBS space coverage \$6,500.
 Smith, Kline & French—ABC news \$68,700; CBS news \$366,000; CBS specials \$40,000; CBS space coverage \$74,500; NBC news \$15,000.
 Sperry Rand—ABC news \$30,000; CBS space coverage \$13,000.
 Sta Nu—NBC specials \$20,000.
 Standard Brands—CBS news \$21,800; NBC news \$1.3 million; CBS specials \$25,000.
 Stanley Warner—ABC news \$30,000; NBC specials \$20,000; CBS news \$350,200; CBS specials \$190,000; CBS space coverage \$9,000.
 Sterling Drug—NBC specials \$92,100; NBC news \$8,000; CBS news programs \$14,000.
 Sun Oil—ABC news \$61,700.
 Sunbeam Corp.—ABC news \$233,500; CBS news \$238,700; NBC specials \$240,000.
 Texaco—ABC news \$56,500.
 20th Century-Fox—ABC news \$22,000.
 William Underwood Co.—ABC space coverage \$8,000.
 Union Carbide—CBS news \$382,900.
 United Fruit—NBC specials \$8,500.
 U. S. Plywood—ABC news \$316,900.
 U. S. Rubber—ABC news \$28,000; CBS news \$38,000.
 U. S. Steel—ABC news \$29,500.
 Wallace & Tiernan—ABC news \$50,000.
 Warner Lambert—ABC news \$13,000; CBS news \$303,800; CBS specials \$64,000; NBC news \$2.7 million.
 Westinghouse Electric—CBS news \$2.7 million; CBS space coverage \$6,500.
 Wilkinson Sword—ABC news \$1.3 million.
 J. B. Williams Co.—CBS news \$1.3 million; CBS space coverage \$6,600; NBC news \$1.7 million.
 Wynn Oil—ABC news \$388,000.
 Xerox—NBC specials \$456,000; CBS specials \$675,000.
 Yardley of London—CBS news \$57,000.
 Zenith—CBS specials \$25,000.

WHBF *am-fm*

AND

WHBF-tv

CHANNEL 4



SELLING THE QUAD CITIES and
PROSPEROUS WESTERN ILLINOIS AND EASTERN IOWA

DAVENPORT, IOWA
ROCK ISLAND, MOLINE AND
EAST MOLINE, ILLINOIS

are now represented
nationally by

EDWARD PETRY & COMPANY, INC.

New direction for advertisers?

Emergence of middle-age group in results of PGW study may initiate a re-evaluation of age group desired

A new Peters, Griffin, Woodward presentation suggests middle-aged adults ought to be brought in out of the cold where they've been left by many advertisers in their rush to entice young adults to buy their products.

PGW last week disclosed a series of tabulations made in a "Who Buys More?" study of supermarket shoppers, conducted last October in seven metropolitan areas by Burgoyne Index Inc., Cincinnati. The project, prepared under the supervision of Dr. John R. Thayer, PGW's director of research, has been shown to a substantial number of advertisers and their agencies over the past several weeks.

When the purchasing patterns of three age groups (18-34, 35-49, 50-plus) were measured in terms of total products and of specific products, the 35-49 group was found to dominate in many instances, and when combined with the 50-plus group, far outdistanced the young-adult group.

Dr. Thayer stressed that the new study becomes applicable to broadcast thinking when viewed in terms of spot buying in general program periods. Ra-

dio and TV, it was noted, offer a wide range of appeal to audiences made up of all age groups.

To give its study specific meaning to broadcast buying, Dr. Thayer and Burgoyne used the three adult-age groupings used in a majority of broadcast audience measurement reports. The survey explored the relative market potential for grocery store products among all three groups.

Though the adult group came off importantly in the results, the study indicated that the youth market still is very much a factor. But advertisers, Dr. Thayer warned, shouldn't let the 18-34 age group purchasers dominate the total market.

Among the findings:

- Of items purchased at a supermarket (shoppers were interviewed at the check-out counter), 37.6% were bought by the 18-34 age group, 42.2% in the 35-49 group and 20.2% in the 50-plus bracket. (A total 100-150 items were recorded in the entire survey.)

- Of a total \$50,661 spent for the items, the 18-34 group accounted for 36.8%, the 35-49 group for 42.5% and

the 50-plus group for 20.7%.

The young group spent the highest average amount, \$13.47 per purchase, compared to \$12.76 by the middle group and \$8.40 by the older purchasers.

Number In Household ■ Dr. Thayer noted a surprise finding: The 35-49 age group averaged 4.2 persons in the household, the same number as in the 18-34 group, indicating some fallacy in a common belief among some marketers that the young group has the greatest number of persons in the family. The over-50 group averaged 2.4 persons per household.

The study covered a total of 36 items in the general categories of foods, household products, toiletries-drugs and cigarettes, showing comparisons of age groups both in the percent of purchasers and the percent of packages purchased.

In a substantial number of items, the middle age group alone bought a higher percentage of packages than did the younger group. The few exceptions in the foods category of 17 items were sweetened cereals (in which the younger aged group outpurchased the total of the other two groups) and canned fruit drinks (in which the breakdown slightly favored the younger people over either of the other two). A different pattern also was noted in teabag package purchases in which the younger group accounted for 35.2%, the 35-49 group about 33% and the 50-plus group 31.1%.

Dominance of the middle group was noted in household products, with only liquid cleansers and floor waxes out of a total of nine items covered showing a greater percentage for the young group. In seven toiletries-drugs items, the dominance of the middle group did not hold. Such products as men's hair-dressing, razor blades, soaps (facial and bath) and toothpastes showed higher percentages for the 18-34 age group. But in all three types of cigarette purchases (regular, filter and menthol), the middle group showed the highest level.

Study Areas ■ The study was conducted in six different areas and in seven cities on Oct. 7-9, 1965, with each supermarket meeting volume requirements of \$35,000 or more weekly. All were plotted on U. S. census tract maps. A total of 4,316 persons were interviewed.

Dr. Thayer said the new look in current audience surveys attempts to break down a program's audience into as many "meaningful demographic cells" as possible to enable an advertiser to pinpoint the most important elements of the audience.

But with timebuyers relying almost entirely on "the numbers as they ap-



Warm-up session held by top Peters, Griffin, Woodward executives on the station representative's new 'Who Buys More?' supermarket shopping study included a look at slides used in a presentation being shown to advertisers and agencies around the country. The study shows the middle

age group among shoppers as an important advertising target. John Butler (l to r), New York radio sales manager, joined H. Preston Peters, president; Dr. John R. Thayer, director of research and supervisor of the project and Lloyd Griffin, president-TV, in a run-through.

No 34751..... WHO ARE YOU?



Youngsters throughout South Florida have literally overwhelmed Channel 10, Miami, with their requests for "official memberships" in Jumpin' Jack's 4 O'Clock Club, a slapstick live-and-film program telecast weekdays.

... And what better measure of success than the actual quantity of memberships in the 4 O'Clock Club at WLBW-TV! Or, you might check the list of sponsors participating in this hour-long spot carrier!* Or, ask Kenneth Klein, age 10, who lives in North Miami Beach. He's official club member #34750.

*If you're a media buyer or sponsor, check our availabilities for buys on this outstanding program. Then even if you can't qualify as club member #34751, you, too, will be enjoying the success of our 4 O'Clock Club!

WLBW-TV • MIAMI, FLORIDA



AFFILIATED WITH
WCKY 50 KW
CINCINNATI, OHIO



Represented by



Television, Inc.

Mattel uses 'wall-to-wall' shows for Francie

Television's biggest toy advertisers, Mattel Inc., this month took the wraps off of its 1966 product line by introducing a new creation via the TV spot medium. A 60-second commercial, prepared by Carson/Roberts Inc., Los Angeles, is running in Mattel's Saturday morning TV concept, which the company calls "wall-to-wall programing." The spot introduces Mattel's Francie doll, the successor to the already well-known Barbie doll. Video portion of the commercial shows Francie in action poses and emphasizes the doll's big selling feature, "real eyelashes." The spot is being seen on nine network children's series across the board, from 10 a.m. to 12:30 p.m. Included



are participations on four NBC-TV shows, three on CBS-TV and two on ABC-TV. Besides running each Saturday throughout April, the spot is scheduled at various intervals during the next eight months.

pear in each rating book," he said, "many elements of the broadcast industry are naturally concerned over this fractionalization."

A major concern, he said, was a widespread and possible "unjustified over-emphasis on young adults. . ." He thought that the fact that 50% of the country's population now is under 25 years of age would appear to make understandable the attention given in the past few years to the 18-39 age group. The current age breaks used by audience services would seem to indicate that media buying efforts may be concentrated in the younger, "action" group (18 to 34) and that as a consequence less attention is paid to the importance of two large segments of the buying population he said.

Numbers vs. Percentages ■ Though census figures show more 18 to 34-year olds than 35 to 49'ers in the make-up of the adult population, the division of actual supermarket shoppers puts the higher percentage in the 35-49 age bracket. U. S. census figures: 33.4% are 18 to 34, 30.4% are in the 35 to 49 group and 36.2% are over 50. The PGW study: 32.1% in the 18-34 group, 39.1% in the 35-49 bracket and 28.8% in the 50-plus group.

Dr. Thayer said that the strong showing of presweetened cereals in the young age group was no surprise, nor was the heavy purchasing of bran cereals among the older groups, "but the high sales of household cleansers and detergents among 33-49-year olds seem to be contrary to current marketing concepts of some of our largest advertisers."

He said some advertisers told PGW that they knew that the middle and upper-age groups accounted for most of their sales but they targeted advertising to the younger group for assur-

ance of reaching the 18-34-year olds in large numbers. But Dr. Thayer warned that in practice this actually would seem to cut the reach of the advertiser's schedule because of the concentration on certain types of programs or times of the broadcast day.

Among major advertisers who have seen the presentation are Procter & Gamble, Colgate-Palmolive, Standard Brands, General Foods, American Home Products, Carter Products, Corn Products, National Biscuit, Reynolds Tobacco, Coca-Cola, Sunshine Biscuit and Texize Chemical, Showings are held additionally for the agencies involved.

Code! the computer is slowed by doubters

One of the strongest statements of faith in the applicability of computers to the task of media selection yet issued by a member of the broadcasting industry came last week from an official of a station representation company.

Edward Codel, vice president of The Katz Agency, New York, hailed the advent of "the machine" and chided its doubters as standing in the way of more efficient time buying and selling and more dollars for spot television and radio.

"Without computers, market-by-market advertising will become a less and less efficient sales vehicle," He warned. Mr. Codel said the present method of allocating advertising budgets favors national media and he suggested that spot television should benefit from the impartiality of a computer's choice of media mix.

He called attention to what he feels is a paradox in the availability a new wealth of market data and an inability

to use it efficiently. "What's missing in this situation is the machine. The electronic brain. The computer," he asserted.

He described a media decision-making computer—foreseeable in the next few years—as capable of digesting data on audience composition, product usage, past sales, coverage data, retail indices, rates, discount structures and more. Media information, he went on, will be correlated with market facts about target customers. Other information in the computer would relate to different relative values of media.

The Katz Agency executive, who was speaking to the Advertising Federation in Nashville, Tenn., questioned the attitudes of "many agencies [who] are not enthusiastically endorsing computerization and in some cases playing down its importance. He called this a mistake, contending it slows development of workable systems, fails to encourage more sophisticated research activity and offers a false security in imagining that mechanized media selection is a long way off.

The Katz Agency is currently programming an IBM/system 360 for its own use in both billing procedures and spot availability retrieval.

Marlboro Green gets mixed-media campaign

Philip Morris introduced Marlboro menthol cigarettes nationally last week as a companion brand to the firm's leader, Marlboro filter cigarettes.

The new cigarette, a Marlboro filter with menthol added, is packaged in the familiar Marlboro design with the usual red areas changed to green.

A quick success in West Coast test marketing in March has induced Philip Morris to rush Marlboro Green into national distribution by the end of this week.

Spot TV along the Eastern seaboard will begin May 1 and exposure on PM's seven CBS-TV shows is slated for May 15. Color commercials will be used where station facilities permit.

Marlboro Green will be described as a companion to Marlboro Red with the two brands appearing side by side in all advertising.

Philip Morris, already trading Alpine and Paxton in the menthol area, hopes to gain in menthols' 18% slice of the total foreign and domestic cigarette market.

In commenting on Marlboro Green's expected 75% TV-25% print media mix, Owen Smith, Philip Morris account supervisor at Ted Bates & Co., New York, noted that the introduction will rely primarily on newspaper advertising in the initial stages. He said TV does not reach the local merchant with the strength of a full-color newspaper ad.



*“...and from
Washington,
Lew Shollenberger”*

Washington, D. C. is now our local beat. Network newscasts, fine as they are, don't reach deep down into the stories affecting each local station coverage area. Gilmore Broadcasting's new Washington bureau can.

Headed by veteran radio and television correspondent, Lewis W. Shollenberger, this direct pipeline from Washington will bring our audiences first hand, in-depth news and comment on matters of area importance, including exclusive interviews with their elected representatives and the top news-makers in the nation's capitol.

This wider dimension in local programming is another important plus for Gilmore Broadcasting audiences and advertisers — one more example of community responsibility in broadcasting.



James S. Gilmore, Jr., president

A responsible factor in the community . . .

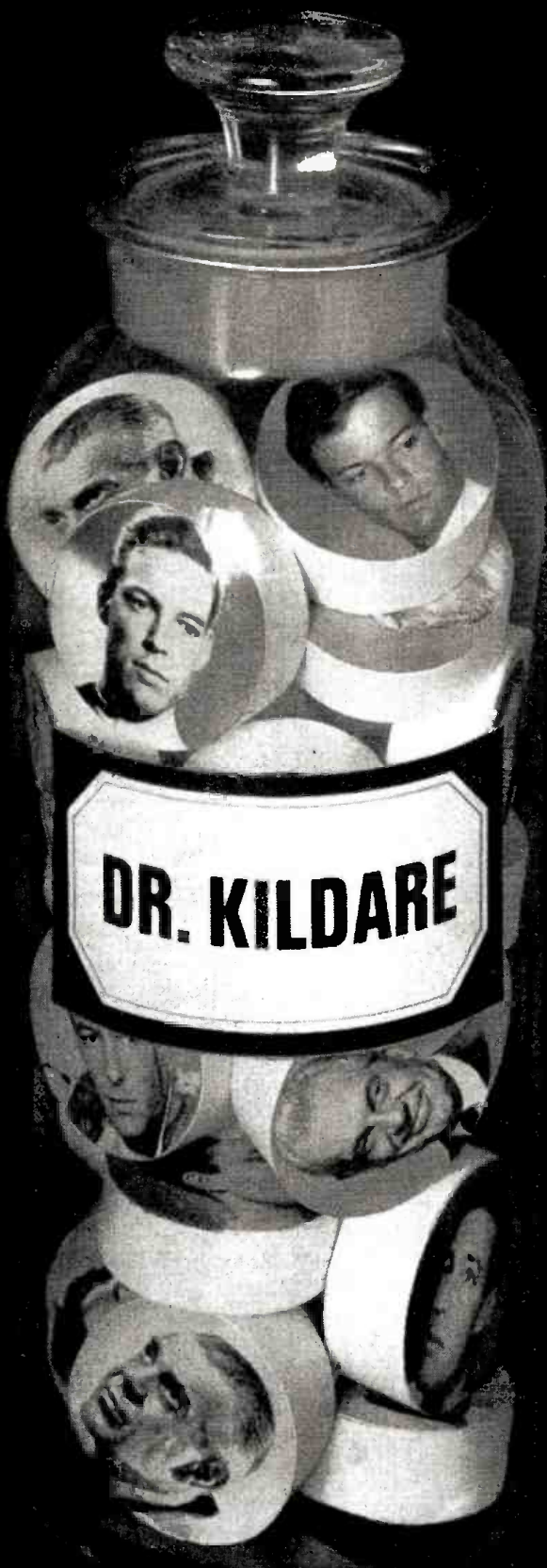
GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

KODE-TV-AM Joplin
WEHT-TV Evansville
KGUN-TV Tucson
WSVA-TV-AM-FM Harrisonburg

Don't fool
around with
temporary
relief!

Dr. Kildare
has the
permanent
cure for
programming
headaches.



□ Take 132 hour-long episodes of exceptional dramatic entertainment
□ add the continuing top appeal of Richard Chamberlain to millions of women
□ stir in its unbeatable four-year network rating of 23.1 average audience
□ blend with the 82% of regular viewers this year who will miss the series if it goes off. POW!

The perfect tonic to pick up women viewers at critical times...and it's guaranteed to produce extensive spot business!

Call these numbers now for fast, fast relief in your market:

New York (212) JU 2-2000
Chicago (312) 467-5756
Atlanta (404) 873-4000
Culver City (213) UP 0-3311



NEW YORK / CHICAGO / CULVER CITY / ATLANTA

Another whack at FCC fines

Court order in WHAS Inc. case involving sponsor identification is second such loss for commission

The FCC's program of enforcing fines by going to federal court suffered a second setback last week when a federal judge in Louisville, Ky., granted a motion in favor of WHAS Inc.

U. S. District Judge James F. Gordon's short order simply granted a WHAS Inc. motion for summary judgment. He said he would issue an opinion in the near future.

The Louisville ruling came virtually in the same week that the FCC, and the Department of Justice which represents the commission in court, agreed that no appeal would be taken from a court decision earlier this year denying a government request to collect \$500 fines from three Minneapolis-St. Paul television stations (BROADCASTING, Jan. 24).

Commission attorneys were visibly shaken by the Louisville ruling, although they hastened to add that they were reserving judgment until they see the opinion. One observed, however, that the FCC's position was becoming uncertain: "All we need is a third 'out,' and we'll have had it."

At issue in both cases was the FCC's charge that the stations had "willfully"

failed to identify the proper sponsors. Both cases also involve political broadcasts.

Gubernatorial Race ■ In the Louisville case, the FCC charged that WHAS-TV had failed to identify the true sponsors of a program telecast in 1963 during the Democratic gubernatorial primary race. The program was a documentary called *The Chandler Years in Review*, an unflattering portrayal of the administration of former Governor A. B. (Happy) Chandler, who was running for the Democratic nomination. It was identified as sponsored by "The Committee for Good Government." The commission claimed the program was actually underwritten by supporters of Edward T. Breathitt, who won the nomination, and the election.

The imposition of the \$1,000 fine was by a slim one-vote majority, the FCC splitting 4 to 3 on the matter (BROADCASTING, July 13, 1964).

WHAS refused to pay the fine and the government went to court to enforce its penalty. The commission refused, also, its request for oral argument.

In the Minneapolis-St. Paul cases, the

commission in 1963 levied \$500 fines against WCCO-TV, KSTP-TV, KMSP-TV and WTCN-TV for "willful and repeated" violations of its sponsor identification rules. The stations had broadcast twice on the same day a taped message favoring a Sunday closing law. The message contained no mention of the sponsor.

Federal Judge Edward Devitt, sitting in Minneapolis, ruled that the alleged infractions were neither willful nor repeated. He found them to be inadvertent, insignificant and due to no negligence on the part of the stations.

Judge Devitt's opinion applied only to three of the four Twin Cities stations; WTCN-TV had asked for and was awaiting a jury trial. It is believed that Judge Devitt's ruling will result in the dismissal of the fine against WTCN-TV.

Commission lawyers note that Judge Devitt had not redefined the words "willful and repeated" which the FCC uses in imposing fines. In that case, they say, no good purpose would be served by seeking review by a higher court.

Rounding off CPM's to dimes suggested

The research committee of the Station Representatives Association recommended last week that agencies and stations stop figuring their cost-per-thousands to the penny, and figure them instead to the nearest dime.

A \$2.52 CPM, for example, would be treated as \$2.50, while a \$2.58 would become \$2.60. Or a \$2.54 would become \$2.50 while an estimate one penny higher, \$2.55 would become \$2.60.

Research committee leaders thought there might be some objection, particularly when a penny makes a dime's difference, but they said they had discussed the idea with a number of agencies and met no strong resistance.

They said two factors led to their recommendation: (1) The data from which CPM's are figured are often not precise enough to sustain estimates carried to the penny, especially those based on audience demographics, and (2) limiting CPM's to one decimal place will benefit computer users because it will free one digit for other uses, thus saving both computer time and print-out space.

The SRA research group is headed by Melvin A. Goldberg of John Blair & Co. Other members are Lloyd Griffin of Peters, Griffin, Woodward, who is also SRA president; Daniel Denenholz, The Katz Agency; Mrs. Claire Horn, AM Radio Sales; William Schrank, Avery-Knodel; Avery Gibson, H-R Representatives, and Hastings Baker, managing director of SRA.

Purolator's filter girl washes face for radio

Purolator Products, Rahway, N. J., last week began a \$1 million spot radio campaign built around the voice of the Purolator filter girl of TV fame.

The Purolator filter girl was dubbed the "World's Prettiest Dirty-Faced Girl" through the Purolator TV commercials. In the one-minute radio spots she interviews actors cast as far-out racing car drivers (in photo) and advises listeners to have their oil filters changed every time the oil is changed.

The new commercials are being used in a nine-week saturation campaign in almost all the top 50 markets. They are being run approximately 200 times a week on an average of four radio stations in each market.

In discussing the campaign, James B. Lightburn, Purolator vice president, cited the following Radio Advertising Bureau statistics in Purolator's choice of radio for selling automotive products: 60 million car



radios are in use; four out of five passenger cars are equipped with radio; 74% of all listeners tune in at least half the time while driving, and 64% of employed people drive to work.

Agency for Purolator is George P. Clarke Advertising, New York.

The Peabody people gave our stations all the radio awards this year.

WCCO Radio, Minneapolis has just won its
third Peabody Award, this one for Life Saving
Public Service In Floods, Tornados and Blizzards.

Music 'Til Dawn won the Radio Entertainment award.
American Airlines' late night program ranging from
pop music to classics, is now in its 14th year on six
of our stations: * WCBS, New York, WEEI, Boston,
WTOP, Washington, D.C., WBBM, Chicago,
KCBS, San Francisco, KNX, Los Angeles.

We're proud of our association with
America's most influential radio stations—
and advertisers.

*Also heard on KRLD, Dallas, WJR, Detroit, and WLW, Cincinnati.

WEEI Boston
WCBS New York
WCAU Philadelphia

WTOP Washington
WKAT Miami
WCCO Minn.-St. Paul

WBBM Chicago
KMOX St. Louis
KCMO Kansas City

KTRH Houston
KCBS San Francisco
KNX Los Angeles



Esthetics nice, selling better

Koenig tells N.Y. admen to credit ads that sell; club gives key awards

Julian Koenig, president of Papert, Koenig, Lois Inc., poked fun last week at advertising that in some cases aims to "sell nothing but judges."

After being inducted into the Copywriters Hall of Fame by the Advertising Writers Association of New York, Mr. Koenig turned on his patrons, calling them judges who "delight in faking themselves out" with contests for advertising. He said these contests, "proliferating through copy, art, graphics and television, are based on personal esthetics rather than any hard-nosed notion of whether the ad did sell something or, more importantly, could sell anything."

His remarks were an echo of last year's Hall of Fame winner Rosser Reeves, former board chairman of Ted Bates & Co. Mr. Reeves had asked the same advertising club to give awards for advertising that sells (BROADCASTING, April 12, 1965). "I haven't heard the final answer yet," Mr. Koenig observed.

Mr. Koenig's penchant for irreverence, reflected through his advertising work for Volkswagen at Doyle Dane Bernbach ("Think Small"), shone through the examples he cited to illustrate how advertising can make friends and lose sales. He pointed to the Bert and Harry messages for Piels beer that were switched to a Jimmy Breslin "hon-

est" beer theme, both ending in sales failures. In contrast, he pointed to Drisitan and Anacin campaigns, which advertising people reportedly judged as the worst kind but nevertheless boosted sales.

'Slice of Lunacy' ■ To achieve success in advertising, he recommended pondering over messages one despises—"the dismal demonstrations, the anvil-racked brains, the mnemonic devices, the slice of life becomes slice of lunacy"—not for emulation, but for self-improvement. He defined the rock-bottom to any successful campaign as the "inescapable devotion to *idea*."

Mr. Koenig called his work not so much an art form as an employer of art forms. "Esthetics," he emphasized, "without the cutting edge of ideas is merely self-indulgence."

Instead of looking for applause, he advised advertising people "to reveal how good the product is, not how good you are."

He suggested advertisers go after messages "you can coupon," like "Pimples," "I used to be a 96-pound weakling," and "How we retired on \$300 a month."

The advertising business, he said, is full of amateurs but shouldn't be resigned to that state. The AWANY club, he added, should help collate both the rules of reason and research for better disciplines, and thus better advertising. By so doing, he indicated, AWANY could become "the proper auspice for creating professionalism among our beginners."

Mr. Koenig closed with the message that advertising remain simple, "the simpler, the better. 'Til form and content are one and the same."

Key Awards ■ Among the awards conferred were: a TV gold key to Steve Frankfurt of Young & Rubicam and writer Jim Nickel for Eastern Air Lines, and TV silver keys to Steward Greene

of Jack Tinker & Partners and writer Dick Rich for Alka-Seltzer and Bob Wilvers of Carl Ally and writer Edward McCabe for Vespa (shown below). Radio gold key awards went to Harry J. Gittes Advertising for Guerlain's Chant d'Aromes and Frank Fraser of Young & Rubicam for the Ballantine beer commercial featuring Mel Brooks.

Agency appointments . . .

■ Coty, division of Charles Pfizer & Co., New York, has named Warren, Muller, Dolobowsky Inc., same city, to handle advertising for a new line of women's products which will be introduced in early 1967. WMD currently handles Coty's Beauty Climate treatment line and Coty gift merchandise.

■ Emerson Radio & Phonograph Corp., New York, has appointed Pritchard, Wood Inc., that city, to handle advertising with \$1.5 million in billing for Emerson and Dumont television, radio and stereo hi-fi instruments, and Quiet Kool window air conditioner units. Former agency was Robert Whitehill Inc., New York.

■ Greater Bay Area Chevrolet Dealers Association, San Francisco, has appointed Eisaman, Johns & Laws Inc., Los Angeles to handle its estimated \$500,000 budget. Addition of the 40-dealer association to the agency's fold gives EJ&L the accounts of three Chevy dealer groups. The West Coast agency has had the Chevrolet Dealers of Southern California since 1955 and the Greater Seattle Chevrolet Dealers Association since 1961.

■ Karastan Rug Mills, Division of Fieldcrest Mills Inc., New York, has named AC&R Advertising Inc., same city, to handle its advertising, effective July 1.



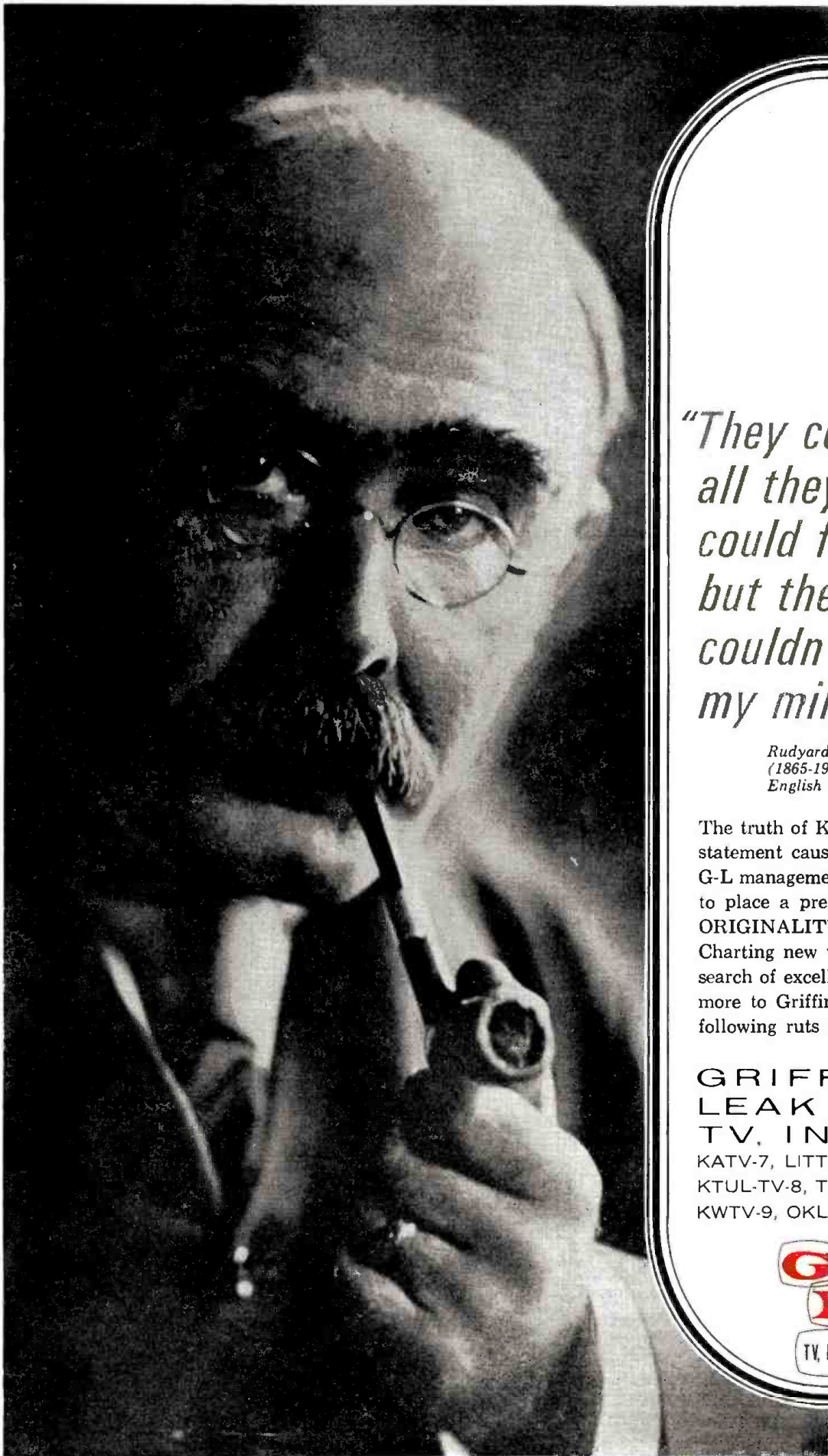
Out of a quiet wilderness with animals and birds, the hum of a jet steadily grows to a roar in this Eastern Air Lines 60-second commercial. A powerful eagle's soaring flight accents the airline and seconds later the scene is again peaceful.



Good things to eat like garlic, vegetables and sardines can cause upset stomachs, but without them a diet remains dull. These 'offenders', presented in color as a short 'movie reel', is the 60-second commercial from Alka-Seltzer.



As cars of all sizes try to squeeze into a parking space (even a Volkswagen is forced to bump into the car behind) a man in a dress suit easily pulls into the spot with his Vespa motor scooter in this silver key TV award winning commercial.



*"They copied
all they
could follow,
but they
couldn't copy
my mind."*

*Rudyard Kipling
(1865-1936)
English Writer and Poet*

The truth of Kipling's statement causes G-L management to place a premium on ORIGINALITY at its stations. Charting new trails in search of excellence appeals more to Griffin-Leake than following ruts to mediocrity.

**GRIFFIN-
LEAKE
TV, INC.**

KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTU-9, OKLAHOMA CITY



The Bettmann Archive

4A packed, set for Scottsdale

Top agency, media speakers to review trends, problems, prospects of advertising

Creativity, business problems and self-regulation are dominant themes on the program for the American Association of Advertising Agencies this weekend at its 48th annual meeting, to be held at Mountain Shadows and Camelback Inn, Scottsdale, Ariz.

More than 700 agency executives and advertiser and media guests are expected to attend the meeting, which starts Friday (April 29) and runs through next Monday (May 2). The Friday sessions are for AAAA members only.

Donald H. McGannon, president of Westinghouse Broadcasting and chairman of the Broadcast Rating Council, will be chief speaker at the Friday luncheon. His subject; "I'd Rather Do It Myself: Self-Regulation in the Mid-'60's."

A "Special Television Showcase" is set for Saturday afternoon, when Harry McMahon, advertising consultant, will show "The Best of the 100 Best Television Commercials," and Alfred M.

Scott of J. Walter Thompson Co. will present "Cavalcade of Foreign Commercials." John Crichton, president of the AAAA, will preside over the special session.

The Friday morning session will be devoted to officers' reports and elections, an examination of "Common Problems of Agencies and Banks" by Hugh Redhead of the Mellon National Bank, Pittsburgh, and a report by Charles Rumrill of Rumrill-Hoyt, Rochester, N. Y., on "Inside Rumrill-Hoyt."

Opening Day's Agenda ■ In the Friday afternoon meeting a panel of agency heads will exchange views on the perplexing and growing problem of account conflicts; Arthur E. Tatham of Tatham-Laird & Kudner, Chicago, will undertake to answer the question "What Makes a Merger?" and James L. Hayes of Duquesne University, Pittsburgh, will report on "Development of People."

William Hesse of Benton & Bowles, New York, will be moderator of the panel on account conflicts. Panelists are Edward L. Bond Jr., Young & Rubicam; Charles E. Claggett, Gardner Advertising, and Barton A. Cummings, Compton Advertising, all of New York, and Charles Farran, Griswold-Eshleman Co., Cleveland, and Edward Thiele, Leo Burnett Co., Chicago.

The Saturday morning session, on "The Agency Perceived," will feature Milton C. Mumford, chairman and president of Lever Brothers, New York, in a look at "The Advertising Agency

as a Business Institution"; Harry Harding of Time Inc., a former AAAA chairman, on "Games Companies Play"; Dr. James L. Goddard, Food and Drug Administration commissioner, on "Media to Protect"; Robert Manning, *The Atlantic* magazine, on "Credibility and Credulity," and John W. Chancellor, director of the Voice of America and former NBC newsman, on "The Intimate Giant."

"The Changing American Woman" will be theme of the Saturday luncheon meeting, which will be followed by the special showing of TV commercials. The annual dinner is slated Saturday evening, and tours and special presentations are scheduled Sunday.

Monday's session on creativity will present Charles H. Brower of BBDO, New York; Carl Hixon and Eugene Kolkey of Leo Burnett Co., Chicago, and Saul Bass, Hollywood film designer. Mr. Bass is expected to display new film techniques.

Steers at Finale ■ William E. Steers of Needham, Harper & Steers, New York, AAAA chairman, will wind up the formal sessions with an address on "The Ethics of Discipline and the Discipline of Ethics." This will be followed by a luncheon featuring a panel of Hearst newspaper columnists.

Prize for the convention's longest speech-title should go to BBDO's Mr. Brower. He calls his creativity-session talk "What We Think of Advertising, by Ralph Waldo Emerson, Thomas Jefferson, Abraham Lincoln, Franklin D. Roosevelt, Calvin Coolidge, Winston Churchill, Homer, Dwight Eisenhower, Jonathan Swift, William Makepeace Thackeray, John Stuart Mill, Theodore Roosevelt, Aldous Huxley, James Thurber, Mark Twain, Thoreau, Billy Sunday, John Bunyan, Thomas Carlyle, Hugh Walpole, Elbert Hubbard and other friends of Charlie Brower."

Business briefly . . .

William Carter Co., Needham Heights, Mass., through BBDO Boston, will invest more than \$1 million for a nationwide TV and print campaign, starting in late summer. It was said to be the first national TV effort in the children's wear industry. Carter's color commercials will appear in more than 190 markets on daytime programs on ABC-TV, CBS-TV and NBC-TV and in selected local markets throughout the country between Aug. 15 and Nov. 26.

Chrysler-Plymouth Division of Chrysler Corp., Detroit, and AT&T (the Bell System) New York, both through N. W. Ayer & Son Inc., Detroit and Philadelphia, will co-sponsor the final round of the \$80,000 Texas Open golf tournament on May 1 (5-6 p.m. EDT).

How a grocery chain competes with 'Batman'

Vons Grocery Co., Los Angeles-based food chain, is enjoying an advertising success story on television that few in the company really anticipated. It's sponsoring a game-type TV show called *Let's Go to the Races*, which is produced and syndicated by Walter Schwimmer Productions Inc., Chicago. The program features a series of horse races filmed two years ago at Sunshine Park in Florida. Seen on KTLA(TV) Los Angeles, 7:30 to 8 p.m., Thursday evenings, the show allows viewers to win cash prizes if they hold winning tickets. The tickets are available free of charge at Vons's checkstands throughout the week.

Vons's advertising agency, Honig-Cooper & Harrington, Los Angeles, contracted for the Thursday time period opposite the second half of *Batman* knowing that Thursday is an ideal night for merchandising groceries and the time slot guaranteed a maximum number of adult viewers

with the juveniles watching ABC-TV.

But against *Batman*, many in the agency and advertiser organizations were apprehensive of achieving really strong results for *Let's Go to the Races*, a relatively expensive show by local television standards. Yet, since going on the air coincidental rating surveys taken in more than 400 TV homes by the American Research Bureau for Vons, shows the race series often outdrawing its competition in the Los Angeles market. The agency claims the program boasts a 12.5 average rating after its first four weeks.

Success of the show is attributed to the strong and concentrated advertising and promotion which both Vons and KTLA put behind the program, both before and since it was put on the air, and the generous cash prizes that the advertiser makes available to viewers. In the first four weeks of broadcast, 6,437 persons won a total of \$84,332 playing *Let's Go to the Races*.



Fargo is New York and Paris, combined!

FARGO is the largest little city in America (east of Reno, at least!). It's the *Mecca* of hayseed desires in the great Red River Valley—the *magnet* for fun, for entertainment, for most major purchases by more than 800,000 people.

Actually, you have to go all the way west to Spokane, before you hit a Metro Area with the retail sales you find in Fargo-Moorhead.

WDAY and WDAY-TV are and always have been *THE* stations for this whole area. Many advertisers list us among their *top* results-producers. Ask us (or PGW) to tell you about a very large national advertiser's recent marketing contest, for instance, in which WDAY-TV won *the grand prize*, in competition with some of the greatest stations in the entire United States.

WDAY WDAY-TV

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



Peters, Griffin, Woodward, Inc.
National Representatives

Mercer says think radio—think FINK

More than 150 creative people from

throat pain.

The FTC also charged DCSS for being "at least equally responsible with its principal for the deception found to be implicit" in the advertising. It said the two challenged TV commercials were based on laboratory tests that established that Sucrets and Children's Sucrets, because of their hexylresorcinol content, under certain conditions would kill germs, including staphylococcal and streptococcal germs, on contact and would relieve the pain of minor sore throat.

In the ads, the FTC contends, "these facts became at best half-truths and exaggerations." It particularly objected to the claims that the products "kill even staph and strep germs" and "help fight infection" in conjunction with a portrayal of a throat engulfed in flame and the prompt recovery of the user. "A false impression can be made by words and sentences which are literally and technically true but framed in such a setting as to mislead or deceive," the FTC said.

It claimed the agency, even more so than the principal, should have known whether the ads could mislead or deceive the public.

17 western TV outlets added to fight lineup

RKO General Productions Inc.'s live color coverage of the middleweight championship fight between Dick Tiger and Emile Griffith at Madison Square Garden Tonight (April 25) will be seen in 17 western markets on a feed from KHJ-TV, RKO General Broadcasting's outlet in Los Angeles. This is in addition to the previously announced 54 TV stations that will carry the event on a feed from WOR-TV New York (BROADCASTING, April 4).

Sponsorship for the first hour (it begins at 7 p.m. PDT) will include six 60-second network participation spots: Falstaff Brewing through Dancer-Fitzgerald-Sample, San Francisco, is slated for three spots; Liggett & Myers through J. Walter Thompson, Los Angeles, has two participations and United Vintners through Honig-Cooper & Harrington, San Francisco, is scheduled for one spot. The stations will sell the remainder locally.

Rep appointments . . .

■ WHBF-AM-FM-TV Rock Island, Ill.: Edward Petry & Co., New York.

to use it more effectively, is that there is one thing it does better than any other advertising medium ever devised—and this is that it talks to people, he explained.

"All you have to know to use it wisely is talk to your audience"

Satchmo speedup

Early this month Louis Armstrong caught up with *Life* (the magazine, that is). Mr. Armstrong was taping a one-minute Ford radio commercial when the auto maker's advertising agency, J. Walter Thompson Co., discovered he would be on *Life's* April 15 cover. Although the commercial was originally scheduled for a national spot placement in mid-May, JWT rushed Mr. Armstrong's commercial on the air in five days. He was heard in 27 major markets as *Life* circulated his picture and story.

Venard calls for frank talk on both sides

Lloyd George Venard, president of Venard, Torbet & McConnell, made a plea last week for candid relationships between the buyers and sellers of broadcast time.

Mr. Venard, speaking at a seminar of the St. Louis broadcast representatives, first advised agency buyers that they needn't fear the advent of computerization in their business. This development, he said would increase their importance as "an analytical force," and would not diminish their stature.

Mr. Venard then asked for honest business relationships between time salesmen and media buyers. He said that most buyers now, with client approval, can give salesmen an advertiser's budget for a market.

On the salesman's side, Mr. Venard said, there ought to be completely honest quotation of availabilities and prices.

The rep firm president said clients and agencies are asking more about competitive schedules, and he warned against giving away private marketing information.

Also in advertising . . .

Moss moves ■ Moss Associates Inc., advertising, has moved its New York office to larger quarters at 415 Lexington Avenue. Phone (212) 687-7377.

New test market? ■ The four television stations in the Dallas-Fort Worth market have headed together in a campaign

Sucrets' ads labeled false and misleading

Merck & Co., Rahway, N. J., has been ordered by the Federal Trade

all four stations are color-equipped, and that the area lends itself to the control factors necessary for effective testing procedures. The stations are WBAP-TV, WFAA-TV, KRLD-TV and KTVT(TV).

Inaugural ■ For the first time the National Association of Broadcasters Code Authority has issued a spring list of toy commercials approved for TV. The code annually screens toy spots for the Christmas season. The spring list includes 38 commercials produced for 15 toy manufacturers.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and producer.

Focus Presentations Inc., 400 Park Avenue, New York 10022.

General Electric Co., New York (job opportunities); one 60 for TV on film, color. Chris Ishii, director. Agency: BBDO, New York. Don Brown, agency producer.

Heller Corp., 1606 North Highland Avenue, Hollywood 90028.

Atlantic Savings & Loan Association, Los Angeles (savings and loans); four 60's for radio, music. Hugh Heller, production manager. Agency: Bland Advertising, Los Angeles. Ron Bland, account executive. George Kellogg, agency producer.

Jos. Schlitz Brewing Co., Los Angeles and San Francisco (Burgermeister beer); eight 60's for radio, comedy/music; four 60's for radio, music. Hugh Heller, production manager. Agency: Post-Keys-Gardner, Chicago. Les Mullins, account executive. Jim Deasy and Bernard Lee, agency producers.

John LoBuono Productions, 4565 DeTonty Avenue, St. Louis 63110.

Costello's Frozen Desserts, St. Louis (cottage cheese dessert); one 30 for radio, musical. John LoBuono and Beasley Smith, writers. Agency: Batz-Hodgson-Neuwoehner, St. Louis. Jack Waterbury, account executive. Don Levitan, agency producer.

Rocket Citrus Products, St. Louis (beverages); three 30's and 60's for radio, dramatic novelties. John LoBuono and Charles Hefti, producers. Agency: General American, St. Louis. Mary Reed, account executive and agency producer.

Pepper Sound Studios Inc., 51 South Florence, Memphis 38104.

Toyota Motor Distributors Inc., Los Angeles (Corona cars); five 60's for radio, jingle. Hub Atwood and Joe D'Gerolamo, production manager. Agency: Clutter E. Frank, Los Angeles.



Fargo is New York and Paris, combined!

FARGO is the largest little city in America (east of Reno, at least!). It's the *Mecca* of hayseed desires in the great Red River Valley—the *magnet* for fun, for entertainment, for *most major purchases* by more than 800,000 people.

Actually, you have to go all the way west to Spokane, before you hit a Metro Area with the retail sales you find in Fargo-Moorhead.

WDAY and WDAY-TV are and always have been *THE* stations for this whole area. Many advertisers list us among their *top* results-producers. Ask us (or PGW) to tell you about a very large national advertiser's recent marketing contest, for instance, in which WDAY-TV won *the grand prize*, in competition with some of the greatest stations in the entire United States.

WDAY WDAY-TV

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



Peters, Griffin, Woodward, Inc.
National Representatives

Mercer says think radio—think FINK

More than 150 creative people from San Francisco advertising agencies were told to think FINK when they use the radio medium. Who or what is FINK? It stands for Feed Imagination New Knowledge and supposedly all it can do "is work wonders."

This motto for creativity was coined by Richard J. Mercer, vice president and associated creative director of Clyne Maxon Inc., New York (a subsidiary company of BBDO). Addressing a luncheon meeting of the San Francisco Radio Broadcasters Association last week on the subject of "Better Use of Radio by Media People," Mr. Mercer described radio as a relaxed, flexible, unpretentious and uncomplicated medium. He praised spot radio for its speed and flexibility compared to other advertising media. "It doesn't handcuff us with closing dates like the eight or nine days in advance of publication required for newspapers or three months ahead for some magazines," he pointed out. "We can produce radio commercials literally overnight as compared to the six or eight weeks required to do TV films."

The thing to remember about radio

to use it more effectively, is that there is one thing it does better than any other advertising medium ever devised—and this is that it talks to people, he explained.

"All you have to know to use it wisely . . . is talk to your audience," he stressed. "Talk to them by the millions as though you were talking to them one at a time, because that's the way they listen. Give them something in return for their attention, something an adult human being will be willing to spend 70 irrevocable heartbeats to listen to, something they can see in 3D, color and the theaters of their mind. something for them to think about and talk about, something you can feel good about."

Mr. Mercer, who has been with the BBDO organization for more than 17 years, had some parting advice for his audience concerning radio advertising. "If you are an advertising writer," he said, "I commend radio to you as the medium that can offer you more creative freedom than any other." But, he made clear, agencies need to learn more about the medium, about stations, their programming and their audiences. They have need to think FINK: Feed Imagination New Knowledge, "for imagination without knowledge is as dead as faith without good works."

Sucrets' ads labeled false and misleading

Merck & Co., Rahway, N. J., has been ordered by the Federal Trade Commission to discontinue what the FTC calls false germ-killing and pain-relieving claims for the company's Sucrets and Children's Sucrets throat lozenges. The FTC said that contrary to claims made in television commercials the lozenges will not normally reach, kill or make ineffective the germs that contribute to throat infection.

The commission's order also cited Merck's advertising agency, Doherty, Clifford, Steers & Shenfield Inc., New York. The agency merged with Needham, Louis & Brorby Inc. in January 1965 to form Needham, Harper & Steers Inc.

Merck & Co., in saying that it will appeal the order, called the FTC's action arbitrary and said it ignored the findings of its own hearing examiner. Merck charged that the trade commission had not relied on the facts brought out by the examiner but had twisted the facts "to fit what must have been a preconceived notion."

According to the FTC, the advertising says the lozenges relieve severe sore throat pain while, in reality, they only temporarily relieve minor sore

The monkey business doesn't stop at the entrance

A stuffed ape is the first thing to greet an account executive when he enters the new offices of the Taskett Advertising Agency in the Tower Building in Seattle. The agency, which handles such regional broadcasting accounts as Bank of the West, National Taco, Mission Macaroni and Central Pontiac, has more gimmicks than a Coney Island sideshow but its intentions are strictly honorable: hospitality with a smile.

Jack Bankson, account executive for Golden West Broadcasters' KVI Seattle, puts it this way: "Whether you need cheering up or not, call on the Taskett Agency and you'll leave feeling like the most important salesman in the world—and outer space."

Taskett's hospitality extends from fresh popcorn to vintage champagne. After the ape, the next thing to greet agency visitors is receptionist Irene Sauders. She directs them to the "lock box." There's one for every account executive who calls on Taskett.

"Always look in your lock box." visitors are reminded, "there may be

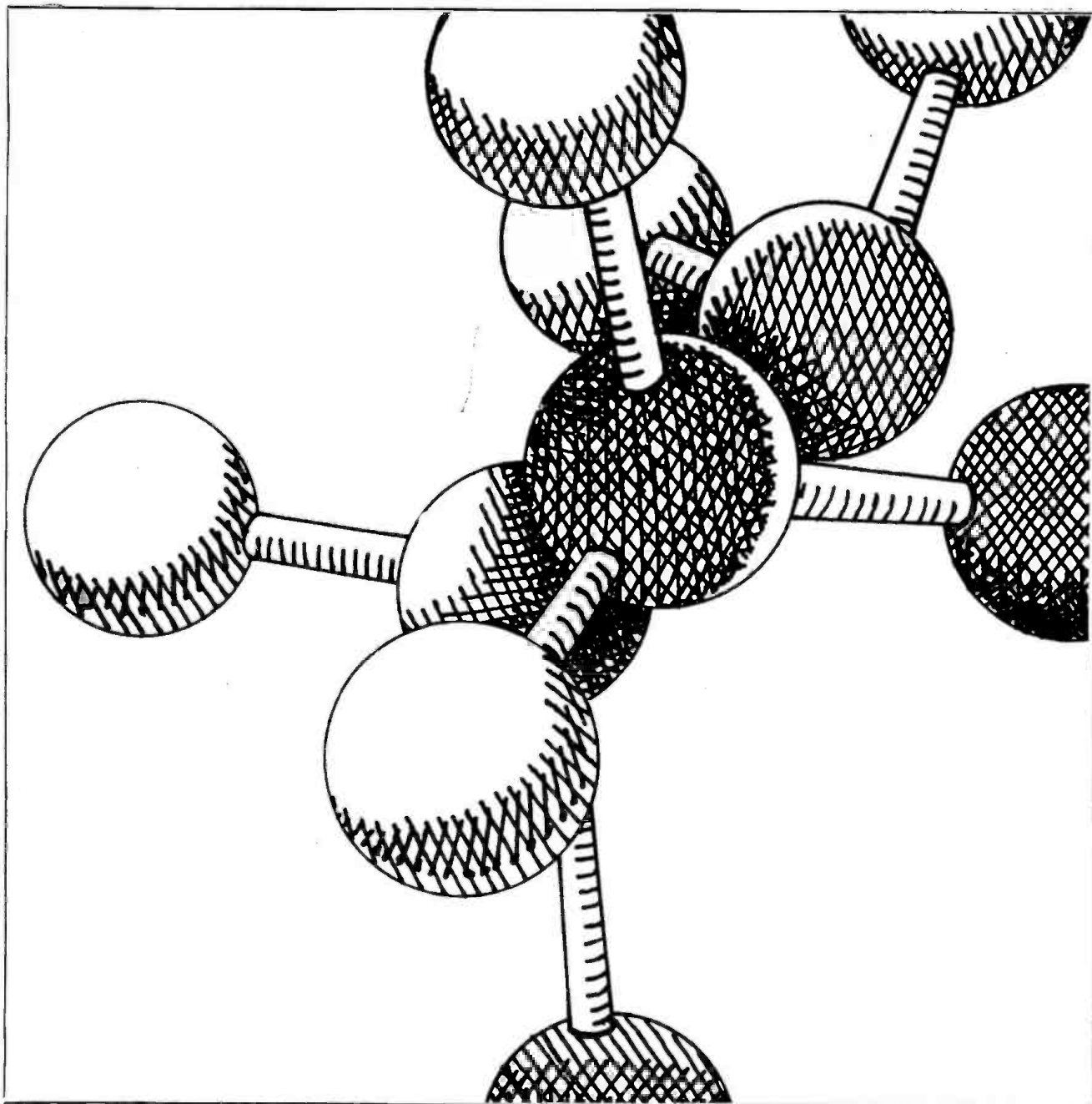


an order inside." Even if there's no order on hand, agency President Bill Taskett will leave a friendly note or write out the essentials of the latest joke making the advertising rounds.

Then coffee is served and visitors are invited to make their business calls on one of Taskett's antique gold telephones. With the preliminaries over, Bill Taskett comes out to serve the main course. It's freshly popped corn taken from the agency's own popcorn machine. Next stop is the office refrigerator which has no shelves but, instead, a rack that holds two cases of imported champagne.

After refreshments, visitors have a choice between using a private office that is specifically for the convenience of clients and account executives or joining Bill Taskett in his private office, which is a combination living room and den. A flask is suspended from the ceiling. It contains vodka. Reports have it that after one dousing from the flask, most salesmen forget to make their pitch.

Even the man who designed Taskett's new offices has a gimmick. His name: John Paul Jones.



The Ubiquitous Molecule

Take a synthetic sweater, some imaginative modification of its molecules, and you have dynamite! Or a resist-almost-anything carpet. A strong-as-steel ship's hawser that floats or a rubber wrapper for a skyscraper foundation. □ The special breed of scientists and engineers at Humble's research centers have found hundreds of ways to turn the basic hydrocarbon molecule to bold, new uses. □ Their imagination is almost limitless, ranging from the

ocean to outer space, defense to dolls, and of course to concentrating a powerful Tiger into your tank. □ These activities eventually benefit people everywhere with improved products for individuals as well as industry. □ Imagination plus intelligence—the combination that has made HUMBLY OIL & REFINING COMPANY AMERICA'S LEADING ENERGY COMPANY.

HUMBLE

OIL & REFINING COMPANY

THE PEOPLE WHO "PUT A TIGER IN YOUR TANK!"



throat pain.

The FTC also charged DCSS for being "at least equally responsible with its principal for the deception found to be implicit" in the advertising. It said the two challenged TV commercials were based on laboratory tests that established that Sucrets and Children's Sucrets, because of their hexylresorcinol content, under certain conditions would kill germs, including staphylococcal and streptococcal germs, on contact and would relieve the pain of minor sore throat.

In the ads, the FTC contends, "these facts became at best half-truths and exaggerations." It particularly objected to the claims that the products "kill even staph and strep germs" and "help fight infection" in conjunction with a portrayal of a throat engulfed in flame and the prompt recovery of the user. "A false impression can be made by words and sentences which are literally and technically true but framed in such a setting as to mislead or deceive," the FTC said.

It claimed the agency, even more so than the principal, should have known whether the ads could mislead or deceive the public.

17 western TV outlets added to fight lineup

RKO General Productions Inc.'s live color coverage of the middleweight championship fight between Dick Tiger and Emile Griffith at Madison Square Garden Tonight (April 25) will be seen in 17 western markets on a feed from KHJ-TV, RKO General Broadcasting's outlet in Los Angeles. This is in addition to the previously announced 54 TV stations that will carry the event on a feed from WOR-TV New York (BROADCASTING, April 4).

Sponsorship for the first hour (it begins at 7 p.m. PDT) will include six 60-second network participation spots: Falstaff Brewing through Dancer-Fitzgerald-Sample, San Francisco, is slated for three spots; Liggett & Myers through J. Walter Thompson, Los Angeles, has two participations and United Vintners through Honig-Cooper & Harrington, San Francisco, is scheduled for one spot. The stations will sell the remainder locally.

Rep appointments . . .

- WHBF-AM-FM-TV Rock Island, Ill.: Edward Petry & Co., New York.
- KOTA-TV Rapid City, S. D.: Eastman TV., New York.
- WSBS Great Barrington, Mass.: William A. Queen Inc., Boston.

Satchmo speedup

Early this month Louis Armstrong caught up with *Life* (the magazine, that is). Mr. Armstrong was taping a one-minute Ford radio commercial when the auto maker's advertising agency, J. Walter Thompson Co., discovered he would be on *Life*'s April 15 cover. Although the commercial was originally scheduled for a national spot placement in mid-May, JWT rushed Mr. Armstrong's commercial on the air in five days. He was heard in 27 major markets as *Life* circulated his picture and story.

Venard calls for frank talk on both sides

Lloyd George Venard, president of Venard, Torbet & McConnell, made a plea last week for candid relationships between the buyers and sellers of broadcast time.

Mr. Venard, speaking at a seminar of the St. Louis broadcast representatives, first advised agency buyers that they needn't fear the advent of computerization in their business. This development, he said would increase their importance as "an analytical force," and would not diminish their stature.

Mr. Venard then asked for honest business relationships between time salesmen and media buyers. He said that most buyers now, with client approval, can give salesmen an advertiser's budget for a market.

On the salesman's side, Mr. Venard said, there ought to be completely honest quotation of availabilities and prices.

The rep firm president said clients and agencies are asking more about competitive schedules, and he warned against giving away private marketing information.

Also in advertising . . .

Moss moves ■ Moss Associates Inc., advertising, has moved its New York office to larger quarters at 415 Lexington Avenue. Phone (212) 687-7377.

New test market? ■ The four television stations in the Dallas-Fort Worth market have banded together in a campaign to promote their area as a test market for color TV advertising campaigns. A spokesman said the market is the largest in the South and Southwest in which

all four stations are color-equipped, and that the area lends itself to the control factors necessary for effective testing procedures. The stations are WBAP-TV, WFAA-TV, KRDL-TV and KTVT(TV).

Inaugural ■ For the first time the National Association of Broadcasters Code Authority has issued a spring list of toy commercials approved for TV. The code annually screens toy spots for the Christmas season. The spring list includes 38 commercials produced for 15 toy manufacturers.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and producer.

Focus Presentations Inc., 400 Park Avenue, New York 10022.

General Electric Co., New York (job opportunities); one 60 for TV on film, color. Chris Ishii, director. Agency: BBDO, New York. Don Brown, agency producer.

Heller Corp., 1606 North Highland Avenue, Hollywood 90028.

Atlantic Savings & Loan Association, Los Angeles (savings and loans); four 60's for radio, music. Hugh Heller, production manager. Agency: Bland Advertising, Los Angeles. Ron Bland, account executive. George Kellogg, agency producer.

Jos. Schlitz Brewing Co., Los Angeles and San Francisco (Burgermeister beer); eight 60's for radio, comedy/music; four 60's for radio, music. Hugh Heller, production manager. Agency: Post-Keyes-Gardner, Chicago. Les Mullins, account executive. Jim Deasy and Bernard Lee, agency producers.

John LoBuono Productions, 4565 DeTonty Avenue, St. Louis 63110.

Costello's Frozen Desserts, St. Louis (cottage cheese dessert); one 30 for radio, musical. John LoBuono and Beasley Smith, writers. Agency: Batz-Hodgson-Neuwoehner, St. Louis. Jack Waterbury, account executive. Don Levitan, agency producer.

Rocket Citrus Products, St. Louis (beverages); three 30's and 60's for radio, dramatic novelties. John LoBuono and Charles Heftli, producers. Agency: General American, St. Louis. Mary Reed, account executive and agency producer.

Pepper Sound Studios Inc., 51 South Florence, Memphis 38104.

Toyota Motor Distributors Inc., Los Angeles (Corona cars); five 60's for radio, jingle. Hub Atwood and Joe D'Gerolamo, production managers. Agency: Clinton E. Frank, Los Angeles. Tom Lowey, account executive.

Pompano Park, Fort Lauderdale, Fla. (race track); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Joe Kolb, Fort Lauderdale.



They "overlook" a city...and Birmingham listens

Often news departments are pictured grouped before news cruisers, station wagons, mobile units, helicopters. It's great to have good transportation. We do, too. But a skillful, alert news crew is the vehicle vital to excellence in "overlooking" a city.

Ours is a uniquely talented news staff. Specialists in broadcast. Why, we even put them in distinctive blue blazers with crests — just like the big networks!



WAPI-RADIO

1070 BIRMINGHAM, ALABAMA
NBC Radio Network

NOW 50,000 WATTS — NON-DIRECTIONAL

HENRY I. CHRISTAL COMPANY, Inc., National Representatives

NAB selection group wants Dille back

Recommendation for re-election of board chairman may set stage for floor fight at June meeting

Long-term investments often prove more profitable than the short-term kind and the eight-man selection committee of the National Association of Broadcasters used that theory last week when it unanimously recommended that John F. Dille Jr. be re-elected joint board chairman.

Mr. Dille, Communicana Group of Indiana, is now serving a one-year term as a fulltime paid chairman. Under a new concept he proposed and the board adopted in January, the next chairman will be paid only expenses and will be expected to devote at least a week a month to the Washington post.

The recommendation of the committee followed a meeting in Dallas last Tuesday (April 19) and will be taken before the 44-member board at its June 20-24 meeting in Washington. After the Dallas session, the committee of former board members, sent the following telegram to the board:

"Selection committee today unanimously agreed to recommend Jack Dille at June board meeting for re-election as chairman of NAB joint board."

Essex: Knows the Ropes ■ Harold Essex, WSJS Winston-Salem, N.C., chairman, said the committee thought

Mr. Dille had done a good job during his first year and that his experience would be beneficial in a second one-year term, the maximum allowed by the board. The committee felt, Mr. Essex said, "that we had an investment in Mr. Dille and that we should reap the dividend in the light of his willingness to serve."

The recommendation, which came sooner than most had expected, also seems to set the stage for a possible floor fight at the June meeting. In addition to Mr. Dille's announcement of candidacy (BROADCASTING, April 11), the committee also had been told by Jack W. Lee, WSAZ Huntington, W. Va., that he was available.

In a letter to the committee, Mr. Lee, chairman of the NAB radio board, said he had considered withdrawing his oral commitment to run for the top position, but felt that the issue of a joint board chairman succeeding himself should be decided by the full board.

Although Messrs. Dille and Lee were the only formal candidates, it had been assumed that the committee would take a while to make its choice and would screen prospects from a list of more than just two names. At the committee's

inaugural meeting during last month's NAB convention, its members were urged to bring the names of possible candidates to the Dallas meeting.

The committee's unanimous choice was made by the six members at the Dallas session and two who were contacted by telephone. In addition to Mr. Essex those at the meeting were: Mike Shapiro, WFAA-TV Dallas, Rex Howell, KREX Grand Junction, Colo.; Julian Haas, KAGH Crossett, Ark., John Henzel, WDHL Olean, N.Y., and Lester Spencer, WKBV Richmond, Ind. The absentees, who concurred by telephone, were: Loyd C. Sigmon, Golden West Broadcasters, Los Angeles, and John Box, WIL St. Louis.

Others to be Chosen ■ However, the election of a joint board chairman is not the only election coming at the June meeting. Also to be elected are chairmen and vice chairmen for the radio and television boards.

Grover Cobb, KVGB Great Bend, Kan., and Robert W. Ferguson, WTRF-TV Wheeling, W. Va., currently vice chairmen of the radio and TV boards, respectively, are expected to have no opposition in their bids to move up to the chairmanships.

At present there appear to be three active candidates on each board seeking the vice chairmanships.

George W. (Bud) Armstrong, WHB Kansas City, Mo.; Richard Dudley, WSAU Wausau, Wis., and Daniel Kops, WAVZ New Haven, Conn., are making a bid for the radio board's second seat.

Joseph S. (Dody) Sinclair, Outlet Co. Stations, Providence, R.I.; John T. Murphy, Avco Broadcasting Corp., Cincinnati, and Joseph Baudino, Westinghouse Broadcasting Co., Washington, are seeking the vice chairmanship of the TV board.



The NAB selection committee members at the Dallas meeting last week were (l-r): Lester Spencer, WKBV Richmond, Ind.; Mike Shapiro, WFAA-TV Dallas; John Henzel, WDHL Olean, N. Y.; Harold Essex, WSJS Winston-

Salem, N. C., chairman; Rex Howell, KREX Grand Junction, Colo., and Julian Haas, KAGH Crossett, Ark. Absent were Loyd C. Sigmon, Golden West Broadcasters, Los Angeles, and John Box, WIL St. Louis.

Taylor warns of CATV inroads on radio

Radio stations face unfair competition from the community antenna television systems that carry radio signals "and indeed use this as a strong part of their pitch for new subscribers." Sherril Taylor, vice president for radio of the National Association of Broadcasters, last week also said it is of "the utmost importance" that radio be given protection "against origination of time and weather as well as background music and news by CATV systems."

Speaking to the Oregon Association of Broadcasters meeting Friday (April 22), Mr. Taylor said there is little indication so far that distant radio signals

carried on CATV's are fragmentizing local audiences. However, he said, "the threat is certainly there." He called radio a highly competitive medium with stations conducting a "horrendous competition among themselves." He termed this fair competition, which neither the NAB nor broadcasters have ever objected to.

Two UHF's, one VHF authorized by FCC

The FCC last week granted applications for three new television stations. WDAY Inc., received authorization for a Devils Lake, N.D., outlet on channel 8 with 316 kw visual and 50 kw aural from an antenna height of 1,480 feet above average terrain. The station will be a satellite of WDAY-TV Fargo, N.D.

The other grants were for UHF's. Northeastern Pennsylvania Educational Television Association received permission to operate a noncommercial station on channel 44 in Scranton, Pa., and Delta Television Corp. was granted channel 33 in Norfolk, Va.

The principals in Delta Television also have applications pending for UHF's in Hartford, Conn.; Orlando, Fla.; Memphis; Atlanta, and Buffalo, N.Y.

Barry, Enright get more time to sell WGMA

The FCC relented last week and gave Jack Barry and Daniel Enright an additional three weeks to file an assignment of license for their WGMA Hollywood, Fla.

The owners, who were given a one-year license renewal March 9 on condition they dispose of the station by May 8, had asked for an additional two months.

The commission two weeks ago turned down that request. But "on further consideration," the FCC last week granted a delay until June 1, to provide "for the orderly disposal" of the station.

The commission in 1964 had denied the station's license-renewal application because of the involvement of Messrs. Barry and Enright in the television quiz-show scandals of the late 1950's. But last year the U.S. Court of Appeals remanded the case for further consideration (BROADCASTING, April 12, 1965).

Messrs. Barry and Enright had originally asked for the additional 60 days in which to sell the station because they had not been able to consult with their attorney following the March 9



NAB sets sights on site

The National Association of Broadcasters building committee will meet May 5 to see preliminary sketches of the new \$1.8 million NAB headquarters. Last month the committee commissioned Mills, Peticord & Mills, Washington architectural firm, to come up with some exterior ideas. The building will be erected on the site of the present four-story NAB headquarters and adjoining parking lot (above).

In addition to the building, the NAB is looking into the possibility of erecting a monument to broadcasting in the traffic-island park (lower center) across the street from the NAB

property (CLOSED CIRCUIT, April 18). Currently, a statue of John Witherspoon, 18th century Presbyterian minister and signer of the Declaration of Independence, occupies the space. But when the National Presbyterian Church (extreme right), now NAB's across-the-street neighbor moves to a new site, Mr. Witherspoon will also be moving.

The broadcasting memorial or monument is the idea of NAB chairman, John F. Dille Jr., Communicana Group of Indiana. If permission is forthcoming, he hopes the new building could be oriented toward the corner and the park monument.

order until April 2. Mr. Enright had been in Australia on business.

The commission's reconsideration was based on a letter from the station's counsel, Marcus Cohn, who pointed out that 24 days of the 60 that the commission had allowed for the sale were gone before the owners could consult with him.

He said it's "unthinkable" that the commission would want to put the

licensee in the position of being forced to "put WGMA up for sale at a public auction."

He also noted that, following the commission's March 9 order, "over 20 inquiries concerning the sale of the station were received. He said these should be dealt with "in a dignified, business-like and lawyer-like manner and not in a picnic carnival spirit of hectic auction bidding."

Henry looks back with pride, regrets

UNHAPPY WITH WAY LICENSEES ARE PICKED; LIKES STAND ON CATV

For FCC Chairman E. William Henry the time for reminiscing about his three-and-a-half years on the commission has arrived. His resignation doesn't become effective until Sunday (May 1). But he is already being talked of in the past tense at the commission.

And last week, he looked back over his 34 months as chairman (he was named to the post nine months after being appointed to the commission), and found considerable reason for satisfaction. "The last year was one of great accomplishments," he noted.

But his reach as chairman was great, and it sometimes exceeded his grasp. As a result, he is bequeathing a number of unsolved problems to his colleagues and to his successor.

He disclosed, for instance, his unhappiness with the relatively subjective manner in which the commission picks winners among competing applicants for broadcast grants. "Our decisions are so damned important—we make millions of people [who win]," he said. Yet the applicants are frequently as hard to tell apart "as peas in a pod."

He feels the commission made progress toward a solution in the policy statement on criteria to be used in picking winners that was adopted in July (BROADCASTING, Aug. 2, 1965). "But it's still a most vexing problem. There is room for much improvement."

Noncommercial Side ■ He regrets the commission's inability to develop a policy under which the noncommercial side of the television industry could "mature" and provide the public with a meaningful choice of programming. He discussed that subject in many speeches—most recently in New Haven, Conn., last week (see page 54)—and gave it a considerable amount of thought. But he never came up with a solution.

He was frustrated, also, in his efforts to muster a majority of the commission behind the view that it should require more local live programming from licensees. His view of the importance of local-live programming was reinforced when, as a still-green commissioner, he presided over the second—and last—FCC hearing on local television programming, in Omaha in 1963.

But as he departs for Memphis next week and a major role in the campaign his friend John J. Hooker Jr. is conducting for the Democratic gubernatorial nomination, he can look back on a number of commission accomplishments in the broadcasting field that he considers important.

Last week, he ticked them off.

The new community antenna televi-

sion rules, adopted in the face of fierce controversy and a split among the commissioners, led the list. "I believe we came up with a program that recognized the various interests concerned, and one that is in the public interest," he said.

He mentioned the "revitalized" policy of policing overcommercialization and the steps taken to curb "loud" commercials, as well as the new program-reporting forms for radio and (when the Budget Bureau approves it) television.

Fairness Doctrine ■ Commission decisions that he felt "strengthened" the fairness doctrine were on the list. So was the Pacifica Foundation case that, he said, stands for the proposition that the commission will defend broadcaster's freedom of speech, as well as the right to air controversy. The commission, he said, is no censor.

He included the issuance of two of the most controversial rulemakings initiated by the commission in years—those that would limit network ownership or control of programming and



FCC Chairman E. William Henry begins clearing off his desk in preparation for his departure from the commission. His resignation becomes effective Saturday. Next week he will be on the campaign trail in Tennessee with his friend, gubernatorial candidate John J. Hooker Jr.

would reduce the number of television stations broadcasters could own in the major markets.

Add accomplishments in the common-carrier field, particularly the recently launched full-scale inquiry into AT&T's rate structure and the rule outlawing the use of radio devices for eavesdropping, and that's quite a list.

Furthermore, a chairman's—or particular commission's—influence can't be judged solely on the basis of things done or not done. Like his predecessor, Newton N. Minow, Chairman Henry feels that one of the commission's most important functions is keeping a "spotlight on the broadcasting industry."

Key Function ■ "That's one of the commission's most important functions," he said—"to talk about practices in the industry in realistic terms. If the commission doesn't, there aren't many others in a position to do so, and we'd lose the benefit we get from such discussion."

He feels, for instance, that the commission's emphasis on broadcasters' responsibility to serve the public with something other than mass-entertainment programming is one reason for what he regards as an improvement in the quality and quantity of their news and public affairs shows.

He also feels that the discussion stirred by the far-reaching commission proposals is healthy. He cited specifically the extensive research projects that have been undertaken by the networks and the multiple owners in response, respectively, to the network programming and multiple-owners proposals. These studies, he says, will be of great benefit, regardless of what happens to the proposals.

Unlike Mr. Minow, who on leaving the chairmanship suggested that the commission be drastically revised (he said it should be split in two—with a single administrator-policy maker and an administrative court if it were ever to function effectively), Chairman Henry sees no need for a drastic overhaul. He would simply tighten up existing machinery.

Hard Worker Needed ■ And he knows of no particular background that would qualify a person to be chairman. He suggests only that, in view of the increasing burden and complexity of commission work, whoever is picked be prepared to put in long hours, including work during the weekends, at the job.

Mr. Henry will probably be following that kind of schedule himself once he starts working in the Tennessee cam-



How short is short?

Now—Mutual Radio reports the long and the short of public opinion. "American Consensus"—a programming first and unique opportunity for advertisers.

At last—public opinion reports on a different current issue every day. Mutual's "American Consensus" satisfies the same public need to know as do daily weather, news and sports reports. Less than 48 hours separate the superbly accurate national sampling and Mutual's

succinct 5-minute analysis by George Hamilton Combs!

"American Consensus" is aired nightly on Mutual's vast, coast-to-coast network. It is available, on a co-sponsorship basis, to advertisers who wish the prestige and profit of association with a significant radio "first."

Now—more than ever—nothing's beyond your reach on Mutual Radio!



MUTUAL BROADCASTING SYSTEM

paign. In a sense, he is already involved. He is denying reports that his resignation followed a call from the White House reprimanding him for attempting to line up support in Tennessee for Mr. Hooker's candidacy.

He is also attempting, without much success, to remove from the contest the atmosphere of a Kennedy-Johnson confrontation. Chairman Henry and Mr. Hooker are friends of Senator Robert F. Kennedy (D-N. Y.) and both had worked in President Kennedy's 1960 campaign. Mr. Hooker's opponent, former Governor Buford Ellington, is a friend of President Johnson's.

"My resignation had nothing to do with politics," he said last week, adding this expression of loyalty and devotion to Mr. Johnson: "I want to reiterate that I am proud to have been a member of the Johnson administration. I have the deepest respect for Lyndon Johnson, and I have always tried to stand for policies and programs of his administration, and I expect to continue to do so."

Chairman Henry has no plans beyond the Aug. 4 primary. "I will decide then, among what I hope will be several interesting offers," he said. He has rejected some feelers because of a decision not to discuss job offers while in office.

Farewell from FCC's Henry

Yale address contains no surprises; reviews reign and reaffirms philosophy

FCC Chairman E. William Henry went to New Haven, Conn., last week to deliver his last public address as a commissioner and disappointed anybody who might be looking for new controversial comment from a man soon to be free of the restraints of public office.

His remarks in a speech to a Yale Broadcasting Co. banquet and at an earlier news conference were essentially a reaffirmation of the philosophy that has guided his actions as a commissioner.

Chairman Henry didn't scruple to mix a metaphor: "This talk has been billed as the swan song of a lame duck," but he did stay clear of any sharp criticism of the agency he is leaving and the broadcasting industry it regulates.

The commissioner was asked if the FCC "needs more effective teeth." He

said he didn't think so, that "we have sufficient teeth and sufficient bite, although sometimes we may need a little more muscle."

What qualities should the next FCC chairman possess? Should he be a man from outside the broadcasting industry? He preferred not to answer this one directly, commenting only that it's very difficult to delineate optimum qualities for the job.

"Does a vast wasteland attitude still reign at the FCC?" one reporter asked him. "I don't think that feeling ever really reigned at the commission," he answered. "It was just a shorthand criticism of television, which as we all know, has much wrong with it."

How did he assess the CBS News controversy that resulted in the resignation of the network's news president, Fred Friendly? This he thought was "simply a case of the pressures of the marketplace overcoming the corporate conscience."

Memoirs? • Would he write a book about the broadcasting industry? "I might," he said "but I doubt it, doubt if I'll find the time."

Had the Johnson family ownership of station properties been, in any way, damaging to the effectiveness of the FCC during his term on the commission? "I don't think so," he answered.

What did he think of congressional



There are markets . . .



Then, there are markets !

Like Dallas-Fort Worth, the nation's 12th largest . . . a demand market where we've gained a swinging reputation for merchandising, sales promotion and the important involvement which makes every buy something special for our clients.

ownership of station properties? He said he hadn't taken a firm stand on this question and that he didn't think it would be appropriate for him to do so at this time.

Chairman Henry was asked about the development of community antenna television. The CATV industry seems to have a "bright future," he responded, adding he thought the commission was going to be besieged by people wanting to build systems following the recent issuance of rules requiring hearings for systems proposed in the top 100 markets.

He singled out the commission's action on CATV as the most important FCC development during his chairmanship and said he doubted he would have tendered his resignation at this time if the commission hadn't reached a decision on this problem.

Congress and Pay TV ■ Mr. Henry said the commission's approach to CATV had been opposite, in a sense, to that adopted toward pay television because in the case of CATV, failure to act would mean a change in the status quo. But in regard to pay television, he said, failure to act would mean preservation of the status quo and, he concluded, "I believe the commission will expect congressional guidance in the area of pay TV."

Chairman Henry said the commis-

sion's instigation of the AT&T investigation was another particularly important step taken during his term.

He was asked his opinion of the commission proposal to limit network program ownership and control to 50% of their prime-time nonnews presentations, now that advertisers have apparently registered their disapproval of a system that would seem to toss the responsibility for the balance of prime-time programing their way (BROADCASTING, April, 18).

Chairman Henry acknowledged that the proposal "might be unrealistic," but added "its objective is sound."

In his speech at the 25th anniversary banquet of Yale Broadcasting Co. Chairman Henry defended the commission's right to concern itself with radio-TV programing. He said viewing statistics make it reasonable to assume that TV has a profound effect on the public. And he characterized a significant portion of TV viewers as a "passive audience," one, he said, that often doesn't even bother to turn the channel selector when it turns the set on. "That sort of audience is vulnerable indeed," he commented and concluded this is good reason for the government to concern itself with programing.

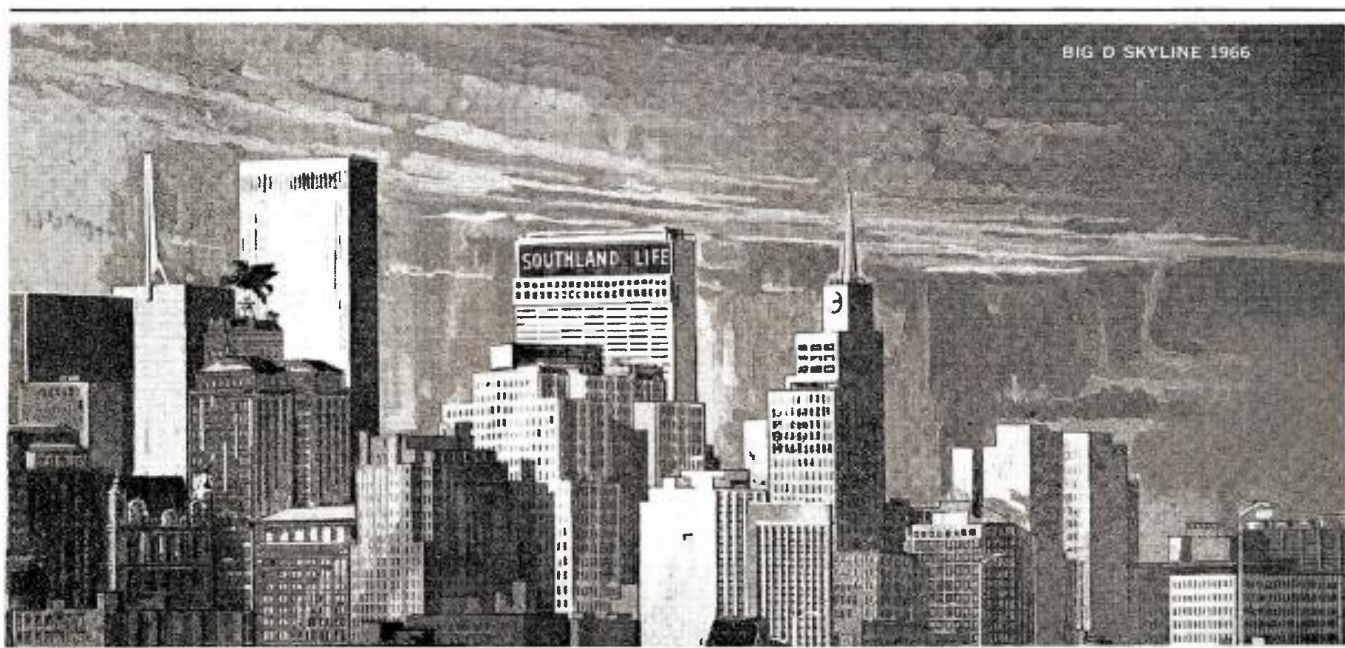
Plasma For ETV ■ Mr. Henry told the Yale group he thinks television's greatest potential is in the noncommer-

cial side of the industry. He brought up the possibility of future government provision for support of an educational network. He went on to say that new technological developments such as satellite broadcasting might make it advisable for the government to make a policy change in regard to ETV. He suggested that if pay TV ever comes to pass as a nationwide development maybe a tax on its proceeds could be used to support an ETV network. The suggestion lost some of its weight when he added he wasn't sure this would be a good idea.

The departing chairman, who leaves office May 1, appeared to be in a light-hearted mood as he toured WYBC-FM New Haven, the student-operated non-profit station where he had worked as an undergraduate at Yale.

Last week, preparing to read an evening newscast over the university station, he said dryly: "They'll probably lose their license for this."

Chairman Henry admitted to no definite plans other than that of working for John Hooker Jr. in the latter's campaign for the Democratic gubernatorial nomination in Tennessee. He said he didn't know whether he'd be coming back to Washington. But he did comment in closing that he would "now spend a little time on replenishment of [his] capital, both inner and outer."



the
Quality touch

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market
ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

Buckeye hits at FCC's order

Files four petitions that could become basis for court test of CATV rules

The community antenna television system in line to become the first one ordered by the FCC to stop importing distant television signals last week filed a series of petitions aimed at blocking that result temporarily if not permanently. The petitions could also form the basis of a court test of the legality of the commission's new community antenna TV rules.

At issue is the commission's order last month to Buckeye Cablevision Inc., of Toledo, Ohio, to show cause why it shouldn't be ordered to stop importing the signals of WKBD-TV (ch. 50) Detroit and WJIM-TV (ch. 10) Lansing, Mich.

Chief Hearing Examiner James D. Cunningham in a prehearing conference last week denied one of four petitions filed last week, one requesting

a continuance of the hearing to May 31.

But still pending are petitions for reconsideration of the show-cause order, for clarification or enlargement of the issues, and for a stay of the commission's rules as they apply to Buckeye.

The request for stay asks that the commission delay implementing the rules until the commission considers them again or the courts ultimately passes on their legality, or until Congress enacts legislation dealing with FCC authority in the CATV field.

Top-100 Rule ■ The rule principally involved in the Buckeye case requires CATV's to obtain commission permission, in a hearing, before importing signals beyond their grade B contour into any top 100 markets. Neither of the Michigan stations puts a grade B signal over Toledo, the 26th market.

The system, which carries nine signals, began operating before March 17, when the rules were published in the *Federal Register*. However, the top 100-market rule was made effective as of Feb. 15.

Buckeye said it "intends to resist" the commission's "assault upon its constitutional and property rights and is confident that it will, either in the courts or before Congress, or in both forums, succeed."

Buckeye is also asking the commis-

sion for a full evidentiary hearing in which a variety of issues could be explored, including the FCC's authority to impose regulations on CATV systems that, like Buckeye, don't use micro-waves.

The commission, in its show-cause order, said the only issue is whether Buckeye is in compliance with the rules. But the system says that without a full evidentiary hearing it would be denied its constitutional rights.

Unconstitutional ■ Buckeye said the show-cause order should be rescinded because the rules adopted last month are unconstitutional and beyond the commission's authority.

But Buckeye, which was seeking to cover all bets, also asked the commission to incorporate in the show-cause proceeding the system's request that the commission waive the rules if it refuses to reconsider them. The petition was filed at the same time that the commission issued its show-cause order (BROADCASTING, March 25).

Buckeye, jointly owned by the Cox Broadcasting Corp. and the *Toledo Blade*, was the first CATV to face such a show-cause order. The second was Mission Cable TV Inc., owner, and Transvideo Corp., operator of a system in Poway, Calif., near San Diego (BROADCASTING, April 11).

The next prehearing conference in the Buckeye case is set for today (April 25), and the hearing is for April 28.

consider Blackburn's coverage of the market before buying or selling

Our coverage, of course, being vast experience in and knowledge of media transactions of all types. Don't go into the market unprepared; arm yourself with the facts and insight available from Blackburn. The broker that covers the entire media market.

BLACKBURN & Company, Inc.

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

WASHINGTON, D.C.

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

CHICAGO

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

ATLANTA

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

BEVERLY HILLS

Colin M. Selph
C. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

Changing hands

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

- KALI San Gabriel, Los Angeles, KOFY and KUFY-FM San Mateo (San Francisco) and KECC-TV El Centro, all California: Sold by H. Scott Killgore and others to United Broadcasting Co. for \$1.9 million plus cash, accounts and notes receivable minus current liabilities and long term debts (see page 58).
- KCUL-AM-FM Fort Worth: Sold by Kurt A. Meer and associates to John B. Walton Jr. for \$1,150,000 (see page 58).
- WTAC Flint, Mich.: Sold by Gene Milner and associates to Natco Communications Inc. for \$980,000 (see page 58).
- WDXI-TV Jackson, Tenn.: Sold by the estate of Aaron B. Robinson and others to Cy N. Bahakel for \$900,000 (see page 58).
- KSFR(FM) San Francisco: Sold by Alan Leavitt to Metromedia Inc. for \$450,000 (see page 58).
- WCMI-AM-FM Ashland, Ky.: Sold by Bluegrass Stations to Charles and Robert Levinson for \$325,000 (see page 58).
- KPIN Casa Grande, Ariz.: Sold by

John W. Parham to Mrs. Bonnie H. Emerson and Bernard Dale Bennett for \$100,000. Mr. Bennett is commercial manager for WTNS Coshocton, Ohio. KPIN operates daytime on 1260 kc with 1 kw. Broker was Blackburn and Co.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week* (For other commission activities see FOR THE RECORD, page 85.)

■ WESH-TV Daytona Beach-Orlando, Fla.: Sold by John H. Perry Jr. group to Cowles Communications Inc. for \$1 million plus stock (see page 58).

■ WOCB-AM-FM West Yarmouth, Mass.: Sold by E. Anthony and Sons to Otto-way Stations for \$600,000 (see page 58).

■ KATL Miles City, Mont.: Sold by Marjorie A. McAuley and Robert J. Scanlan to Eastern Montana Publishing Co. for \$225,697 plus \$125,000 for 10-year covenant not to compete. Eastern Montana Publishing is owned by William and Helen Hornby, Robert and Nancy Chandler, Robert R. Mountain and Paul Husted. Mr. Hornby is managing editor of the Denver Post; Mr. Chandler is part owner of four newspaper publishing companies in Oregon and 25% owner of KGRL Bend, Ore. KATL is on 1340 kc with 1 kw daytime and 250 w nighttime.

■ WBIX Jacksonville Beach, Fla.: Sold by Andrew B. Letson to Twin-Ten Radio Inc. for \$250,000. Twin-Ten is owned by Fred Butler, James and Lillian Atkins. Mr. Butler is an attorney and Mr. Atkins is general manager of the station. WBIX operates daytime on 1010 kc with 10 kw.

■ KICA Clovis, N. M.: Sold by Marshall Enterprises Inc. to Clovis Broadcasters Inc. for \$172,000. Clovis Broadcasters is owned by Wayne Wallace, who is a Cadillac-Oldsmobile dealer in Clovis. Price includes 5-year covenant not to compete. KICA operates fulltime on 980 kc with 1 kw.

■ WSIM Prichard, Ala.: Sold by Broadcast Service of Mobile Inc. to Duke Broadcasting Corp. for \$160,000. Duke Broadcasting is owned by Walter Duke and family; Mr. Duke is 50% owner of WDBM Statesville, N. C. WSIM operates daytime on 1270 kc with 1 kw.

New TV stations

WDCA-TV Washington (ch. 20) went on the air April 20. The station is authorized to operate with 646 kw visual, 64.6 kw aural, from a tower in Bethesda, Md., 809 feet above ground. WDCA-TV is owned by Capital Broadcasting Co., whose president and general man-

ager is Milton Grant. Rep is National Television Sales Inc.; maximum hourly rate is \$600.

***KHET(TV) Honolulu** (ch. 11) went on the air April 15. The station is authorized to broadcast with 149 kw visual and 29.8 kw aural from a tower 436 feet above ground. It is licensed to the University of Hawaii, which is also licensee of KUOH(FM) Honolulu.

Fontana, Calif. (ch. 40): International Panorama TV Inc. has received FCC approval and expects to be on the air by the end of October 1966. The station, to serve an area from Santa Barbara to San Diego, will program both English and foreign language shows.

NABET opposing license renewal for WGR-AM-TV

The National Association of Broadcast Employes and Technicians is asking the FCC to deny a license renewal for Taft Broadcasting's WGR-AM-TV Buffalo, N. Y. NABET accuses Taft of purchasing WGR-AM-FM-TV for an "inflated" price, "in excess of \$20 million," and then making up its losses in reduced local and original programming. (Taft purchased WGR-AM-FM-TV, WDAF-AM-FM-TV Kansas City and WNEP-TV Scrant-

on-Wilkes-Barre, Pa., for \$26.9 million in February 1964.)

The labor union states that almost 30 employes have been laid off since Taft bought the stations because the owners have favored rerun films and prerecorded material instead of local live programming. Contrary to Taft's promise in its transfer application, says NABET, WGR-TV has reduced its local live format from 16% to 6.2% of total time. Nor has the licensee made any attempt to ascertain local views of this programming change, says NABET.

To establish its standing as a party, NABET cites the recent court of appeals decision in *United Church of Christ v. FCC*. In that case the court determined that representatives of the listening public, including churches, civic associations and unions, might have standing in license renewal cases.

Daytimer joins NBC

Ksxx Salt Lake City became an NBC Radio affiliate last Monday (April 18). Ksxx, owned and operated by Star Broadcasting Co., is on 630 kc with 1 kw daytime. Another Salt Lake City outlet, KALL will carry selected newscasts and other features for NBC chiefly in its nighttime schedule.

EXCLUSIVE BROADCAST PROPERTIES!

MIDWEST—Well equipped, fulltime radio station. Real estate included. This is a perfect facility for an aggressive owner-operator. Now operated on an absentee basis. Total price of \$95,000 with 29% down.

Contact—Richard A. Shaheen in our Chicago office.

ROCKY MOUNTAIN STATE—This fulltime radio station profitably does a job in a solidly established marketing area of approximately 100,000. At present rate of sales, it should gross around \$80,000 in 1966 and is available at a total price of \$105,000 on the basis of \$40,000 down.

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

Flourmillon-Landis

& ASSOCIATES, INC.

John F. Hardesty, President

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D.C.
1737 DeSales St., N.W.
EXecutive 3-3456

CHICAGO
Tribune Tower
DEleware 7-2754

DALLAS
1511 Bryan St.
Riverside 8-1175

SAN FRANCISCO
111 Sutter St.
EXbrook 2-5671

RADIO • TV • CATV • NEWSPAPERS

America's Most Experienced Media Brokers

A bumper crop of station sales

Eaton buys Tele-Broadcasters for \$1.9 million; Walton paying \$1.1 million for KCUL-AM-FM; Metromedia gets FM

Six station sales were reported last week, with two of the transactions calling for \$1 million each and two others selling for prices nudging the \$1 million mark. The two remaining transfers were somewhat below the \$500,000 mark—with the grand total for the week reaching \$5.7 million.

Also last week the FCC approved two station sales, one at the \$5 million to \$6 million level; the other a more modest \$600,000.

Reported: Tele-Broadcasters Inc. to United Broadcasting (Richard Eaton) for \$1.9 million subject to adjustments; KCUL-AM-FM Fort Worth to John B. Walton Jr. for \$1,150,000; WTAC Flint, Mich., to Natco Communications Inc., for \$980,000; WDXI-TV Jackson, Tenn., to Cy Bahakel for \$900,000; KSRF-FM San Francisco to Metromedia Inc. for \$450,000, and WCFM-AM-FM Ashland, Ky., to Charles and Robert Levinson for \$325,000.

Approved by the FCC: WESH-TV Daytona Beach-Orlando, Fla., to Cowles Communications Inc. for \$1 million plus stock, aggregating between

\$5 million and \$6 million; WOCB-AM-FM West Yarmouth, Mass., to Ottaway Stations Inc. for \$600,000.

Announcement ■ Made public for the first time last week in its announcement of a stockholders meeting May 2 in New York was the offer of United Broadcasting Co. to purchase Tele-Broadcasters Inc. for \$1.9 million plus or minus adjustments. The offer was contained in a personal letter to stockholders by H. Scott Killgore, president of Tele-Broadcasters, who announced that he had contacted to sell his 480,003 shares to United. Tele-Broadcasters has 952,401 shares outstanding.

Tele-Broadcasters now owns KALI San Gabriel (Los Angeles), KOFY and KUFY-FM San Mateo (San Francisco) and dark KEEC-TV (ch. 9) El Centro, all California. It also owns *Mas Grafica* Hollywood (Spanish language magazine).

For the year ended Dec. 31, 1965, Tele-Broadcasters had gross revenues of \$1,078,735, with a loss from operations of \$103,016. The year's earning statement, however, lists \$136,586 as

gains on sales of its community antenna system in St. Thomas, Virgin Islands, and of KUDL Fairway, Kan. (Kansas City, Mo.)

United Broadcasting Co. is a group broadcaster, already owning seven radio stations. The agreement with Mr. Killgore indicates that United will have to sell one of its radio stations; Tele-Broadcasters also will have to sell a radio station. This will be KOFY, the notice indicates.

United owns WOOK-AM-TV and WFAN (FM) Washington, WSID-AM-FM and WMET-TV (dark ch. 18) Baltimore, WINX Rockville, Md.; WJMO and WCUX-FM Cleveland; WANT Richmond, Va.; WMUR-TV Manchester, N.H.; WFAB Miami; WBNX New York and WJMY-TV Allen Park (Detroit), Mich. (dark ch. 20).

The contract also provides that Mr. Killgore will be employed as a radio station program consultant at \$30,000 yearly for five years.

Walton Adds ■ The sale of the KCUL stations was announced by Kurt A. Meer, president of Dalworth Broadcasting Inc. The buyer, John B. Walton Jr., owns three properties in Texas, and one radio station each in Arizona and in New Mexico.

The Walton stations are KVKM-AM-TV Monahans, KVII-FM-TV Amarillo, KELP-AM-TV El Paso, all Texas; KPIF Tucson, Ariz., and KVOD Albuquerque, N. M. Mr. Meer is president of WMQM Memphis.

KCUL is fulltime on 1540 kc with 50 kw day and 1 kw night. Broker was Hamilton-Landis & Associates.

The buyer of WTAC in Flint, Natco Communications Inc., is a subsidiary of Natco Corp., Pittsburgh (structural clay products). Natco Corp. was bought by J. B. Fuqua last fall.

At present Natco owns WJBF-TV Augusta, Ga., and KTVE-TV El Dorado, Ark., and WROZ Evansville, Ind. It is also merging with the Polaris Corp., from which it will gain two broadcast properties — KXOA-AM-FM Sacramento, Calif., and WTVW-TV Evansville, Ind. Other Polaris broadcast holdings are being sold (BROADCASTING, Feb. 28). Charles Speights, present WTAC manager, will continue as general manager, it was announced.

Gene Milner and associates who are selling the Flint station also own KSO Des Moines, Iowa.

WTAC is fulltime on 600 kw with 1 kw day and 500 w night. Broker was John Stebbins.

Bahakel Buys ■ WDXI-TV in Jackson, Tenn., is being sold by the Aaron B. Robinson estate and others but they will retain WDXI. Mr. Bahakel is a multiple owner, with the following stations in his group: WCCB-TV Charlotte, N. C.; WKAB-TV Montgomery, Ala.; WOLO-TV Columbia, S. C.; WABG-AM-TV Green-



A London-Washington exchange

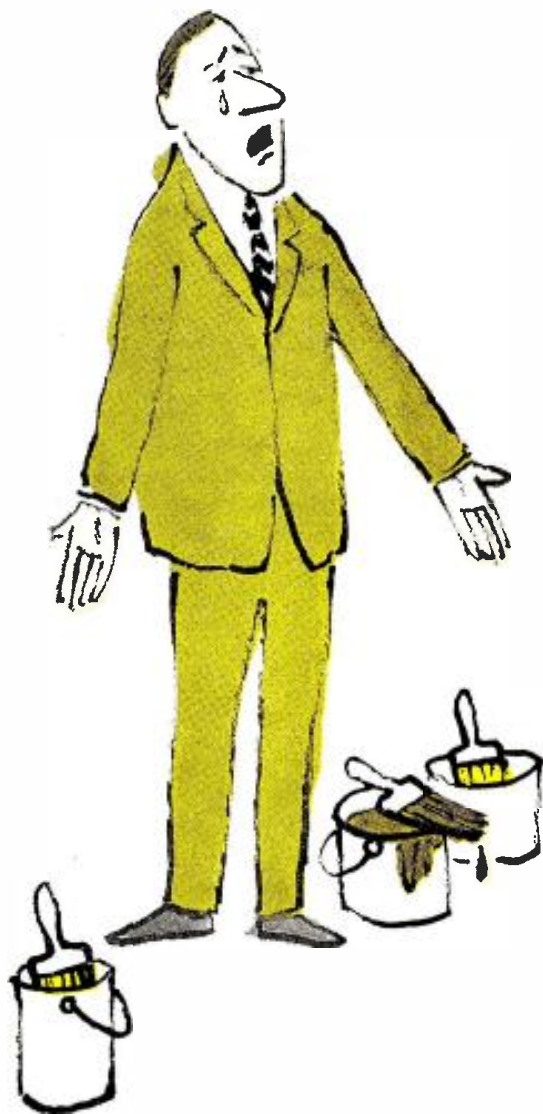
An international broadcasting flavor spiced the First Season Festival held last Wednesday (April 21) at the National Broadcasters Club in Washington.

One Anglo-American group (1 to r): Malcolm Frost, head of recording services, British Broadcasting Corp.; Martin Malarkey, Malarkey,

Taylor and Associates, who is president of the club; Sir Robert Fraser, O.B.E., director-general, Independent Television Authority, London; FCC Chairman E. William Henry, and Vincent T. Wasilewski, National Association of Broadcasters president.

Event paid tribute to the wives of club members and guests.

The Case for Color



OR: What to say when everybody's thinking black and white and you know the campaign is crying for color.

This has probably happened to you.

You've come up with a color campaign for the business press. The ads look great. You paste them in a couple of the business publications you'll use. The color jumps off the page. You dominate the issue. You have that tingle in your gut—you *know* it's right. *Beautiful!*

So you present the campaign. There's the first sparkle. And then hesitations and clearing of throats. Something's going wrong. Know what it is? Spoken or not, it's the fear that "Color costs too much."

Only it doesn't. Color usually cuts costs. Because color increases results.

Two-color ads in the business press score 25% higher than black-and-white in readership... cost only 16% more.

Four-color ads have noted scores 77% higher than black-and-white... cost only 60% more. (And since this research was done, ROP four-color costs have been cut substantially.)

Not to mention what color advertising does to and for a sales force... a company image... sales.

So next time you're selling a color campaign, forget the esthetics. Point out that buying it is a sound business decision.

Want more information on "The Case for Color"? Write BROADCASTING for our free pamphlet.

Business Publications  **The Selective Media**
BUSINESS PRESS ADVERTISING BUREAU OF AMERICAN BUSINESS PRESS, INC.
205 EAST 42 STREET, NEW YORK, NEW YORK 10017 212-686-4980

wood, Miss.; WKIN Kingsport and WOOD-AM-FM Chattanooga, both Tennessee; WWOD-AM-FM Lynchburg, Va.; WLBJ-AM-FM Bowling Green, Ky., and KXEL-AM-FM Waterloo, Iowa.

Besides the radio station in Jackson, the Robinson group owns WDXE-AM-FM Lawrenceberg, WDXN Clarkesville, WTPR Paris and WENK Union City, all Tennessee, and WCMA Corinth, Miss.

WDXI-TV is on channel 7 with CBS and ABC affiliations.

Broker was Blackburn & Co.

Charles and Robert Levinson, who are buying WCMI-AM-FM Ashland, Ky., own the Steelcraft Manufacturing Co. in Cincinnati (metal doors and frames).

The purchase is being made from Bluegrass Stations (G. D. Kincaid, Ralph G. Worster and others). Other Bluegrass stations: WINN Louisville, WVLK-AM-FM Lexington, both Kentucky; WHOO-AM-FM Orlando and WFFG Marathon, both Florida.

WCMI is fulltime on 1340 kc 1 kw day, 250 w night. WCMI-FM is on 93.7 mc with 2.75 kw. Broker was R. C. Crisler & Co.

FM for AM/TV ■ With its purchase of KSFR-FM in San Francisco Metromedia fills out its radio broadcasting hand in the Bay area. Only two weeks ago it received FCC approval for the purchase of KEWB Oakland (BROADCASTING, April 18). Still pending FCC approval is Metromedia's purchase of channel 32 KSAN-TV San Francisco. Metromedia also has radio stations in New York, Philadelphia, Baltimore, Cleveland, Kansas City and Los Angeles. It also has VHF television stations in New York, Washington, Los Angeles and Kansas City, Mo.

KSFR-FM, an all-stereo station programming classical, concert-music format, operates on 94.9 mc with 35 kw. Broker was Blackburn & Co.

Approvals Granted ■ In two significant grants of station transfers last week, the FCC approved the purchase of WESH-TV Daytona Beach, Fla., from John H. Perry Jr. interests to Cowles Communications Inc.

This gives CCI its third TV station; it already owns KRNT-TV Des Moines and WREC-TV Memphis. And also KRNT Des Moines and WREC-AM-FM Memphis.

Two commissioners dissented; Commissioners Robert T. Bartley and Kenneth A. Cox. Mr. Bartley took his usual position where multiple owners are involved and voted for a hearing.

The price of \$1 million plus 228,500 shares of CCI stock is considered the equivalent of \$5 million to \$6 million. CCI stock was quoted at 20¾ bid last Thursday.

WESH-TV (ch. 2) is affiliated with NBC.

The purchase of WOCB-AM-FM West Yarmouth, Mass., to Ottaway Stations Inc. (group broadcaster and newspaper

New number for BPI

The New York bureau of Broadcasting Publications Inc. (BROADCASTING and *Television* magazines) will soon have a new telephone exchange. The bureau's staff is moving to a new floor and will retain its present address: 444 Madison Avenue, 10022. Effective April 30 the new telephone number will be: (212) 755-0610.

publisher), approved by the commission last week raised one question. In its transaction with E. Anthony & Sons Inc., Ottaway also purchased WNBH-AM-FM New Bedford, Mass., as well as the Cape Cod outlets. That application is has been withdrawn because of existing overlap between two AM stations.

Ottaway principals also have interests in WDOS Oneonta, N.Y.; WVPO-AM-FM Stroudsburg, Pa., and WTHH Port Huron, Mich.

WOCB operates fulltime on 1240 kc with 1 kw day, 250 w night. WOCB-FM is on 94.9 mc with 3.1 kw.

Complaints, requests keep coming to FCC

Nearly a dozen new community antenna television quarrels fell on the FCC's doorstep last week in the form of requests for cease and desist orders against CATV systems and petitions for waiver from the carriage and nonduplication rules.

Three commonly owned western Maryland CATV's requested waiver of the carriage and nonduplication rules because their five-band systems did not allow them to carry the desired five Washington signals as well as local grade B Pennsylvania signals. They claim justification for carrying the Washington stations lies in the close economic ties to the capital.

Northco Microwave Inc., whose antennas serve a CATV in Laconia, N. H., has requested waiver of nonduplication requirements because of the impossibility of installing switching equipment at the cable's head end, which it says is on a mountain top and under snow several months of the year.

Systems in Savannah, Ga.; Malibu, Calif., and Alexandria, La., have filed for reconsideration of the nonduplication rules saying their systems reach such a small fraction of the population that they have no effect on the financial security of local TV operations.

In York, Pa., Susquehanna Broad-

casting Co. has requested waiver of the nonduplication rules to permit more equal participation of UHF's in the four-community market of Harrisburg, Lancaster, Lebanon, York. Susquehanna is owner of WSBA-TV (ch. 43) York.

Broadcasters have equally sought protection against CATV's in their territory.

Springfield Television, licensee of WWLP(TV) Springfield and WRLP(TV) Greenfield, both Massachusetts, has charged Pioneer Valley Cablevision with trying to grandfather in carriage of WBZ-TV Boston, whose NBC programming duplicates WWLP. Springfield adds the CATV has not carried the satellite WRLP (although required to do so by the FCC rules). Springfield hopes the new rules will enable WRLP to again program separately, since it cites the pressure of more than 20 CATV's as the primary cause of the station's having to end its independent programming.

Jack Gross, holder of a construction permit for KJOG-TV (ch. 51) San Diego, has joined the quarrel between KFMB-TV San Diego and six area CATV's seeking to carry Los Angeles signals. Mr. Gross says that the entry of a half dozen more signals into the market would make the problems of independent U's counter-programming against all VHF's, network stations and independents, almost insuperable. He is also apprehensive over the quality of his UHF signal carried over cable and cites evidence of possible degradation.

Dingell wants FCC to license all CATV's

A fifth bill to regulate community antenna systems was introduced in the Congress last week—and this one goes all the way. It calls for licensing of CATV systems by the FCC.

Introduced by Representative John D. Dingell (D-Mich.), the bill (HR 14454) would require all CATV's to obtain a permit for operation from the FCC. The permit would run no longer than five years. It would authorize the FCC to prescribe the area to be served and the TV signals to be received and distributed.

It also would require notification to the FCC of any sale or transfer of CATV ownership.

The bill also contains a provision providing for the grandfathering in of existing CATV systems, and provides for such protection to applicants for eight months.

Mr. Dingell is chairman of a House small business subcommittee, which has been hearing testimony on

the FCC and broadcasting, including CATV (see page 68). He is also a member of the House Commerce Committee to which his bill was referred.

Mr. Dingell's bill, by far the most stringent in its regulation of CATV, was introduced, the author said, because "if we don't do something now, we'll be sorry later."

In addition to Mr. Dingell's bill, others under consideration are HR 12914 to prohibit the FCC from regulating CATV's, introduced by Representative Walter Rogers (D-Tex.); HR 13286, submitted in behalf of the FCC by Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee; HR 14201, the legislation proposed by the National Community Television Association, introduced by Representative James A. Mackay (D-Ga.), and HR 7715, submitted by former Representative Oren Harris (D-Ark.).

More Comment ■ Meanwhile, various rebuttals and added statements have been filed with the House Commerce Committee as part of the record of its hearings on the legislation.

Among these filings was one by the NCTA rebutting the testimony of FCC Chairman E. William Henry regarding the plight of WNEP-TV Scranton-Wilkes-Barre, Pa.

Mr. Henry in his testimony last month (BROADCASTING, March 29) had exhibited a chart showing the grade A and grade B contours of WNEP-TV and the locations of CATV systems within those contours. The CATV systems serve 140,804 subscribers. Of this, 66,759 subscribers are served by CATV's which do not carry WNEP-TV, Mr. Henry said, and 51,680 TV viewers are served by CATV's carrying WNEP-TV but not affording that station any protection.

The NCTA rebuttal makes these points:

■ WNEP-TV would, under the FCC's rules, obtain ABC program exclusivity for 112,410 subscribers, as against the 12,596 subscribers it now serves exclusively.

■ But, 85,257 of the 112,410 subscribers are in areas where the WNEP-TV signal is not available or is received poorly and where other ABC-affiliated TV stations are available. In fact, 62,097 of these 85,257 subscribers are in communities covered by the grade B contours of other ABC affiliated TV stations.

■ The commission's requirement for carriage of the grade A signal and protection against duplication is thus contradictory, since it would deprive those stations putting a grade B signal over the Scranton area from competing with WNEP-TV, whose grade A signal is poor or nonexistent.

CATV waiver requests hit peak on deadline

TOP-100 MARKET REGULATIONS ARE BIGGEST THORNS

Villain at the FCC is still the community antenna television rules. Requests for reconsideration, filed both by broadcasters and CATV companies, reached a peak on the April 18 deadline for petitions. Waiver requests accumulated daily and each side had its particular sore points.

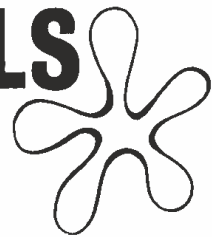
Twelve CATV group owners, including Jerrold Corp., Newhouse Broadcast Corp. and Entron Inc., filed protests asking for reconsideration of the

rules themselves and temporary stay of their effects.

The basic quarrel of the CATV interests lies in their disputing the FCC's right to regulate off-the-air television reception. They not only consider this regulation to be outside the limits of the Communications Act, but also an infringement of basic rights of freedom of expression. Also, the new rules are claimed to violate the Administrative Procedures Act because they were not

Award-winning WFTV

SERVES the market it SELLS



*SPACEPORT U.S.A.

Florida's THIRD-ranking television market includes the aerospace industries associated with the Cape Kennedy exploration facility and the giant Martin Company missile building industry in Orlando. Thousands of space workers and their families rely on ABC programming and news-in-depth, as well as local news from area special correspondents, through WFTV's powerful Channel 9 in Orlando.



WFTV's news director, Ray Ruoster, feeds live ABC coverage from the home of Astronaut John Young's parents in Orlando.



WFTV remote units in service for national television coverage from Cape Kennedy.

Joseph L. Brechner, president
Mid-Florida Television Corp.



Represented nationally
by Blair TV

BUY DOMINANCE — BUY COVERAGE

wftv

CHANNEL 9 ORLANDO, FLORIDA

Ashmore renews call for a 'conscience' commission

In a plea scheduled to be made public Sunday (April 24), Harry S. Ashmore, chairman of the executive committee of Center for Study of Democratic Institutions, has urged action on a 20-year-old proposal for the creation of a national non-government commission to serve as the conscience of mass communications in America.

Mr. Ashmore's suggestion was to be made in a seminar on "The meaning of Commercial Television" at Asilomar, Calif., and attended by leading broadcasters, advertisers, agency executives and TV producers. He called for "the establishment of an independent agency, without powers of legal enforcement but armed with great prestige, to appraise and report annually on the performance of mass communications. . ."

This stems from an analysis of mass media undertaken 20 years ago by the Commission on Freedom of Press. Chairman of that commission was Robert M. Hutchins, now president of the Center for Study of Democratic Institutions. Underscoring the need for such a private commission now, Mr. Ashmore said, is the "transformation of the media by the technological and economic revolution. . ."

He went on to sting television with



Mr. Ashmore

TV has accentuated the need

criticism: "With the entry of the great, bland behemoth of television, the stultifying tendencies cited by the commission have been accentuated," the former editor of *Encyclopedia Britannica* and the *Arkansas Gazette* and a Pulitzer prize winner, said. "With three giant broadcasting corporations dominating the bulk of the programing available to Americans, the existence of centralized control, conformity and vulgarization of public taste has become inescapably self-evident. We are confronted by a communications system that already comes very close to providing a circus to accompany the bread promised to all by the great society."

Mr. Ashmore's proposal was coupled with some more criticism of mass media voiced by W. H. Ferry, vice president of the Center which was founded by the Fund for The Republic. Writing in the Center's most recent publications, *Mass Communications*, Mr. Ferry blames media for missing its proper social and cultural role, that of "the largest and probably most influential educational system any society has known. The relation is teacher and taught."

Instead, he charges, mass communications "is preoccupied with an other responsibility, that of making money."

accompanied by full evidentiary or en banc hearings and because their effect was made retroactive to Feb. 15.

More immediately, the CATV's are worried about the top-100 market regulations. Entron Inc. said the use of a predicted grade B contour as the principal factor in defining a distant signal "is demonstrably unsound and leads to arbitrary and inequitable results." Not only is the contour unreliable, Entron stressed, but it often works against the high-band, low-penetration UHF's whose signal may geographically be closer than a more powerful VHF.

The CATV companies also accused the rules of unnecessarily protecting large-market UHF possibilities to the detriment of small communities which might not have any satisfactory off-the-air reception. It was suggested that urban stations should receive protection within a logical metropolitan economic unit rather than within an unreliable contour plan.

For their side, broadcasters found the top-100 market protection particularly annoying because it only begins to give them the protection to which they feel

they are entitled. Also they object to depending on an independent research firm's marketing statistics for the key to protection, calling it an abdication of governmental authority.

Below-100 Voice ■ But the most bitter criticism came from station owners like Colorado's Frontier Broadcasting Co. who serve widely dispersed rural markets way below the top-100 mark. These stations fear that the loss of one or two small urban areas to CATV's will spell the end of rural broadcasting. They seek 15-day before-and-after non-duplication rules and strict protection for the struggling UHF's in small markets.

The National Association of Broadcasters painted a picture of the swift demise of free local television, which would be replaced by pay television controlled from a handful of large population centers. UHF broadcasting, it said, is already in danger in the top-100 markets and will quickly descend to satellite status in the smaller markets. NAB reiterated the request for 15-day non-duplication, all-market protective regulation and much stricter hearing

practices before granting of waivers.

The Association of Maximum Service Telecasters also hammered at the idea that CATV would strangle the development of local television service. It requested that the top-100 rules be applied to all markets and emphasized that CATV systems should be required to guard against degradation of signals carried on the cable.

FCC comes up with CATV rule changes

The FCC last week adopted procedural amendments to the community antenna television rules it adopted last month.

The action, on April 20, came two days after the carriage and non-duplication provisions of those rules became effective for microwave-served systems and for all new systems, microwave-fed or not.

The rules require CATV's to carry the signals of local stations and to re-

The case of the unlike look-alikes

*(Or why there are no twins
in station automation)*

Out of the 5,000-plus radio stations in the country, are there any exactly like yours?

Our experience tells us no. We find that regardless of similarity in location, power, personnel, and sound, each station has its own distinctive personality.

At least as far as automation is concerned. And that's why we custom-design ATC automation systems.

We have to consider such things as budget. A good round figure for full automation is \$65.00 per week. It could be less. It could be more.

You can buy outright, finance, or lease the equipment.

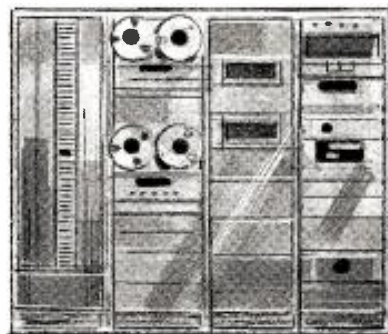
We have to know what you want to accomplish with automation. Free announcers from control

room mechanics for more productive assignments? Make your weekend broadcasts sound as sharp as weekdays without hiring more men? Automate FM around the clock, and AM a few hours a day?

ATC can answer any of these problems, plus many even more complicated.

We can provide three different control methods for automation: (1) punch card, (2) magnetic tape, (3) time/sequence.

We can provide equipment that prints your official log *automatically* as the material is being broadcast. We can provide the original and finest



tape cartridge units. Plus a multiple cartridge handler that plays 55 commercials or program segments in sequence.

The only way you can know for certain what your automation needs are right now is to talk to one of our people. They're all experienced broadcasters. They know your problems. They speak your language.

To hear them speak it, call 309-829-7006. Or write for detailed information on the flexible features of ATC automation.

AUTOMATIC TAPE CONTROL INC.

1107 E. Croxton Avenue
Bloomington, Illinois

frain from carrying programs on the same day that local outlets are broadcasting them.

The main impact of the rules is not likely to be felt for some time, however. Existing nonmicrowave-served systems, which account for some three-fourths of the 1,600 systems, need not comply until June 17. In the meantime, they may seek waiver of the rules.

One of the amendments involves the nonmicrowave-fed systems. It specifies that CATV's may seek a waiver of the carriage requirement within 15 days of a station's request that its programs be carried. It also makes clear that the system need not carry the station pending the commission's ruling on the waiver request or on an interim question of temporary relief, pending further proceedings.

The commission advised television stations that want carriage on existing nonmicrowave-served systems before June 17 to make their requests on or before June 1.

A second amendment provides for a step-up in the speed with which the commission can act on petitions from broadcasters protesting the expansion of existing CATV's into new areas in the top 100 markets.

It makes clear that the commission may grant temporary relief, in the form of a stop order to the CATV at the conclusion of a 17-day pleading schedule. Previously, the rules indicated relief could not be granted for 50 days.

Media reports . . .

New AM ■ WFSO Pinellas Park, Fla., went on the air March 12. The new daytime station is licensed to Pinellas Radio Corp. and operates on 570 kc with 500 w.

Radio in Missouri ■ KMPL Sikeston, Mo., licensed to Semo Broadcasting Corp., began program tests on March 17

Only in America!

Pat Nugent, fiance of Luci Johnson, has decided he doesn't want that staff job with the Senate Commerce Committee after all. It had been arranged that when 22-year-old Pat finished his Air National Guard training in Washington, he would join the Senate staff as an employe. Last week it became known that he had declined the appointment; instead, it was reported widely he and Luci plan to move to Austin after their marriage in August and Pat will become a trainee with the Texas Broadcasting Co.'s KTBC-AM-TV there. Texas Broadcasting Co. is owned by Mrs. Johnson and her two daughters. There has been no confirmation of this report.

and started regular programming on March 21. The station is on 1520 kc with 5 kw day and 500 w night. Studios are at 125 South Kings-highway, Sikeston.

Tallest tower ■ WTVT(TV) Tampa-St. Petersburg, Fla., has announced plans to construct a 1,549-foot antenna in time for next fall's programming. An application for a construction permit for the tower, which, the station reports, will be Florida's tallest, is pending before the FCC.

Joining up ■ Wook Washington and WINX Rockville, Md., both owned by United Broadcasting Co., will become Mutual affiliates on May 1. Wok, Mutual's present Washington affiliate, leaves network on April 30. Wook is on 1340 kc with 250 w fulltime; WINX is on 1600 kc with 1 kw day and 500 w night.

Suburban weeklies looking towards CATV

S. I. Neiman, Chicago communications consultant, has been retained as a special community antenna television consultant by 300 newspapers in 29 states. Many of the papers are suburban or neighborhood weeklies and include the 31 Chicago-area papers of the Lerner group. He expects his client list to top 600 papers within the next month or so.

Mr. Neiman said Thursday (April 21) some of the papers are interested in establishing CATV systems in their respective areas. He felt that the ini-

tial bids, "if, as and when" they are filed once the major market policies of the FCC and Congress are settled, probably will be made in the greater Chicago market.

"We certainly have a strong grassroots interest evident in CATV," Mr. Neiman said. He pointed out that in some major markets the suburban weeklies have circulations exceeding the combined reach of the big city papers, a significant new trend in mass communication. Mr. Neiman has been in public relations many years.

WUHF undergoing wholesale overhaul

The WKY Television System Inc. plans to pump up to \$4 million into its newly acquired UHF channel 18 WUHF-TV Milwaukee over the next couple of years, it was reported by E. B. Dodson, WKY group vice president and manager of WTVT(TV) Tampa-St. Petersburg, Fla. The goal: to establish the station as a full-service independent with local live color capability. WUHF was acquired last month (BROADCASTING, March 28).

Interim operation of WUHF is now being conducted from offices in the Schroeder hotel, according to John M. Haberlan, WUHF manager, formerly assistant manager of WTVT.

No national representation has been selected, but the other WKY stations long have been handled by Katz.

Mr. Haberlan said his company is now making a survey of the Milwaukee area to find new studio and transmitter sites for WUHF, which ultimately will be a full two-megawatt operation. The station is a new member of the National Association of Broadcasters television code, and programs and commercial policies are being revised.

The 12-person WUHF staff is being re-tained and is being expanded to at least three times that number.

Cox to tackle license problem before House

FCC Commissioner Kenneth A. Cox is scheduled to give the commission's view on the three-year license period when he testifies Tuesday (April 26) before the House Subcommittee on Census and Statistics. The subcommittee is investigating new methods to reduce government paperwork.

At the National Association of FM Broadcasters convention in Chicago last month, Commissioner Cox mentioned that the commission is being pressured by the Budget Bureau to look for better ways to save money and paper work. One such idea is the possibility of approaching Congress with the idea that license terms be extended. Although he was not specific as to the length of the proposed term, he did imply that the recommendation would be for a five-year period (BROADCASTING, April 4).

Both Commissioner Cox and FCC Chairman E. William Henry have stated that they do not like the idea of extending the length of the present three-year license.



The boy who wondered what made things tick... now keeps complex machines 'ticking' at General Motors



When Steve Slowinski was eight years old, he was lucky enough to find a broken-down alarm clock in a vacant lot near his home. He took the clock apart, and then put it back together so it worked perfectly.

In the days and years that followed, Steve considered it a personal challenge when he found anything that needed rebuilding. In high school, for

example, he set up his own repair business and within a year his room was crowded with faceless clocks, dismembered watches, washing machines, toasters and other items. You name it—Steve could fix it.

After courses in mechanical arts and drafting, Steve joined the Ternstedt Division of General Motors. His first job—to fix intricate machinery when it

got fouled up. Today, Steve is the Foreman of the machine repair team at this important GM Division.

Looking back, it was more than a broken alarm clock that a young boy found so many years ago. It was, in effect, a lifetime career.

We're mighty glad it worked out that way . . . for Steve Slowinski . . . and for General Motors!



General Motors is People...making better things for you

CBS-TV takes six Peabodys

NBC-TV wins three; ABC given special award for Ladybird Johnson special; KTLA(TV) honored for Watts riots coverage; WCCO storm service picked

CBS-TV received six awards and NBC-TV three at the 26th annual Peabody Awards presentation in New York last week attended by Mrs. Lyndon B. Johnson. She accepted a Peabody for this year's ABC-TV winning show, *A Visit to Washington with Mrs. Lyndon B. Johnson—on Behalf of a More Beautiful America*.

The presentations were announced by Peabody Chairman Bennett Cerf, also chairman of the board of Random House. Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody board, administers the awards, was on hand to present the commendations.

Mrs. Johnson urged U. S. broadcasters to use their "enormous force" of moulding public opinion to inspire the beautification of America. She said this generation would fail if it does not

leave its children and grandchildren an environment they can love.

President Johnson sent a telegram to the luncheon extending his personal congratulations to the recipients. The awards and citations, as read by Mr. Cerf:

Television News ■ Frank McGee (NBC).—"His is the voice of authority, clarity and reliability. As anchor man at the NBC News Space Center, Frank McGee has demonstrated a unique capacity to explain and clarify complicated space missions. His versatility was demonstrated in his superb descriptions of the historic visit of Pope Paul VI to New York. Frank McGee's unique talents symbolize the basic reason why more citizens are depending and relying on television as their source of news coverage."

Morley Safer (CBS).—"In a year when the war in Vietnam dominated the news, the reports of correspondent Morley Safer were marked by journalistic integrity and honesty, sensitivity and forcefulness. Complaints from home viewers and governmental officials for bringing the ugly facts of the war in Southeast Asia to television were, in a sense, recognition that his reporting was objective, impartial and accurate. . . ."

KTLA(TV) Los Angeles.—"A Peabody award is presented to television station KTLA Los Angeles, for its strategic news coverage during the critical period of the Watts riots, when 30 persons were left dead and hundreds injured. Channel 5's telecopter kept officials constantly informed; often served as the only check on new or isolated outbreaks, and presented a graphic, moving close-up of the tragedy."

Television Entertainment ■ *The Julie Andrews Show* (NBC): *My Name is Barbra* (CBS): and *Frank Sinatra—a Man and his Music* (NBC).—"A trio of special one-hour TV shows in 1965 in which three of the most talented and popular performers of our time were given full scope to put on display their manifold talents share this year's Peabody award for top TV entertainment. Barbra Streisand, Frank Sinatra, and Julie Andrews—the latter ably abetted by another shining star, Gene

Kelly—gave their all in programs that were beautifully planned and impeccably produced. They provided discerning television fans, short-changed in many directions during the past year, with three separate hours of unalloyed delight."

Television Education ■ National Educational Television (NET).—"We think it altogether fitting that National Educational Television and its president, John F. White, should receive the Peabody award for the most distinguished performance in educational broadcasting in 1965. We wish to commend them specifically for these programs: *History of the Negro People*, a series of nine telecasts which explored the long neglected history of the Negro; next, the two programs on *American Crises*, the first examining the emotional problems which beset so many American families, and then a dramatic study of those han-



CBS-TV's Safer
Vietnam realities



NBC-TV's McGee
Space coverage

dicaps to learning suffered by children from depressed areas. Finally, for the program, *Changing World: South African Essay*, based on the forthright testimony of noted South African leaders, whites and blacks alike."

Television Youth and Children's Program ■ *A Charlie Brown Christmas* (CBS).—"Gentleness is a quality that is seldom understood by television's writers or directors. A notable exception was telecast during the holiday season of 1965. It was a little gem of a show that faithfully and sensitively introduced to television the 'Peanuts' collection of newspaper characters created by Charles Schultz. *A Charlie Brown Christmas* was a delight for the whole family."

Television Public Service ■ *CBS Reports: "KKK—The Invisible Empire."*—"To *CBS Reports* and, posthumously, to producer David Lowe for *KKK: The Invisible Empire*, a broadcast that turned a devastating light on the hooded hypocrisy and dark of night terrorism of America's most shameful hate group. This broadcast, David Lowe's last in the *CBS Report* series, can stand as a monument to a dedicated documentarian whose abiding concern was for justice, decency, and the dignity of his fellow men."

Television Innovation ■ *The National Driver's Test* (CBS).—"Exciting and suspenseful, *The National Driver's Test* on CBS proved to be the most talked about documentary in years. It permitted millions of Americans in their own homes to check their driving judgment, knowledge, and perception. Test forms, published and distributed widely in advance, allowed individuals and pre-selected groups to mark their scores. The results were utilized extensively by private and governmental agencies in auto safety and driver teaching research. In recognition, a Peabody award to CBS for the unique public service program series of 1965, conceived by Fred Friendly, and prepared in cooperation with the National Safety Council."

Television's Most Inventive Art Documentary ■ *The Mystery of Stonehenge* (CBS).—"An awesome monument of the past was linked to the computerized present in a program of unusual artistry and suspense titled *The Mystery of Stonehenge*. The handsome blend of beautiful photography, ancient history, and modern theory made it the most inventive art documentary of the year."

Television Special Award ■ *A Visit to Washington with Mrs. Lyndon B. Johnson—On Behalf of a More Beautiful America* (ABC).—"The participation of the First Lady of the Land in itself gave distinction to ABC's *A Visit to Washington with Mrs. Lyndon B. John-*



Shown above with the Peabody award presented for the ABC-TV special 'A Visit to Washington' are (l to r): Helen Jean Rogers, a producer of the spe-

cial; Mrs. Lyndon Johnson; Bennett Cerf, Peabody board chairman, and John H. Secondari, producer of the program.

son—*On Behalf of a More Beautiful America*. Over and above this, however, the theme of the program and the results already achieved make this Thanksgiving Day telecast worthy of a George Foster Peabody Special Award. As Jack Gould wrote in the *New York Times*, 'Mrs. Johnson's collaboration . . . may well give the cause of national beautification its most important advance. . . .' Already new projects looking to 'a more beautiful America' have sprung up across the country, fulfilling the hope expressed by critic John Horn in the *New York Herald Tribune* that this program would 'sting individual consciences to local beautification action throughout the land.' Not only is Mrs. Johnson to be commended for this distinctive and distinguished program, but also producers John H. Secondari and Helen Rogers; directors Harry Rasky and John Hughes; and the American Broadcasting Companies, President Leonard H. Goldenson, and other executives having a part in the program."

Television Contribution to International Understanding ■ Xerox Corp.—"The search for a program which achieves distinction in the promotion of international understanding is sometimes difficult. But in 1965 there could be no question that the Peabody award in this field should be bestowed upon the Xerox Corp. and accepted by Joseph C. Wilson, its president. To have presented programs which were as different and as appealing as *The Making of the President—1964*, *Let My People Go*, *The Louvre*, and the illuminating series on the United Nations, is an achievement which does great credit to this intelligent company. It is also a

revelation of the peaceful future to which its management aspires."

Radio Entertainment ■ *Music 'Til Dawn* (CBS).—"Inaugurated to meet changing program patterns, both in time and place, and recognizing the public's growing appreciation of fine music, the program *Music 'til Dawn*, the first successful all-night program of sponsored music, has made a unique contribution to the culture of America over the past decade. For bringing outstanding classical and semiclassical music throughout the night to millions of listeners over seven major owned or affiliated CBS stations from coast to coast, a Peabody award is presented to CBS Radio and American Airlines for this meritorious public service."

Radio Public Service ■ WCCO Minneapolis.—"The year 1965, recording three major disasters in the vast rural areas of the plains states, offered wcco a rare opportunity to perform its traditional public service to millions suffering blizzards, floods, and tornadoes within a three months period. Through broadcast survival instructions and continuous alerts, hundreds of lives were saved. For long range preparedness and dedicated all-out effort, a Peabody award to wcco Minneapolis."

NAB sends out radio kit

The 58-page, 20th anniversary Radio Month kit has been mailed out to members of the National Association of Broadcasters. The 1966 theme for May of "Radio—America's Sound Habit" is described by NAB President Vincent Wasilewski as "underscoring not only

the good sounds that emanate from radio, but the soundness of radio's many services to the community."

The kit, 12 pages larger than last year, contains the Radio Month jingles and promotion items: a proclamation, match book advertising, newspaper releases and mats, Radio Month speech text, postage meter ads, stamps and the like.

However, there are several new entries. Among them are: 11 standing year-round NAB promotion pieces, decals with call letters, store window posters, how to promote a radio month speech, 14 speeches about radio, and a tie-in with the American Automobile Association.

In addition, NAB has sent stations a separate list of 72 "appropriate, tested program and promotion ideas."

Chester men get reason to stick out chests

WEEZ Chester, Pa., is helping to express the area's appreciation for local citizens now in the armed forces, according to Bill Dalton, vice president and general manager. WEEZ is asking its listeners to send cards, letters and gifts directly to area men now in Vietnam and WEEZ broadcasts one serviceman's name and address each day, once an hour. Letters of thanks have come back to the station from Vietnam from men who received anywhere from 25 to 80 letters and cards from total strangers

who voiced encouragement.

In February, WEEZ extended its support to local inductees in an undertaking called "Project Sendoff." At 6:30 a.m. the station drew a crowd of more than 500 people including the high school band, the Salvation Army, and a host of local dignitaries in a sendoff for 78 men going to active duty.

Pacific Pioneers find members with freedom

For veteran broadcasters of the Los Angeles area nothing apparently beats autonomy. Earlier this year they broke away from the national organization of Broadcast Pioneers to form an independent organization called Pacific Pioneer Broadcasters. Now, after two months of independence, PPB has 401 paid-up members, including seven who have joined for life. It's claimed that in three years as the Los Angeles chapter of Broadcast Pioneers, the organization had a total membership of 176.

Highpoint of the PPB's short span so far was its April 1 luncheon meeting when 486 tickets were sold. Again, the claim is made that the average attendance at such gatherings under the previous affiliation was less than 75.

Commenting on the reasons for the spurt in interest, PPB president Art Gilmore said in Hollywood last week: "Perhaps, as many of our members firmly believe, Southern California and Southern Californians really are dif-

ferent. At any rate, having been reluctantly turned into rebels, we are now reveling in our new-found freedom."

Humor used in Heart Association campaign

In addition to its annual Heart Fund campaign the American Heart Association is conducting a year-round "risk reduction" program using radio-TV.

Many of the spots employed use humorous irony to make their point. One, for radio, features a woman interviewing a gravel-voiced man who claims he smokes all the time, even all night. Yes, he says, he knows about smoking and heart disease, but he has to smoke. That's his job. He's a chimney.

Then, softly, he asks the listener: "You, out there—what's your excuse?"

Drumbeats . . .

Urban League Honor ■ Robert W. Sarnoff, president of RCA, was named one of three recipients of the first Frederick Douglass Award by the Urban League of Greater New York for "distinguished leadership toward equal opportunity and fulfillment of rights of man." Award is to be presented to Mr. Sarnoff May 2 at a dinner at the Americana hotel, New York. Other recipients are A. Philip Randolph, president of Brotherhood of Sleeping Car Porters, and former Mayor Robert F. Wagner.

PROGRAMING

Montgomery again slams nets

Tells Hill hearing that independent producers aren't getting fair shake; Cash cites TV's value to business

Actor and producer Robert Montgomery last week told a subcommittee of the House Small Business Committee that the thought control, idea control and news control exercised by the three major television networks have created an unhealthy situation in the television industry. Mr. Montgomery has been a long-time critic of TV programming.

In his testimony on the effects of network policies upon independent television producers he said that network control was no longer a question of the profit motive, but of the power motive. The independent producers are at the mercy of the networks which control 94% of the prime-time pro-

graming, he charged.

Also appearing before the House Subcommittee on Regulatory and Enforcement Agencies last week was Norman (Pete) Cash, president of the Television Bureau of Advertising. Mr. Cash described the opportunities and problems presented the small businessman by television advertising.

In his testimony Mr. Montgomery said that the movement by the networks to eliminate the independent producer began about the time his show was taken off the air. Mr. Montgomery produced *Robert Montgomery Presents* from 1950 to 1957. The program was on NBC-TV.

Not Far Enough ■ In answer to a

question from Representative John D. Dingell (D-Mich.), chairman of the subcommittee, about the FCC's proposed rulemaking to limit the networks to control of 50% of prime-time programming, he said it was a step in the right direction but that the goal should be to have 100% of the prime-time programming produced by independents.

Representative James T. Broyhill (D-N.C.) asked if the people weren't getting what they wanted in programming. "That is the greatest lie told in the industry," Mr. Montgomery said. "Mothers are livid about what their kids are seeing," he said.

When asked if there were advertisers who would prefer to deal with independent producers, Mr. Montgomery said that there were, but that they were being forced into taking programs they didn't want by the networks. He claimed advertisers resent network interference in their choice of programming.

Mr. Montgomery was also asked about the availability of risk capital for independent producers if the FCC's

Video Recording Complex



With the integrated Westel* System the complex is simple. First, there's the self-contained, self-powered 30-pound Westel* Recording Camera. One man can take it with him (anywhere he can walk, climb, ride or crawl) and make 33 minutes of broadcast quality picture and sound recording without even changing tape or batteries. Sort of handy for fast-reaction news coverage, low-cost documentary programming, on-location commercial production and things like that, wouldn't you say?

Then there's the Westel* Studio Recorder. It's a full-fledged professional broadcast studio record/playback machine that meets all FCC standards for time base stability and picture quality – but just happens to weigh only 75 pounds. You can use it to play back the tapes you make with the

Recording Camera, and for all sorts of in-studio tape production. To complete its flexibility we've also included built-in electronic editing – at no extra charge.

The third member of our simple complex you can't even see. It's the Westel* Color Module that lets you make full NTSC compatible color recordings with the basic studio machine. All done with a plug-in module that fits inside the basic machine and adds only three operational controls.

How does Westel do all this without tons of equipment? A technical breakthrough called the Coniscan* System is one answer. But we give all the answers in a 20-page brochure that's yours for the asking. All you have to do is write: Westel Company, 298 Fuller Street, Redwood City, California 94063.



WESTEL

50-50 proposal were adopted. He said there would be no time lost between adoption of the 50-50 proposal and actual production of independent programs.

Mr. Montgomery said today there is "an imitative quality in network production." The networks are looking for a formula for success, he further commented.

Mr. Montgomery labeled the Arthur D. Little report on network programming "a fantastic piece of hogwash." The report, which examined the commission's 50-50 proposal, was commissioned by ABC, NBC and CBS. He said the networks were spending millions of dollars to convince people that Robert Montgomery and other independent producers are trying to destroy their programming.

Mr. Montgomery was repeatedly asked about the status of independent producers on network television time today. He said the only way an advertiser can put a show on TV is to give up a large part of the profits and control of his programming.

Concerning the network news programs Mr. Montgomery said that the coverage was shallow and inadequate. He said the network news programs employed the "headline technique" by simply reading headlines rather than reporting the news in depth.

Help for Little Man ■ In his testimony Mr. Cash discussed the television industry as it exists from the viewpoint of the small businessman. He said that about 30% of all TV stations earned a profit of under \$50,000 in 1964 and some 92 TV stations showed no profit at all for 1964. A major portion of the television industry, therefore, is a small business itself, he said.

Mr. Cash said that one quarter of the total station revenue comes from local advertisers and in the case of an individual station it can reach as high as 98%. Much of the future growth and strength of television, therefore, rests in the hands of the smaller businessman, he observed.

Mr. Cash pointed out that television is only a fraction of the local advertising budget and this is due to "poor salesmanship on our part." He said that the yearly average for unsold local TV time was 20%. There is a great opportunity for new advertisers on local and spot TV, he added.

He stated that on the average only 20% of the local co-op minutes available on network programming are sold. One of the problems, he said, was the lack of consistency on the part of local advertisers. Too many of them, he thought, put on a big push during the Christmas season and then forget about TV for the rest of the year.

NET spotlights its best shows

KUED(TV) wins top award; White denies any 'liberal' bias label

National Educational Television (NET), at its first annual awards dinner last week in New York, presented its top \$2,500 distinguished award for a total television project to its affiliate KUED(TV) Salt Lake City for the public affairs series, *Civic Dialogue—Goals for Utah*.

The dinner highlighted NET's two-day annual meeting, which was attended by more than 200 broadcasters from NET's 105 affiliated stations. John White, NET president, presided throughout the meeting and Robert Lemmon, NBC vice president and general manager of WMAQ-AM-FM-TV Chicago, spoke at the dinner.

The KUED program consisted of telephone conversations between Utah public officials in the studio and citizen groups.

Mr. White said that the start of the phone-line interconnection of the network would be postponed to the middle or end of 1967. He urged them to consider color, noting that 24 NET stations are now color-equipped and another 25 are planning to be so within two years.

Mr. White defended NET against charges of a "liberal" bias in its public affairs programming. He said NET, like most universities engaged in free inquiry

into human problems, inevitably seems liberal to outsiders.

Mr. Lemmon in his speech noted that television provides both educational and entertainment programs, and if the entertainment is overindulged it seems to be primarily adults who are doing it—or permitting it.

"And was it possible," asked Mr. Lemmon, "for it to be otherwise? Was it possible to keep people from reading books, even bad or mediocre or sexy books?"

Awards for single public affairs programs went to three affiliates: WHYV-TV Philadelphia-Wilmington for "The View From the Center," a study of Philadelphia's skid row; WMSB-TV Michigan State University, East Lansing, for "The Genetic Revolution," and WGBH-TV Boston for "Kids, Crayons and Volkswagens," a study of Boston's de facto segregation controversy.

Two prize-winning entries in the single cultural affairs programs category were purchased by NET for network distribution. They were WQED(TV) Pittsburgh's drama "A Mother for Janek" and "A Touch of Clay—a Ceramic Experience with Dik Schwanke" by WMV (TV) Milwaukee.

The other cultural award went to WNDT(TV) Newark, N. J.-New York for "An Evening with the Standwells," a repertory theater program with puppets.

Only one of a possible three awards in the single children's program class was given. It went to KNME-TV Albuquerque, N. M., for "TV Kindergarten."

Mr. White reminded delegates that the International Radio and Television Society has recently made available its "advertising campaign kit."

No frantic rush to take LBJ special

The network pastime of zealously pursuing the White House beat and guarding one's "exclusivity" to a program featuring members of the First Family came into play last week. But the footwork fell flat when it appeared that *The Hill Country: Lyndon Johnson's Texas*, an NBC-TV colorcast set for 10-11 p.m. on a Monday (May 9) was of no immediate concern to either ABC-TV or CBS-TV.

NBC offered them the show that features the President in a tour visiting scenes of his childhood while relating various anecdotes, for play at the same period or at a later time. CBS said it would not pursue the matter, indicating that the network hoped that NBC would respect a CBS exclusivity to a story also and ABC said it would screen the film first—though it hadn't received a print as of last Thursday.

From crystals to transistor

Viewers will be afforded opportunity to reminisce about the good old days of radio and TV. On May 1, 10-11 p.m. EDT, CBS-TV will present *The Magic of Broadcasting*, an hour color telecast narrated by Arthur Godfrey.

The program is essentially a historical survey of radio and television broadcasting. Strolling down memory lane on the show will be Lucille Ball and Bing Crosby. Special guests will be Gale Gordon, Sheldon Leonard, John Scott Trotter and Rod Serling.

The sponsor for *The Magic of Broadcasting* will be the Savings and Loan Foundation Inc., Washington.

Birch program loses an outlet

Conservatives say they were forced off KDAY by emotional pressures

The John Birch Society's weekly radio program, *The Birch Report*, in syndication since March and steadily picking up new stations, ran into its first snag last week. A West Coast station that was carrying the program dropped it amid charges that the move was dictated by emotional and economic blackmail.

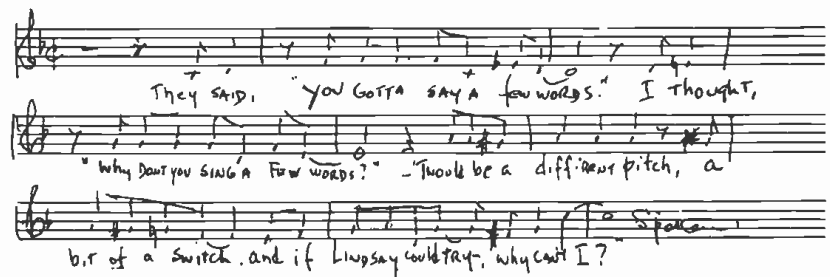
At a news conference held in Los Angeles last week, John H. Rousselot, national director of public relations for the conservative group, claimed that his "good friend," local radio and TV Negro personality Louis Lomax, had used "economic pressures and erratic emotional tactics" to force the Birch Society program and four other conservative programs off of KDAY Santa Monica, Calif.

The station, which broadcasts 96 hours of Negro programming a week, carries the two-hour *The World of Louis Lomax* talk show Monday through Saturday. Mr. Rousselot told reporters that Mr. Lomax threatened to quit the program at the end of his current contract unless the *Birch Report* and the four other 15-minute programs with which it alternated in following the Lomax show were dropped immediately. Mr. Lomax is working on a six months contract with the station. His program started in January.

Cancelled along with the Birch program were the *Dan Smoot Report*, Donald Jackson's *Capitol Reporter*, Billy James Hargis's *Christian Crusade* and the *Dean Manion Forum*. All were sponsored by Dr. Ross dog and cat foods, products of the Lewis Food Co., Los Angeles, through Rockett Lauritzen Advertising, same city.

The programs were dropped after their first week of broadcast. Mr. Rousselot claimed that the advertisers had a firm 52-week contract with KDAY to carry the five programs for 15-minutes a day. The former congressman also charged that Mr. Lomax made an "overly charged, emotional appeal" on his program of April 18 to have the conservative programs discontinued. As a result of this pressure, he said, the owner of the station, Rollins Inc., sent word back from its Wilmington, Del., headquarters to drop the shows.

Management View — James H.



He 'spoke' from his own kind of notes

Robert B. Sour, president of Broadcast Music Inc., lapsed into his favorite hobby when he sat down to write his speech for BMI's annual awards dinner. A former professional song writer, he sat down at a piano instead of a typewriter, and when the time came to deliver his speech, he sang it. The opening lines are reproduced above (copyright 1966 Robert B. Sour).

The dinner, in New York April

12, honored BMI publishers and writers whose tunes made the top 10 in popularity rankings last year. As Mr. Sour noted in his song-speech, these totals came to 91 songs, 67 publishers, 101 authors and composers. Among Mr. Sour's more than 100 published songs are the perennial favorites, "Body and Soul," "Walking by the River," "We Could Make Such Beautiful Music Together."

Schoonover, acting general manager of KDAY, said the decision to drop the five shows was a joint one undertaken with the parent company's knowledge and approval. "We felt they were not in the public interest," he said.

Commenting on the Birch society charges, Mr. Lomax said: "I never asked that the station remove the programs. I simply said I chose not to be on the air with them."

Joining Mr. Rousselot at the news conference, was D. B. Lewis, president and advertising manager of Lewis Foods Co., who indicated he was not surprised at being cancelled. "Our problem is buying time for the conservative educational programs we want to sponsor," he said. Contending that ABC, CBS and NBC have consistently refused to sell him time for seven consecutive years, Mr. Lewis pointed out that he has sponsored 572 broadcasts of the *Dan Smoot Report*, and never been challenged about the program breaking any rules. He charged that stations have been using the fairness doctrine as an excuse not to sell him time. Nevertheless he has succeeded in placing the *Dan Smoot Report* on 52 radio and 29 TV stations across the country. Yet with conservatives being driven from the air waves in many places, he's had to make a bid to buy KAIL-TV Fresno in order to insure that his programs are broadcast. (Approval for purchase of the station is pending with the Federal Communications Commission.)

Currently Dr. Ross dog and cat foods, which are marketed in the 14 western states, are the sponsor of the *Birch Report* in some half-dozen mar-

kets. The program, however, has 55 different sponsors, not including 27 American Opinion Library branches that back the show in various markets. As of last week the Birch Society's weekly report was being carried on 108 stations in 34 states. In some markets local chapters of the organization were sponsoring the program. Even though it's no longer heard on KDAY, *The Birch Report* is getting into the Los Angeles market via KIEV Glendale.

KLIF Dallas denies suppression of record

A preliminary hearing is set for Thursday (April 28) in Dallas circuit court on a \$715,000 suit filed against KLIF Dallas for allegedly pulling a top selling record from its top-40 play list.

The suit was filed by Abnak Music Enterprises, Bankers Management and Services and Jetstar Publishers. John Abdnor is president of the three Dallas firms. The suit names Charles Payne, KLIF vice president and general manager, as co-defendant. It charges the station with failing to list and play "Evol—Not Love," a record by the Five Americans, even though, the suit contends, it is among the city's top-10 selling records.

Mr. Payne referred to the charges as "ridiculous . . . in the view of all the national, regional and local sales of record" referred to in the suit.

He said: "Further, there are many factors other than local sales that are brought into consideration in selecting

what we judge to be the top-40 records of the Dallas area. Apparently Mr. Abdnor brought his charges before he made himself fully aware of the highly selective and professional methods that KLIF employs in arriving at the weekly top-40 records of the area.

"Above all, the McLendon stations, owing a direct and personal responsibility to the community, will not stand by and be intimidated by any individual record promoter."

Mr. Payne noted that KLIF receives more than 100 records daily and that, like many others, "Evol" was aired. However, he said: "It didn't get the ripple, in the opinion of my program director and music director, to merit its staying on the air." He added that he personally did not order the record pulled off the air, as alleged in the suit.

The suit asks damages of \$110,000 for Abnak in purported lost disk royalti-

ties; \$50,000 for Bankers Managements in purported lost live appearance earnings; \$55,000 for Jetstar in purported sheet music losses, and \$500,000 for all the plaintiffs in exemplary damages.

CBS's young FM sound will get going Sept. 1

CBS's new syndicated FM program service, "The Young Sound," is expected to begin Sept. 1, it was learned last week.

CBS had sent letters a few weeks ago advising a select group of CBS Radio affiliates, some of whom appeared to be the most obvious prospects, that the new FM service would supply high-quality music programming (CLOSED CIRCUIT, April 11).

It's generally considered that the new

FM operations is to a large extent an answer to the FCC's FM nonduplication rule. Music programming will be supplied to stations on tape. Some tapes developed for CBS-owned stations have already been demonstrated to the stations. The syndication service will be offered also to stations that are unaffiliated with the network.

William D. Greene, director of administrative operations, has been responsible for developing CBS FM programming and last week appointed a producer, FM operations, at CBS Radio. John C. De Witt who has been involved with FM musiccasting for the past five years as music director of WRVR(FM) and before that as associate music director of WBAI(FM), both New York, is in the new post to bring "a necessary fresh approach" to music broadcasting on FM, according to Mr. Greene.

Fleming's inside look at LBJ's talks

If President Johnson has decided what news conference format best suits his style, comfort and convenience, he has yet to communicate that information to his staff.

That was the word last week from Robert Fleming, deputy news secretary, in his first public appearance since assuming the White House hot spot eight weeks ago. In an informal talk, followed by a question and answer session, last Monday (April 18) before the Washington Professional Chapter of Sigma Delta Chi, professional journalistic society, Mr. Fleming related how things look to him on the other side of the fence. He had resigned as Washington bureau chief of ABC to accept the White House call.



Mr. Fleming

The President is a prisoner of his prompter, but Mr. Fleming said that he and others feel the device doesn't serve him well and that he comes through better when ad libbing.

The President, Mr. Fleming said in reply to a question, is not comfortable at the large, formal news conferences usually available for live pickup and prefers smaller, more in-

timated conferences in his oval office. He said the President will continue to experiment and will continue to get advice, much of it unsolicited, from "experts" on his television image.

Stamina Praised ■ Mr. Fleming was also critical of what he termed slipshod reporting by some Washington correspondents. Asserting that many are not doing their jobs "very well," he condemned inaccurate reporting and overbearing demands for information on the ground of the public's right to know. But he praised the news corps for its devotion to duty and its stamina.

He also found fault with overall news reporting of the White House. But he admitted there are times when the administration "is not entirely truthful" in its news briefing because the "perspective" and what might aid the opposition must be considered.

His White House day, Mr. Fleming said, begins at 7:45 a.m. six days a week, with a 45-minute to a one and one-half hour conference with the chief executive. There is no briefing of news men until after this morning conference. He described the President as demanding but more accessible than any President he has known. He said wistfully that a man ought to be able to go out to lunch sometime between 12 noon and 4 p.m., but that isn't always the case at the executive mansion.

Triangle to sell its interview program

Triangle Program Sales, operated by the radio-tv division of Triangle Publications Inc., New York, plans to place a radio series of 52 biography in sound specials, *90 Minutes with* _____, into national syndication on July 1.

Triangle has 15 such syndication packages in circulation. This newest series includes voices, either in public performances, or by interviews, of Doris Day, Robert Goulet, Barbra Streisand, Ella Fitzgerald, Johnny Mathis, Perry Como, Patti Page, Eydie Gorme, Tony Bennett and the late Nat (King) Cole. Other voices range from the late President John F. Kennedy and Edward R. Murrow to tributes to conductor Andre Kostelanetz, and composers Irving Berlin and Richard Rodgers.

The programs, written and produced by Hal Woodard of WFIL Philadelphia, were started on that station March 7. They will now be extended to other Triangle stations: WNBC New Haven, Conn.; WFBG Altoona-Johnstown, Pa.; KFRE Fresno, Calif., and WBNF Binghamton, N. Y.

'Agent' into syndication

Independent Television Corp. has placed 45 one-hour episodes of *Secret Agent* into syndication and has completed sales to WNEW-TV New York and KHJ-TV Los Angeles, according to Abe Mandell, ITC president. The black-and-white series was a midseason replacement on CBS-TV during 1964-65 and again this season, and will end its run on the network this summer.



This is a news desk?

Yes, but this "editor's" concern for the *who, what, when, where* and *how* is not to write a news story, but to make sure of delivery of a life-saving drug. The "editor" shown above is a security guard at Lederle Laboratories in Pearl River, New York. When the phone rings at two o'clock in the morning, he answers it. This time a hospital in Wyoming needs an emergency shipment of gas gangrene antitoxin, and there's no other place to get it. Just as your deskman knows how to handle the news story, this "editor" is trained to respond to

the most difficult situations.

Once the call is received, Lederle's emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving antitoxin is aboard a plane headed west.

Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.

LEDERLE LABORATORIES • A Division of American Cyanamid Company, Pearl River, New York



Moore wants culture rated on own basis

If culture is going to get a fair chance in TV and a fair shake from the critics, it will have to be rated against competitive culture, not against popular entertainment, ABC-TV President Thomas W. Moore suggested last week.

He urged some new method of ratings to compare similar program categories rather than time periods alone.

Speaking twice on Friday (April 22) to college fraternal conventions, Mr. Moore said the upgrading of entertainment programming and the expansion of "nonfiction" programming are among the changes in TV today which will help bring the medium closer to its full potential. He spoke to Omicron Delta Kappa at Purdue University, Lafayette, Ind., and Alpha Epsilon Rho, Emerson College, Boston.

Mr. Moore said a new means of evaluating television ratings must be instituted to spare special public service or cultural type programming from destructive competitive comparison with mass entertainment. He felt unfair that critics attack TV for not putting on more cultural shows and turn around and "splash the ratings results across their pages" when a public service venture is clobbered by the regular fare.

"We have not let ourselves become bound exclusively to the entertainment program," Mr. Moore explained, "even though it may represent the viewing majority's will. We recognize our obligation to the minority since it, too, is made up of millions."

Category Ratings ■ "But," Mr. Moore continued, "we do resent having the ratings—our own bookkeeping tool—used to carve us up before the public on the very occasions we elect to rise above competitive entertainment fare." The answer, he said, would be to rate programs by category.

Except in the area of sports programming, Mr. Moore noted, TV has not lived up to or been permitted to live up to its nonfiction responsibilities.

"On the other hand," he said, "it's a monstrous contradiction that while we are able to report directly from a Vietnamese battlefield or from the site of a riot or flood, we have no access to the trial or the congress or the Supreme Court, which convene with predictability and by appointment to deal with matters of great concern to the populace."

Capitol Hill service offered

Washington Film Associates, headed by Vince Finnigan, opened last Tuesday (April 19) at 806 Maryland Ave. N. E., for Washington radio and TV correspondents. The new service, located eight

blocks from the Capitol, offers a complete line of television and radio taping equipment, designed to help newsmen from small outlying stations cover Washington stories from their own viewpoint. It also has its own film processing equipment which allows quick duplicates and transportation to the airport for speedy shipment to the home station.

CARTA hands out first grants worth \$52,000

The National CARTA (Catholic Radio and Television Apostolate) Foundation, St. Louis, has awarded



Mr. McGannon

Donald H. McGannon, president of Westinghouse Broadcasting Co., New York, was chairman of the awards committee that selected the recipients of the financial grants.

In his address to the foundation Mr. McGannon emphasized that the producers of religious programs cannot "become remote from the competitive milieu of television. We are competing in a very competitive field. We can't be doctrinaire. We must reach people."

The 1966 CARTA grants ranged from a \$20,000 award to *Insight*, the nationally distributed television program produced by the Paulist Fathers, Pacific Palisades, Calif., to a \$2,000 award for the *Navajo Catholic Program*, a weekly radio program produced in the Navajo language by the Franciscan Fathers at Chinle, Ariz.

Friendly warns against managed news

Fred W. Friendly, former president of CBS News, urged working TV-radio newsmen to improve their professional standards and strive for integrity in journalism.

In his first public talk since his resignation from CBS News last February over policy differences with company management (BROADCASTING, Feb. 22), he stressed that "if broadcasting is not to become an arena for managed news, the newsmen will have to unmanage it."

Mr. Friendly's remarks were given at

a dinner in his honor by the Radio-Newsreel-Television Working Press Association in New York April 18. The association presented him with its 1965 Freedom of Association Award.

He made no direct reference to his dispute with CBS Inc. management but he told newsmen he considered them "the only really professionals in a non-professional world." He said others in TV-radio are "honorable men but are managers and program buyers and salesmen and contract negotiators but are not professionals."

Mr. Friendly recently was appointed a professor at Columbia University Graduate School of Journalism and a TV-radio adviser to the Ford Foundation.

KSTP-TV documentary sparks highway action

A TV documentary on highway safety is credited by the Minnesota Highway Commission as motivating official action for immediate changes in highway engineering practices and hazard-control devices.

KSTP-TV St. Paul-Minneapolis used testimony from nationally known safety experts to spotlight what it said were defective road devices on newly completed Minnesota expressways throughout *Death by Design*, the station's first program in a highway safety series. The documentary brought the state's old-fashioned safety railings and highway divider fences under particularly heavy fire.

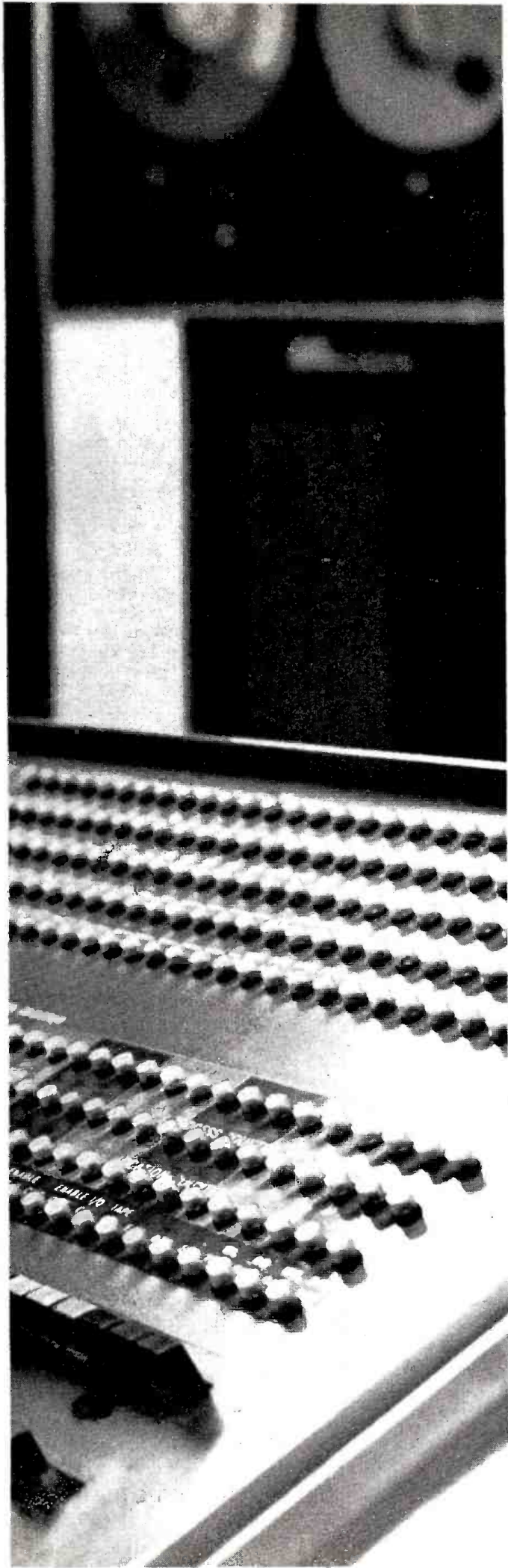
Minnesota Highway Commissioner John R. Jamieson wrote William McGovern, KSTP-TV news director, citing the documentary as "a very instructive and revealing program. . . . It has aroused the concern of the Minnesota Highway Department and has provided stimulation for investigating current safety practices."

KSTP-TV will produce a follow-up documentary analyzing the positive response to the original program. The station is also preparing further projects on subjects such as driver education, law enforcement, the vehicle, and the courts' relationship with highway safety.

Program notes . . .

Available ■ Annual one-hour Mrs. America pageant aired by KOGO-TV San Diego May 7 is being offered to other TV stations by Mrs. America Inc., 333 North Michigan, Chicago. Contest stresses homemaking skills. Other stations carrying show include KTTV(TV) Los Angeles, WTTG(TV) Washington and WNEW-TV New York.

Programming awards ■ The Reader's Di-

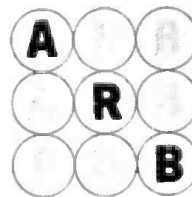


Why buy a \$500,000 computer when a \$50 computer report may do the job?

You don't have to own a computer to get the *benefits* of a computer in research. As a matter of fact, you don't even have to rent one. ARB Special Tabulation customers are proving it every day.

This year, more than ever before, ARB is staffed to provide a wide range of computer reports and services tailored to individual station and agency needs. From comprehensive and complicated cost efficiency analyses of national product spot schedules (Spot Activity Reports), immediate cost analyses in every viewer category for spot and program availabilities, to swift quarter-hour rankings of complete Television Market Reports (Spot Evaluation Guides), talk to an ARB Representative about how you can use ARB's computer capability as your own.

Choose from more than 25 different Special Tabulations designed to give you 'an extra measure of audience' at low cost . . . and if we don't have one to fit your exact needs, we'll design it. Won't be the first time we have done it, nor the last.



**AMERICAN
RESEARCH
BUREAU**

FCC hears why ABC gave 'Ben Casey' ether

Of what use are old TV shows to networks, besides syndication, of course? They can be used as case histories of decisions to cancel programs. That was the sad fate last week of *Ben Casey*, for most of its 4½ network years the bulwark of the ABC programming lineup.

ABC cited the program in replying to an FCC query on the factors involved in network decisions to cancel programs. Similar letters went to CBS and NBC as part of a commission effort to "study whether the practices involved may affect the public interest (BROADCASTING, March 14).

Two weeks ago NBC, in its reply, told the commission such a question "tends to suggest an effort indirectly to influence . . . program judgments (BROADCASTING, April 18)." ABC, which is seeking commission approval of a merger with International Telephone and Telegraph Co., contented itself with answering the commission's questions. CBS is yet to be heard from.

One and the Same ■ ABC, after answering specific questions relating to various factors involved in a decision to cancel a program, said the way in which almost all of them entered into a particular cancellation is exemplified by *Ben Casey*.

That program, the network said,

had an average audience rating of 23.5 in the 1961-62 season. The rating dropped to 14.4 in the 1965-66 season, and "sponsor interest declined accordingly." Live clearance fell off from 182 stations in April 1965 to 150 in March 1966. Cost of the new programs, about \$105,000 per hour in 1961, had increased by almost 50% four years later.

"While economics, financial considerations, advertiser interests, ratings, clearance considerations and public and affiliate reaction may each play a part in the decision to cancel a program," ABC said, "it is important to note that no single factor is decisive."

ABC cancelled six programs besides *Ben Casey* during the current season—*Shindig I*; *Shindig II*; *OK Crackerby*; *The King Family*; *Amos Burke, Secret Agent* and *The Jimmy Dean Show*.

The network said that since all the programs were entertainment shows, "ratings were a factor in the cancellation."

ABC said that service to minority tastes depends on the proper selection and scheduling of popular programs which produce the revenue that enables ABC "to finance the presentation of less popular entertainment programs, as well as news, information and public affairs."

gest Foundation has awarded six educational television stations \$1,000 prizes for production of outstanding ETV programs. The winning stations were: KVIE Sacramento, Calif.; WOSU-TV Columbus, Ohio; WGTV Athens, Ga.; WGBH Boston; KTCA-TV Minneapolis-St. Paul, and KRMA-TV Denver. The programs will be produced this summer and made available to 114 ETV stations through the Educational Television Stations Program Service of the National Association of Educational Broadcasters.

Hubley studio ■ Name of Storybook Inc., animated film producers, was changed to The Hubley Studio, effective April 15. Headed by the husband and wife team of John and Faith Hubley, the New York company created cartoon characters Mr. Magoo and Gerald McBoing-Boing.

Youthful divorces ■ All five CBS-owned television stations will pool their facilities for the first five-city participation in the *Feedback!* audience poll on Friday, Sept. 9 (10-11 p.m.) when the

topic of the break-up of youthful marriages will be explored. The *Feedback!* poll was previously restricted to New York and Chicago, but will be extended to Los Angeles, St. Louis and Philadelphia for this special program (BROADCASTING, Feb. 14). The stations: WCBS-TV New York, WBBM-TV Chicago, KMOX-TV St. Louis, KNXT(TV) Los Angeles and WCAU-TV Philadelphia.

Film sales . . .

Hayride (ABC Films): WSIX-TV Nashville; WIRL-TV Peoria, Ill.; WLUK-TV Green Bay, Wis.; WLKY-TV Louisville, Ky.; WZZM-TV Grand Rapids, Mich.; WTAE(TV) Pittsburgh; KTAL-TV Texarkana, Tex.-Shreveport, La.; WSOC-TV Charlotte, N. C.; KBTW(TV) Denver; WAST(TV) Albany, N. Y.; KTUL-TV Tulsa, Okla.; WLVA-TV Lynchburg, Va.; WSPA-TV Spartanburg, S. C., and WMAL-TV Washington.

Gigantor (Trans-Lux): KSL-TV Salt Lake City.

The Mighty Hercules (Trans-Lux): KRIS-TV Corpus Christi, Tex., and

WTOL-TV Toledo, Ohio.

It's a Wonderful World (Trans-Lux): WROC-TV Rochester, N. Y.

Top Draw (Trans-Lux): WJCT(TV) Jacksonville, Fla.

Girl Talk (ABC Films): WBAL-TV Baltimore; WFBC-TV Greenville, S. C.; WBIR-TV Knoxville, Tenn.; WCKT(TV) Miami and KGO-TV San Francisco.

Harvey Cartoons (ABC Films): WLUK-TV Green Bay, Wis.; WLVA-TV Lynchburg, Va.; WRGB(TV) Schenectady, N. Y.

8th Man (ABC Films): WHCC-TV Rochester, N. Y. and WRAL-TV Baltimore.

Buck Rogers and Flash Gordon (ABC Films): WWL-TV New Orleans.

Or Give Me Death (Olas Corp.): WNYS-TV Syracuse, N. Y.; KATC(TV) Lafayette, La.; KHJ-TV Los Angeles; KKT(TV) Colorado Springs-Pueblo, Colo.; KPRC-TV Houston; KPTV(TV) Portland, Ore.; WAGA-TV Atlanta; WFAA-TV Dallas-Fort Worth; WFLA-TV Tampa, Fla.; WGR-TV Buffalo and WHCC-TV Rochester, both New York; WJW-TV Cleveland; WKJG-TV Fort Wayne, WLWI(TV) Indianapolis, WSBT-TV South Bend and WTVW(TV) Evansville, all Indiana; WOR-TV New York; WTVN-TV Columbus, Ohio, and WWJ-TV Detroit.

My Childhood (Banner Films): WFLD(TV) Chicago.

Banner Features (Banner Films): KTBS-TV Shreveport, La.

The World of Money (Signal Productions): KGEE Bakersfield, Calif.

Dolphins sign radio pact

The Miami Dolphins Football Network has acquired 1966 radio rights to the new entry in the American Football League for an estimated \$30,000. The network will be fed through WIOD Miami, and it expects the games to be carried on about 50 stations in Florida, Georgia, Alabama, Mississippi and the Carolinas.

Polling CATV local needs

A Houston film distribution firm is asking CATV and closed-circuit TV operators what their needs are for local programming. Girard Projection Service is making a mail survey of all community antenna television systems and feels the results may "initiate a new potential for the industry."

Girard said the survey will be confidential with only national percentages being released.

CBS Inc. sets another record

Paley tells shareholders first quarter is best yet and prospects for hitting most successful year are 'excellent'

CBS's top corporate team went west last week. But it was not to make their fortunes. Instead it was to indicate to shareholders what their fortunes are in holding company stock. It was the first time since 1962 that CBS Inc. has held its annual meeting in Hollywood and the scenario, while hardly charged with drama, did have its high spots.

"CBS has just completed the best first quarter in its history," William S. Paley, chairman of the company, told the 376 shareholders assembled in stage 3 of CBS Studio Center where Republic Pictures used to film horse operas. He added the preliminary indications are that net sales for the quarter are up 16% and net income up 28%. Translating these increases into per-share earnings, Mr. Paley estimated a jump in earnings of 16 cents a share.

"Prospects are excellent," he said, "that this will be our most successful year so far, both in sales and in profits."

He also revealed that CBS is borrowing \$49.5 million to be used "for capital projects and possible acquisitions and investments." Terms for the loan, which will increase the company's long-term indebtedness from \$20.5 million to \$70 million, call for a 25-year payout at 5½% annual interest. The source of the financing was not revealed.

In what was probably the most newsworthy action of the 75-minute meet-

ing, Dr. Frank Stanton, CBS Inc. president, conducted a review of the company's operational highlights, division by division.

The following were among his conclusions and estimates:

- CBS-TV network division: First quarter sales higher than last year's; 9% audience lead over NBC-TV in evening and 62% lead in daytime; evening lead of 12% over ABC-TV, 89% in daytime; averaged six of the top 10 nighttime programs, 12 of the top 20, and 17 of the top 30; in daytime averaged 10 of the top 10, 13 of the top 15 (based on estimates of audience size obtained from the Nielsen Television Index); entire evening schedule in fall will be broadcast in color, as compared to an approximate 60% at present.

- CBS-TV Stations division: First quarter sales also ahead of 1965's; by fall all five of CBS-TV-owned stations will be broadcasting locally originated live and film color programming as well as the network color schedule; first quarters sales of CBS Television National Sales up but sales of syndicated programming distributed by CBS Films Inc. down slightly.

- CBS Radio division: Best first quarter since 1958, with network sales up significantly over last year's and those of seven CBS-owned stations, as group, highest since 1952; CBS Radio Spot Sales up substantially for first quarter; as of last week CBS Radio network "had on its books an amount representing more than 90% of its entire sales volume for last year."

- Columbia Records division: By a wide margin, the best first quarter in its history; acquisition of Rogers Drums Inc., Fender Guitar and Electro Music were noted, while still pending acquisition of Creative Playthings was called "beginning of an extended program in the new fields of education."

- CBS Laboratories division: Sales greater than those in 1965; health of division indicated by constant need for more space, with 80,000 square feet more required even though new laboratory wing was completed last year which doubled the division's headquarters in Stamford, Conn.

- CBS News division: Called one of the company's "most priceless intangible assets."

A CBS News Report ■ Mr. Stanton ended his review by showing sharehold-

ers about 20 minutes of what he termed "representative scenes" from actual CBS News broadcasts. Afterwards Mr. Paley and the CBS board of directors answered a number of questions from the audience. Among the bits of data disseminated during this session, it was revealed that the imminent merger of ABC and International Telephone & Telegraph Co. should have no effect on CBS's viability. "We didn't do too badly in the competitive race against NBC and RCA," commented Mr. Paley. He also observed that he didn't "see that an association with a larger company would be of any special advantage to us." Again, on the merger topic, it was brought out that the company is not now considering a merger with any other company, large or small, but has talked with many companies about merger or acquisition and is always looking for opportunities.

Other items discussed in this question-and-answer period were the facts that the net cost of the new CBS building in New York is \$37 a square foot; that CBS is not engaged in experimentation with a TV disk recorder, and the former CBS-TV News President Fred Friendly has \$410,000 still coming to



Mr. Paley

No advantages with larger company

NOW... BILL VEECK SHOW

Author, syndicated columnist, 15,000,000 readers follow Bill Veeck's column each week in the nation's leading newspapers. The country's most articulate, most colorful, most amusing, least awed—and soundest—sports authority—Now Available to You for Radio—5 Minute Show, 5 Days a Week!



Phone, write or wire collect:
PROGRAM ASSOCIATES, INC.
645 North Michigan Avenue,
Chicago, Illinois 60611, Phone 337-4518

him from deferred compensation, involvement in the company pension plan and from general settlement of his contract.

Preliminary report for the quarter ended March 31:

	1966	1965
*Earned per share	\$0.73	\$0.57
Net sales	192,000,000	165,660,227
Net income	14,900,000	11,630,958
*As reported by company		

Perry board nomination on Cowles agenda May 12

John H. Perry Jr., president of Perry Publications Inc., West Palm Beach, Fla., is a nominee to be one of 14 directors of Cowles Communications Inc. which is holding its annual stockholders meeting in New York on May 12.

Mr. Perry, the only new director, is the owner of WESH-TV Daytona Beach-Orlando, Fla., which is being sold to Cowles Communications for cash and stock aggregating between \$5.5 million and \$6 million (BROADCASTING, Nov. 22, 1965). The transfer was approved by the FCC last week (see page 58). Cowles will pay 228,500 shares of CCI common stock and \$1 million in cash, with \$500,000 paid at closing and the remainder over a five-year period, according to the notice of annual meeting sent to CCI stockholders last week.

In a related transaction, Mr. Perry is buying from Gardner Cowles, CCI chairman, the Fort Pierce (Fla.) News Tribune for \$1.2 million, according to the proxy statement.

Besides Mr. Cowles and Mr. Perry, other directors nominated, all for re-election, are Hoyt B. Wooten who is chairman of Cowles Broadcasting Service Inc., licensee of WREC-AM-FM-TV Memphis, Tenn. CCI bought the Memphis stations in 1963 for \$8 million.

The notice also reports that Mr. Cowles on April 4 sold 50,000 shares of common stock, and that the company issued and sold 100,000 shares. Both were to underwriters. CCI registered with the Securities and Exchange Commission last February to sell 200,000 shares of common stock to the public.

During 1965, Mr. Cowles received

DDB stock split

Doyle Dane Bernbach, New York, has announced its intention to split the company's share two-for-one. Stockholder approval will be asked at a special meeting June 2. Split would be effective June 9. DDB intends to double the number of authorized shares of Class A stock to three million.

\$100,730; M. C. Whatmore, president of the company, \$100,587 plus \$9,775 in profit sharing and a \$66,980 share in company contributions to the profit-sharing plan; Mr. Wooten, \$30,504, and Luther L. Hill, president of the broadcasting division who retired at the end of 1965, \$43,146.

Mr. Cowles is also listed as owning 25.7% of the voting stock of the company, with the Des Moines Register and Tribune Co., owning 13.6%. Mr. Cowles and his family are principal owners of the Des Moines newspaper company. The ownership is before the public sale of Mr. Cowles' and the corporation's stock.

CCI also owns KRNT-AM-TV Des Moines and publishes Look, Family Circle and Venture magazines, Insider's Newsletter, Gainesville Sun and Lakeland Ledger, both Florida, and the San Juan Star in Puerto Rico.

John Cowles, a brother to Gardner Cowles, is head of the Minneapolis Star and Tribune Co., which is a separate corporate entity from CCI. The Minneapolis Star and Tribune Co. publishes the Minneapolis Star and Tribune, owns 47% of WCCO-AM-TV Minneapolis and 80% of KTVH(TV) Hutchinson (Wichita), Kan., and 50% of Harper's Magazine.

Cowles Communications in 1965 had a net income of \$4,378,000 (\$1.48 a share) on gross revenues of \$137,264,000 (BROADCASTING, April 18). It also had a non-recurring special item of \$657,000.

Outlet Co. broadcast revenues top \$1 million

Net earnings in radio and television operations passed the \$1 million mark for the first time in 1965 at the Outlet Co., Providence, R.I., with broadcasting revenues up 5.4% for the year.

The Outlet Co. owns WJAR-AM-TV Providence, WBBO-AM-FM-TV Orlando, Fla.; 6¼% of WNYS-TV Syracuse, N.Y. (an interim operation), plus department stores in the Providence area.

Joseph S. Sinclair, president, said that although the FCC has already awarded a license to an applicant for the Syracuse station, the award is being contested and a merger may be effected among the eight applicants. He said that only one applicant was contesting the proposed merger and reported that the interim operation is likely to continue during 1966.

For the fiscal year ended Jan. 31:

	1965	1964
Earnings per share	\$1.28	\$1.16*
Sales and broadcasting revenue	29,844,932	28,628,181
Broadcasting revenue	6,016,534	5,709,157
Net earnings	1,308,207	1,159,749
Net earnings in radio and television operations	1,007,972	919,675

*Adjusted for two-for-one stock split on July 21, 1965.

Cox shows 10% rise in net for first quarter

First-quarter figures of Cox Broadcasting Corp., Atlanta, showed gains in both income and revenues over last year's report for the same period. Consolidated net income was up 10% while operating revenues rose 15%.

J. Leonard Reinsch, president, reported that operations of Kaiser-Cox Corp., a CATV equipment manufacturer, were progressing satisfactorily and that first-quarter results of United Technical Publications, in which Cox acquired a controlling interest in January, were above those a year ago.

For the three months ended March 31:

	1966	1965
Earned per share	\$0.41	\$0.37*
Operating revenues	8,036,764	6,983,095
Net income	1,076,207	981,011
Shares outstanding	2,654,770	2,652,270

*Per-share earnings restated to give effect to a change in the method of amortizing network costs.

Walter Reade/Sterling shows 1965 fiscal profit

Walter Reade/Sterling Inc., Oakhurst, Ill., lifted earnings from a net loss of \$941,000 in 1964 to a 33% profit (\$505,000) in fiscal 1965. Revenues were up by 20%.

For the fiscal year ended Dec. 31, 1965:

	1965	1964
Earnings per share	\$0.32	(\$0.59)
Revenues	16,417,000	13,637,000
Expenses	15,662,000	14,748,000
Net income	505,000	(941,000)
Shares outstanding	1,583,071	1,583,071

() Denotes loss

Radio is strong in Time's 1st quarter

Advertising revenues of Time Inc.'s broadcast and publishing properties were up some 3% during the year's first quarter and are running ahead by over 6% now with radio sales especially strong, corporate officers reported Thursday (April 21) at the firm's annual meeting in Chicago.

For the first quarter Time Inc. had net income of nearly \$2.9 million (42 cents per share), compared with just under \$2 million (30 cents a share) for the 1965 quarter. Total first-quarter revenue was \$102.2 million, up 11.5% from \$91.7 million in the first quarter of 1965.

All of the radio-TV properties of Time Inc.'s subsidiary Time-Life Broadcast Inc. scored record high revenues

in 1965, the annual report said. Time Inc., however, does not disclose dollar figures for its divisions. The parent company had net income of over \$33.5 million in 1965 (\$4.92 per share) on revenues of \$453.3 million, compared with net income of \$26.5 million (\$3.99 a share) on 1964 revenue of \$412.5 million.

Time Inc. President James A. Linen said the company is expanding "rapidly" in the community antenna television field. It is already involved in CATV in 10 cities and is exploring CATV in 50 more cities. It has newly bought into an operating TV station in Australia and has interests in TV stations in Argentina, Brazil, Venezuela and Hong Kong.

During the question period, Evelyn Davis, a perennial annual meeting participant, urged Time Inc. to name retiring FCC Chairman E. William Henry to its board to gain the experience of a communications specialist. She said she was unsuccessful the day before in Detroit in her attempt to nominate Mr. Henry to the board of AT&T.

Corporate officers disclaimed all rumors that Time Inc. has ever held talks with CBS or any other network concerning possible merger.

Metromedia reports jump in quarter gross, net

First-quarter results announced last week by Metromedia Inc. showed comfortable gains in both gross revenues and net income. It was pointed out that current earnings rose despite an increase of 67,750 additional shares in the 1966 quarter. For the 13 weeks ended April 3:

	1966	1965
Income per share	\$0.31	\$0.26
Net income	651,436	548,728
Gross revenues	29,870,206	24,362,728

Earnings, net shoot up in Rust Craft report

Rust Craft Greeting Cards Inc., Dedham, Mass., has reported an increase of 67% in net income for fiscal 1966. Sales were up 13%.

During the year the greeting card and broadcasting company acquired WROC-AM-FM-TV Rochester, N.Y.; WRCP-AM-FM Philadelphia, and opened its new UHF station, WJKS-TV, in Jacksonville, Fla. For the year ended Feb. 27:

	1966	1965
Earnings per share	\$2.36	\$1.42
Consolidated net sales	40,680,257	35,947,951
Net income	1,723,806	1,030,747
Nonoperating income	1,563,566*	349,618
Shares outstanding	729,727	726,576

*Resulted from sale of company's 40% interest in WVUE(TV) New Orleans.

BROADCASTING, April 25, 1966

Record ABC quarter has earnings up 10%

ABC last week reported a record first quarter with operating earnings ahead of 1965's first period by 5.5%. Actual earnings, including capital and nonrecurring gains, were up almost 10%.

The company noted operations had improved in spite of "extraordinary expenditures" incurred as a result of New York City's transit strike and costs of the ABC building on the Avenue of the Americas.

ABC also cited expenses involved in its "second season" programing efforts. Leonard H. Goldenson, president, said ABC's theater business continued to show improvement through the quarter.

13 weeks ended March 31:

	1966	1965
Earned per share	\$1.00	\$0.91
Pretax earnings	8,100,000	7,702,000
Federal tax	3,650,000	3,525,000
Operating earnings	4,450,000	4,177,000
Net earnings	4,680,000	4,206,000

Blair's first quarter net up \$33,000

John Blair & Co., New York, reported last week that gross revenues and net earnings for the first quarter of 1966 were at a record high.

For the first quarter ended March 31:

	1966	1965
Income per share	\$0.45	*
Net income	473,332	440,800
Gross revenues	2,454,263	2,336,029

*Stock was privately held during this period.

Another hold on Wrather

The Securities and Exchange Commission last week ordered a further 10-day suspension in over-the-counter trading of Wrather Corp., Beverly Hills, owner and distributor of television and motion-picture properties. It was the second successive 10-day suspension for

the stock (BROADCASTING, April 18). Wrather owns about 50% of A. C. Gilbert Co., a New Haven-based toy maker, currently suffering financial difficulties. Gilbert recently reported that it had lost almost \$3 million in 1965. Wrather has promised to try to raise at least \$3.5 million to provide working capital for Gilbert in 1966. The SEC has suspended trading in both Gilbert and Wrather pending the completion of this new financing.

Kaiser losses blamed on construction costs

Large expenses required in setting up its new UHF stations accounted for losses sustained by Kaiser Broadcasting Corp. in 1965, according to the annual report of its parent corporation, Kaiser Industries Corp. On the same basis the report projected another loss for 1966.

Kaiser Broadcasting began operations in Detroit [WKBD(TV)] and Philadelphia [WKBS(TV)] last year, is in the process of building one in Los Angeles and also intends to construct one in San Francisco. All four are UHF's. Kaiser also operates an FM in San Francisco.

For year ended Dec. 31:


	1965	1964
Earned per share (loss)	(\$0.44)	(\$0.23)
Net sales	355,775,534	304,700,469
Net loss	(8,502,000)	(3,772,000)

\$5 million increase in gross shown by MGM

Metro-Goldwyn-Mayer Inc. reported an improvement in both revenues and income for the 28 weeks ended March 17. The company will have seven programs in network prime time in the 1966-67 season and *Dr. Kildare* will be put into syndication.

For the 28 weeks ended March 17:

	1966	1965
Earnings per share	\$1.87	\$1.38
Gross revenues	93,725,000	88,616,000
Net income	4,717,000	3,811,000



MALARKEY, TAYLOR and ASSOCIATES
CATV
BROKERS • CONSULTANTS • ENGINEERING
 Washington, D. C.
 1101 17th Street, N.W. Area Code 202—223-2345

Satellite concept gaining momentum

The idea of a domestic satellite communications system, capable of interconnecting all TV and radio network affiliates without the use—and cost—of landlines, continued to heat up last week.

Top officials of the Communications Satellite Corp. conferred with representatives of three communications firms; one broadcast and two common carriers. The meetings took place in Washington, just a week after a mass conference on the subject (BROADCASTING, April 18).

The broadcast principals were Frank Marx and Everett H. Erlick, ABC vice presidents, who urged Comsat to move quickly into the domestic satellite field now that it is obvious that such a service is both technically and economically feasible.

It was ABC which initially had proposed a domestic satellite system and had filed an application with the FCC for ownership of such a system. The commission, however, had returned the application without action and simultaneously had instituted an inquiry into the question.

The two common carriers meeting with Comsat were AT&T and Western Union. In the next couple of weeks, it's learned, officials of General Telephone & Electronics Corp. are scheduled to meet with Comsat.

The AT&T delegation discussed the Bell viewpoint which was expressed last month; generally that Comsat

should place a multipurpose satellite system into operation, to be used for broadcasting, telephone, telegraph and data communications. AT&T has recommended, however, that it should own the earth stations, against Comsat's publicly stated position that the earth stations as well as the satellite should be owned and operated by Comsat.

Representing AT&T were Lowell F. Wingert, vice president; James Rae, assistant vice president, and C. F. Martin, an attorney, all with Long Lines Division.

Nonbroadcast ■ The Western Union conference, it was understood, concerned itself mostly with computer and data processing applications. The Western Union delegation was headed by Russell W. McFall, president; W. H. Francis, vice president, special projects and W. B. Sullinger, a radio engineer.

Although there's not much debate about Comsat initiating the domestic satellite service, there is debate about the ownership of the ground stations and whether the system should be all inclusive, handling all types of communications traffic, including broadcasting, or whether there should be a single system for broadcasting and another for other communications needs.

In the schemes proposed two weeks ago, both Comsat and NBC predicated their presentations on a TV and radio service, although Comsat's was open ended to allow for other uses.

Basically, both Comsat and NBC suggested a system which would have several satellites 22,300 miles above the equator to serve TV and radio affiliates, obviating the need for wire lines. The networks spend about \$55 million a year with AT&T on lines and micro-

wave relay circuits to interconnect their affiliates.

Comsat envisaged about 225 ground stations in major population centers capable of receiving satellite signals. These would be owned and operated by Comsat. Signals from the satellites received at the ground stations would be relayed to the affiliates by ground lines or microwave.

NBC, on the other hand, proposed that the ground stations be owned by the individual affiliated stations and would be located at or very near their transmitters. This would overcome the need for the transportation of signals from ground stations to broadcast stations.

Comsat already owns and operates an earth station for transmission to, and control of, communications satellites at Andover, Me. It is building new earth stations at Brewster Flat, Wash., and Hawaii.

NBC's plan called for two earth stations, one on the East Coast and one on the West Coast. It also saw the possibility of mobile earth stations capable of transmitting directly to the satellite.

Comsat said its system would cost \$100 million to inaugurate and that users would pay between \$25 million and \$35 million a year.

NBC's initial investment estimate was \$103.4 million, with charges totaling \$19.4 million a year.

Technical topics . . .

Colortran sold ■ Berkey Photo Inc., New York, has acquired Colortran Industries of Burbank, Calif., a pioneer firm in the design and manufacture of quartz-iodine lighting equipment for the motion picture and television industries. Colortran will continue operations in Burbank under its present management, headed by Milton Forman as president.

Small preamps ■ Switchcraft Inc., Chicago, introduced two new transistorized high-gain audio preamplifiers that are self-powered by penlight battery and are suitable for increasing output of low level microphones or impedance matching and fixed gain applications. Called "mix-amps," units are uniform across 20 to 20,000 cps and start at \$14.50.

Another VTR ■ Concord Electronics Corp., Los Angeles, showed its new video-tape recorder recently at the Los Angeles High Fidelity Music Show. The company emphasized that its model VTR-600 is not a "home" unit, but was built to fill the needs of professional communicators. It's believed that the total system retail price for the equipment is \$1,500. The video-tape

Swiss engineer gets Oscar for tape recorder

Not all of the Oscars given out last week by the Academy of Motion Picture Arts and Sciences went to movie stars. A scientific Oscar was awarded to Stefan Kudelski, a Swiss precision machinist and a transistor electronics engineer, for his design and development of the Nagra portable ¼-inch tape recorder (shown here). The recorder is used by most of the major film studies in Hollywood.

The Swiss-made instrument, containing its own battery power, weighs less than 14 pounds, including the new Kudelski neopilot system of synchronizing the tape sound with camera picture, a new closed-loop servo



flutterless drive system and speed, synchronization, battery voltage and volume indicators.

The 37-year-old Mr. Kudelski was born in Warsaw, Poland, and now makes his home in Geneva.

recorder system consists of three portable pieces: the video recorder, a nine-inch-screen monitor and Concord's television camera. Howard Ladd, Concord president, believes the system's greatest benefit will be in the educational field.

Emphasis on CATV

The newly formed Anaconda Astrodata Co., Anaheim, Calif., will place initial emphasis on the community antenna television portion of the communications industry, it was announced last week by W. E. Rianda, president.

The company was formed last January by Anaconda Wire & Cable Co., which had been marketing complete CATV systems, and Astrodata Inc., which had been designing and field testing numerous advanced CATV products, he said. The company intends to branch out to other segments of the communications industry.

GT&E gets color patent

General Telephone & Electronics Corp., Bayside, N. Y., has acquired a patent license for its color-TV-tube process of combined phosphors.

The patent was awarded last week to GT&E research scientists Dr. Albert K. Levine and Frank C. Pelilla, covering the use of red "rare earth" phosphors. Three high-speed electron beams separately activate this substance together with blue-and-green emitting phosphors. A resulting color mixture is "dusted" onto the TV screen.

GT&E's subsidiary, Sylvania Electric Products Inc., introduced the color principle in June 1964.

Dr. Lee L. Davenport, GT&E president, said the patented tube is "on the average 40% brighter" than previous tube types. Its "screen highlights," he said, "show more accurately, and colors, especially the reds, remain true even when viewed in a lighted room."

FATES & FORTUNES

BROADCAST ADVERTISING

Eugene Fahy, account marketing supervisor, and **John J. Fenton**, account supervisor, both with Grey Advertising, New York, elected VP's. **David Leddick**, executive VP, Smith & Dorian, New York, elected VP and creative director on Revlon account at Grey, same city.



Mr. Fuchs

Hanno Fuchs, with Young & Rubicam, New York, named VP and associate creative director.

Charles A. Winchester, VP with Grey Advertising, New York, appointed group marketing manager of

Borden Foods Co., that city.

Phil Schultz, director-cameraman for MPO Videotronics, New York, forms own firm for production of television commercials and industrial films. Phil Schultz Productions is at 18 East 48th Street, New York.

Richard Westman named VP of Frank B. Sawdon Agency, and manager of agency's Los Angeles office.

Lester Heller, formerly creative supervisor, Ted Bates & Co., New York, elected VP and associate creative director, J. M. Mathes Inc., New York.

Carlton C. Henge, formerly account executive with West, Weir & Bartel, New York, named director of business

development, Metro Radio Sales, same city.

George S. Carr, account executive with WIBG-AM-FM Philadelphia, appointed VP.

Howard M. List named VP in charge of advertising, Kellogg Co., Battle Creek, Mich., effective May 1 succeeding **Ralph P. Olmstead** who retires. **R. L. Nichols**, with Kellogg since 1945, replaces Mr. List as advertising manager.

M. Crawford Pollock, VP-marketing of Green Giant Co., Le Sueur, Minn., named senior VP. **Lyle H. Polsfuss**, formerly director of marketing for Green Giant, elected VP-marketing. **R. Carl Henley**, director of sales, elected VP-sales.



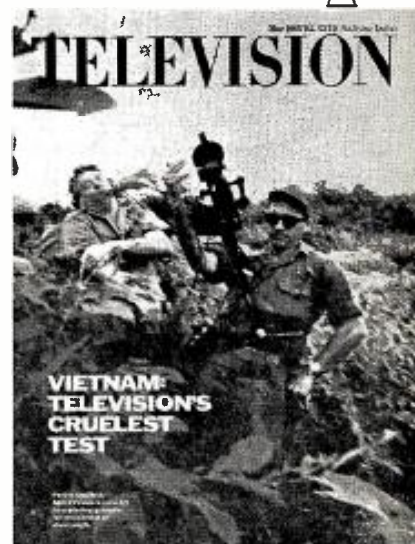
Mr. Ratner

Edward Ratner, account executive at Grey Advertising, New York, joins E. A. Korchnoy Ltd. there as VP for marketing.

Ludwig W. Simmel, manager, sales service and traffic, NBC Radio, New York, appointed manager, sales service and station clearances. **Ronald F. Dobson**, with NBC-TV's sales service department, succeeds Mr. Simmel. **George E. Davies**, with NBC Radio, New York, appointed supervisor, sales traffic.

Gerald C. Atkin, J. Walter Thompson Co., elected president of Cincinnati chapter of American Association of

We get channels you can't get anywhere else.



In the May issue: How television went into movie making, and how it's apt to come out. What piggyback commercials are doing to the medium. A harsh plan to needle TV with a new commission of blue-ribbon critics. Interested? Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036; phone (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

Advertising Agencies. Other officers new for 1966 are **Howard E. Sproull Jr.**, Strauchen & McKim, VP; and **Richard M. Geis**, The Ralph H. Jones Co., secretary-treasurer.

Arnold J. Winograd, formerly with Chicago office of Kenyon & Eckhardt, named to newly created position of corporate advertising director, Pabst Brewing Co., Milwaukee.

William F. Hewitt, account executive of WEAN and WPJB-FM Providence, R. I., appointed commercial manager.

Julie Kavanagh, formerly assistant media director and radio-television director for Norsworthy-Mercer, Dallas, appointed media director for Larry Morrell Advertising, Fort Worth.

Thomas Prange, previously broadcast business manager for D'Arcy Advertising Co., New York, joins Cunningham & Walsh there in same capacity.

Merritt (Bill) Greene, account executive at WFLA-TV Tampa, Fla., appointed general sales manager of WLCY-TV Largo, Fla.



Mr. Jenks

Clifford J. Jenks Jr., formerly manager of advertising and promotion for International Business Machines Corp.'s data processing division, White Plains, N. Y., named director of public relations and advertising, Continental Can Co., New York.

Austin H. Gedney Jr., VP and account supervisor at Lennen & Newell, New York, joins McCann-Erickson, that city, as account director.

Jerry B. Hartman, assistant sales manager at WPTV(TV) West Palm Beach, Fla., named local sales manager.

William D. Miller, formerly with Young & Rubicam, New York, joins Geyer, Morey, Ballard there as art director. **John B. Kendrick**, formerly with Ted Bates & Co., New York, joins GMB, that city, as copywriter.

Howard Russo, formerly art director at de Garmo Associates, New York, appointed art director at LaRoche, McCaffrey and McCall, that city.

Sean Murphy, formerly sales manager for KTVI(TV) St. Louis, appointed account executive at National Television Sales, Chicago.

C. E. (Pep) Cooney, with KRON-TV San Francisco, appointed to newly created post of assistant sales manager.

Paul Bures, formerly account executive with Ogilvy, Benson & Mather, New York, named account executive with WABC-TV New York.

Dennis Israel, account executive at

Long named to committee



Sen. Long

Senator **Russell B. Long** (D-La.) was named last week to the Senate Commerce Committee's Subcommittee on Communications. Senator Long came to the Commerce Committee last month when he swapped committee assignments with Senator **Gale McGee** (D-Wyo.) who moved to the Senate Foreign Relations Committee (BROADCASTING, March 28).

Stone Representatives, Chicago, joins Broadcast Communications Group there as account executive in radio division.

Stanley E. Blumberg, president of Joseph Katz Co., Baltimore, joins **Leon Shaffer Golnick Advertising** there in executive capacity.

Bill McCadden, with sales staff of WCAU-AM-FM Philadelphia, joins WIP-AM-FM, that city, as account executive.

Rudy E. Braunschneider, assistant production manager at Videotape Center, New York, named staff producer. **Richard A. Ranno**, video tape coordinator of Videotape Center, appointed assistant production manager.

Frank B. Sinclair, assistant manager of public relations, Coca-Cola Export Corp., New York, appointed PR account executive, D'Arcy Advertising, same city.

John D. Merkel, formerly with J. Walter Thompson Co., Chicago, joins **Leo Burnett Co.** there as copy supervisor.

Walter T. French, media buyer at LaRoche, McCaffrey & McCall, New York, joins **Fuller & Smith & Ross** there in same capacity.

George A. Carlson, formerly creative director of N. W. Ayer & Son, Chicago, joins **Noble-Dury & Associates**, Nashville.

Craig E. Wiese, formerly with BBDO, Chicago, joins **Foote, Cone & Belding** there as copywriter.

Winifred Roderman, formerly copywriter with Equitable Life Insurance Co., New York, appointed copywriter for **Hoefer, Dieterich & Brown**, San Francisco.

Sturges D. Dorrance, formerly station manager for Armed Forces Radio Service in Vietnam, joins **The Katz**

Agency, New York, television research-promotion staff.

MEDIA

Barney Nelson, sales manager for KROY Sacramento, Calif., named general manager of KCOY Santa Maria, Calif.

Norman L. Posen, general manager of KDAY Santa Monica, Calif., resigns effective May 7. No future plans announced.

Frank P. Fogarty, president, Meredith Broadcasting Co., Omaha, named to National Association of Broadcasters research committee and NAB's representative on Broadcast Rating Council. He replaces



Mr. Fogarty

William Brazzil, WTVJ(TV) Miami, on research committee, and **Bennett Korn**, former president of Metropolitan Broadcasting division of Metromedia, on BRC. **Virginia F. Pate**, WASA Havre de Grace, Md., named to radio code board of National Association of Broadcasters, replacing **Marianne Campbell**, recently elected to NAB radio board (CLOSED CIRCUIT, March 21). **Philip Harding**, formerly with research department of Dancer-Fitzgerald-Sample, named assistant to **Howard Mandel**, NAB VP for research. He replaces **Albert McGrath**, resigned.

Raymond G. Hard, station manager, WBM Meriden, Conn., also named executive secretary of Connecticut Broadcasters Association, parttime post.

Martin McAndrew resigns as director of research for WNBC-TV New York, to become director of research for WPIX(TV) and WPIX-FM New York. Mr. McAndrew fills vacancy created Nov. 8 when **John Kirchstein** was killed in Cincinnati plane crash.

Frank Millspaugh Jr., VP in charge of national affairs, U. S. Youth Council, named station manager, WBAI(FM) New York. He succeeds **Chris Albertson**, who will join Pacifica Foundation staff in Berkeley, Calif.



Mr. Morrison

Aubrey (Moe) Morrison, personnel administrator for Avco-Everett Research Laboratory, Everett, Mass., joins personnel and labor relations department of Avco Broadcasting Corp., Cincinnati, as labor relations manager.

Mickey Shorr appointed station manager of WSDM(FM) Chicago.

Dean H. Fritchman, head of his own PR and marketing counseling company since 1958, appointed to newly created

position of marketing coordinator, Metromedia Inc., New York.

John T. Bart, chief accountant at National Educational Television, New York, appointed controller.

William N. Hesson, program director of KCMJ Palm Springs, Calif., appointed manager. He succeeds **Patrick B. Raymond**, who plans to devote his full time to desert communications project.

Fred Swanson, program manager of WRCH New Britain, Conn., appointed station manager.

Mike Joyce, operations manager for Meredith-Avco, Omaha, joins Jerrold Electronics Corp., Philadelphia, as manager of system development for community operations division.

PROGRAMING

Harve Bennett, head of ABC-TV's West Coast programing department, elected VP in charge of programs, West Coast (BROADCASTING, March 28).

Edward Rissien, VP in charge of programing, Bing Crosby Productions, Hollywood, named VP, Filmways TV Productions, subsidiary of Filmways Inc., same city.

Jerry Kurtz, sales manager for Screen Entertainment Corp., named president of Television Enterprises Corp., Beverly Hills, Calif., and member of its board of directors. **Harold Goldman**, president of television production and releasing company, moves up to become chairman of board and chief executive officer. **Milton (Ted) Taynor** named executive VP and member of TEC board.

Richard Ellis, assistant program director at WRCH New Britain, Conn., named program director.

David Smart Jr., producer for WHIO-TV Dayton, Ohio, named executive producer.

Richard Krolik, general executive of Time-Life Broadcast, New York, also named programing adviser for Voice of America, Washington. Announcement was made officially in November (BROADCASTING, Nov. 29, 1965).



Mr. House, formerly program supervisor for Compton Advertising, New York, appointed executive VP and controller of Manhattan Sound Co., that city, division of Pellin Enterprises Inc. **Marilyn Sutorius**, office manager of Pellin Enterprises, elected director and corporate secretary.

Alessio dePaola and **Charles H. Green**, directors at Video Pictures Inc., New York, appointed VP's.

Alvin A. L. Dompke, with WQAD-TV Moline, Ill., and **Arlyn Jones**, with WKOW-TV Madison, Wis., appointed producer-directors at wzzm-TV Grand Rapids, Mich. Mr. Dompke replaces **Robert Knott**, who joins WJZ-TV Baltimore, as producer-director.

Claudio Guzman, who directed episodes of *The Wackiest Ship in the Army*, and *I Dream of Jeannie* for Screen Gems, signed by production company to long-term contract to direct TV series and develop new TV properties.



Mr. Lanken, with Official Films, New York, appointed general sales manager.

Ted Kavanau, executive producer in documentary film department, WBBM-TV Chicago, appointed executive producer, WNEW-TV New York.

Robert E. Shay, with WLWT(TV) Cincinnati, appointed program director of WLWC(TV) Columbus, Ohio.

Robert E. Einhorn, director of special programing at noncommercial WAER-(FM) Syracuse, N. Y., named program director.

James Kirk, reporter for WCCO-TV Minneapolis, named associate public affairs director.

Tom Palumbo, director for Group Productions, New York, joins Savage Friedman, that city, as director.

NEWS

Marvin Scott, Mutual news correspondent since last January, named as-

sistant news chief of network's New York bureau.

Eric Sevareid, CBS News national correspondent, assigned temporarily to South Vietnam, where he will broadcast analyses of political situation there.

Sherman Bazell, with news department of WBZ-TV Boston, named news director. He succeeds **Edward Fouhy**, who joins CBS-TV's Mike Wallace news show as associate producer.

Charles Boyle, desk supervisor at WJAS-AM-FM Pittsburgh, appointed news director of KWK St. Louis.

R. Wick Temple, Associated Press correspondent at St. Louis, named chief of AP's bureau at Helena, Mont. Mr. Temple succeeds **David C. Beeder**, who resigns to become group editor of Lind-say-Schaub Newspapers, Decatur, Ill.

Sheldon Hoffman, operations manager and assistant to director of radio news for CBS News, New York, joins WCBS-TV, that city, as assistant to news director.

Jim Eyer, reporter with ABC radio news, New York, joins news staff of ABC Radio West. His primary assignment will be regional network's new nighttime newscast, *Jim Eyer News Final*.

Thomas Cahill, advertising coordina-

SUBSCRIBER SERVICE

Please include a BROADCASTING address label whenever you write about your subscription.

TO SUBSCRIBE mail this form with payment. Mark new subscription or renew present subscription. Subscription rates on page 7.

ADDRESS CHANGE: Attach label here and print new address, including ZIP code, below. Please allow two weeks for processing.

name _____ city _____

company _____ state _____

Business Home _____ zip _____

BROADCASTING
1735 DeSales St., Washington, D. C. 20036

WE'VE GOT TO COVER THE JACKSONVILLE MARKET!

HMM... THIS LOOKS LIKE A JOB FOR WJKS-TV!

abc 17

Represented by Edward Petry & Co., Inc.

A RUST CRAFT STATION

tor in PR department of Dayton Power and Light Co., Dayton, Ohio, named news and public affairs director of WGIC Xenia, Ohio.

EQUIPMENT & ENGINEERING



Mr. Lipsner

Jerry Lipsner, executive VP and sales manager of Eastern Effects Inc., New York, producer of optical effects for television and movie films, elected president.

Denis W. Sparks, formerly program manager for communication and data processing operation of Raytheon Co., Lexington, Mass., appointed VP, technical operations, for Spencer-Kennedy Laboratories, Boston. **Donald Le Mire**, with Ameco Inc., Phoenix, named product manager for SKL. **Robert Gault**, formerly of Kansas CATV Inc.; **Bruce Frazier**, **William Asip**, **Lawrence Whitehead**, **Robert Hatter** and **William Bryant**, previously with Ameco Inc., Phoenix; **Robert Lemmon**, with Kaiser-Cox Corp., Phoenix; and **William Laskey**, with Entron Inc., Canoga Park, Calif., named district managers.

Doyce Self, assistant chief engineer, KTAL-TV Shreveport, La., named chief engineer.

Sereno Smith named chief studio engineer at WGAR Cleveland, succeeding **Lloyd Wingard**.

Robert A. Fillingham, formerly president of Manufacturers Representative Corp., Melbourne, Fla., named eastern regional manager for Kaiser-Cox Corp., Phoenix. **Gay C. Kleykamp**, with Kaiser-Cox, Phoenix, named director of products.

Jack Steele, formerly director of marketing for Dalto Electronics Corp., Norwood, N. J., appointed northeast regional sales manager of Precision Instrument Co., Palo Alto, Calif. **Don Larsen**, formerly account executive for Hannah Associates Technical Publications and Advertising Co., appointed communications manager.

FANFARE

Thomas Moore, president, ABC-TV, New York, and **John W. Kluge**, president, Metromedia Inc., New York, elected to board of directors of Brand Names Foundation Inc., that city. **Fred W. Adams**, director of marketing, American Motors Corp., Detroit, re-elected to second term as chairman of board of directors. **Everett Braden**, VP of Foote, Cone & Belding, New York, named treasurer.

Joel A. Glass, formerly with Frank Goodman Associates, New York PR firm, named assistant director of press

information and advertising, WCBS-AM-FM New York.

Gordon L. Stewart, formerly in production department of noncommercial WTVI(TV) Charlotte, N. C., named promotion manager. Mr. Stewart succeeds **Pat Etters**, who returns to freelance writing.

Leonard Broom, assistant director, CBS-TV advertising and sales promotion, New York, joins CBS design department as administrative manager.

Edward Everett Tourtellotte, formerly consultant to Grey Public Relations in New York, appointed PR manager for Air France, that city.

Tony Bachman, formerly with WBKB(TV) Chicago, named promotion director of WUHF(TV) Milwaukee.

Carol Wintner, formerly with WBKB(TV) Chicago and KQV Pittsburgh, joins promotion and PR department of WIND Chicago.

Allan Lobsenz, reporter for *Film Daily*, New York, joins publicity department of American International Pictures, that city, as motion picture and television trade magazine contact.

ALLIED FIELDS

William R. Roberson Jr., president and general manager, WITN-AM-FM-TV Washington, N. C., has announced he will seek nomination to North Carolina general assembly in Democratic primary May 28.

William S. Paley, chairman of CBS, named by New York Mayor John V. Lindsay to head task force to develop new ways to make New York more beautiful and more habitable city.

Carl Roberts, formerly in general counsel's office, Department of Health, Education and Welfare, joins Arent, Fox, Kintner, Plotkin and Kahn, Washington law firm. He was previously with review board of FCC.

INTERNATIONAL

C. R. Smith, VP and director of Radio Free Europe, Munich, Germany, moves to New York headquarters. **Chester W. Ott**, deputy director of RFE, named acting director. Mr. Smith's move to New York prompted by health reasons. He will serve as VP in New York.

Bruce Ledger, VP and treasurer, Screen Gems (Canada) Ltd., Toronto, named VP and general manager. Mr. Ledger had been acting general manager since January when **Ray Junkin** was named to head division's domestic sales department in New York.

Denning Harvey, executive VP of Market Planning Corp., New York, named executive VP of Quadrant International Inc., that city, new international

advertising agency system formed by The Interpublic Group of Companies.

Rev. Walter M. Abbott S.J., director of The John LaFarge Institute and associate editor of *America* magazine, named director of North American section of Vatican Radio. Father Abbott will direct daily 15-minute program to be transmitted to U. S. and Canada and will participate in special broadcasts to other countries.

Issam Hamaoui, broadcaster with experience throughout Middle East, appointed to head all MCA TV activities in that area.

Evelyn Haynes, assistant radio librarian with British Guiana United Broadcasting Co., Georgetown, British Guiana, joins noncommercial KWSC-AM-TV Pullman, Wash., for eight weeks' training under sponsorship of U. S. Agency for International Development.

DEATHS

Joseph Edward Ridder, 80, board chairman of Ridder Publications, died April 20 in hospital in West Palm Beach, Fla. Ridder Publications owns WDSM-AM-TV Superior, Wis., KSDN Aberdeen, S. D., and has 26.5% interest in WCCO-AM-TV Minneapolis-St. Paul.

Alexander Ueland, 75, who retired in 1952 as supervising accountant of FCC, died April 14 of heart attack at his home in Washington. Surviving is his wife, Clara.

Dr. Joseph Maddy, 74, founder and president of National Music Camp and Arts Academy at Interlochen, Mich., and central figure in one of early radio's bitterest music battles, died April 18 of heart attack in Traverse City, Mich. Orchestra broadcasts from Interlochen which began in 1930, were discontinued in 1942 when James C. Petrillo, president of American Federation of Musicians, threatened to strike. Subsequent passage of Lea Act, which made it misdemeanor to coerce, compel or restrain radio station from carrying noncommercial educational broadcasts, was interpreted as victory for Dr. Maddy in his battle with Mr. Petrillo. Surviving are his wife, Fay, two daughters and a son.

Clellan Card, 62, television personality at WCCO-TV Minneapolis-St. Paul, died of cancer April 13. For past 12 years he portrayed *Axel and His Dog* children's TV show. Mr. Card began his broadcasting career in 1930 at WCCO Minneapolis.

David Melton, staff member of KICS-AM-FM Hastings, Neb., died April 12.

Ardell Bergeson Gammons, 69, wife of Earl H. Gammons, retired VP of CBS's Washington office, died April 18 at Sheraton Park hotel residence in Washington. A daughter also survives.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 14 through April 20 and based on filings, authorizations and other actions of the FCC during that period.

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 authorizations. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. Vis.—visual. w—watts. *—educational.

New TV stations

ACTIONS BY FCC

Devils Lake, N. D.—WDAY Inc. Granted CP for new TV on VHF channel 8 (180-186 mc); ERP 316 kw vis., 100 kw aur. Ant. height above average terrain 1226 feet, above ground 1253 feet. P.O. address 207 Fifth Street North, Fargo, N. D. Estimated construction cost \$454,000; first-year operating cost \$63,700; revenue \$85,000. Studio location Fargo, trans. location Adams, both North Dakota. Geographic coordinates 48° 24' 44" north latitude, 98° 05' 30" west longitude. Type trans. RCA TT-25DH, type ant. RCA TW18A8-P. Legal counsel Marmet & Schneider, Washington; consulting engineer Julius Hetland, Fargo. Principals: Norman D. Black Jr. (4.6%), John D. Paulson (4%), Helen P. Kolouch (3.3%) and others and Forum Publishing Co. which is owned by Norman D. Black Jr. (39.5%), Cora P. Black and Norman D. Black Jr. (22.4%) as trustees for N. D. Black and others. Station will be satellite of WDAY-TV Fargo. Action April 20.

Joplin, Mo.—Caldwell and Associates Inc. Granted CP for new TV on UHF channel 16 (566-572 mc); ERP 45.1 kw vis., 24.4 kw aur. Ant. height above average terrain 713.8 feet, above ground 647.4 feet. P.O. address c/o George C. Baldrige, 225 Miners Bank Building, Joplin. Estimated construction cost \$298,083; first-year operating cost \$213,100; revenue \$235,975. Studio and trans. locations both Joplin. Geographic coordinates 37° 04' 16" north latitude, 94° 28' 09" west longitude. Type trans. RCA TTU-2A, type ant. RCA TPU-30J. Legal counsel George C. Baldrige, consulting engineer Melvin B. Caldwell, both Joplin. Principals: (those subscribed to shares of common stock) Dan L. Stanley, Virginia S. Hickey, James V. Hightower, Helen H. Hightower, H. W. Robertson Sr., Henry Martin, Philip V. Spooner, Jean F. Eberle Sr., M. E. Potter, Kenneth A. Childress, G. L. Childress (each 6.67%) and others. Virginia Hickey has 56% interest in Coca-Cola Bottling Co., Hutchinson, Kan. Others have business interests in Joplin and other midwestern cities. Action April 14.

APPLICATIONS

Memphis, Tenn.—Tele/Mac of Memphis. UHF channel 24 (530-536 mc), ERP: 263 kw vis., 26.3 kw aur. Ant. height above average terrain 570 ft., above ground 580. P. O. Address: c/o John J. Howard Jr., 150 East Court Ave., Memphis. Estimated cost of construction \$696,645; First-year operating cost \$597,000; revenue \$550,000. Studio and trans. both located Memphis. Geographic coordinates 35° 08' 52" north lat., 90° 03' 04" west long. Type trans. RCA TTU-50C, type ant. RCA TPU-30J. Legal counsel Scharfeld, Bechhoefer & Baron, Washington; consulting engineer David L. Steel Sr., Washington. Principals: Harold W. Twisdale, David L. Steel Sr., Douglass J. Thomas (all 20%) and others. Mr. Twisdale is dentist. Mr. Steel is broadcasting consultant engineer. Mr. Thomas is contractor. Ann. April 13.

San Angelo, Tex.—SRC Inc. UHF channel 6 (82-88 mc). ERP: 100 kw vis., 20 kw aur. Ant. height above average terrain 585 ft., above ground 582. P. O. address: c/o John J. Howard Jr., 150 East Court Ave. Memphis 38101. Estimated cost of construction \$390,000; first-year operating cost \$225,000; revenue \$225,000. Studio and trans. both located San Angelo. Geographic coordinates 31° 26' 50" north lat., 100° 31' 37" west long. Type trans. RCA TT25-DL, type ant. RCA TF-6BM. Legal counsel Wilner and Bergson, Washington, consulting engineer William B. Carr & Associates, Fort Worth. Principals: SRC Inc. has eleven stockholders with principal holder being The Southwest Republic Corp. (51%). Southwest Republic Corp. is 100% owner of KHFI-AM-TV Austin, Tex. Ann. April 13.

Estimated construction cost \$34,027; first-year operating cost \$18,000; revenue \$19,500. Mr. Dowdy owns WMGR Bainbridge. Action April 20.

Dexter, Mo.—Stoddard County Broadcasting Inc. Granted CP for new FM on 107.3 mc, channel 297, 25.76 kw. Ant. height above average terrain 268 feet. P.O. address Box 380, Dexter. Estimated construction cost \$9,098; first-year operating cost \$5,645; revenue \$10,300. Principals: Jerome B. Zimmer (50%), Lionel D. Speidel (49%) and Edna A. Speidel (1%). Mr. Zimmer has 50% interest in KZIM Cape Girardeau, Mo.; KDEX Dexter, and application for new FM in Cape Girardeau. Mr. Speidel has same interests with 49% interest in KDEX. Action April 14.

APPLICATIONS

Scottsdale, Ariz.—Central Arizona Broadcasting Inc. 100.7 mc, channel 264.50 kw. Ant. height above average terrain 229 ft. Estimated cost of construction \$21,000; first-year operating cost \$15,000; revenue \$15,000. Principals: Kansas Marketing Co. (50%) and Beco Inc. (49%) Kansas Marketing Inc. is 97.3% owned by John E. Cox. Beco Inc. is 50% owned by L. Wayne Beal, with his wife owning the remaining 50%. Central Arizona Broadcasting Inc. is licensee of KDOT Scottsdale. Ann. April 13.

Le Mars, Iowa—KLEM Inc. 99.5 mc, channel 258, ERP 47.46 kw. Ant. height above average construction 138 ft. P. O. address: c/o Paul W. Olsen, Box 1010, Le Mars 51031. Estimated cost of construction \$25,000; first-year operating cost \$128,443; revenue \$146,076. Principals: Paul W. Olsen (91.4%) and Patricia Ann Olsen (8.6%). Mr. Paul Olsen is 91.4% owner of KLEM LeMars. Patricia Olsen is 8.6% owner of same. Ann. April 14.

Shreveport, La.—KEEL Inc. 93.7 mc, channel 229, 100 kw. Ant. height above average terrain 263 ft. P. O. address: c/o Mrs. Marie Gifford, 1500 N. Market St. Shreveport 71107. Estimated cost of construction \$74,167; first-year operating cost \$45,000; revenue \$45,000. All stock owned by Lin Broadcasting Corp. Lin Broadcasting Corp. is licensee of WMAK Nashville, WAKY Louisville, KAAV Little Rock, Ark. and is owned by Frederick Gregg Jr. (17.93%) and John R. Ozler (15%). Ann. April 14.

New Albany, Ohio—Christian Voice of Central Ohio 103.9 mc, channel 280, 38.7 kw. Ant. height above average terrain 139 ft. P. O. address: 50 West Broad St. Suite 3610, Columbus, Ohio. Estimated cost of construction \$30,000; first-year operating cost \$30,000; revenue \$30,000. Applicant has no capital stock. Ann. April 13.

San Angelo, Tex.—Solar Broadcasting Co. 94.7 mc, channel 234, 38.7 kw. Ant. height above average terrain 139 ft. P. O. address: c/o Walton Foster, Box 1269, San Angelo 76902. Estimated cost of construction \$17,850; first-year operating cost \$26,350; revenue \$27,500. Principals: Walton A. Foster (40%), Arthur R. Foster (22%), Mrs. Leona D. Grupe (22%) and others. All principals are officers of Solar Broadcasting Co., which operates KWFA San Angelo. Ann. April 13.

Existing TV stations

NEW CALL LETTERS ASSIGNED
*Olney, Ill.—Southern Illinois University assigned WUSI-TV.

New AM stations

APPLICATIONS

Cullman, Ala.—Cullman Music Broadcasting Co. 1540 kc, 1 kw D, P. O. address: c/o Dan C. Mitchell, Box 338, Cullman 35055. Estimated cost of construction \$16,344; first-year operating cost \$32,340; revenue \$39,000. Principals: Dan C. Mitchell and Leon A. Murphree (each 50%). Mr. Mitchell is auto dealer. Mr. Murphree is radio station employee. Ann. April 19.

Hohenwald, Tenn.—Lewis County Broadcasting Co. 1540 kc, 250 w D, P. O. address: c/o Revis V. Hobbs, 2009 Cromwell Dr., Nashville 37215. Estimated cost of construction \$10,250; first-year operating cost \$18,000; revenue \$30,000. Principals: Riley D. Moore, Revis V. Hobbs, James H. Hayes (all 33%). Mr. Moore has insurance agency. Mr. Hobbs is TV transmitter supervisor. Mr. Hayes is commercial manager of WAGG Franklin, Tenn. Ann. April 13.

Existing AM stations

NEW CALL LETTERS ASSIGNED
WORT New Smyrna Beach, Fla.—Radio Smyrna Inc. assigned WOGO.
WSTI St. Ignace, Mich.—Mighty-Mac Broadcasting Co. assigned WIDG.
WJSI Peoria, Ill.—The Peoria Journal Star assigned WIVC.

CORRECTION

Dewey, Okla.—Gene Humphries & Associates Inc. Correction made by commission in report of location. Station will be located in Dewey, not Vinita, Okla., as reported.

New FM stations

ACTIONS BY FCC

Bainbridge, Ga.—John A. Dowdy. Granted CP for new FM on 97.3 mc, channel 247, 28.6 kw. Ant. height above average terrain 144 feet. P.O. address Box 706, Bainbridge.

EDWIN TORNERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



South Hill, Va.—Old Belt Broadcasting Corp. 105.5 mc, channel 288. 3 kw. Ant. height above average terrain 231 ft. P. O. address: c/o W. B. Hofer, P. O. Box 216, South Hill 23970. Estimated cost of construction \$15,290; first-year operating cost \$6,000; revenue \$7,000. Principals: John T. Riel (76.8%) and W. Brown Hofer (8.3%). Old Belt Broadcasting Corp is licensee of WJWS, South Hill. Ann. April 13.

Existing FM stations

NEW CALL LETTERS ASSIGNED

WJSI Peoria, Ill.—The Peoria Journal Star Inc. assigned WIVC(FM).

WKMI-FM Kalamazoo—Steele Broadcasting Corp. assigned WSEO-FM.

Columbia, Tenn.—Middle Tenn. Enterprises Inc. assigned WYFY-FM.

WEBL(FM) Jacksonville, Fla.—Alumni Radio Inc. assigned WIVY-FM.

Ukiah, Calif.—J. W. Broadcasters assigned KLIL(FM).

Ownership changes

ACTIONS BY FCC

WSIM Prichard, Ala.—Granted assignment of license from Broadcast Service of Mobile Inc. to Duke Broadcast Corp. owned by Walter A. Duke, Anna A. Duke, Shirley A. Haerle, and Michael A. Duke. (all 25%). Walter A. Duke is 50.92% owner of Iredell Broadcasting Corp. Anna A. Duke is housewife. Shirley A. Haerle is secretary. Michael A. Duke is assistant manager and chief engineer, Iredell Broadcasting Corp. Consideration \$160,000. Action April 18.

KATL Miles City, Mont.—Granted transfer of control of licensee corporation, Star Printing Co., from Robert J. Scanlan and Marjorie A. McAuley (together 100% before, none after), to Eastern Montana Publishing Co., owned by William H. Hornby, Helen S. Hornby, Robert R. Mountain, Paul Husted (each 20%), Robert W. Chandler, Nancy Chandler (each 10%). Mr. Hornby is managing editor of Denver Post; Mr. Chandler is part owner of four newspaper publishing companies in Oregon and 25% owner of KGRL Bend, Ore.; Mr. Mountain is CPA in Miles City. Consideration \$125,527. Action April 18.

KWIV Douglas, Wyo.—Granted transfer of control of licensee corporation, Douglas Broadcasting Inc., from Luke McNeil (34.6%), Martha Tanner (36.5%), Mildred V. Ernst (1.9%) to Claude M. Pettit and Margaret E. Pettit jointly (none before, 73.1% after). Consideration \$25,000. Action April 18.

APPLICATIONS

KALO Little Rock, Ark.—Seeks assignment of license from Glen Harmon Corp. to Arkansas Broadcasting Co. owned by Douglas J. Romine, H. Lee Bryant, Larry E. Page (each 30%) and T. K. Barton (10%). Mr. Romine is vice president of Arkansas Radio & Equipment Co., licensee of KARK-AM-FM-TV Little Rock. Mr. Bryant is sales director of same. Mr. Page is station manager of KARK-FM Little Rock. Mr. Barton is vice president of securities and investment company. Consideration \$168,000. Ann. April 13.

KBAK-TV Bakersfield, Calif.—Seeks voluntary assignment of licensee from Bakersfield Broadcasting Co. to HarriScope Broadcasting Corp. Assignment is for legal convenience. HarriScope is licensee of KTWO-AM-TV Casper, Wyo. and KKR Pomona, Calif. Ann. April 13.

KKR Pomona, Calif.—Seeks transfer of control of licensee corporation from HarriScope Inc. to HarriScope Broadcasting Corp. Transfer is for legal convenience. HarriScope Broadcasting Co. is licensee of KBAK-TV Bakersfield and KTWO-AM-TV Casper, Wyo. Ann. April 13.

KIMN-FM Denver. Seeks assignment of CP, which authorized a new FM broadcasting station, from KIMN Broadcasting Co. to Karlo Broadcasting Ltd. owned by Craig R. Bowers, Morton L. Shapiro (both 33 1/3%), Stephen T. Susman and Morris H. Susman (both 16 2/3%). Mr. Bowers owns record store. Mr. Shapiro is lawyer. Stephen Susman is lawyer. Morris H. Susman is med-

ical student. Consideration \$6,973. Ann. April 15.

WHJR-TV Clearwater, Fla.—Seeks assignment of CP from Bay Broadcasting Co. to Acorn Television Corp. owned by Robert M. Robbins, Harold Thurman and David Landau (all 33 1/3%). Mr. Robbins is vice president of finance company. Mr. Thurman has investment company and consultant firm. Mr. Landau has electronic manufacturing interests. Consideration \$24,453. Ann. April 15.

WDUV-TV Jacksonville, Fla.—Seeks assignment of CP from Duval Television Corp. to Canasta Broadcasting Co. owned by Al Lapin Jr., Jerome M. Lapin and Irving A. Lapin (all 20%) and others. All are officers in restaurant and franchising corporation. Consideration \$24,646. Ann. April 18.

WTIF Tifton, Ga. Seeks acquisition of control of licensee corporation, Radio Station WTIF Inc., by B. F. J. Timm (49% before, 100% after) through purchase from C. N. Todd (51% before, none after). Consideration \$350. Ann. April 14.

WDZ Decatur, Ill.—Seeks assignment of license from T. Keith Coleman (10% before, none after) to Stephen P. Bellinger (30% before, 35% after) and Joel W. Townsend (15% before, 20% after). Consideration \$75,000. Price includes sale of interests in WRAM Monmouth, Ill. and WIZZ-AM-FM Streator, Ill. Ann. April 15.

WRAM Monmouth, Ill.—Seeks assignment of license from T. Keith Coleman (10% before, none after) to Stephen P. Bellinger (30% before, 35% after) and Joel W. Townsend (15% before, 20% after). Consideration \$75,000. Price includes sale of interests in WIZZ-AM-FM Streator, and WDW Decatur, both Illinois. Ann. April 15.

WIZZ-AM-FM Streator, Ill. Seeks assignment of license from T. Keith Coleman (17% before, none after) to Stephen P. Bellinger (30% before, 38.50% after), Joel W. Townsend (10.75% before, 17.25% after). Price includes sale of interest WRAM Monmouth, Ill. and WDW Decatur, Ill. Consideration \$75,000. Ann. April 14.

WNUW New Albany, Ind. Seeks assignment of license from Kentuckiana Broadcasting Inc. to Shell Broadcasting Inc. owned by Grady A. Sanders (86%) and others. Mr. Sanders is general manager of Kentuckiana Broadcasting Inc. licensee of WNUW New Albany. Consideration \$20,000. Ann. April 19.

WGLI Babylon, N. Y.—Seeks transfer of control of licensee corporation WGLI Inc. from Friendly Frost Inc. to Warwick Associates Inc. (none before, 100% after). Consideration \$500,000. Ann. April 14.

WSCR Scranton, Pa.—Seeks transfer of control from WBRE-TV Inc. to Rice Communications Inc. owned by William T. Rice Sr., Charles E. Rice Sr. and Agnes Rice (all 33 1/3%). William Rice is director of engineering company. Charles Rice is president of engineering company. Agnes Rice is officer of engineering company. Consideration \$130,000. Ann. April 13.

WKPT-AM-FM Kingsport, Tenn.—Seeks assignment of license and CP from Kingsport Broadcasting Co., owned by E. P. Edwards Jr., to Holston Valley Broadcasting Corp., owned by Home News Publishing Co., principal stockholder being Hugh N. Boyd. Consideration \$500,000. Ann. April 15.

WKGN Knoxville, Tenn.—Seeks acquisition of positive control of licensee corporation by George P. Mooney (20% before, 51% after) through purchase of stock from Abe D. Waldauer (41% before, 10% after). Consideration \$46,000. Ann. April 14.

WGAT Gate City, Va.—Seeks transfer of negative control from Baxter N. Shaffer Jr. to Nancy W. Shaffer (none before, 50% after), administratrix of estate of Baxter N. Shaffer Jr. No financial consideration. Ann. April 13.

KWMO Odessa, Tex.—Seeks assignment of licensee from Eldon Ray Cox and Bruce Duane Hamilton (10% before, none after) d/b as Audiomniatiffidelity to Eldon Ray Cox (90% before, 100% after). Consideration \$10. Ann. April 15.

KTWO-AM-TV Casper, Wyo.—Seeks assignment of license from HarriScope Inc. to HarriScope Broadcasting Corp. HarriScope is licensee of KBAK-TV Bakersfield Calif., and KKR Pomona, Calif. Transfer is for legal convenience. Ann. April 13.

Hearing cases

■ Review board by memorandum opinion

and order in proceeding on AM applications of Abacoa Radio Corp., Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, considered examiner's memorandum opinion and order of Jan. 10 certifying matters to review board, and directed that hearing proceed in accord with views expressed in review board's memorandum opinion. Action April 20.

■ Review board granted request by HGR Broadcasting Co. to extend time to April 25 to file responsive pleadings to motion by Farmers Broadcasting Service Inc. to change issues in proceeding on their applications for new FM's in Kinston, N. C. Action April 20.

■ Review board in proceeding on applications of Arthur A. Cirilli, trustee in bankruptcy, for renewal of license of WIGL Superior, Wis. and for assignment of license of WIGL to D. L. K. Broadcasting Co. and of Quality Radio Inc. to change operation of WAKX Superior, granted petition by Cirilli to extend time to April 18 to file opposition to petition by Quality to enlarge issues. Action April 18.

■ Review board in remand proceeding on AM application of Naugatuck Valley Service Inc., Naugatuck, Conn., in Doc. 15658, certified to examiner petition by Northeast Broadcasting Inc. for leave to intervene and responsive pleadings. Action April 18.

■ Review board in Southington, Conn.-Lebanon, Pa.-Catonsville, Md.-Sag Harbor, N. Y., limited consolidated proceeding granted petition by Cedar Broadcasters to extend time to April 22 to file pleadings responsive to petition by Lebanon Valley Radio to enlarge issues and reopen record. Member Nelson abstained from voting. Action April 19.

■ Review board members Pincock, Slone and Kessler adopted decision granting application of Effingham Broadcasting Co. for license to cover construction permit which authorized increased power of WCRA Effingham, Ill., from 250 w to 1 kw. continued operation on 1090 kc. D. An August 25, 1965 initial decision looked toward this action. Action April 13.

■ Review board by memorandum opinion and order in proceeding on applications of Midway Television Inc. and Allied Broadcasting Co. for new TV's in Kansas City, granted their joint request for approval of agreement whereby Allied would reimburse Midway \$3,500 for expenses incurred in prosecution of its application in return for its withdrawal; dismissed, but with prejudice. Midway's application; granted Allied's application for new station to operate on channel 50 in Kansas City and terminated proceeding. Member Nelson absent. Action April 14.

■ Review board by memorandum opinion and order in proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV's to operate on channel 19 in Cleveland in Docs. 15163-4, (1) denied petition by Community for leave to amend its application by submitting affidavit of Charles W. Steadman, president and principal stockholder, and directed Community to amend its application in all pertinent respects to reflect current financial interests of Steadman; (2) directed both applicants to advise board whether they are prepared to stipulate that material filed in accordance with board's directive is acceptable without further evidentiary hearing, and, if so, to submit such stipulation; (3) allowed Community until April 22 to amend in all pertinent respects its application; and (4) allowed both applicants until April 25 to submit any stipulation concerning these matters. Action April 15.

■ Review board in proceeding on applications of WMGS Inc. for renewal of license of WMGS and Ohio Radio Inc. for new AM, both Bowling Green, Ohio, granted petition by WMGS to extend time to April 22 to file reply to responsive pleadings to its motion to clarify or enlarge issues. Action April 13.

■ Review board in proceeding on applications of Farragut Television Corp. and Peoples Broadcasting Corp. for new TV to operate on channel 47 in Columbus, granted motion by Farragut to extend time to April 21 to file exceptions to initial decision. Member Nelson not participating. Action April 13.

■ Review board in proceeding on AM applications of James L. Hutchens, Central Point, and Faith Tabernacle Inc. KRVC Ashland, Ore., granted their joint petition to extend time to April 29 to file responsive pleadings to requests to enlarge issues. Ac-

PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 296-6400

James C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-0111
Washington 4, D. C.
Member AFCCE

**COMMERCIAL RADIO
EQUIPMENT CO.**
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
DI 7-1319
WASHINGTON, D. C. 20005
Member AFCCE

A. D. Ring & Associates
42 Years' Experience in Radio
Engineering
1710 H St., N. W. 298-6850
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MElrose 1-8360
Member AFCCE

GUY C. HUTCHESON
817 CRestview 4-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

**SILLIMAN, MOFFET
& KOWALSKI**
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
901 20th St., N.W.
Washington, D. C.
Federal 3-1116
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

**JULES COHEN
& ASSOCIATES**
9th Floor, Securities Bldg.
729 15th St., N.W., 393-4616
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFCCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
DENVER, COLORADO
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
P.O. Box 4318 342-6281
Charleston, West Virginia

MERL SAXON
CONSULTING RADIO ENGINEERS
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

WILLIAM B. CARR
CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member AFCCE

**RAYMOND E. ROHRER
& Associates**
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517—278-6733

**JOHN H. MULLANEY
and ASSOCIATES**
A Division of Multronics, Inc.
Multronics Building
5712 Frederick Ave., Rockville, Md.
(a suburb of Washington)
Phone: 301 427-4666
Member AFCCE

**E. E. BENHAM
& ASSOCIATES**
Consulting Engineers
3141 Cahuenga Blvd.
Los Angeles 28, California
HO 6-3227

JAMES F. LAWRENCE, JR.
FM and TV Engineering Consultant
Applications and Construction
Precision Frequency Measurements
TELETRONIX ENGR. CO.
308 Monterey Rd. S. Pasadena, Cal.
Phone 213-682-2792

**Service
Directory**

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, LaClede 4-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone Trowbridge 6-2810

TERRELL W. KIRKSEY
CONSULTING ENGINEER
525 E. Park Valley Drive
Hopkins, Minnesota 55343
Phone (Area code 612) 935-7131

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 21

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,044	22	74	380
FM	1,448	41	202	242
TV-UHF	471	22	21	239 ^a
TV-UHF	90	24	80

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, April 21

	VHF	UHF	Total
Commercial	515 ²	193	708
Noncommercial	69	65	134

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28, 1966

	AM	FM	TV
Licensed (all on air)	4,037	1,433	561
CP's on air (new stations)	18	32	45
CP's not on air (new stations)	81	214	97
Total authorized stations	4,137	1,679	705
Applications for new stations (not in hearing)	293	174	150
Applications for new stations (in hearing)	71	46	63
Total applications for new stations	364	220	213
Applications for major changes (not in hearing)	200	47	37
Applications for major changes (in hearing)	38	1	7
Total applications for major changes	238	48	44
Licenses deleted	2	0	1
CP's deleted	0	1	0

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

tion April 13.

Review board by separate memorandum opinions and order in proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new TV's to operate on channel 29 in Dallas (1) granted petition by Overmyer to accept late filed amendment to its financial qualifications, and denied appeal by Maxwell from allowance of amendment, and (2) denied appeal by Maxwell from examiner's ruling accepting amendment to sec. II of Overmyer's application, and affirmed examiner's ruling of March 11. Member Nelson absent. Action April 15.

By memorandum opinion and order in proceeding on application of Central Coast Television to change trans. site of station KCOY-TV channel 12, Santa Maria, Calif., increase ERP and ant. height and make other changes, commission (1) added issue to determine whether "service philosophy" proposed by Central in comparative hearing in Docs. 14361 and 14363 can be implemented in light of proposed change and, if not, circumstances concerning advancement of that proposal in comparative hearing, and (2) denied petition by Key Television Inc., Santa Barbara, for reconsideration of that portion of hearing order which dismissed KEYT's petition to deny KCOY-TV application; also denied KCOY-TV's motion to dismiss pleading by Monte Mar Broadcasting Co. Inc., Santa Barbara, supporting KEYT petition for reconsideration. KEYT and KIPH-TV are parties to proceeding. Action April 20.

By order commission dismissed an untimely filed letter by WKJG Inc. licensee of station WKJG Fort Wayne, Ind., requesting imposition of interference condition upon grant to Radio Thirteen-Eighty Inc. for interim authority to operate AM station on 1380 kc in St. Louis. Grantee is already obligated to cause no additional electrical interference to WKJG over and above that caused by former operation of KWK on 1380 kc in St. Louis. Commission Bartley dissented. Action April 20.

By order in proceeding on applications of K-Six Television Inc. for a new TV to operate on channel 13 in Laredo, Tex. and for modification of CP. and Southwestern Operating Co. for renewal of license of station KGNS-TV, channel 8, Laredo, com-

mission held in abeyance their joint petition for reconsideration and grant pending submission of factual material in support of relief requested. Action April 20.

By memorandum opinion and order, commission (1) granted application of WOC Broadcasting Co. for new UHF TV translator station on channel 79 to serve Iowa City, Iowa, by rebroadcasting programs of its station WOC-TV Davenport; subject to outcome of proceedings in Doc. 15971, and (2) denied opposing petition by Blackhawk Broadcasting Co. Waterloo. Commissioner Cox dissented.

By memorandum opinion and order, commission denied request by Mid-New York Broadcasting Corp. for waiver of Sec. 73.610 of spacing requirement rules and dismissed its application to change transmitter site of WKTV channel 2, Utica, N. Y., from Kallett Hill to Smith Hill, about 12½ miles west northwest, in direction of Utica and Syracuse, increase vis. ERP from 34.7 kw to 100 kw and reduce ant. height from 1,380 ft. to 796 ft. Commission held that move could not be justified in face of substantial losses to viewing public, particularly to areas which would be deprived of second or third TV broadcast service and, in addition, would result in separation shortage of about 10.4 miles to adjacent channel WSYR-TV on channel 3 in Syracuse, which filed opposing petition.

By memorandum opinion and order, commission (1) granted application of Howard E. Griffith for new TV in West Monroe, La., to operate on channel 39, ERP 20.9 kw vis. and 4.17 kw aur., ant. height 630 ft.; condition; and (2) denied opposing petition by Noe Enterprises, Inc. (KNOE-TV, channel 8), Monroe.

By memorandum opinion and order, commission (1) granted application of Voice of Middlebury for new AM to operate on 1490 kc, 250 w-N, 1 kw-LS in Middlebury, Vt.; remote control permitted; conditions; and (2) denied opposing petition by Ti Broadcasting Inc., Ticonderoga, N. Y. Commissioner Cox abstained from voting.

By memorandum opinion and order, commission granted joint request by H-B-K Enterprise and Radiorama, Inc. for approval of agreement whereby H-B-K would reimburse Radiorama \$1,500 for partial expenses

incurred in prosecution of its application in return for its withdrawal, and dismissed without prejudice latter's application.

By separate memorandum opinions and orders, commission granted petitions for reconsideration of the fifth report and order in Doc. 14229 concerning UHF TV channels as follows: Assigned channel 22 in lieu of channel 63 to Burlington, Vt. Replacement of another channel for channel 63 was requested by Sidney E. Young, applicant for new station in Burlington, since operation of his proposed transmitter on Mt. Mansfield on channel 63 would not comply with required minimum geographic separations.

Substituted channel 43 for channel 15 in Bloomington, Ill., and latter channel for channel 36 in Champaign, and modified license of Plains Television Corp. to specify operation of WCHU on channel 15 instead of channel 36 in Champaign. Plains petitioned for substitution in Champaign because of interference from channel 36 to University of Illinois radio astronomy observations on channel 37 near Danville, and suggested either channels 53 or 63 as replacements for channel 15 in Bloomington. Commission stated: "We are assigning channel 43 as the replacement at Bloomington, because it is a substantially more efficient assignment than channel 53 would be there. This action shall not be construed as a change in our position stated in paragraph 33 of the Report and Order in Doc. 15022 and if a need arises for the assignment of channel 36 in the vicinity of Danville, it will be made. Furthermore, requests by radio astronomy interests for protection of radio telescope observatories through the deletion of UHF assignments or the substitution of other assignments thereof, will not be honored if the overall efficiency of the assignment plan would be in any way impaired thereby." Action April 20.

Commission invited comments on proposed rulemaking, based on various petitions, to amend FM table of channel assignments as follows (numerals are channel numbers): Assign 285A to Crossett, Ark.; 280A to Mt. Sterling, Ky.; same to Tioga, N. D.; 237A to Clare, Mich.; same to Litchfield, Minn.; 252A to Prentiss, Miss.; 296A to Dodgeville, Wis.; same to Oconto, Wis.; assign 265A to Bristow, Okla.; substitute 251 and 296A for 252A and 257A at Boone, Iowa; (Commissioner Cox dissented); substitute 269A for 237A at Clarksdale, Miss.; and either add 237A to Oxford or assign it to Batesville or Water Valley; and substitute 265A for 237A at Warsaw, Va. Also on own motion, substitute 285A for 292A at Kingsport, Tenn., 292A for 296A at Norton, Va., and 296A for 285A at Neon, Ky. Action April 20.

By memorandum opinion and order, commission granted (1) application of David N. Montague, trustee in bankruptcy for Twelve Seventy Inc. for renewal of license of WTID Newport News, Va., and terminated proceeding and (2) assignment of license to Big T. Corp. Chairman Henry not participating; Commissioner Bartley dissented. Action April 20.

Commission, on petition by Cosmos Broadcasting Corp., reconsidered and deleted nonduplication condition which was imposed upon Oct. 13, 1965 grant of application by Cosmos for new UHF TV translator station on channel 72 in Aiken, S. C., to rebroadcast programs of WIS-TV channel 10, Columbia. In its second report and order in Docs. 14895, 15233 and 15971 of March 8, commission announced it was modifying its interim translator policy and would, in absence of strong countervailing circumstances, no longer impose any nonduplication condition on UHF translator grants for facilities to operate in a VHF area. Commissioner Cox issued a dissension statement. Action April 13.

After reviewing petition by Churchill Broadcasting Corp. for reconsideration, commission reconsidered its Feb. 9 action in placing that licensee's stations KYA and KOIT-FM San Francisco on short term licenses, and granted renewals for a regular three-year period. In so doing, the commission advised the licensee: "... You further state that the Commission's letter of February 9 has been widely misinterpreted to imply that payola or plugola practices formerly existed at KYA and KOIT-FM and to imply that the licensee did not, until after the Commission's investigation, adopt adequate policies and practices for the control of program material. The Commission wishes to make it clear that in our letter of February 9 it was not our intention to imply that payola or plugola practices had existed at your stations or that your previous policies and practices had failed to provide adequate control over programming", adding that the current action "is taken in reliance upon your representations as to

past and present control of program material and as to your future efforts to prevent repetition of violating of our logging Rules." Action April 13.

■ By order commission denied request by Melody Music Inc. for extension of time from May 8 to July 11 within which to file application for assignment of license of station WGMA Hollywood, Fla., pursuant to terms of commission's decision of March 9 in granting short-term renewal of license of WGMA for period of one year. Action April 14.

■ By order commission granted motion by WOL Inc. and stayed prehearing conference and hearing scheduled for April 29 and May 16, respectively, in the proceeding involving transfer of WOL-AM-FM Washington until it has acted on petition for reconsideration filed March 24 by WOL. Action April 20.

Routine roundup

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted request by Selma Television Inc. WSLA-TV Selma, Ala., to withdraw its application for review of order affirming indefinite continuance of hearing in proceeding on its application. Action April 14.

■ Commission on April 11 granted request by National Broadcasting Co. and further extended time from April 15 to May 2 to file comments and from May 16 to June 1 for replies in matter of amendment of part 73 of rules with respect to competition and responsibility in network television broadcasting. Action April 13.

By Chief Hearing Examiner James D. Cunningham

■ Amended order of April 11 to provide that hearing shall convene on May 17, in lieu of May 3, in proceeding on order to Mission Cable TV Inc. and Trans-Video Corp. to show cause why they should not be ordered to cease and desist from further operation of CATV system in Poway, Calif., in violation of sec. 74.1107 of the CATV rules. Action April 12.

■ Designated examiner Chester F. Naumowicz Jr. to preside at hearings in proceeding on application for assignment of CP of WTVU(TV) channel 59, New Haven, Conn., from Connecticut Radio Foundation Inc. to Connecticut Television Inc.; scheduled prehearing conference for April 21 and hearing for May 16. Action April 15.

■ Granted petition by Service Electric Cable TV Inc. to change place of April 26 hearing from Bethlehem, Pa., to Washington in proceeding on order to show cause why it should not cease and desist from operating in manner in violation of sec. 15.161 of rules. Action April 15.

By Hearing Examiner Basil P. Cooper

■ In proceeding on AM applications of Sawnee Broadcasting Co. WSNE Cumming and Hall County Broadcasting Co. WLBA Gainesville, Ga., denied petition by WLBA for leave to amend its application. Action April 11.

By Hearing Examiner Millard F. French

■ Granted motion by Palmetto Communications Corp. to extend time from April 11 to May 16 to file proposed findings and from April 25 to May 31 for replies in proceeding on revocation of license of WHHL Holly Hill, S. C. Action April 14.

■ Granted request by Broadcast Bureau to extend time from April 15 to April 29 to file proposed findings and from April 29 to May 13 for replies in proceeding on applications of Erway Television Corp. and Chesapeake Engineering Placement Service Inc. for new TV's to operate on channel 45 in Baltimore. Action April 14.

By Hearing Examiner Charles J. Frederick

■ In remand proceeding on AM applications of Monroeville Broadcasting Co. (WPSL) Monroeville, and Miners Broadcasting Service Inc. (WMB) Ambridge-Aliquippa, Pa., granted petition by Monroeville for leave to amend its application to reflect (1) proposed program service of WPSL for daytime only operation from 6:00 a.m. to 6:00 p.m. (2) an "updating" of information concerning advertising of other business interests, and (3) proposed and present staff. Action April 13.

By Hearing Examiner Isadore A. Honig

■ Granted request by Broadcast Bureau to extend time to file proposed findings from April 12 to April 22 and for replies from April 22 to May 2 in proceeding on application of New South Broadcasting Corp. for new FM in Meridian, Miss. Action April 14.

■ In proceeding on application of Con-

tinental Broadcasting Inc. for renewal of license of WNJR Newark, N. J., granted petition by Broadcast Bureau to change place of hearing from Washington to Newark on May 17 at location to be specified in further notice, and further ordered that prior to removal to Newark the hearing will resume in Washington on May 3 for introduction of some rebuttal evidence by bureau through certain witnesses. Action April 14.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of Jupiter Associates Inc. Somerset County Broadcasting Co. and Radio Elizabeth Inc. for new AM's in Matawan, Somerville and Elizabeth, N. J., respectively, in Docs. 14755-7, granted joint petition by Jupiter and Radio Elizabeth to continue certain procedural dates, and continued hearing from April 25 to May 25. Action April 12.

■ In proceeding on applications of Elyria-Lorain Broadcasting Co. for renewal of licenses of WEOL-AM-FM Elyria, Ohio, and transfer of control of that company from Loren M. Berry Foundation to The Lorain County Printing and Publishing Co., granted motion by Broadcast Bureau to continue to May 27 time to file proposed findings, and to June 3 for replies. Action April 13.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Granted motion by Tinker Inc. to continue certain procedural dates and hearing from June 14 to July 12 in proceeding on revocation of license of its station WEKY Richmond, Ky. Action April 14.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ In proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 38 in Chicago granted request by Chicago Federation to continue hearing sessions specified in examiner's order of March 18 as follows: from April 19 to May 10, April 26 to May 17, and May 17 to June 7. Action April 12.

By Chief Hearing Examiner

James D. Cunningham

■ Designated examiner Thomas H. Donahue to preside at hearings in proceeding on applications of Century Broadcasting Co. and RKO General Inc. for new FM's in Memphis; scheduled prehearing conference for May 4 and hearing for June 8. Action April 13.

■ Designated examiner H. Gifford Irion to preside at hearings in proceeding on applications of Cosmopolitan Enterprises Inc. and H. H. Huntley for new AM's in Edna and Yoakum, Tex., respectively; scheduled prehearing conference for May 4 and hearing for June 9. Action April 13.

By Hearing Examiner Herbert Sharfman

■ Issued statement and order following April 11 prehearing conference scheduling certain procedural dates, and continued hearing from May 11 to May 23 in proceeding on AM applications of James J. B. Scanlon KCAT Pine Bluff and George T. Herreich KZNG Hot Springs, Ark. Action April 13.

By Hearing Examiner H. Gifford Irion

■ On examiner's own motion, continued hearing from April 21 to April 25 in proceeding on applications of Keith L. Reising and Kentuckiana Television Inc. for new FM's in Louisville. Action April 13.

BROADCASTING ACTIONS

by the Broadcast Bureau

Actions of April 20

■ WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from May 1 to Sept. 4, 1966.

Actions of April 18

■ WIPR-TV San Juan, P. R.—Granted extension of completion date to Oct. 15.

■ Granted licenses for the following VHF TV translator stations: K10FH, Corinthian Television Corp., Independence, Kan., and K04DV, The Navajo Tribe, Navajo, N. M.

■ Following stations were granted mod. of licenses to operate transmitters by remote control: WACL Waycross, Ga. DA-N, conditions; and KIXZ Amarillo, Tex., nighttime; conditions.

■ WEAT-TV West Palm Beach, Fla.—Granted CP to replace expired permit to install auxiliary trans. at main trans. and ant. location.

■ WUSI-TV Olney, Ill.—Approved engineering data submitted pursuant to appendix C of fifth report and order in Doc. 14229 to specify operation on channel 16 in lieu of channel 45.

■ WWMO Reidsville, N. C.—Granted request for subsidiary communications authorization on sub-carrier frequencies of 41 and 67 kc. St. John School Township of Lake County, Indiana, St. John, Ind.—Granted CP for new noncommercial educational TV to operate on channel #50; ERP 12 kw vis., and 2.4 kw aur.; ant. height 340 ft.

■ WHOU Houlton, Me.—Granted mod. of license to change studio location with remote control operation.

■ WAAY-TV Huntsville, Ala.—Granted mod. of license to reduce sur. ERP to 38.9 kw.

■ Granted renewal of licenses for following main stations and co-terminating auxiliaries: KENY Bellingham-Ferndale, Wash., WBSM-FM and SCA New Bedford, Mass., and WESU(FM) Middletown, Conn.

Actions of April 14

■ WNDR Newark, N. J.—Granted CP to install new trans. and ant.; change ERP to vis. 174 kw, aur. to 34.7 kw; and change type trans. and type ant.

■ WCMU-TV Mount Pleasant, Mich.—Granted mod. of CP to change ERP to vis. 39.8 kw, aur. 7.94 kw, ant. height 520 ft.; change type trans. and type ant., and make changes in ant. system.

■ WAAY-TV Huntsville, Ala.—Granted CP to replace expired permit for changes in TV.

■ Granted licenses for the following FM's: KWMT-FM Fort Dodge, Iowa; KNED-FM McAlester, Okla., and specify type ant. and type trans.; WLOQ Winter Park, Fla.

■ The following stations were granted extensions of completion dates as shown: WCCO-FM Minneapolis to Oct. 6, and KBOI Boise, Idaho, to Oct. 24.

Actions of April 12

■ Granted change of remote control authority for following: KKHI-AM-FM San Francisco.

Actions of April 11

■ Remote control permitted the following: KNED-FM McAlester, Okla.; KSLS San Luis Obispo, Calif.; condition; and WKLS(FM), Atlanta.

■ Granted change of remote control authority and second remote control point for KXIV Phoenix.

■ WBBB-FM Burlington-Graham, N. C.—Granted license covering installation of new trans., increase in ERP and ant. height and remote control operation.

■ KPFA(FM) Berkeley, Calif.—Granted license covering installation of new alternate main trans. and specify type trans.

■ WRBS(FM) Baltimore—Granted license covering installation of new ant.

■ KCBN Reno, Nev.—Granted CP to increase power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions.

■ WTVK Knoxville, Tenn.—Granted CP to change ERP to 813 kw vis. and 162 kw aur., increase ant. height to 1,290 ft.; change type trans. and type ant., and make other equipment changes; conditions.

■ WHFS(FM) Bethesda, Md.—Granted CP to install new trans. and increase ERP to 3 kw.

■ WHBN Harrodsburg, Ky.—Granted renewal of license for main station and co-terminating auxiliaries.

Action of April 13

■ WEHT(TV) Evansville, Ind.—Approved engineering data submitted pursuant to fourth report and order in Doc. 14229 to specify operation on channel 25 in lieu of channel 50; ERP 162 vis., 32.4 kw aur., ant. height 1,030 ft.

Procedural Amendments to CATV Rules

■ By memorandum opinion and order, commission made following procedural amendments to clarify CATV rules adopted in second report and order in Docs. 14895, 15233 and 15971: Added new paragraph (h) to Sec. 74.1109, effective June 17, to provide that where CATV system petitions for waiver of Sec. 74.1103(a) within 15 days after request by TV station for carriage, system need not carry requesting station pending Commission ruling on petition or on an interlocutory question of temporary relief pending further procedures; Advised TV desiring carriage on existing non-micro-wave CATV system on or after June 17 that request should be made to system on or before June 1, in order to obtain prompt determination of any channel capacity question which might arise.

■ Effective April 26, 1966 (immediately upon publication of the Federal Register) amended first sentence of Sec. 74.1107(d) to provide for consideration of extension of existing distant signal CATV service into new geographic areas upon petition of TV "or any other interested person" in area; also,

(Continued on page 96)

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). 5" or over Billed R.O.B. rate.
- 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 submitted, \$1.00 charge each for handling (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

Experienced RAB sales manager or extremely successful promotional manager to train and direct sales force of five. Excellent salary, over-rides, bonuses, expenses, club membership. Ideal climate. California station. Box D-131, BROADCASTING.

Selling/station manager for excellent Penna. medium market station, present gross \$200,000. Sharp, aggressive, under 40, married. Fine family living area. Must have strong sales and management background. Substantial group, unlimited future. Salary open plus strong incentive. Resume (complete), photo to Box D-236, BROADCASTING.

Just granted at Sante Fe, New Mexico . . . New station on 810 kc, 5000 watts. Need complete staff. Contact Guy Christian, KAFF, Flagstaff, Arizona.

Start as Sales manager, train for General manager. Excellent opportunity with young, rapidly-growing company. Proven sales record and general programing knowledge essential. Selling the exclusive and only FM stereo station in this booming metro market of 700,000 is easier than selling AM, and the compensation is better. If you demand true opportunity with a future, rush sales record and resume to: Mr. Dan Covell/WGMZ FM/740 S. Saginaw/Flint, Mich./239-3143.

Sales

Sales manager, California daytimer, excelling in sales, station promotions, community predisposed. Excellent salary, incentives, bonuses. Box C-295, BROADCASTING.

Midwest salesmen interested in fine Missouri small market radio should investigate this sales opportunity. Guarantee up to \$150.00 weekly. Write Box D-192, BROADCASTING.

New England market of 150,000. Commercially successful station offers excellent income to small market sales pro. Good base of active accounts to get you started. Good draw against 15%. Full resume to Box D-194, BROADCASTING.

Suburban Washington, D. C.—Sales manager to handle well trained, well paid, four-man staff in very competitive radio market. Prior newspaper experience desirable. Top salary and bonuses. Full details with first letter. Write Box D-256, BROADCASTING.

Opportunity to become manager of profitable small station. Top salary plus incentive. Car needed. Box D-312, BROADCASTING.

Sacred format AM-FM station needs successful salesman. Good opportunity. Southeast. Write Box D-325, BROADCASTING.

We have an opening for an experienced salesman with imagination, dedication, and determination. A substantial guarantee against commission. Contact Bill Simpson, Manager, KHFI Radio, P.O. Box 490, Austin, Texas 78767, or phone GR 6-4611 for appointment.

Looking for a group organization that fills all management and ownership positions from within? Growth necessitates two more salesmen. Both will have good base to build from. Send resume and picture to Chuck Mefford, WITL, Lansing, Michigan.

Sales manager opportunity for proven producer. Top Phila. FM offers unlimited potential. \$7500 to start. WQAL, Phila. 19118 or 215-CH 8-4900.

Announcers

Announcer—1st phone for all-nite show at Maryland's high power AM-FM reaching Baltimore & Washington, D. C. markets. Middle of the road format, network affiliate, excellent opportunity with progressive station. Salary open. Rush tape, resume, photo and salary requirements to Box D-150, BROADCASTING.

The Great Scott Stations are expanding. Have immediate openings in Pennsylvania, Delaware and New Jersey. Wanted three experienced announcers, one engineer, two engineer-announcers, one salesman-announcer. Box D-189, BROADCASTING.

A good midwestern announcer wanted by high quality Missouri station. Salary up to \$150.00 weekly. Send resume and tape to Box D-193, BROADCASTING.

Announcer, Pennsylvania single station, send tape, resume, salary requirement to Box D-199, BROADCASTING.

Peace, security and fair pay—for a good easy-listening evening man in Virginia medium market. Trainees considered. Box D-222, BROADCASTING.

Combo man or belle. No maintenance. Preferably thwarted thespian. Beginners OK. Middle of road but lots of backyard chatter. Near N. Y. C. Box D-229, BROADCASTING.

California calling: Do you miss that "All American" look that comes from living in constant sunshine? Have you always wanted to squeeze your own orange juice? Then mail your tape and resume today. Pros only—include production tape, air-check and resume today. Box D-262, BROADCASTING.

Have immediate opening for top forty announcer. Third phone required. Send tape, photo and resume. Box D-269, BROADCASTING.

Announcer for good music station in New York state. Box D-270, BROADCASTING.

Announcer—1st ticket, wanted for 5kw suburban Washington fulltimer. Good pay and benefits. Serious radio man has a real future here. Box D-291, BROADCASTING.

Announcer—1st phone, good progressive medium midwest market. Non-frantic top 40. Good salary, sports or sales available. Send resume & tape to Box B-318, BROADCASTING.

Sacred format AM-FM station needs personable announcer. Good opportunity. Southeast. Write Box D-326, BROADCASTING.

Wanted: Announcer with experience and a third class telephone operators license with an endorsement. Send resume to Box D-330, BROADCASTING.

New Jersey independent seeks aggressive young announcer for day shift . . . 3rd phone required. Box D-333, BROADCASTING.

Ohio daytimer needs announcer with 3rd ticket. \$80 for 40 hours. Box D-335, BROADCASTING.

Experienced. Primarily news and producing commercials. Sales ability helpful. Send resume and tape of news and commercials to K-HIT, Denny Building, Walla Walla, Washington.

Unlimited opportunity. \$650 start to right adult airman who wants responsibility. Need first phone. Send tapes and resume to KOMA, P.O. Box 7565, Tulsa, Oklahoma, c/o C. P. Crossno, 918-R17-8683.

Announcers—(Cont'd)

Morning man needed at once . . . Send tape and resume to WCEF, Parkersburg, West Virginia, P.O. Box 228.

WDBO Orlando, Florida—one of the southeast's pioneer broadcast leaders has an opening for an intelligent, talented dj. This is an excellent opportunity to work and live in the action center of Florida. We are a middle of the road CBS affiliate, top rated in this market for 41 years. Send tape, and resume to Program Director, WDBO, P.O. Box 1833, Orlando, Fla.

Announcer: Minimum one year's experience. Immediate opening news or music. Send resume, picture, and taped commercials, news and deejay show with first letter. Bob Gribben, WDBQ, Debuque, Iowa.

Experienced dj—for lively, leading, adult music station. Good salary and benefits. Include news in audition. Send background, tape, and photo to WFDF, Flint, Michigan.

WGNV is expanding. If you have first class ticket, one year experience, run tight board—You can earn up to \$110 for 44 hrs., to start. Good benefits, congenial staff. Market area 250,000, 60 miles from NYC. Send tape and brief resume to: Program Director, WGNV, Newburgh, N. Y.

Experienced mature voice for middle of the road music station. Send tape and resume to WHUC, Hudson, N. Y.

Immediate opening for announcer with good voice and 1st phone who is able to do some production in small but expanding market. Tape and resume to WINU Radio, P.O. Box 303, Highland, Illinois.

Help Wanted: Phone collect 301-742-5191 if you're announcer with 1st class ticket—who wants to work at a great top 40 station, insurance and profit sharing plan. Man who left was here 8 years. Norman Glenn, WJDY Salisbury, Maryland.

1st ticketed, adult top 40 personality needed immediately for all night show. Starting salary \$90 a week. Send tape, photo & resume to Gary Palant, WKAZ, P. O. Box 871, Charleston, W. Va.

Experienced announcer or salesman needed immediately. Good pay, good hours, good location. Small station. WKSC, Kershaw, S. C.

Urgently need sports play-by-play and double duty in news department for successful small station doing big job. Only AM station in city of 74,000 located on Lake Michigan between Chicago and Milwaukee. Pleasant air-conditioned quarters, unionized. Sell your own sports program. Send tape and resume to Bill Lipman, Radio Station WLIP Kenosha, Wisconsin.

Combination engineer-announcer wanted; emphasis engineering; good hours, salary open. Radio Station WLTC, Gastonia, N. C.

Modern format clear-channel station in midwest market, metro 300,000 looking for bright, creative non-screamer announcer with 3rd phone. Opportunity for summer replacement work and a chance to work full-time. If your ability is above average, and you desire to work for a station on the road to #1 send photo, resume, and tape to WPEO, Jefferson Hotel and Motor Inn, Peoria, Illinois.

If you have a good resonant voice, good music experience and a first phone and like money . . . send tape and resume today to WPVL, Painesville, Ohio.

Adding to staff. WRKH, Rockwood, Tennessee needs all-around announcer. Salary \$70 to \$90 week. Personal interview required.

Announcers—(Cont'd)

WSER, Elkton, Md., needs announcer with first phone license. Call Manager person to person 301-398-3883.

Two radio-television announcers wanted: Send resume, salary requirement and picture with 1st letter. Personal interview required. All tapes will be returned. Joe Rada, WTAP, Parkersburg, W. Va.

Position open immediately in swinging station for announcer-salesman. Pros only. Resume & tape. WWOW Conneaut, Ohio.

Announcer wanted: First phone announcer. No engineering. Will consider beginner. \$70.00 weekly for 40 hours. 803-563-4371.

1st phone announcer for short evening shift and lots of production work. Position offers security with regional 5 kw. Requires mature & authoritative voice. Advancement possible. Phone 618-242-4953.

Directional daytime needs 1st phone announcer, no maintenance. Can be beginner. Sales if desired. Informal, nutty, fun station 52 miles from Times Square. Call 914-279-6131 or 6028 nights. No tapes or writing.

Technical

SE Pa. AM seeks competent first class engineer. Clean, successful operation with growth opportunity, liberal benefits, good salary. Box D-159, BROADCASTING.

1st class engineer. 1-2 years experience. maintenance background. Excellent growth opportunity with Long Island station. Above average salary. Resume to Box D-277, BROADCASTING.

Wisconsin, quality minded station is seeking a qualified combo-engineer for established 1kw non-directional operation. Arrangement can be worked out for combo-copy or combo-announcing, not to exceed 18 hours weekly for combo duties. Secure position and work directly with owner. Write Box D-280, BROADCASTING.

Opening expected soon for first phone in Ohio. Transmitter shift and some maintenance. Experience helpful. Box D-296, BROADCASTING.

Sacred format AM-FM station. Need Transmitter engineer. Good opportunity. Southeast. Write Box D-324, BROADCASTING.

Up to \$6500 for chief engineer/announcer. Good at both. Iowa. Box D-329, BROADCASTING.

Chief engineer—limited announcing. Immediate opening. Complete maintenance 1000 watt day time. Permanent position with established station in four station chain. Good starting salary, plus. Send resume, tape and photograph to Manager. KCSR Chadron, Nebraska.

Northeastern Ohio AM-FM directional station needs first class engineer—must be strong on maintenance. Phone or write Chief Engineer at WCUE Radio, Inc., Akron, Ohio.

WINZ, Miami, Florida has opening for 50kw transmitter engineer.

Broadcast Technicians—We have several regular full time and temporary vacation relief openings for experienced radio or television transmitter operators and studio engineers. Excellent pay and fringe benefits. First class ticket required and some prior experience preferred. Send complete confidential resume, including statement as to whether or not you will consider temporary employment to J. P. O'Hagan, Personnel Office, WLW & WLW-T, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer.

First class engineer-announcer, \$105.00. Middle of the road. WMVR, Sidney, Ohio.

The chief engineer at WRAP, Norfolk, Virginia, is retiring under a company retirement plan in July 1966. Require experienced, capable engineer as replacement. Write or call G. R. Chambers, Director of Engineering, Rollins, Inc., Wilmington, Delaware, 302-OL8-7127.

Immediate opening, chief engineer: some announcing; 1000 watt daytime, also FM. Box 389, Williamsport, Pennsylvania.

Technical—(Cont'd)

Chief engineer for 50 kw full time remote controlled directional. Full time maintenance with no announcing. Combined AM-TV operation with future FM. Contact E. M. Tink, Vice President of Engineering, Black Hawk Broadcasting Company, Waterloo, Iowa.

Wanted—alive broadcast engineer capable of chief responsibilities FM & AM in ideal community—university, industry, and recreational facilities. Write: Box 62, Bloomington, Indiana.

NEWS

Minnesota: Exciting station. Good market . . . needs play-by-play and news combination . . . send tape and resume. Box D-307, BROADCASTING.

Opportunity combination news, production and announcing. Send details: KFRO, Longview, Texas.

Newsman with experience as reporter-broadcaster needed by KWKH, 50,000 watt, Shreveport, Louisiana.

Assistant news director to replace departing news director. Current news director moving into major market TV news. The right man could become the permanent news director within six months. We want someone who can "dig" for local news. Send tape and resume or contact Rick Rawlins, WFIN, Findlay, Ohio.

Immediate opening for experienced newsman to be assistant news director AM 5000-watt daytime and nighttime news director for FM facility, plus doing two daily sport shows. Can earn some added income in talent fees for football, etc. Must work six days a week. Starting salary \$110-\$125 per week based on experience. Reading ability important. 3-week vacation, generous hospital and health plan plus paid life insurance. Apply Harry M. Thayer, WGHQ, Kingston, New York.

Immediate opening for a qualified News Director. Station is No. 1 rated in 3 station market. Want man capable of gathering, writing & delivering local news. Better than average salary. Send complete resume, photo & history to Jim McDonald, Manager, WKNY, Kingston, New York.

Production—Programming, Others

Production manager excelling in both live and produced (selling copy), station promos, contests, merchandising, public relations. California radio community oriented. Box D-130, BROADCASTING.

Wanted: Fast producing revenue promotions, will look at all, but only consider clean and worthy ones. Box D-132, BROADCASTING.

Copywriter—experienced. Good situation for writer who can produce strong copy. Top salary, fringe benefits. Leading Michigan station. Send background information, photo, and sample copy to WFDF Flint, Michigan.

California college student corporation seeks public information director, age 24-30. Degree plus experience in sports and general assignment for newspaper or in radio-TV required. Excellent salary, benefits, working conditions. Send resume to Robert Spink, Associated Students, Cal Poly, San Luis Obispo.

Newsmen with both reporting and air ability. Must have experience in writing news, covering beat any first class city and have clean character. Must be able to drive mobile, carry and operate walkie talkie and portable tape machine and reduce news items to concise but dramatic interpretation. Write Jim Setters, Box 486, Wichita, Kansas.

RADIO

Situations Wanted—Management

Hard working employed major market sales manager with excellent credentials wants to go forward by association with solid aggressive operator. Experienced sales professional with management background. Box D-288, BROADCASTING.

Highly successful—hard working-sales manager currently doing 50% station gross. Desires position manager-general manager. Prefer N.E. Box D-297, BROADCASTING.

Management—(cont'd)

General manager—now earning five figures in southern medium-large market. Six years area's leading salesman. Half-million dollar personal background. Previously program director and top announcer. Warm Climate. Box D-304, BROADCASTING.

Experienced chief engineer desires to enter management. Prefer Ohio, Indiana, or Illinois. Box D-310, BROADCASTING.

Young successful general manager. Heavy sales experience, creative programmer. Station worked for sold. Contract. Family, educated. Minimum \$150 weekly plus commission. Available now, but will wait for the right position. Box D-327, BROADCASTING.

General manager with competitive major market experience. Successful sales background and excellent references. Presently employed with Radio-TV chain at top income. Would like situation offering stock options, partnership, or outright sale. Prefer west coast major or medium market. Box D-332, BROADCASTING.

See "management executive" ad in display section.

Manager, metropolitan experience, available now due to program changes. 30 years radio, 16 years management, including Negro, Top 40 and general. Age 46, married, family, good background and references. Seek permanency and earnings potential. Bob Lyons, 3643 Hedrick St., Jacksonville, Fla. Phone 904-388-3063.

Sales

Some college, married, 27, radio 3 years one sales, southeast, July start, medium or major market. Box D-257, BROADCASTING.

Young, aggressive, professional salesman. Tops in present market. Desires opportunity to move up. Have ability, will travel. Box D-271, BROADCASTING.

Finished military, degree, college experience. Want midwest or west. June start. Box D-279, BROADCASTING.

Experienced salesman-sportscaster, prime consideration play-by-play, college, professional, sports—first phone. Box D-320, BROADCASTING.

Age 31, less than 1 year experience in radio and some TV Sales work. New to business, but honest, hard working. Just want opportunity to work. Working now but free to leave for right job with progressive station. Write, Box 793, College, Alaska 99735.

Situations Wanted—Announcers

Sportscaster . . . experienced. Radio and TV. First phone. College graduate. Married. Box D-51, BROADCASTING.

Experienced young Negro dj-announcer available immediately. Box D-120, BROADCASTING.

DJ-announcer, experienced, family. Authoritative, newscaster—sportscaster, all music formats, seeking security. Box D-195, BROADCASTING.

Professional announcers and advertising agency copy writers will write and produce your spots and other station material, promos and intros. Inexpensive sample tape available. Box D-124, BROADCASTING.

Professional, experienced, dependable announcer. Seek Tennessee, Arkansas, Missouri, Oklahoma area. Now employed. Relaxed style, Middle-road, country-western format. Personal interview possible, Box D-200, BROADCASTING.

Experienced, bright, happy dj-announcer. Married. Authoritative newscaster. Not a prima donna or floater. Want to settle down. Box D-204, BROADCASTING.

Five year background in news & sports. Desire station with opportunity for play-by-play baseball, basketball & hockey. Can guarantee a professional job in all three. 23 years of age—Mature voice. Will consider \$125.00 to start. Prefer N. Y. State—Penn. or Michigan area. Box D-206, BROADCASTING.

Announcers—(cont'd)

Morning man!—Professional, witty, personable. Use characters and comedy routines. Looking to move-up permanently. Box D-208, BROADCASTING.

Bright, creative, contemporary air personality and program-production specialist with intelligence, integrity and good track record. Over 8 years experience-including group background. Major market-east preferred. Box D-210, BROADCASTING.

Top 40 first phone, experienced. College town preferred. Contract required. Box D-221, BROADCASTING.

Happy sounding top 40 swinging personality. First phone. Draft exempt. Box D-223, BROADCASTING.

Humorous, middle-road dj. Background includes programing, production, copy and newswriting, remotes and TV. Northeast only. Box D-239, BROADCASTING.

Negro disc jockey desires position, fast board, bright sounds & news. Married. Box D-242, BROADCASTING.

Negro announcer thoroughly trained. Tight format, mature voice. Will travel. Some experience. Box D-243, BROADCASTING.

Combo dj—authoritative newscaster, experienced Negro, married, want to settle. Not a prima donna. Box D-247, BROADCASTING.

Beginner, some experience, recent broadcast school graduate, seeking midwest or Florida location, contact 417-532-2814 or Box D-272, BROADCASTING.

Beginner, progressive top 40's, production oriented dj; programing and music directorship knowledge; endorsed third; draft exempt. Box D-276, BROADCASTING.

Young talent Negro dj, beginner, trained by top professional. Tight board. Want small station experience. Will relocate anywhere. Not a floater. 3rd phone. Box D-278, BROADCASTING.

Top 40 swinger! Third class operator-endorsed. Graduating in June from Columbia College, Chicago. Wish to work northeast Chicago area, Florida or west coast. Good knowledge pop music last ten years. Available after June 21, Box D-283, BROADCASTING.

Roy Star available for employment/Top 40. RSVP Box-D 289, BROADCASTING.

Nine year creative pro. A blend of good music, wit and informality. Excellent production and authoritative news. Box D-290, BROADCASTING.

Owners & Managers: Leave your operational problems to me. 10 years experience, 1st phone. C. E., P. D. & chain executive. Stable family man wants stable, mid/major station. \$10,000 minimum. Box D-293, BROADCASTING.

Talk personality, highly rated news oriented, field any topic, top market only. East or west. Box D-294, BROADCASTING.

First phone dj—age 21—dedicated, hard working—1½ years engineering experience N.Y.C.—4½ months combo in neighboring state—excellent news—prefer within 100 mile radius N.Y.C., but will consider all. Box D-298, BROADCASTING.

C&W desires re-location 6 years experience. Not a top 40 C&W jock. Production minded. First phone. No maintenance. Married. Prefer northeast or middle Atlantic States. Box D-300, BROADCASTING.

Experienced dj, news, talk. Middle road—top 40. Looking to move up to good solid organization. Ambitious, hard-working money maker. Prefer northern, central Ohio—lower Michigan. Box D-308, BROADCASTING.

Care enough to want the very best? B-right sound . . . Exceptional delivery . . . showmanship . . . time tested pro (9 years—top ratings—50kw wakeup). Box D-309, BROADCASTING.

Negro dj, bright sound control board operator ready to relocate 3rd class F.C.C. permit. Box D-319, BROADCASTING.

Announcers—(cont'd)

Top Negro dj now available. Desires employment with an equal opportunity employer. Prefer N.Y.C., New Jersey or Conn. area. Box D-321, BROADCASTING.

Rock . . . Ten year, first phone professional earning \$9,000.00 wants stability. Box D-331, BROADCASTING.

Wanted—Job with middle of road or top 40 station. Have "on-the-air" experience. Also graduate of Career Academy Broadcasting in Milwaukee. 1st choice area within 300 miles of Kansas City to be near home. Write R.R. #1, Box 27, Leavenworth, Kansas.

C&W DJ with 1st seeks position—Tenn. or Florida. No maintenance, or night work, also entertainer with 9 years experience—family. Phone 362-3622, Roanoke, Va.

Technical

Semi-retired postal worker, holder 1st phone. Loads amateur experience desires part time leading to full time, operations and/or maintenance. 212-539-0553 or Box D-299, BROADCASTING.

First ticket engineer. Have done a little announcing but not lately. Would like a chance to outline my experience and background for any job with a future. Box D-303, BROADCASTING.

TV Engineer, experienced radio chief, maintenance, proofs, installation, some applications, desires to relocate. Prefer midwest. Box D-311, BROADCASTING.

Experienced radio-TV operating and maintenance engineer. Any location considered. Box D-313, BROADCASTING.

News

Radio-TV journalist seeks career position in the northeast. Experience and interest in writing news copy, editorials, documentaries. College background, thirty years old, best references. Please reply to Box D-86, BROADCASTING.

Production—Programing, Others

Available immediately—promotion manager, radio or television. Expert in audience and sales promotion, P.R., Publicity, exploitation and merchandising. Experienced in large market, major chain operations. Quality references. Box D-60, BROADCASTING.

Sportscaster looking for a sports minded station with plenty of play by play. Married and experienced in all sports & coverage. Box D-108, BROADCASTING.

Proven, modern, program director with savvy, enterprise and creativity. A seasoned, yet youthful professional with successful track record in top 40 and middle of the road operations. Box D-211, BROADCASTING.

Hardworking—dynamic top 40 swinger with medium market experience desires opportunity to do small market program director work. First phone—draft deferred. Box D-224, BROADCASTING.

Office problems? For only pennies a day you can have unlimited assistance from experienced office supervisor. Box D-285, BROADCASTING.

Experienced production, currently program director and early morning man, at station in one of the top 15 markets. Family man, wishing to relocate in central or southern Florida. 11 years experience in programing, production, copy, all formats. Available now, or when needed. Box D-292, BROADCASTING.

Experienced: Radio 5 years, all phases. TV 1 year (major market). Mature voice. Service veteran. Available July, 1966. Box D-328, BROADCASTING.

Roy Paul (Boesch) big entertainment, big experience (12 years). Big family of 4. Need big help in new location. Continuity production. Ready for P.D. WFKO, Box C, Kokomo, Indiana.

Production—Programing, Others

Continued

1st phone 1 year TV production & engineering exp., in south would relocate to northeast. Write Gary Chase, 14 Ellenwood Ave., Waterbury, Vt. 919-253-6612.

Consultant to advertisers and broadcasters who have discovered the "Youth Market" and want teens and college students to discover them. Michael Marcovsky, 5 University Place, New York, New York.

TELEVISION

Help Wanted

Management

Promotion manager for group-owned VHF in top 50 midwest market. Immediate opening for aggressive pro to head 3-man audience & sales promotion dept. Salary open. Send complete resume, work samples and salary requirements. Box D-295, BROADCASTING.

General manager. for Calif. VHF needs man skilled in management, local sales and bottom line. Group offers growth and immediate rewards. Requires first rate performance, hard work and results. Send data on successes elsewhere plus references. Box D-322, BROADCASTING.

Announcers

Where are the good, experienced radio announcers seeking to move into TV? We have the perfect opportunity. Send complete details, audio or video tape, and salary expected to Box D-172, BROADCASTING.

Leading midwest NBC affiliate expanding news operation needs three experienced men. Newsman, weathercaster and sportscaster. Send resume and salary expected to Box D-174, BROADCASTING.

Experienced commercial announcer for midwest medium-market station with live-VTR-film color. Send picture, resume and non-returnable audio tape of commercial work. Box D-231, BROADCASTING.

Immediate opening for news announcer in growing market. Write George Gonyar, WABI-TV, Bangor, Maine.

Staff announcer: Immediate opening for an experienced announcer who can do news, weather, sports. Versatility desired. Progressive fullcolor station. Send tape and resume with photo to Bob Jones, Operations Director, WLEX-TV, Box 1457, Lexington, Ky.

Technical

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-99, BROADCASTING.

Full color station in upper south central area needs engineers with experience and knowledge of studio, transmitter and VTR operations. First phone, required. Send details to Box D-155, BROADCASTING.

Expanding south Florida VHF has opening for experienced studio maintenance engineer. VTR experience required. Some color preferred. Presently have film color, planning to expand to all colors. Box D-265, BROADCASTING.

Studio engineer—Permanent position, top scale. Require good maintenance background. Contact Chief Engineer, WJRT-TV, Flint, Michigan. 313-239-6611 (Collect).

Progressive full color station needs engineers with experience and knowledge of studio, transmitter and VTR operations. First phone required. Send details to Director of Engineering, Gay-Bell Stations, WLEX-TV Inc., Box 1457, Lexington, Ky.

Technical—(Cont'd)

Broadcast technicians — We have several regular full time and temporary vacation relief openings for experienced radio or television transmitter operators and studio engineers. Excellent pay and fringe benefits. First class ticket required and some prior experience preferred. Send complete confidential resume, including statement as to whether or not you will consider temporary employment to J. P. O'Hagan, Personnel Office, WLW & WLW-TV, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer.

One transmitter and two studio engineers with first class license and experience in TV. Send resume, photograph and salary requirement to George S. Driscoll Vice President and Engineering manager, WOKR (13), 17 Clinton Avenue, South, Rochester, New York.

Engineers, experienced. For new multi-million dollar transmitter/studio installation operating maximum power VHF and UHF. Salary to \$10,000. Excellent benefits, superb working conditions and location. Contact Director of Engineering WTTW/WXXW, 5400 North St. Louis Avenue, Chicago, Illinois 60625.

NEWS

Airman-writer-reporter wanted by midwest-VHF. Aggressive news operation needs man with ability to handle major newscast. Will consider radio experience with strong potential. Journalism degree or equivalent experience. Tape, resume, salary, first letter. Box D-249, BROADCASTING.

TV newsman wanted to supplement our 3 man expanding department. College, air reporting, writing, 16mm film experience (sound & silent), sports broadcasting experience desirable. Top salary and excellent working conditions. We work hard, but we play hard. Excellent hunting and fishing area. Send VTR or SOF, resume, letter of reference to Jim Burriss, News Director, KULR-TV, P. O. Box 2512, Billings, Montana.

Wanted—Newsman to organize and run news department. Must be able to handle 16mm film and still photography. Air work is not necessary but desirable. Send photo and complete resume to Clark W. Davis, Operations Manager, WHTN-TV, 625 Fourth Avenue, Huntington, W. Va. 25701.

Midwest NBC affiliate wants experienced TV newsman. Camera ability preferred, but not vital. Salary open, send complete resume—picture, audition tape, audio or VTR to: News Director, Box 470, Rockford, Ill., Marked Personal.

Production—Programing, Others

Traffic Managers: Immediate opening for a top notch television traffic manager with at least three years of traffic experience, including one or more years as traffic supervisor. Starting salary at least \$150, with excellent fringe benefits, including interview and moving expenses. Send confidential detailed resume of experience and salary history to Box D-306 BROADCASTING. Equal opportunity employer. Our employees know of this ad.

Experienced producer-director for ITV-ETV in new TV building. Send credentials to: Dr. Duane Tucker, General manager, WBGU-TV, Bowling Green, Ohio. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

Producer-director needed for expanding New England educational station. Instructional experience, music, film, general production background necessary. Send resume of broadcast training, experience and educational history. Include contract salary requirements. WENH-TV, Box Z, Durham, N. H.

Art Director. Develop and equip an art department in a new college. Ability to develop graphics and scenic design for TV. Dark room experience preferred. Degree and 3 years experience or equivalent required. Salary \$7,500 to \$9,000. Send resume and work samples to Personnel Office, Grand Valley State College, Allendale, Michigan.

TELEVISION

Situations Wanted

Management

Experienced general manager for radio, TV, CATV or combination. Full range working experience in management, sales, programming, accounting, engineering, CATV. College graduate. Family man and community leader. Well-liked, confident, mature, healthy. Early forties, over 20 years in broadcast profession. Top references, small or large markets. Box D-225, BROADCASTING.

Somewhere there is a TV owner looking for me. This owner is in desperate need of a general manager to crack a tough nut situation. If this is you please contact me. Presently a proven and successful general sales manager ready for a move up. Thoroughly experienced all phases television. Box D-275, BROADCASTING.

Sales

Sales manager 7½ years in TV/radio, wants advancement, proven record, prefers locating in top 100 market, resume available. Box D-302, BROADCASTING.

Announcers

Batman! Fifteen years TV and radio go to bat for you in all phases TV announcing, news and production. First-ticket. Mature family man. Congenial. Now in southern California. One-time ad. Reply immediately. Box D-282, BROADCASTING.

Announcer—experienced in sports, news and directing, 6 months in Television and 6 years in radio. College major in speech and dramatics. Age 24, married. No military obligation to fulfill. Contact: Ron Franklin, Box 247, Oxford, Mississippi. Phone 234-3492.

Technical

Mature engineer, administrator, seeks a position with perfection minded smaller market operator. Box D-112, BROADCASTING.

Engineer 14 years experience, studio, xmtr., maintenance, construction plus microwave. Looking for a chief or assistants job. Northern states only. Dependable. Presently employed. Box D-250, BROADCASTING.

News

Network news producer wants station news/special events management northeast. Box D-315, BROADCASTING.

News director, Delivery with authority and impact projects top ratings. Administrative ability produces efficient operation. News director available shortly, resume and interview available now. Box D-323, BROADCASTING.

Production—Programing, Others

Big ten city, sports director desires advancement. Familiar with broadcasting of all sports. Available this summer. Outstanding references. Box D-274, BROADCASTING.

Am now employed as director. Situation stagnant. Desire relocate for better opportunity. Box D-301, BROADCASTING.

Television Production manager—13 years experience in all phases of television production including color, staging, lighting, projection, camera, taping and directing. Available April 25th. Resume on request. Box D-314, BROADCASTING.

WANTED TO BUY

Equipment

We need used 250, 500, 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: One RCA TM-35, Calibration monitor. Reply: Hawaii ETV Network, University of Hawaii, 1776 University Avenue, Honolulu, Hawaii, 96822, Attention: Hank Cronin.

WANTED TO BUY—Equipment

continued

UHF 10-12 kw transmitter, microwaves, cameras, etc. All info immediately. 212-EN-2-5660 or Box D-196, BROADCASTING.

Used FM equipment. 5 kw FM transmitter and 6-bay horizontal antenna that can be tuned to 100.3 Mcs. Box D-281, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-And, 440 Columbus Ave. N.Y.C.

Co-axial cable—Heliac, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

UHF Transmitter, GE 12 kw with remote controls, good condition. Complete less klystrons \$40,000.00 Contact Len Eden, WTVS, 9345 Lawton Ave., Detroit, Mich. 313-896-6075.

Whatever your equipment needs . . . check first with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

A remote trailer equipped with two turntables, remote console, public address system. Turntable chair and so on. Single axle, like new tires. Price \$1000. Also available a 62 Ford Econoline Panel truck used to pull trailer. Call 301-228-4800.

For sale: Gates ST-101, spot tape, good condition, \$450.00. L. G. Dix, P.O. Box "K," Pasco, Washington.

2 Ampex consoles — 350's 7½-15, in very good condition—\$900 each—2 for \$1,750. 3 Collins cartridge playbacks—\$350 each. 1 Collins recording amplifier \$225. Entire cartridge package \$1,100 as is, where is. All in excellent condition. WWNH, Rochester, New Hampshire, 603-332-1176.

Gates remote control RDC-10-C, excellent condition. \$500.00. WYSH, Clinton, Tennessee, 615-457-1380.

Gates remote control RDC-10C system with modulation and frequency extension meters—excellent condition—best offer over \$600.00—WENZ, 111 N. 4th St., Richmond, Va.

Schafer model 1200 automation, complete with seven Ampex machines and remote control. Box C-226, BROADCASTING.

Attention C.P. owners. Complete broadcasting station in trailer. All you need is your tower and transmitter. Also ideal as a second studio. Box D-337, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service, 1735 E. 26th Street, Brooklyn, N.Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Now syndicating radio Tom Anderson's "STRAIGHT TALK!" Jonathon Kirby Enterprises, Box 14, Anaheim, Calif. 92805.

MISCELLANEOUS—(Cont'd)

Deejay's! Tired of "puns." "daffynitions." vintage 1930 material? **FORMAT COMEDY.** Available weekly, \$10.00 month. Send for free sample. Box D-284, BROADCASTING.

"Talking Back" a copyrighted promotion-revenue idea. Guaranteed to win audiences and influence ratings. Send \$25.00 for complete plan. Refund if not satisfied. Box D-287, BROADCASTING.

Sponsor a one-day Broadcast Bookkeeping Workshop in your own community. A copy-righted revenue-promotion plan. Free details. Box D-286, BROADCASTING.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all-phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

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 15, August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

America's pioneer, 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW. Washington 1, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on May 23— June 27— Aug. 1—Sept. 5. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

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.

INSTRUCTIONS—(Cont'd)

F.C.C. First Phone—plus—200 hours theory & practical application. 6 weeks \$345. Rooms \$10.00 a week, on campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

New England's only 10 week, First Phone course. Classes offered eves, so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Starting dates: May 2, Sept. 6. Write to: Northeast Broadcasting School, 883 Boylston Street, Boston, Mass. 02116.

Air personnel: Stay on the job and study for 1st phone F.C.C. the sure way. 4½ months. \$200.00. Write now for full details. Ron Bailie School of Broadcast Electronics, 170 Denny Way, Seattle, 98109.

Be popular—make money! Become a disk jockey! My manuscript tells everything! Only \$1.00 copy. Hal Fisher, 678 Medford, Patchogue, New York 11772.

Announcing, programing, commercial production, veteran approved, individual instruction—Broadcasting Institute, Box 6071, New Orleans.

RADIO

Help Wanted—Sales

SALES MANAGER
Opportunity
TOP PHILA. FM
\$7500 TO START
WQAL PHILA. 19118
215 CH 8-4900

Announcers

MORNING MAN

We are now paying our morning man \$10,000 a year, and he is about to leave us for a larger market. If you think you can qualify for this position in a Number One Top 40 operation, send tape and resume to
Box D-305, Broadcasting.

Radio Announcer:

When we ran our last ad, we received many tapes. Most of the tapes were loaded with over produced commercials. Also most of the tapes were loaded with voice characters amongst which "Granny" predominated. We would very much appreciate a tape of your voice doing part of our show where we may hear you as you normally would talk on the air. We hope you will have a warm friendly voice with that certain "lift" to it that seems to appeal to Top 40 listeners. We hope that you can do time, temperature, weather, brief newscasts, etc. in a pleasant, clear concise manner. We would like to hear what YOU sound like not sound effects of "Granny" characters or things like that. May we here from you?

John E. Barrett, Mgr.
W I T H Radio
7 E. Lexington Street
Baltimore, Maryland.

Production—Programing, Others

Leading Top 40 STATION

Program director—Major market east coast. This is an unusual opportunity for stable, conscientious Idea Man with P. D. experience. Send a taped sample of your work to:
Box D-336, Broadcasting.

Production—Programing, Others

Continued

PROGRAM DIRECTOR

needed immediately by Central Michigan's most powerful and dynamic FM Station, the full time stereo sound of alive-and-easy swing. Applicant must have supervisory and administrative skills in addition to continuity, program, production and board abilities. Growth possibilities unlimited with this Newspaper-TV-Radio organization. Rush tape and resume to
R. B. Rentschler, Personnel Director, PANAX. WSWM. Box 289, East Lansing, Mich.

NEWS

OUTSTANDING NEWSMEN

Here's an excellent opportunity with an outstanding news operation at a major market 50kw. If you are a polished professional with ambition—plus talent for reporting, writing and news broadcasting—Send tape, writing samples, photograph and resume to

Box D-317, Broadcasting.

Situations Wanted

Management

Management Executive

Imaginative and productive professional with broad experience in General and Sales Management wants opportunity for long term growth. Excellent record covering fifteen years and all phases of station operation. Late 30's, family, degree, references, currently employed.

Box D-316, BROADCASTING.

TELEVISION—Help Wanted—Technical

W-A-N-T-E-D

BY LARGE EXPANDING CATV
MULTIPLE OWNER

AREA CHIEF TECHNICIANS

SYSTEM CHIEF TECHNICIANS

TECHNICIANS

INSTALLERS

SEND RESUME AND SALARY
REQUIREMENTS

IN CONFIDENCE TO
D-273, BROADCASTING.

EMPLOYMENT SERVICE

**\$10,000.00 TO \$35,000.00 OPENINGS
MANY EMPLOYER PAID FEES**

CHECK AREA OF INTEREST

- Radio TV
- Gen'l. Mgr.
- Prog. Director
- Sales Mgr.
- Production
- Engineering
- Directing
- Announcer
- Disc Jockey
- Newsman
- Other

Name

Address

Salary Desired



**RADIO-TV
EMPLOYMENT
AGENCY**

645 North Michigan Ave.,
Chicago, Ill.
CALL: AC 312/337-7075

PLEASE INCLUDE A RESUME: ANNOUNCERS MUST SUBMIT A TAPE!

**ANNOUNCERS—1st
NEWSMEN—ENGINEERS
DJ's—SALESMEN**

If you need a job, we have one for you!
C.B.I. PLACEMENTS
1615 California St., Denver, Colo. 80202
Phone 303-292-3730

MISCELLANEOUS



BRAIN FOR SALE

Weekly idea service for radio stations. One subscriber per market. Write today for free sample.

BROADCASTER'S EXCHANGE
1015 Hartford Bldg. Dallas, Texas

**Broadcasters:
Make \$7,000 to
\$12,000 annually
in your
spare time!**

Qualify and enroll students for Columbia School of Broadcasting's famous audio-visual home study announcer training program. You interview qualified leads only. Recorded lessons with tape exchange development by network calibre instructors. Tomorrow's announcers are out in your audience today waiting for this training. If you are a broadcaster, write for details:



Mr. Wm. B. Zorich, Vice President
Columbia School of Broadcasting
4444 Geary Boulevard
San Francisco 94118

Accredited by California Department of Education. Not affiliated with CBS, Inc.



Miscellaneous—(Cont'd)

**NOTICE
To All CATV Systems**

An important questionnaire will be received by you in the near future. Your immediate attention will be beneficial to both you and the industry. All of us will appreciate your co-operation.
Girard Projection Service.

INSTRUCTIONS

**LEARN MORE
EARN MORE**

Television Camera Operation
Production & Directing
**DON MARTIN SCHOOL
OF RADIO & TV**
1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

FOR SALE—Equipment

**DRAMATIZE
TV WEATHER**

Show viewers impending weather—before it happens.

Orbiting weather satellites, such as ESSA II, are now transmitting pictures of daily weather conditions over your entire coverage area.

You can receive these pictures directly on Alden APT facsimile recording equipment—same type now in production for U.S.W.B., U.S.A.F., U.S.N. and others.

Viewers will see... storms... hurricanes... and other weather conditions... before they happen. **TRULY DRAMATIC!**

Be the first TV station in your market to capture the weather audience with APT (Automatic Picture Transmission) pictures recorded on your own Alden Facsimile Recorder. Same equipment can receive standard U.S. Weather charts, or any other type of graphic information, such as TV scripts of commercials sent via an Alden Facsimile Scanner over any existing communication link.

Systems from \$8598. Basic recorder only \$3950. Component units also available for use with existing electronics and antennas. Sale and lease plans. Write today for full details:

IRVING R. TATRO, Manager, Meteorological TV Systems, ALDEN ELECTRONIC & IMPULSE RECORDING EQUIPMENT CO., INC. Westboro, Mass. 01581 Tele. 617-366-4467.

WANTED TO BUY—Stations

Recently Sold Station
Looking for one to buy
or buy into,
WRITE:

Box D-237, Broadcasting.

FOR SALE

Broadcast School

**BROADCAST SCHOOL
FOR SALE**

Grossing \$80,000 yearly.
Cash flow \$33,000 yearly.
Priced at \$75,000 CASH.
Major market.

Box D-253, Broadcasting.

FOR SALE—Stations

SOUTHWEST 1KW AM

Major market. Excellent growth area. Possibility of 10KW. Priced at \$150,000 with \$20,000 down with balance payable 10-12 years. Principals only.

Box D-334, Broadcasting.

Tia Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

TE 2-9362

Fla.	single	daytime	\$ 75M	SOLD
Fla.	small	daytime	40M	terms
Gulf	medium	daytime	65M	15M
N.E.	suburban	power	550M	29%
M.W.	major	daytime	583M	cash

CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

**HAVE YOU FOUND
WHAT YOU'RE LOOKING FOR?
NO!
FOR RESULTS YOU CAN'T TOP
A CLASSIFIED AD IN**

Broadcasting
THE BUSINESSWEEDY OF TELEVISION AND RADIO

(Continued from page 89)

amended last sentence of Sec. 74.1107(d) to delete references to evidentiary hearing to make clear that temporary relief may be granted at conclusion of pleading schedule in Sec. 74.1109(g), in advance of determination as to whether evidentiary hearing would be held on merits of petition governed by pleading schedule of Sec. 74.1109(d) and (e). Commissioner Bartley abstained from voting. Action April 20.

CATV Requests for Waiver

Unicable Inc. Oswego-Syracuse, N. Y. request waiver to carry WOR-TV, WNEW-TV *WNDT(TV), all New York.

Fulton Community Antenna Television System Inc. Canton-Peoria, Ill. requests waivers to carry WICS(TV) Springfield, Ill., and WOC-TV Davenport, Iowa.

Auburn Cablevision Corp., Auburn, N. Y., requests waiver to carry WPIX(TV), WOR-TV, WNEW-TV, all New York.

American Television Relay Inc., Albuquerque, N. M. requests waiver to carry KTLA(TV), KHJ-TV, KTTV(TV) and KCOP(TV), all Los Angeles.

Fetzer Cable Vision, Kalamazoo, Mich., requests waiver to carry WGN(TV), WTTW(TV) Chicago; CKLW(TV) Windsor, Ont. and WKBD-TV. WTVS-TV Detroit.

Total TV Inc., Sanesville-Madison, Wis. requests waiver to carry WGN(TV), WFLD(TV) Chicago; WUHF(TV) Milwaukee, and WHA(TV) Madison, Wis.

PETITION FOR RULEMAKING

Wiregrass Broadcasting Co., Enterprise, Ala.—Requests issuance of notice of proposed rulemaking looking toward amendment of commission's table of FM assignments in sec. 73.202 of its rules as follows: Enterprise, Ala., add 245c; Troy, Ala., delete 245c.

APPLICATION FROM THE TOP OF THE PROCESSING LINE

Following applications were tendered for filing, in response to commission's public notice of Dec. 2, 1965, for frequency of

KABE Westwego, La.: Holmes Broadcasting Inc. Req: 1540 kc, 500 w, Day; Audubon Broadcasting Inc. Req: 1540 kc, 500 w, Day and West Jefferson Broadcasting Inc. Req: 1540 kc, 500 w, Day.

Applications were timely tendered pursuant to public notice and are mutually exclusive under doctrine of *Ashbacker v. F.C.C.*, 326 U. S. 327 (1945). All three applications are for substantially same facilities as those of deleted KABE. In view of this fact, and in order to avoid continued loss of broadcast service resulting from deletion of KABE, commission, on its own motion, hereby waives 73.37(a) of rules insofar as its provisions interfere with acceptance of applications for filing. Accordingly, notice is hereby given that three applications listed above are accepted for filing and that on May 23, 1966, applications will be considered as ready and available for processing.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through April 20. Reports include applications for permits-grants of CATV franchises and sales of sion to install and operate CATV's, existing installations.

■ Indicates a franchise has been granted.

Eureka, Calif.—Wayne F. Sheldon and Kathleen F. Sheldon have applied jointly for a franchise.

Los Gatos, Calif.—Western California Telephone Co. is sending out survey cards to 11,521 potential CATV customers in the Los Gatos area. The survey information points out that as many as eight channels would be made available through CATV. The company will decide on the feasibility of offering service in Los Gatos following an analysis of the survey's results.

Thousand Oaks, Calif.—The Janss Corp. has applied for a franchise.

Smyrna, Ga.—Electrovision Inc. has been granted a franchise. Cox Cablevision Corp. (Cox Broadcasting Corp.) had also been an applicant.

Thomson, Ga.—Thomson Cable Service Inc. (Harry Young and Cody Watson, owners) has been granted a franchise. The company will provide signals from Atlanta, Greenville, N. C., Spartanburg and Columbia, both South Carolina, and Augusta and Athens, both Georgia.

Rock Falls, Ill.—Rock River Cablevision Inc., Sterling, Ill., has been granted a 20-year franchise. The city will receive 3½% of gross revenue. During the first year there will be no installation fee. Monthly service fee will be \$5.

Chariton, Iowa—Moore's Radio Shop has applied for a franchise. The company would initially provide five channels to subscribers.

Arkansas City, Kan.—Stauffer Publications Inc. (group newspaper publisher and group broadcast owner) has been granted a franchise. The company also has a franchise in Pittsburg, Kan., and has an application pending in Topeka, Kan. The Stauffer franchises in Arkansas City and Pittsburg are subject to city elections.

Hutchinson, Kan.—Cable TV Construction Inc., Iola, Kan., and Multi-Vue-TV Systems Inc. (William Swearer, representative) have applied for franchises. Two previous applicants are the Hutchinson Publishing Co. and Farmington Theaters Inc.

Pittsburg, Kan.—Stauffer Publications Inc. (group newspaper publisher and group broadcast owner) has been granted a franchise. The company also has a franchise in Arkansas City, Kan. and has an application pending in Topeka, Kan. The Stauffer franchises in Arkansas City and Pittsburg are subject to city elections.

Jackson, Miss.—Jackson CATV Corp. has applied for a franchise. Vernon and Hugh High of Lumberton, Miss. have also applied. If approved, the Highs have agreed to pay \$100,000 to the city plus 10% annually of gross receipts. City would receive 25% of selling price if franchise is sold. The Highs propose a \$5.50 monthly service charge while Jackson CATV proposes \$4.75 monthly.

Aurora, Mo.—KSWM Inc., that city, has applied for a franchise. The company, represented by Galen Gilbert, is presently operating a system in Neosho, Mo., has also applied for franchise in Mount Vernon, Mo., Marionville and Verona, all Missouri, and is planning to build other systems in Oklahoma. The firm is proposing a \$20 installation fee and a \$5.50 monthly service charge.

Marionville, Mo.—KSWM Inc., Aurora, Mo., has applied for a franchise (see Aurora, Mo.).

Monett, Mo.—KSWM Inc., Aurora, Mo., has applied for a franchise (see Aurora, Mo.).

Mount Vernon, Mo.—KSWM Inc., Aurora, Mo., has applied for a franchise (see Aurora, Mo.).

Verona, Mo.—KSWM Inc., Aurora, Mo., has applied for a franchise (see above).

Kearney, Neb.—Kearney Multi-Vue-TV System Inc. has been granted a 25-year franchise listed as incorporators are W. A. Martin (president of KMMJ Grand Island, Mo.), William Moore and Steve Martin, both Grand Island and Robert Taylor, Hollywood, Calif. Telesis Corp., Chicago, has agreed to provide engineering and construction crews to start the operations in Kearney as soon as pole agreements have been reached.

Cape May Court House, N. J.—John K. Osborne Jr., that city, and the Cape May Cables Co. have applied for franchises.

Clarkstown, N. Y.—Clarkstown Cablevision Inc. (Robert Hanna, president) has applied for a franchise. If approved, the company would charge \$15 for installation and between \$4 and \$5 for the monthly service charge. The firm has also applied in Stony Point, the Town of Haverstraw, the Village of Haverstraw, and West Haverstraw, all New York.

Fishkill, N. Y.—Beacon Cable Corp. (Henry O'Neil, president) has been awarded a franchise. The city will receive 2% of gross revenue. Better TV of Dutchess Inc. and TV Cable Corp., Waynesboro, Pa., currently hold franchises.

Newburgh, N. Y.—Time-Life Broadcast Inc. has been granted a franchise. High-tower Telesystems Inc. and Hometown TV already hold franchises.

Brevard, N. C.—Sylvan Valley CATV Co. has been granted a franchise.

Greensboro, N. C.—Vuemore Cablevision Inc. and Cablevision Corp. have been granted franchises. The Greensboro city council has been discussing the possibility of assigning city districts to the two firms.

Kenley, N. C.—Carolina Communications, Inc., group CATV owner and a subsidiary of Carolina Telephone and Telegraph Co., Tarboro, N. C., has been granted a franchise. The company has other applications pending in several Eastern North Carolina communities and also holds franchises in Chadbourne and Swansboro, both N.C.

Duquesne, Pa.—Center Video Co., State College, Pa., has applied for a franchise. After a 90-day free introductory offer, installation would be \$5. Monthly service fee would be \$4.50. The city would receive 3% of gross receipts. Service would be offered free to public and parochial schools and other public buildings.

Lykens-Muncy, Pa.—Two CATV systems, serving 4,300 subscribers, bought from Max Miller & Associates by Sports Network Inc. (CLOSED CIRCUIT, March 7). Price was undisclosed. Broker: La Rue Media Brokers.

Baytown, Tex.—Baytown City Council by a 3-2 vote has elected to negotiate solely with the Baytown Antenna Co. (Rufus Honeycutt and Dr. Donald Brunson) for a CATV franchise. Southwest Teleview of Houston had also applied. Baytown Antenna proposes to pay 3½% of its annual gross receipts to the city.

Sumner, Wash.—KTNT-TV, Tacoma-Seattle, (Max Bice, general manager) has applied for a franchise. The company has already applied for franchises in Auburn, Fife, Fircrest and Steilacoom, all Washington.

Beele, W. Va.—C&S Cable TV Inc., Chester, W. Va., (Robert Burch, president) has been granted a 15-year franchise. The company already holds a franchise in Marmet, W. Va.

Milwaukee—An ordinance which regulates CATV systems in Milwaukee has been passed by the common council. The ordinance grants to the city the power to issue franchises to CATV firms. The companies that receive franchises would be required to pay 10% of their annual gross revenues from all operations to the city. At least six firms are seeking CATV franchises in Milwaukee and the surrounding suburbs.

How to make a lot of

MONEY

without doing any work at all

LET KAISER-COX PUT YOU IN THE CATV BUSINESS!



write, wire or phone collect:

**KAISER-COX
CATV**

KAISER-COX CORPORATION

P. O. Box 9728, Phoenix, Ariz. 85020

Phone (602) 944-4411

**DEPEND ON KAISER-COX
FOR CATV LEADERSHIP
TODAY AND TOMORROW**

MANNY Reiner was writing personal letters last week to friends in the entertainment industry in Rhodesia, Tahiti, South Africa and Paraguay because they were celebrating birthdays or anniversaries, or simply because he was thinking of them.

"For example, I wrote to the man in Asuncion, Paraguay, because I had seen the Broadway play, 'The Man of La Mancha,' and I thought it would be of special interest to him." Mr. Reiner pointed out.

Mr. Reiner, executive vice president of Four Star International, New York, estimates that he writes several thousand letters a year, particularly to people he has met abroad during 30 years of service as a TV-motion picture executive. He has sold TV programs and motion pictures in every nook of the globe and has traveled extensively.

"My letters go beyond business friendships," Mr. Reiner observed. "I'm interested in interesting people, but I would say my hobby has been helpful to me in my work."

Effects of Travel ■ Globe-girdling apparently has left a cosmopolitan imprint on Mr. Reiner. He is a medium-sized man who can talk animatedly on a wide range of subjects, particularly international art, fine wines, good cigars and gourmet food. He wears custom-made suits and shirts.

"But I must point out that I smoked Havana cigars and wore custom-made clothes even when I couldn't really afford them," Mr. Reiner said good-humoredly.

He has been collecting art from countries throughout the world for several years and supervised the purchase of a large number of paintings that decorate Four Star International's offices in mid-Manhattan.

Though he is well-known in international TV-motion picture circles. Mr. Reiner has a substantial background in domestic TV syndication. As executive vice president of Four Star International, he is responsible for both its domestic and foreign sales activities.

He attained his present post after associations with such companies as Warner Bros., Metro-Goldwyn-Mayer, Monogram Pictures, Louis G. Cowan Productions, David O. Selznick Organization, Television Programs of America, Bernard F. Proctor Television, Samuel Goldwyn Productions, Galaxy Attractions and United Artists.

"This may sound like a lot of jobs," Mr. Reiner conceded. "But I had a reason for leaving every job—except one."

The exception was the first full-time job Mr. Reiner had. It happened in 1933 when he was 18. He was a freelance advertising copywriter at that time in the heart of the depression.

"I used to follow the real estate sec-

Four Star's Reiner works in his hobby

tions of the newspapers and when I read that a company was expanding its office space, I would write them a letter offering my services," he recalled.

Too Lucky ■ "One day I read that Warner Bros. was increasing its office space. I wrote to Harry Warner. He was so impressed with my letter that

WEEK'S PROFILE



Manny Reiner—Executive VP, Four Star International, New York; b. Feb. 24, 1915, New York City; De Witt Clinton high school, New York 1932; freelance advertising writer 1932-1933; advertising writer, Warner Bros., 1933-34; advertising writer, Metro-Goldwyn-Mayer, 1934-37; assistant advertising-public relations director, Monogram Pictures, 1937-40; New York public relations director, Louis G. Cowan Inc., 1940; liaison man, Paramount Pictures, 1940-42; films officer abroad, Office of War Information, 1942-45; foreign sales manager, David O. Selznick Organization, 1946-1949; general sales manager, Louis G. Cowan Inc., 1949-52; VP and sales manager, Proctor Television, 1952-53; foreign manager, Samuel Goldwyn Productions, 1953-1955; VP in charge of foreign sales, Television Programs of America, 1955-58; executive VP, Galaxy Attractions, 1958-60; VP in charge of foreign operations, United Artists Television, 1960-63; VP, Four Star International, 1963-65; executive VP, Four Star International, 1965; m.—Elaine Ellis Oshrin, 1962; member—Variety Club, New York; hobbies—collecting paintings, traveling, writing letters to friends throughout world, ice skating.

he turned it over to his advertising-promotion director, Charles Einfeld. I was hired.

"But I had oversold myself. I simply didn't have the experience to handle the job and after four months I was let go. But I had learned a lot during the time I was there, and shortly afterwards, I was hired by MGM at an increase in salary."

During World War II, Mr. Reiner served overseas for three years as films officer for the Office of War Information. He was initially in Iceland and later operated in Albania, Yugoslavia, Czechoslovakia, Hungary, Greece and Bulgaria. In cooperation with the State Department, his unit selected and distributed motion pictures intended for showing to the civilian population.

His unit, a wholly owned subsidiary of Four Star Television, encompasses the acquisition, production and distribution of theatrical films for TV, the production and distribution of first-run syndicated series and specials, and the distribution of motion pictures to theaters.

Four Star International offers a balanced supply of off-network and first-run programs for stations, according to Mr. Reiner. Former network shows include *Burke's Law*, *Honey West* (which goes off the air this summer), *The Rogues*, *The Rifleman* and *Theater One* (formerly titled *The Dick Powell Theater*). In the first-run category are *Special*, a group of 10 one-hour color programs, spotlighting an outstanding entertainment personality.

Features for television is one area that Four Star International intends to bolster in the immediate future. The company already has a library of approximately 75 films, has acquired an additional six and hopes to add others for a new package of 13, Mr. Reiner reported.

"We are exploring carefully the field of motion pictures primarily for TV," he continued. "Tom McDermott, our president, and I went to Europe about a month ago to look into some feature film projects. We have certain properties in script stages at this time. We feel there is an opportunity for features with theatrical exhibition abroad, limited theater showings in the U. S. and subsequent TV release here."

Mr. Reiner maintains a trim figure by frequent ice skating. He lives with his wife, the former Elaine Ellis Oshrin, a retired stage actress, in an apartment overlooking Central Park.

"This makes it very convenient for skating," Mr. Reiner observed. "I have an informal get-together called 'Manny Reiner's Flashing Blades.' About once a week we go skating in the park for about an hour and a half. Then we walk to our apartment for refreshments. Friends from both the U. S. and abroad join us on these skating sessions."

Batting zero

It must be consoling to the legions of stations that have felt the sting and stigma of fines and forfeitures to learn that the FCC is batting exactly zero in the only two cases that have been challenged in the federal courts.

Last week Federal District Judge James F. Gordon of Louisville summarily dismissed a suit brought by the FCC to force WHAS-TV Louisville to pay a \$1,000 fine because it allegedly failed to identify the sponsor of a political broadcast in 1963. Last January a federal court in Minneapolis-St. Paul threw the FCC out on its ear when it attempted to fine four Twin-City stations \$500 each for alleged violation of sponsor identification rules.

Broadcasters can thank the ownerships of the Twin-City and Louisville stations for their courage in challenging the FCC's authority to act like a police court. They spent far more than the amount of the fines in legal fees and court expenses to keep their records unsullied.

But consolation and pats on the back aren't enough. The law permitting fines and forfeitures is still on the books. Congress made a mistake five years ago in giving the FCC the right to act as both prosecutor and judge.

Following the Twin-City reversal last January, we suggested that the unfairness of the law was evident and that it was up to broadcasters to get needed legislative relief. Now the courts have acted twice.

Isn't now the time to act?

Regrets only

THE FCC must be beginning to feel awfully lonely in its rulemaking that proposes to prohibit television networks from holding equity positions in more than half of their non-news programming in prime time. So far nobody that matters very much has supported the FCC, and a great many interests that matter a great deal have opposed it.

As reported here last week, the Association of National Advertisers and the American Association of Advertising Agencies have advised the FCC that the majority of their members reject the notion of the 50-50 rule. When the two major associations of national advertisers and their agencies turned the FCC down, their action left the commission with very little to go on. If networks were forced to turn half of their nonnews prime time over to somebody else, that somebody else could be no one but the advertisers or their agencies—or independent program producers who in the main have been just as cool to the 50-50 pitch as the advertisers and agencies have been.

The ANA and AAAA comments on the 50-50 rule must have been especially disappointing to the departing FCC chairman, E. William Henry. A year ago Mr. Henry held personal conferences with influential members of both organizations in an effort to explain the merits of the commission's proposal. Mr. Henry embarked on his missionary work after BROADCASTING had extensively covered the broadcast buyers' reactions and found them generally unfavorable.

Whether he intended it or not, Mr. Henry became identified as the principal flag bearer for the 50-50 proposal. It is doubtful that another commissioner will reach for the fallen standard after Mr. Henry leaves on May 1.

Mr. Henry was one of three FCC members (himself, Robert T. Bartley and Kenneth A. Cox) who voted unqualifiedly for the rulemaking. A fourth, Lee Loevinger, concurred with the stated reservation that he was not at all sure the FCC ought to be going that deeply into programming matters. Rosel H. Hyde and Robert E. Lee dissented. The seventh

seat, now occupied by James Wadsworth, was then vacant.

None of the surviving incumbents would be personally embarrassed, after Mr. Henry leaves, by a quiet termination of this excursion into matters that are none of the FCC's business and have proved beyond its depth. As an early order of business in the post-Henry era, the FCC would do well to write off its network-program rulemaking and go on to matters of greater urgency.

Nor should it stop at that. There is no reason whatever for taxpayers to go on supporting the FCC's network study staff which has been engaged in making work for itself and unnecessary trouble for broadcasters for almost nine years. The latest example of purposeless staff work was the letter sent to the networks inquiring into their reasons for cancelling shows. NBC has made the right answers, as reported here last week. It told the FCC that if such inquiries went on, grave questions of constitutionality would arise.

We think such questions have arisen already.

Testimonial advertising

WITH commendable aplomb, plans have been made for the observance in May of National Radio Month. Elaborate kits have been sent to its 2,000 member radio stations and four networks by the National Association of Broadcasters to proclaim the 1966 theme: "Radio . . . America's Sound Habit."

It's a good theme, and all the fanfare associated with double-folded record albums, jingles, booklets and pop songs is a pretested device to project radio's range, depth, muscle and upward trend.

But there is one piece of promotion available that all of the nation's broadcasters, with their combined resources, could not buy. It had to be earned.

Last month, the FCC formally joined the parade of those acclaiming radio for its performance during the frightening Northeast power failure of Nov. 9-10. It gave stations points for having auxiliary power supplies. And it added:

"The commission urges all broadcasters to conduct a massive and coordinated campaign to urge the American public to procure battery operated AM/FM radio receivers. The use and value of such sets during the Northeast power failure can certainly be cited in the recommended promotional campaign."

Broadcasters, not only all month long, but all year long, and from now on, should promote the sale of transistors and other battery-powered receivers. And they can do no better than quote the FCC's own testimonial.



Drawn for BROADCASTING by Sid Hix

A. Thomas Needles, Robt. A. Johnston Co., Milwaukee

B. George T. Byers, Sullivan, Stauffer, Colwell and Bayles, Inc., New York

C. David A. Kopplin, J. Walter Thompson Co., Chicago

D. Jerry Oregan, William Esty Co., Inc., New York

E. Gordon Gredell, D'arcy Advertising Co., Chicago

F. Lois Lindenberg, Knox Reeves Adv., Inc., Minneapolis



They knew their groceries!

Six Wisconsin-wise advertising executives have just won six color TV sets for knowing their groceries in WISC-TV's big green back yard.

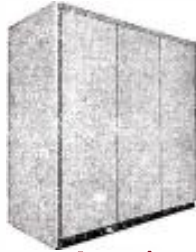
They *knew* that farm families in the rich Madison market shop in the same stores and buy the same products that our city families buy and use.

They proved once again that it pays to know more about Madison. Your PGW Colonel has all the facts.

WISC-TV  

Madison, Wisc.  Represented Nationally by
PETERS, GRIFFIN, WOODWARD, Inc.

The Forgettable Transmitter



**Collins'
new 5/10 kw
AM model**

FORGET the tubes. There are only five anyway. (The rest is solid state.) For exceptionally long life, these tubes are conservatively rated and filament voltage is carefully controlled by an exclusive electronic regulator.

FORGET the tuning. An automatic circuit keeps this transmitter in tune, even while you are making adjustments.

FORGET frequency stability. No temperature control is required for maintenance of frequency stability. This transmitter's solid state exciter has ovenless crystals. Frequency is generated at two or four times carrier frequency to capitalize on the range in which quartz crystals are most stable.

FORGET decentralized control problems. The 820E/F is suitable for installation at an unattended site, and may be remotely controlled from a distant studio location. As

a convenience for attended operation and maintenance, all meters, operating controls, and status indications are grouped on a separate unit designated the extended control panel. This 12 $\frac{1}{4}$ " x 19" panel is normally supplied with 50 feet of multiconductor shielded cable and is intended for installation at the console or equipment rack.

FORGET maintenance costs. Enjoy the protection of a 2-year warranty. The only 2-year warranty offered with a transmitter of this kind.

DON'T FORGET to call your Collins representative for details on this extraordinary new transmitter. (Collins Model 820E/F-1) Or write to Broadcast Communication Division, Collins Radio Company, Dallas, Texas 75207 for prompt response.



COMMUNICATION / COMPUTATION / CONTROL

4876
COLLINS RADIO COMPANY / DALLAS, TEXAS • CEDAR RAPIDS, IOWA • NEWPORT BEACH, CALIFORNIA • TORONTO, ONTARIO
Bangkok • Beirut • Frankfurt • Hong Kong • Kuala Lumpur • Los Angeles • London • Melbourne • Mexico City • New York • Paris • Rome • Washington • Wellington