



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIALS LIB
USAF AIR UNIV
UNIT ACO BRANCH
MAXWELL AFB AL

36113

EXP 2/66

Major advertisers: Now is time to reassess TV. p25
A \$30-million syndication plum for the picking? p26
Oren Harris makes his move in the CATV controversy. p66
Auto makers biggest radio customers in '64. p38

COMPLETE INDEX PAGE 7



THE ASTRODOME · HOUSTON, TEXAS

Photo courtesy of Houston Sports Association.

SPOT TV

THE ORIGINAL STATION REPRESENTATIVE

EDWARD PETRY & CO., INC.

TELEVISION DIVISION

SPOT TV SELLING IN MODERN MARKETS

Today some of America's major markets are as modern and fast-moving as the medium that sells them best—Spot Television. That's one reason why national advertisers rely on the fine stations we represent to sell their products in these prosperous areas.

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

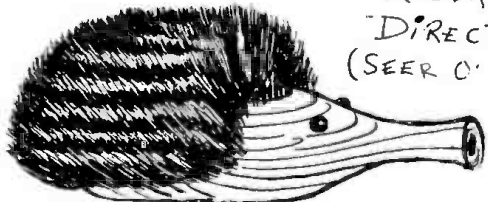
CARD Game

MARKET
ANALYST*
(AHEAD HUNTER)



TELEVISION STATION		TV MARKET		NATIONAL REPRESENTATIVE	
W T R F - T V Wheeling, West Virginia		W H E E L I N G S T E U B E N V I L L E Upper Ohio Valley		Edward PETRY & Co., Inc.	
(304) 232-7777 Bob Ferguson, VP Cy Ackermann, SM		NETWORK: Basic NBC		AUDIENCE SPECIFICS	
MERCHANDISING:		RANK: 46/76		Young Adult Dominance	
"excellent"		ARB: Nov '64		RATE CARD DATA	
		NIELSEN CODE: Nov-Dec '64		Petry Coded Card	
		YES			

RESEARCH
DIRECTOR*
(SEER O' KNOW)



Whether you're a computer enthusiast, a research man or your own-style timebuyer, WTRF-TV deals off the top of the deck and points up to an excellent unduplicated TV homes buy. *Punch* decoding emphasizes that alert advertisers select WTRF-TV for media match and mix most likely to succeed.

*WTREFFIGIES—Our Frameable Ad-World Series still available . . . just ask



O.F.B. A

... that's John Huston's comedy classic "Beat The Devil," starring Humphrey Bogart, Jennifer Jones, Gina Lollobrigida, Robert Morley and Peter Lorre. It's just one of sixty great Columbia Post-'50 Group II features distributed by **SCREEN GEMS**

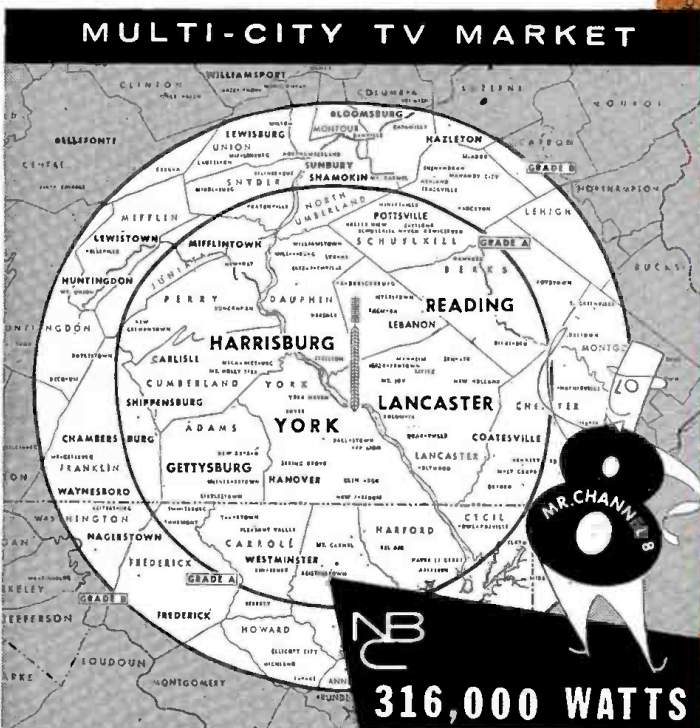
Frequently manufacturers' sales figures show only cities where shipments are received by wholesalers and distributors. They do not show where these shipments are actually sold by retailers over a wide area. Ask your sales staff for the full picture of your retail sales in the Lancaster-Harrisburg-York area where WGAL-TV/Channel 8 offers total-market coverage to do your selling.

WGAL-TV

Channel 8

Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco



have
you
only
half
the
picture?

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

Against the storm

Report to be filed next week by Weather Bureau's investigating team in wake of Palm Sunday tornados in Midwest will state that without radio-TV, loss of lives would have reached thousands. As it was, more than 250 persons were killed and many more injured—mainly, bureau says, because they didn't hear or didn't respond to warnings.

Weather Bureau is planning campaign to educate people to significance of storm warnings and precautions to be taken. Bureau is preparing radio and television spots that it hopes to place throughout U. S. Also in production are newspaper announcements and pamphlets to be distributed through schools.

Big pitch

Importance CBS-TV attaches to station clearances of shows in new schedule beginning next fall is seen in agenda of CBS-TV affiliates' convention in Beverly Hills this week. Whole first day, May 5, will be devoted to preview in depth of 1965-66 entertainment programs. Morning of May 6 will feature sports and news, with short reports on how fall sales are going. Second afternoon will be question-and-answer session of affiliates and network executives. Convention winds up second night with banquet.

At affiliate conventions in former years when CBS-TV was riding high in ratings, program previews got no more than half day. Rest of time was devoted to reports on other network functions—publicity, promotion, etc.—which won't be in act at all this week.

No other side

If FCC staff recommendation is followed, atheist Madeline Murray won't have any luck with commission in fairness doctrine complaint she filed against 15 Honolulu radio stations. She had charged stations fail to comply with doctrine by their refusal to make prime time available to her on regularly scheduled basis (CLOSED CIRCUIT, April 5). She wants to air her views in opposition to those of church groups and on same terms churches get from stations. Commission staff, in recommending rejection of complaint, reportedly cited previous FCC decision holding that there is no general controversy over question of atheism.

CLOSED CIRCUIT®

New TV recording

Westinghouse Electric Corp., which has made big comeback in recent months, shortly will emerge with what it regards as new development in audio-video field. It's understood product is not video tape but would achieve corresponding result. Unveiling is expected this week (Wednesday) by Dr. William E. Shoupp, Westinghouse vice president, at Edison Electric Institute convention in Miami Beach.

Recruiting campaign

In effort to buttress its case for 50% cut in network control of prime time TV programing, FCC's Network Study Staff has been importuning independent syndicators and producers for help. But so far staff, headed by Ashbrook Bryant, has had small success. Several independent producers, it's understood, have been interviewed, but larger organizations, whatever their private feelings, are understood to have turned backs on inquiry. Some support presumably has come from viewer groups, including parent-teacher organization, but this isn't regarded as of probative value.

Way around Nielsen

Projections of average Nielsen ratings for next fall's nighttime programs by major Wall Street brokerage house reveals quandary faced by networks. It's whether to sell public affairs programs or carry them sustaining. If sponsored, they're rated by Nielsen; if not, they are disregarded in measurements and averages. It's noted in study that CBS-TV, which plans to make *CBS Reports* "available" next season, would get average weekly rating projected half-point higher should *Reports* be withdrawn from market and thus out of rating derby (as happened this season). Single hour of programing that pulls down whole week's average by half-point is significant drag in current close competition.

That RAB job

Search for new president of Radio Advertising Bureau goes on. With Edmund C. Bunker leaving June 1 to become vice president and national director of broadcast for Foote, Cone & Belding, New York (BROADCASTING, Feb. 15), committee to pick successor, headed by RAB Board Chairman

Harold R. Krelstein of Plough stations, had thought it would have nominee to propose to May 11 RAB board meeting. But authorities say this now looks unlikely. Committee has trimmed list to "about 20 suspects and five prospects," but won't identify them.

Group of groups

Meeting of TV station-group owners scheduled for April 29-30 to discuss ways of coping with FCC's freeze on station acquisitions in top-50 markets by buyers already owning top-50 properties was called off. It was decided that meeting, which was to have been held in Chicago, wasn't needed at this time. Among some groups there's hope that intercession by Senator Vance Hartke (D-Ind.) and other congressmen might force lifting of freeze. Mr. Hartke has openly questioned FCC's action. Legal and steering committees set up by groups at meeting in Miami last Jan. 7-8, are still functioning.

Bigger code board?

Inclusion of networks in representation on National Association of Broadcasters radio code board is expected to be on agenda of radio board at meeting of joint board in June. Four national networks joined radio code last July and feeling is that, as on TV code board, networks should be represented. To include networks, code board size might be enlarged from 9 to 11 members with two networks represented on alternating basis.

Keeping it at home

There's some evidence New York City is speeding up CATV franchise grant process to establish firmly its jurisdiction over antenna systems there (see page 67). This would fly in face of proposed state legislation to give CATV control to public service commission. It was reported last week one of recommended operators has already been asked to put up fee for preparing necessary franchise papers.

Motive of city franchise bureau director, James Thornton, in appearing in opposition to bill in Albany last week, it is suggested, probably goes beyond prevention of "chaos" from bypassing city control of its own streets. City expects to take 5% of antenna operators' gross—money it might get only a slice of, if state took jurisdiction.

NEW YORK
 LOS ANGELES
 CHICAGO
 PHILADELPHIA
 BOSTON - MANCHESTER
 DETROIT
 CLEVELAND
 SAN FRANCISCO - OAKLAND
 PITTSBURGH
 WASHINGTON
 PROVIDENCE
 ST. LOUIS
 DALLAS - FT. WORTH
 CINCINNATI
 BALTIMORE
 MINNEAPOLIS - ST. PAUL

MIAMI

NEW HAVEN - HARTFORD - NEW BRITAIN
 INDIANAPOLIS - BLOOMINGTON
 MILWAUKEE
 KANSAS CITY
 CHARLOTTE, N. C.

THE **MIAMI** MARKET
 MAY BE 22nd TO SOME PEOPLE...

**BUT
 TO SMART ADVERTISERS**

THE **MIAMI** MARKET



625,700 TV HOMES (Television Magazine March 1965)
 144,666 ADDITIONAL TV HOMES (Based on Horwath & Horwath, Accountants to Florida Hotel
 and Motor Hotel Ass'n., and Florida Development Commission)
 770,366 TOTAL TV HOMES

Represented by



WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA

AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO

WEEK IN BRIEF

TV's growth, CATV, pay television and satellite relays are all of concern to some leading advertisers. They feel ANA should conduct broad analysis and survey of TV and government's role in medium. See . . .

NEW LOOK AT TV? . . . 25

Syndication is money-making operation for TV networks and they like it. ABC, CBS, NBC readying their \$30-million line of defense against FCC proposal to poll them out of syndication. See . . .

\$30-MILLION PLUM . . . 26

Oren Harris puts big question mark in front of FCC attempts to impose interim procedures. He plans to let CATV hearing be framework for general inquiry into commission actions. See . . .

HARRIS STAKES CLAIM . . . 66

FCC, which has ideas on what to do about 'loud' commercials, but hasn't done anything yet, may have found helping hand in 4A's. Agency group offers to seek cure by policing problem areas. See . . .

4A'S OFFER FCC . . . 30

Crosley spreads its ownership wings. Will buy WWDC-AM-FM Washington for \$4 million. Ben Strouse stays on to run station, will become Crosley vice president. FCC approves \$2.5 million sale of Hawaiian TV stations. See . . .

CROSLEY INVADES D.C. . . . 64

FCC opinions called 'hopelessly tangled web of comparative judgments.' Florida Gulfcoast offers court 35-station survey on promise vs. performance to back its case for reconsideration of Largo, Fla., grant. See . . .

COMPARATIVE CRITERIA . . . 70

General Motors' \$16.8 million billings tops list of network and spot radio advertisers for 1964. Chrysler, R. J. Reynolds, Ford, American Tobacco are other members of top five in network-spot billings. See . . .

\$61.9 MILLION IN RADIO . . . 38

ABC does some executive juggling. Widens scope of Barnathan activities to broadcast operations and engineering. Frank Marx becomes vice president of AB-PT in charge of physical expansion. See . . .

SWITCHES AT TOP . . . 60

Sterling, CATV Enterprises recommended by New York City franchise bureau for CATV grants. Hot debate is expected when city board of estimate gets subject. Copyright problem considered minor. See . . .

CATV NEARER . . . 67

General Electric joins color tube producers club. Pilot production now underway, but size and shape still unknown. Speculation high that GE will use tube in 12-inch set. But no one's talking. See . . .

PLUNGES INTO COLOR . . . 56

DEPARTMENTS

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Broadcasting

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WTVO

NBC TELEVISION IN ROCKFORD, ILLINOIS, PICKS

adam young inc.

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



REPRESENTING RADIO AND TV STATIONS

Bill would impose 6% on CATV grosses

Prospect of a 6% state tax on gross earnings of community-antenna TV systems in Connecticut was raised Friday (April 30). Bill to that effect was "raised under emergency certification"—procedure for giving notice on measures to be introduced after deadline—in state General Assembly's finance committee.

Move was believed to stem from CATV hearings earlier in week that brought out estimated 400% profit on investment by Waterbury Community TV Inc., one of score of applicants for Connecticut CATV franchises (see page 62).

Measure must still be reported out by finance committee for assembly consideration.

General Assembly's Joint Education Committee meanwhile reported favorably and referred to Finance Committee measure to make available \$424,900 to Connecticut Educational Television Corp. to take advantage of federal aid and activate two new ETV stations in Bridgeport and Norwich. Connecticut Educational TV Corp. operates WEDH (TV) Hartford, non-commercial educational station.

British TV recorder shown

Wesgrove Electrics, Worcester, England, is demonstrating TV tape recorder, which sells for \$492 in this country, for consumer market. Recorder uses quarter-inch high quality audio tape, has stationary recording head and tape speed of 120 i.p.s.

Wesgrove President Jack Jones says same units are available for immediate delivery and 2,000 should be shipped to U. S. this year. Company is setting up San Francisco headquarters for American division to be known as Wesgrove International.

Color commercials are even better when longer

Color increases viewer recalls of TV commercial's sales points, is particularly effective for holiday and other special promotions, and becomes even more effective when commercial's length is increased. Color does not, however, seem to improve viewer's ability to re-

call brand name of product being advertised.

These conclusions were reported Friday (April 30) by Schwerin Research Corp., New York, which said they were drawn from pre-tests done over past three years involving pairs of commercials that were identical except that one was in color, one was not.

Color versions were said to average 33% higher than their black-and-white mates in motivating viewers, but, Schwerin said, sampling was "relatively small" so that this figure should be taken as indicative, not definitive.

Food commercials gained most from color, averaging 78% more effectiveness than their black-and-white counterparts, Schwerin reported. Commercials for nonfood products were said to perform slightly (about 5%) better in color than in black-and-white.

Sales of WICH and KPRO approved by Commission

FCC approval of sale of two radio stations was announced Friday (April 30).

■ **WICH** Norwich, Conn.: Sold by Teresa and Hildred Lasser to Robert M. Hall, for \$420,000. Mr. Hall is president of Hall Syndicate Inc., New York newspaper syndicate, owns WMMW Meriden, Conn., and has interest in KIOA Des Moines, Iowa. WICH broadcasts on 1310 kc fulltime with 1 kw.

■ **KPRO** Riverside, Calif.: Sold by John Blake and associates to TV personality Dick Clark for \$285,000. Mr. Clark is consultant for WRUN-AM-FM Utica, N. Y. KPRO broadcasts fulltime on 1440 kc with 1 kw.

FCC mourns death of Jett

FCC memorialized late Ewell Kirk (Jack) Jett, former chief engineer and later commissioner of FCC, and vice president of WMAR-TV Baltimore, who died April 28 (see page 76).

Adopting special resolution, commissioners—some of whom had served with Mr. Jett—said they joined radio industry "in mourning the passing of a pioneer in that field who contributed so much to its development and orderly usage."

Mr. Jett has been honored before by FCC (upon his retirement in 1947) with commissions statement that "he contributed his entire life to constructive work in the radio field."

Two W. Va. CATV's are sold to Cooke

Jack Kent Cooke's American Cablevision Co. has purchased CATV systems in Clarksburg and Fairmont, W. Va., from Fortnightly Corp. (WBOY-TV Clarksburg, W. Va. and *Reporter Magazine*).

Although price was undisclosed, it's understood to be under \$3 million.

West Virginia systems serve 15,000 subscribers, giving American Cablevision total of 67,000 subscribers.

Clarksburg CATV, after series of charges before FCC and courts that cable company was picking up and using programs from its sister station WSTV-TV Steubenville, Ohio, bought WBOY-TV from Rust Craft Broadcasting Co. in 1964 for \$825,000. Still pending is copyright infringement suit against Clarksburg CATV by United Artists Corp.

All-Band Soon ■ Mr. Cooke said that both Clarksburg and Fairmont CATV's will be converted to 12-channel systems as soon as possible after closing date of purchase.

In past year, Mr. Cooke and his associates have committed in excess of \$20 million for CATV systems.

With acquisition of Clarksburg and Fairmont systems, American Cablevision owns 19 CATV's. Others: Casper, Wyo.; Perryton, Palestine and Graham, all Texas; Moab, Utah; Gallup, N. M.; Berlin-Ocean City, both Maryland; Lewiston, Idaho-Clarkston, Wash.; Barstow, Beverly Hills, Camarillo and Laguna Beach, all California; Keene, N. H.; Brainerd, Rochester and Winona, all Minnesota, and LaCrosse, Wis.

Farm broadcasters told their status is slipping

Even though there are more farm broadcasters today and farm advertising on radio-TV is increasing, there are symptoms that farm broadcasters are not maintaining status with audience as they should to continue to prosper, Dixon L. Harper of Foote, Cone & Belding, Chicago, told Western Region of National Association of Farm Broadcasters at Berkeley, Calif., in talk scheduled Saturday (May 1). Mr. Harper is account executive on International Harvester.

Praising true farm specialists in radio-TV today, Mr. Harper pointed out, however, that "too often a station has

WEEK'S HEADLINERS



Mr. Barnathan



Mr. Marx



Mr. Riddleberger



Mr. Goldman

Julius Barnathan, ABC-TV's VP and general manager for past three years, elected to new post of VP in charge of broadcast operations and engineering for ABC. Mr. Barnathan now assumes operational supervision of ABC Division that includes ABC-TV, ABC Radio, both owned radio and TV stations divisions an international operations (see page 60). In other top-level changes at ABC, **Frank Marx**, president of ABC Engineers, elected VP in charge of real estate and construction for American Broadcasting-Paramount Theaters Inc.; **Stephen C. Riddleberger**, VP and gen-

eral manager for ABC News since May 1963, elevated to VP-administration, ABC-TV; **Robert T. Goldman**, assistant to president of ABC owned TV stations, named general manager of ABC News, Special Events and Public Affairs.

Robert W. Day, VP and director of radio-TV at Albert Frank-Guenther Law Inc., Los Angeles, named director of western division of company, with responsibility for Chicago, San Francisco and Los Angeles offices.

He will have headquarters in Los Angeles. Mr. Day joined agency in 1950 as radio-TV director and was elected VP in 1953. Previously he had worked in advertising-public relations department of John Hancock Mutual Life Insurance Co., Boston, and was television director for H. B. Humphrey Co., New York.

Worth Kramer, senior VP, corporate affairs, Capital Cities Broadcasting Corp. since 1964, has resigned his post. He joined Capital Cities last year at time company acquired TV-radio properties of Goodwill Stations. Mr. Kramer previously had been president of Goodwill since 1960 and earlier had served group's WJR-AM-TV Detroit as executive VP, VP and general manager



Mr. Day

and in other top posts since 1946. Mr. Kramer has not announced his future plans but termed his resignation from Capital Cities as "amicable."

Reid L. Shaw, elected VP and general manager of General Electric Broadcasting Co., Schenectady, New York, effective, May 1. Mr. Shaw, with GE since 1952, was most recently manager of business development for GEBC. He succeeds **J. M. Lang**, who will continue with GEBC as VP and consultant on business planning until his retirement next year. GEBC operates three outlets in Schenectady—WRGB(TV), WGY and WGFM(FM).



Mr. Shaw



Mr. Allen

organized corporate television production department.

Hoyt E. Allen, in commercial production department at Fuller & Smith & Ross Inc., New York, named VP and executive producer for all commercial television production at agency. He will head newly organized

For other personnel changes of the week see FATES & FORTUNES

wanted us to invest our client's money with them just because they were changing format to include a few minutes each day of farm information." They wanted "to get from us before giving to the farm community the kind of service that builds a loyal, growing, enthusiastic audience," he said.

Trans-Lux net income falls

Trans-Lux Corp. showed slight decrease in net income for first quarter of 1965, resulting largely from stiffened competitiveness in company's communications service activities.

For three months ended March 31:

	1965	1964
Income per share	\$0.16	\$0.20
Net income	115,615	142,946

Fees brought \$3.3 million

FCC collected \$3.3 million in filing fees during first year fee system was in effect.

FCC chairman reported this to House Appropriations Subcommittee March 8 in testimony made public today (May 3).

Chairman E. William Henry said he expected commission would collect similar amount from fees this year.

Commission was testifying in support of proposed appropriation for agency of \$17,494,000 for fiscal 1966, which would represent increase of \$504,210 over fiscal year 1965, which ends June 30. Chairman said increases would permit 52 new staff positions.

Commission also said it plans economic and social studies to be used in

making major policy decisions in such matters as "superpower in AM, community antenna television and subscription television."

More for 'Early Bird'

NBC-TV and United Press International announced Friday (April 30) additions to announced plans for live pickups via Early Bird satellite scheduled for today (May 3).

For its *Huntley-Brinkley Report* (7:30 p.m. EDT), NBC said coverage would be provided from Helsinki, Finland; Helmstedt, Germany, and Check Point Charlie in West Berlin.

UPI Newsfilm, in association with Sports Network Inc., will use Early Bird, 4:30-5 p.m. EDT, to provide live relay to number of UPI client stations.

What Did Mr. Edison Tell Mr. Du Pont?

IN TV and in radio WRCV is the winner!

The industry's most important award—
The Alfred I. DuPont Foundation
1964 Annual Award To Larger Stations
for outstanding public service
was made to WRCV-TV.

Equally significant - the Thomas Alva Edison
Foundation Award for "The Radio Station
That Best Served Youth" was made to WRCV.
To both distinguished groups we say "thanks"
for letting the world know WRCV's a winner.
Philadelphia's known it for years!

WRCV-TV/WRCV-Radio 
Philadelphia, Pa.

REPRESENTED BY NBC SPOT SALES



You're only
HALF-COVERED
in Nebraska...
if you don't use
KOLN-TV/KGIN-TV!

Take local news for example...

When it's 10 p.m. newstime, KOLN-TV/KGIN-TV delivers more homes than any other station in Nebraska. This is pretty convincing proof that you can't cover Lincoln-Land without KOLN-TV/KGIN-TV.

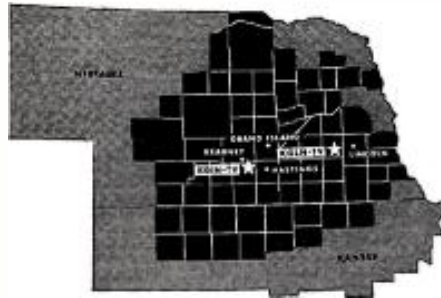
And, you can't cover Nebraska without Lincoln-Land! It's the 78th largest market in the U.S.* based on the average number of homes per quarter hour delivered by all stations in the market. And it contains more than half the buying power of the entire state.

Ask Avery-Knodel for complete facts on KOLN-TV/KGIN-TV—the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

AVERAGE HOMES DELIVERED —
10 p.m. NEWS
(Nov. 1964 ARB)

LINCOLN-LAND* "A" (KOLN-TV/KGIN-TV)	63,400
OMAHA "A"	61,100
OMAHA "B"	41,600
OMAHA "C"	39,200
LINCOLN-LAND "B"	13,000
LINCOLN-LAND "C"	12,800

*Lincoln-Hastings-Kearney



*ARB Ranking. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

DATEBOOK

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

■Indicates first or revised listing.

MAY

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

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

May 3-5—Association of Canadian Advertisers 50th annual meeting. Royal York hotel, Toronto.

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

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

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

May 4-5 — Spring meeting of Missouri Broadcasters Association. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters; Hollis Seavey, government affairs representative, NAB; Elmo Ellis, general manager, WSB-AM-FM Atlanta; John Murphy, president, Crosley Broadcasting Co.; Mrs. Marianne Campbell, president, WJEH Gallipolis, Ohio. University of Missouri, Columbia.

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

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

May 5-9—American Women in Radio and Television national convention. Featured speakers include Marion Harper Jr., president of Interpublic Group of Companies; David Brinkley, NBC News; Bennett Korn, president of television, Metromedia Inc.; John T. Murphy, president of Crosley Broadcasting; John Box, executive vice president and managing director, Balaban Stations, and Ruth Jones, in charge of all network and spot buying for J. Walter Thompson Co. New York Hilton hotel, New York.

The Felzer Stations

RADIO
WEDD KALAMAZOO BATTLE CREEK
WHP GRAND RAPIDS
WUPM GRAND RAPIDS KALAMAZOO
WUPW FM CADILLAC

TELEVISION
WNEB-TV GRAND RAPIDS KALAMAZOO
WNUV-TV GRAND RAPIDS KALAMAZOO
WNUV-TV GRAND RAPIDS KALAMAZOO
WNUV-TV GRAND RAPIDS KALAMAZOO
WNUV-TV GRAND RAPIDS KALAMAZOO

KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS CHANNEL 11 • 316,000 WATTS
1000 FT. TOWER 1069 FT. TOWER

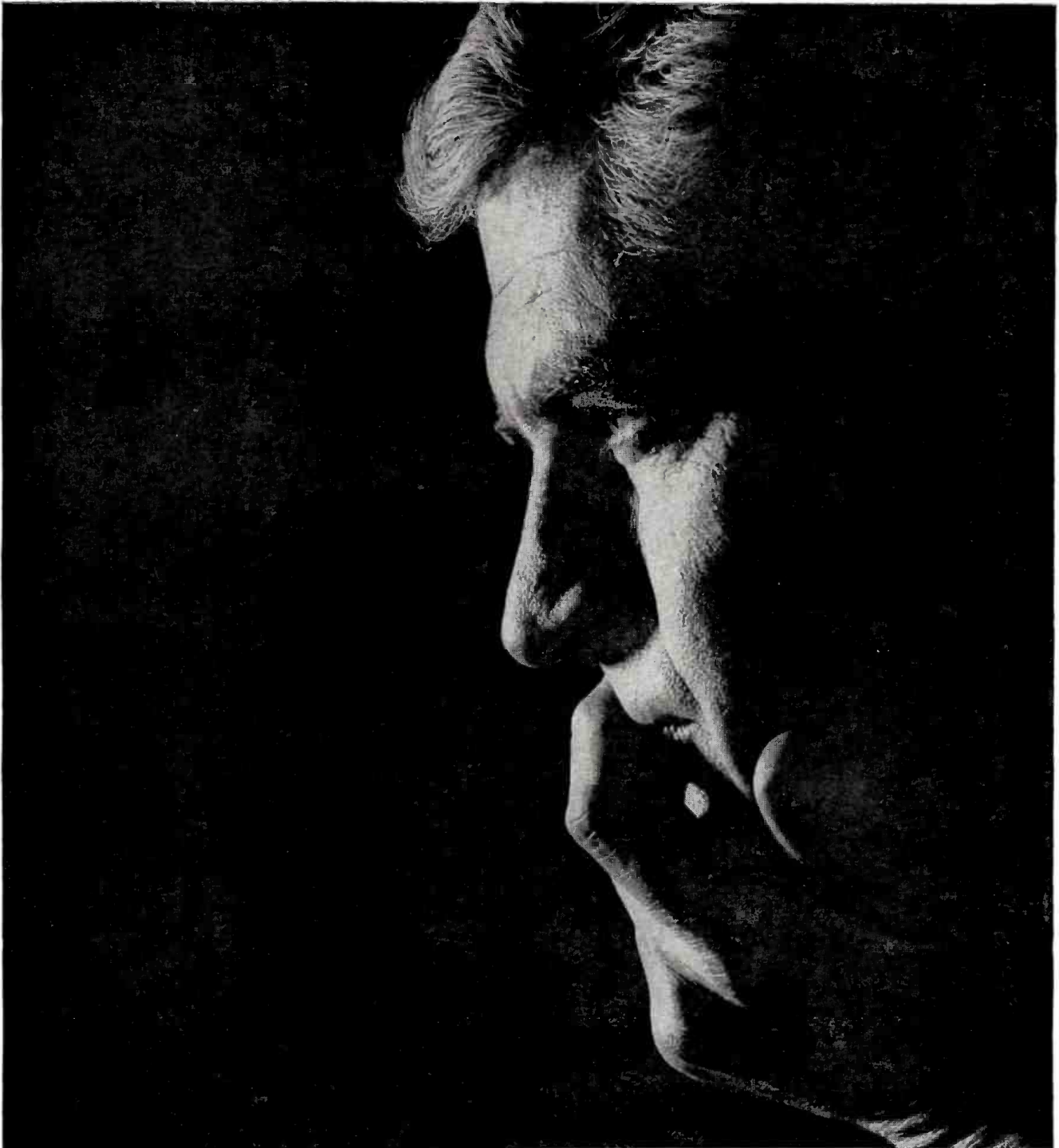
COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

a smart
addition
to any
newsroom

NAB CONFERENCE SCHEDULE

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

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



Look again. He's watching radio.

Some of the greatest "demonstration commercials" in the world are not on TV at all. They're on radio.

We have never lost faith in radio, now suddenly rediscovered in some quarters, and the record shows we know how to buy it and use it well.

We are in our thirtieth *consecutive*

year of broadcasting baseball games for one advertiser, a leader in the oil and gasoline field.

Other Ayer clients are using radio for such diverse products as pianos, milk, automobiles, drugs, air flights, telephones, banking, etc.

Radio is on the upswing in listening

time and number of sets. There are now more radio sets than people in the U. S. (about 214,000,000).

They are being used more and more to keep sales and profits climbing for Ayer advertisers. So we very much mean radio as well as TV when we say: *The commercial is the payoff.*

N. W. AYER & SON, INC.



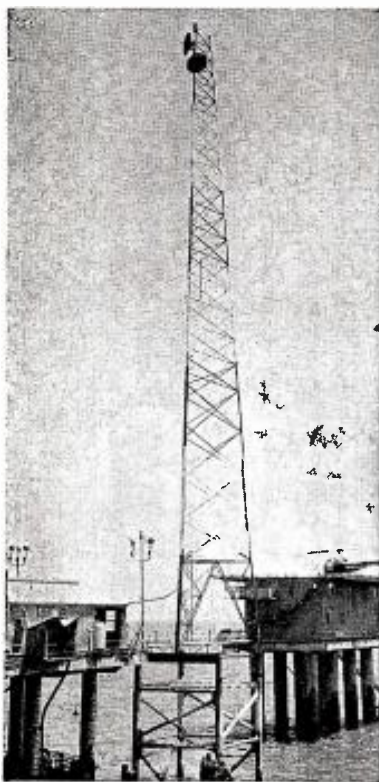
....BIG AGGIE SAYS

"Don't put all your eggs in one basket... except when you buy the dominant medium in a five-state market."

Big Aggie specializes in hatching customers for her clients. Forty years of experience make her the mother hen who produces. Don't scratch around for a better way to reach farm-rich Big Aggieland. Her results are grade A, large. Ask your Katz man for a dozen more reasons why you, too, should cross the road and settle on Big Aggie.

WNAX-570 CBS RADIO

PEOPLES BROADCASTING CORPORATION	
	WNAX, Yankton, S. Dak. KVTM, Sioux City, Iowa WGAR, Cleveland, Ohio WRFD, Columbus-Worthington, Ohio



ROHN TOWERS "STAND UP" to Hurricane Hilda!

A series of ROHN micro-wave towers, used on Shell Oil Company offshore platforms near the Louisiana coast, took on the full fury of "Hurricane Hilda" and withstood the test!

Designed for 50 pound windload per square foot, these towers stood up to winds known to have been well in excess of this.

For towers proved in design, engineering and construction, specify ROHN. Complete tower, lighting kit, microwave reflector, and tower accessory catalogs and specifications available on request. Representatives world-wide.

Write — Phone — Wire for Prompt Service

ROHN Manufacturing Co.

Box 2000, Peoria, Illinois

Phone 309-637-8416 — TWX 309-697-1488

"World's Largest EXCLUSIVE Manufacturer of Towers; designers, engineers and installers of complete communication tower systems."

York.

May 6—Admiral Corp. annual stockholders meeting. Admiral offices, Cortland Street, Chicago.

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

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

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

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

May 7—Virginia AP Broadcasters meeting. Banquet speaker will be Vincent Wasilewski, president, National Association of Broadcasters. National Press Club, Washington.

May 7—Montana Associated Press annual Broadcasters meeting. Florence hotel. Missoula.

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

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

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

May 8—Pennsylvania CATV Association. Speakers will include Frederick W. Ford, president, National Community Antenna Association, and Milton J. Shapp, Jerrold Corp. Indian Motor Inn, Carlisle, Pa.

May 8—Meeting of the National Association of Broadcasters Future of Broadcasting Committee. Washington.

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

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

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

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

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

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

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

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

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

■Indicates new or revised listing.

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



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

good sound radio

**WBAL
1090**

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

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

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



**Felix
THE
CAT**

© MGM/UA Tele-Cat Productions, Inc.

*** NUMBER
ONE**

**BY ANY MEASUREMENT
IN DALLAS, TEXAS**

**67% METRO
SHARE**

* WFAA TV-Dallas, Texas — ARB Nov. 1964
Mon. thru Fri. Average. 71,600 Total Homes
Rating 10.0 • 120,800 Children

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

**Instant,
automatic
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processing...
check
the savings!
see page 63**

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OPEN MIKE*

Doodling space

EDITOR: Much has been said lately about the value of white space in magazine ads, but my copy of your April 19 issue is ridiculous. Pages 52-53, 56-57, 60-61, 64-65, 68-69, 72-73, and 76-77 were all white, even the page numbers were missing. But my curiosity has been aroused! I keep wondering what these pages were trying to say. Any hints? Or can you send me an issue copy with the answers.—*W. Van Santen, media research manager, General Mills, Minneapolis.*

(BROADCASTING is printed in forms which are then folded into the magazine. Occasionally, when going through the presses, one side of the form will be skipped and will not print. Thus, as in Mr. Van Santen's issue, a number of pages are blank. Another copy has been sent to him.)

Bonus circulation

EDITOR: You may be interested in the reference to BROADCASTING in the text of our quarterly report to stockholders. To my knowledge, it's the first time we've ever mentioned a specific advertising medium by name in such a report.

In addition to 7,500 shareholders of record, this quarterly report and the enclosures went to . . . several thousand security analysts, investment advisers, banks, funds, etc. It was also attached to the news release for distribution to newspaper and the financial press.

This should indicate that we hold BROADCASTING in high regard!—*Fred W. Baker, director of corporate relations, Harris-Intertype Corp., Cleveland.*

(Mention in the report and an attached reprint of a two-page ad illustrated part of company's increased activity in broadcasting products and other electronic equipment. Gates Radio Co., Quincy, Ill., is a subsidiary of Harris-Intertype Corp.)

Canadian corrections

EDITOR: In the April 5 issue of BROADCASTING you have covered a speech I made at the National Association of Broadcasters' convention in Washington March 22d.

I wish to draw to your attention two inaccuracies:

(1) Your article said: "One of his complaints about Canada's Board of Broadcast Governors was that it approved the weekly diary audience measurement system compiled by the Bureau of Broadcast Management which, he claims, gives an inaccurate total since the nonresponse figure isn't compiled."

My speech was critical of the non-response problem in the current BBM diary technique, but . . . at no time did I in any way claim or infer that the



We're Boosters of an Old Roman Idea.

Heating with circulated hot water is as old as the ancient Roman baths.

Maybe older.

People still use circulated hot water for heating; only now, it heats entire buildings, with the help of circulating pumps.

Probably the best-known name in circulating pumps is the Bell & Gossett Booster pump. (Over 4,000,000 of these

pumps have already been installed.)

And they also can circulate water for cooling. An idea which the Romans did not have.

In a home or a skyscraper, ITT Bell & Gossett makes life comfortable all year long. Another division, ITT Nesbitt, conditions air in schools and institutions.

And a third, ITT Direct Fired Equip-

ment Division, heats and cools commercial and industrial establishments.

Comfort is our business.

Whether it's heating, cooling or ventilating, chances are that one of these ITT divisions can do the job.

International Telephone and Telegraph Corporation, New York, New York.

Nobody in Washington argues about which is the important station.



BBM survey technique had been approved by our Board of Broadcast Governors. At no time did I remotely associate the BBG with our Bureau of Broadcast Measurement.

(2) You say: "While on the subject of the weekly diary measurement device, Mr. Slaight cited the nonresponse figure at 87% of the total of questionnaires mailed out and said that surveys carried out by CHUM had moved the station's rating from sixth (by the weekly diary survey) to the second spot in Toronto by telephone surveys."

I am at a loss to explain where your reporter could have received [that] impression . . . At one point I mentioned that CHUM was "maybe six points behind CFRB" and that possibly accounts for the error—*Allan Slaight, vice-president and program director, CHUM, Toronto.*

Peace Corps: Thanks but . . .

EDITOR: We were delighted with BROADCASTING'S [April 12] accurate presentation of the Peace Corps school-to-school fund raising done by WTVT (TV) Tampa-St. Petersburg, Fla. We have some concern, however, that other television stations may be interested in conducting similar fund raising drives. Since the Tampa-St. Petersburg station raised the money, we have decided that the school-to-school program would be much more effective if we limited the fund raising to a school. One objective of the program is to tie in a local school with an overseas school. This objective is not met, of course, when the money is raised by a television station.

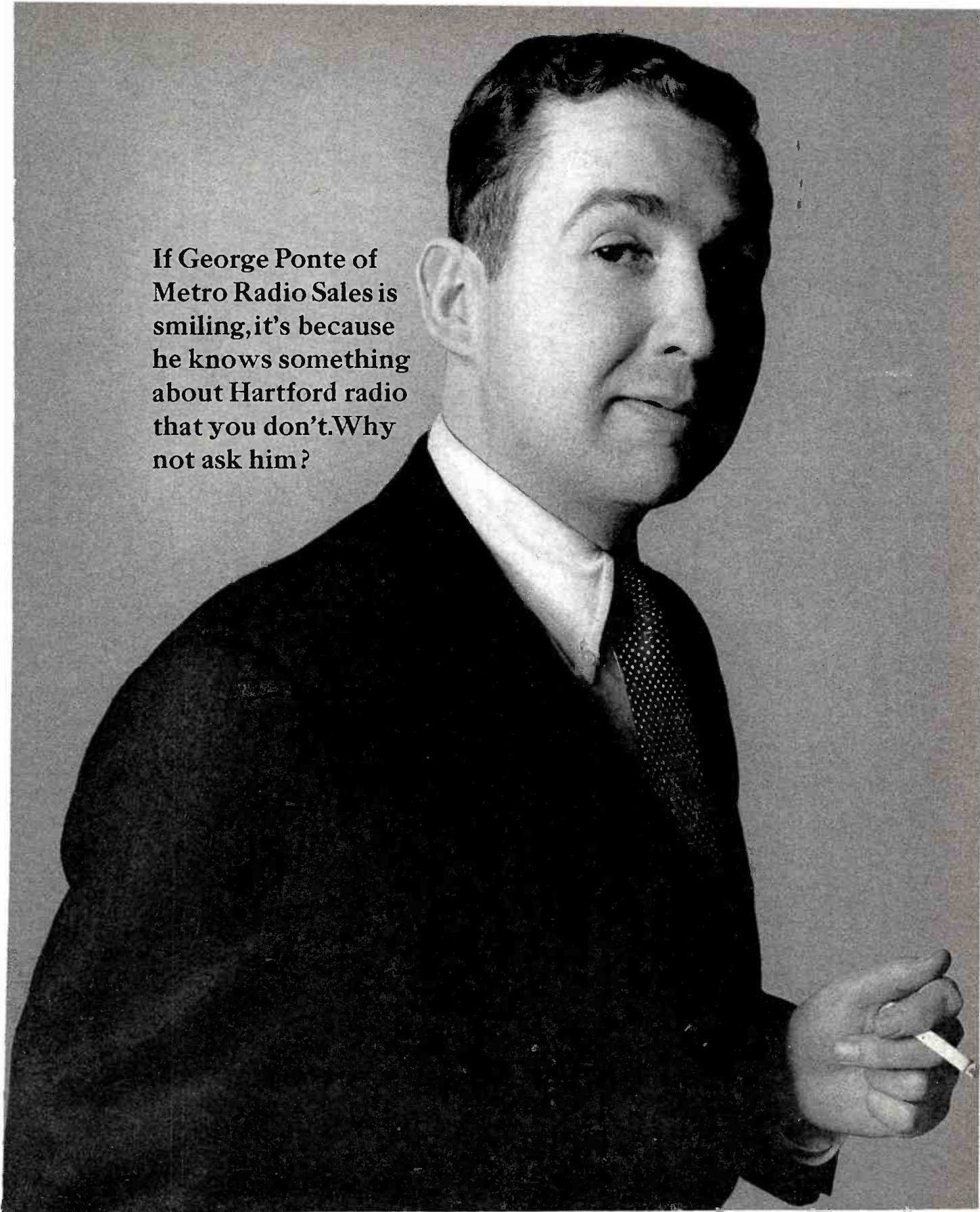
We appreciate the help that was given us by WTVT, but we do want to limit this activity to schools in the future.—*Phillip D. Hardberger, deputy director of public information, Peace Corps, Washington.*

Grateful student

EDITOR: With reference to your editorial of Jan. 25, urging broadcasters to underwrite the cost of sending students to the International Radio and Television Society's 1965 College Conference, I would like to take this opportunity to publicly express my thanks to a Kansas City TV station which did sponsor me.

My grateful thanks to E. K. Hartenbower, general manager of KCMO-TV Kansas City Mo., who was responsible for giving me the opportunity to attend the convention.

I believe that this is a sign of a truly public minded station which realizes the need for more affiliation between broadcasters and students of broadcasting.—*Larry Miller, University of Kansas, Lawrence, Kan.*



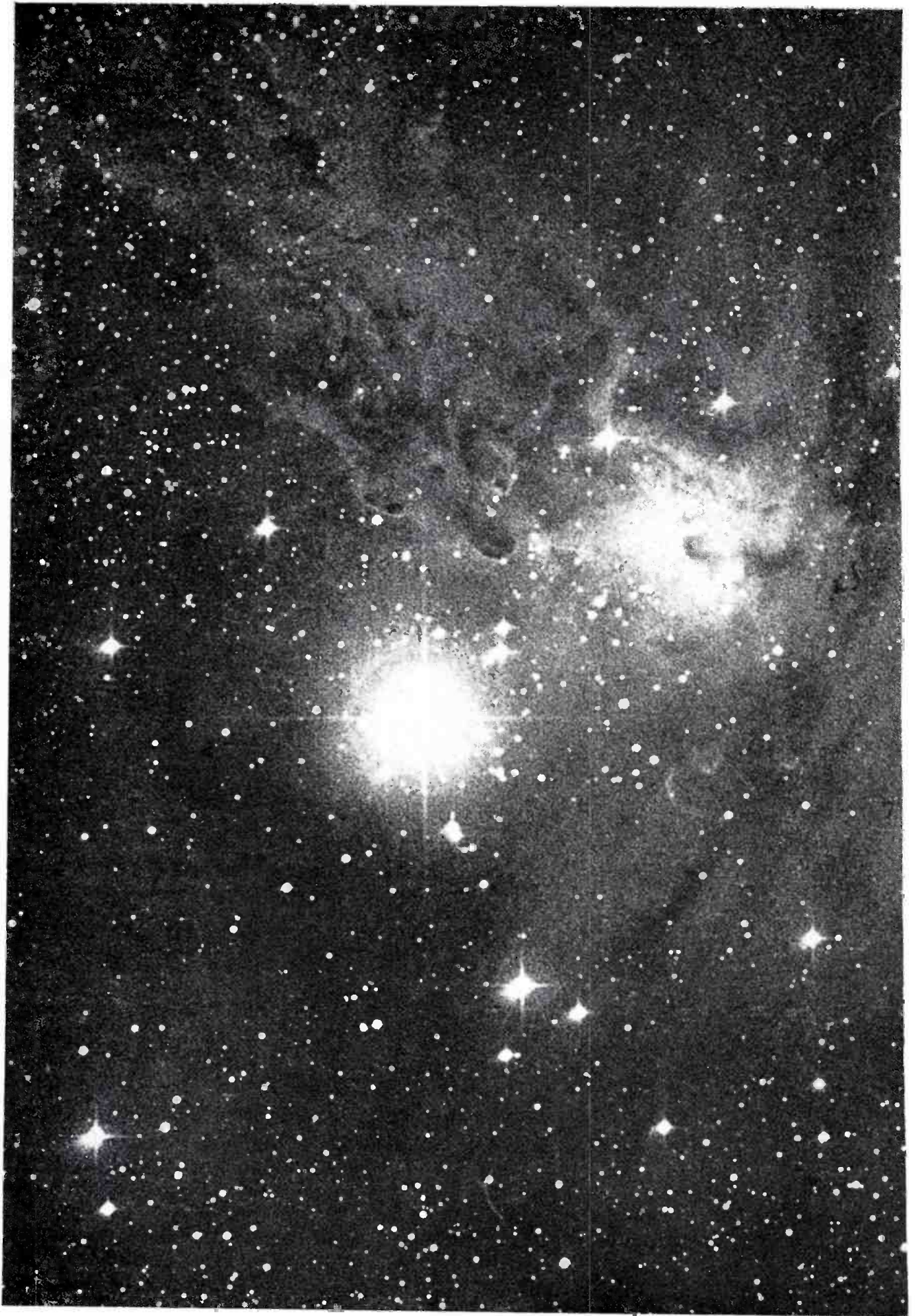
If George Ponte of
Metro Radio Sales is
smiling, it's because
he knows something
about Hartford radio
that you don't. Why
not ask him?

STATIONS: WNEW New York, KLAC Los Angeles,
WCFL Chicago, WIP Philadelphia, KKHI San
Francisco, WHK Cleveland, WCBM Baltimore, WWTC
Minneapolis-St. Paul, KMBC Kansas City, KIMN
Denver, WDRC Hartford, KYMN Portland, Ore.

OFFICES: New York, Chicago, Detroit, Philadelphia,
Boston, Los Angeles, San Francisco and St. Louis.

Metro Radio Sales

A DIVISION OF METROMEDIA, INC.



Early Bird and NBC

Yesterday afternoon, Early Bird opened a new era in live transatlantic television.

From its stationary berth more than 22,000 miles above the ocean, the wondrous satellite was the go-between for the many millions of viewers in Western Europe and North America who watched its full-hour, formal inaugural.

The inaugural program was a pooled telecast. But this morning and evening (Monday, May 3) NBC-TV will be demonstrating how this network, specifically, will be widening its program horizons through Early Bird.

This morning's "Today" show (7 to 9 am EDT) will be an unprecedented two-hour live transoceanic telecast from four European countries. "Today's" Hugh Downs and Frank Blair will be in London; Jack Lescoulie in The Hague; Barbara Walters in Paris, and NBC News' Aline Saarinen in Rome.

Among the attractions on this two-hour program—one of the most ambitious in "Today's" 13-year history—are the Changing of the Guard at Buckingham Palace; a Paris fashion show featuring the latest creations of Dior and Courreges; and a photographic essay on Rome, from Michelangelo Square.

Tonight's "Huntley-Brinkley Report" will see Chet Huntley in London and David Brinkley in Washington.

Later this evening, a "Panorama" Special (7:30 to 8 pm EDT) will again find Huntley in London, but this time Chet's opposite number will be the BBC's best-known correspondent, Richard Dimbleby, who is in New York on special assignment.

Needless to say, NBC will be making abundant use of the new satellite in the days ahead, for entertainment as well as news. (And guess which network will be first to transmit *color* via Early Bird.)

NBC Television's leadership in space age programming was launched with America's first satellite in 1958. Since that time, this network has averaged TV's biggest audience for the coverage of all of this country's major space exploits.

NBC NEWS 



Does your commercial really talk to the farmer?

Generally these days advertisers and their agencies seem to agree that the job of advertising is to communicate. This represents some sort of progress, but it is about as revolutionary as saying that the job of an airplane is to fly.

But then you examine how we attempt to communicate and begin to have second thoughts. To communicate, someone must say something and someone else must hear it or see it and then understand it.

It's in the understanding area that we need to fret. We need a new rating category besides "noted" and "read most." We need something like "understood it."

Much of our advertising speaks in strange and wondrous tongues, especially in the field of agriculture today. It deals with weird names like Versa-Matic and Squash-O-Mix.

Technical Traps ■ It has a passionate concern for things of interest to the advertiser but which utterly bore the reader. It argues with the competitors to the befuddlement of people who aren't in on the joke.

Radio and television commercials for farm products often are a special tragedy. Too many plod along clogged with the same meaningless puffery which dulled listeners' senses a decade and more ago. It's almost as though the creators of this material had been sealed in a time capsule, insulated from all the new techniques which have been pioneered and proven effective by advertisers of consumer goods.

Sadly, all of us say we "understand" this kind of advertising. We know the budget wasn't big enough to send an art director or producer or competent photographer into the field, so we let an amateur do it.

And we understand those weird coined names because we know the company president was in the tub one night and "by golly, that name Squash-O-Matic just popped into my head."

And we understand why we must start every commercial with both the product name and the company name; why we can't invest what we should for professional talent and production; why we continue to preach about top quality and skilled scientists long after anyone continues to care.

Missing the Target ■ So we understand it. But how about the farmer? Does our advertising reach even that minimum goal—communicating—if the farmer doesn't understand us?

How can intelligent professionals

create advertising that isn't as well understood as it should be?

Well, let's do a little investigation of agricultural advertising practices. Let's survey ourselves.

First question: Not counting relatives, how many farmers did you talk with, on their farms, for at least 15 minutes during the last year?

How many farmers do you have as personal friends?

How many county agents do you know?

And how many farmer meetings conducted by county agents have you attended in the last five years?

How often last year did you spend at least an hour in a retail place of business where your products are sold?

Real, Live Sell ■ Have you ever tried to sell one of your products to a real, live prospect without any help from anyone? Do you think you could?

How many days did you spend traveling with your salesmen or your clients' salesmen last year?

How long has it been since you visited a vocational agriculture class and sat in for a while?

Finally, how many days did you spend out of your office in some kind of direct contact with farmers, salesmen, dealers, county agents, folks who are either buying, selling or passing judgment on your products?

And one more last question, how many different excuses were you able to create last year for not getting out and doing any or all of these things?

I'll bet not one of us did as much of it as we know we should have.

That, I contend, is why we have such a hard time creating advertising that farmers understand.

Agency people like us (but in con-

sumer advertising) don't have our problem. They are constantly in contact with the people to whom they are writing: the cigarette smoker, the car buyer, the breakfast food eater. But how about us? How many tractor owners do you car-pool with? For that matter, how many of us ever have had or ever will have the experience of being a customer for the very things we are advertising?

Formulas Won't Work ■ I truly don't know any copy techniques or writing tricks or format secrets or headline-finding methods that will help any of us write ads or produce commercials that farmers understand. But I do have a solid conviction that we can't communicate with a man we've never met or haven't kept in touch with.

Let's never forget for a minute that we are writing to one single man, not 50,000, not one million. Just one man, sitting in a chair, tired, a little bit disbelieving, a little bit disenchanted from being overpromised and under-delivered for too long, but still very much wanting all the help he can get.

We've got to know that man darned well and we can't get to know him sitting in our air-conditioned offices. When we do know him, I think more of our commercials and our ads can pass the best test I know.

It's just this simple: Would you be willing to stand there in the barnyard dust with a collie dog sniffing your pants legs, stand there in front of a farmer-businessman, and speak that commercial copy right to his face?

If you figure you can do it without blushing and that he'd listen and understand you, it's probably pretty sound. If not, probably it's time you got to know him a lot better.



C. L. Strock, partner in Cooper, Strock and Scannell, Milwaukee, grew up on a farm at Sterling, Ill., and was graduated from Iowa State University. His agency, not quite two years old, won the "best radio commercial" award of the National Agricultural Advertising and Marketing Assn. last month for one of its clients, Hess & Clark. Mr. Strock earlier was senior vice president of Klau-Van Pietersom-Dunlap and also with Colle-McVoy and General Mills.



COVERAGE is spelled with a Q

“How can we *really* evaluate Detroit radio audiences?”

We posed this question to Pulse and, after months of development and research, they provided for us their first in-depth qualitative study of Detroit's radio listeners. It is the **WKNR Detroit Qualitative I** just released.

Now we know, for example, how many of our listeners drive Cadillacs, Fords, or Foreign Cars; how many have charge

accounts at Sears or Himelhoch's; how many are salesmen or skilled craftsmen; have checking accounts, own their own homes, earn \$9,000 a year, yes . . . over fifty demographic characteristics about our listeners.

Coverage is spelled with a Q:
Quality—Quantity.

Q.E.D.: See the **WKNR Detroit Qualitative I** at your favorite agency or call your Paul Raymer man.

WKNR

**THE STATION THAT
KNOWS DETROIT**



KNORR

BROADCASTING CORPORATION
Mrs. Fred Knorr, President
Walter Patterson, Ex. V. P. & Gen. Mgr.
Represented nationally by the Paul H. Raymer Co.

EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \text{MOBILE ALABAMA}}$$

*PICK A SURVEY --- ANY SURVEY



Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



Time for a new look at TV?

Major advertisers swing toward view that national policy on all of television—broadcasting, CATV, satellite relays, pay TV—needs basic overhauling

The Association of National Advertisers was reported last week to be preparing to oppose the FCC's proposals for drastically reducing network control of nighttime TV programming—but, perhaps, to offer at the same time an alternative proposal of its own.

A massive reassessment of television and the government's role in it—a kind of Hoover Commission for television—is believed by many important ANA members to be in order. They think this sort of broad survey and analysis would be appropriate, and may be necessary, not only because of television's growth but because of the complicating factors of community antenna television, satellite relays and pay television.

This was one of several developments last week bearing on the attitudes of agencies, advertisers and film companies toward the FCC proposal, which would affect them all. Whether the ANA, made up of the nation's leading advertisers, will in fact make such a proposal—or anything akin to it—remains to be determined, according to reports last week. Officials declined to discuss or confirm the reports, which circulated after a meeting of the ANA's Broadcast Committee and further discussion by the ANA board.

Study Expected ■ It was known, however, that the idea had been advanced, with substantial backing, and was earmarked for further study to determine whether it would be feasible and, if so, whether the ANA should propose it to the FCC.

The best signs available last week indicated there was no disposition on the part of the ANA board to support the FCC's proposed regulations as they now stand, and probably none to support any FCC intervention.

The position of advertisers is critical if not the key to the success of the FCC plan because, under it, advertisers would have to supply approximately half of the networks' nighttime nonnews programming—some 35 hours a week as opposed to about six hours being supplied now.

Although some ANA members are known to support the FCC proposal, there is also strong sentiment—as ANA Chairman Thomas B. McCabe Jr., of Scott Paper, indicated in a speech a week ago—for halting, rather than encouraging, the expansion of federal regulation (BROADCASTING, April 26).

Even among those opposed to the FCC proposals, however, there is a strong feeling that, as one put it, "something has got to be done."

Critical of Networks ■ This feeling reflects a widespread belief that networks have become too inflexible in dealing with clients—too much inclined to operate on a take-it-or-leave-it basis.

In addition, and in some opinions more important, the feeling stems from a belief that the sources for programming have been dwindling when they ought to be increasing.

Since the stated purpose of the FCC's rules is to "foster competition in network program production and procurement," many advertisers—and agencies—are thus torn between a desire for more program sources and opposition to more government regulation.

Just how they will resolve this conflict remains to be seen. Advertisers indicated last week, however, that they hoped some realistic solution could be found and it was in that context that

Is FCC revenue bite bigger than suspected?

Broadcast industry lawyers who have been studying the FCC's proposed rulemaking aimed at weakening network control over programming sources, are concluding it would take an even bigger bite out of network revenues than they originally believed.

The proposal would limit network ownership or control of prime time programming to 50% of their nonnews material, or 14 hours, whichever is more. It would also bar networks from domestic syndication and prevent them from selling abroad any programs they don't produce.

A provision proving particularly worrisome to CBS attorneys is one that prohibits networks from acquiring "any financial or proprietary right or interest" in any program they don't produce entirely themselves, "except the license or other exclusive right to network exhibition."

A memorandum which Frank Stanton, president of CBS Inc., dis-

tributed at the American Association of Advertising Agencies meeting in White Sulphur Springs, W. Va., two weeks ago, noted that the provision wouldn't be limited to programs supplied by sponsors. It would include programs produced by independent producers but licensed exclusively to a network and therefore counted against the network's 50% quota, the memorandum said.

FCC attorneys last week said the CBS memorandum was correct—to a point. They said that in the case of a program it doesn't produce itself, a network wouldn't be able to derive any benefit except the exclusive right to network distribution—no profits from sale to the movies or for a book or play or from merchandising schemes, for example.

But the commission attorneys point out that the one exception is important. They said that a network could resell at a profit the exclusive right to network distribution to an advertiser or anyone else.

A \$30-million plum to be picked?

Networks stand to lose tidy sum if FCC program proposal cuts off their rights to place their shows in national and international distribution

The television networks' role in syndication, an estimated \$30 million-a-year bonanza, is virtually an overlooked footnote to the hullabaloo over control of prime-time programs.

The main concentration of attention by the industry has been on that portion of the proposed FCC rulemaking that would limit network control or ownership of evening entertainment schedules to 50% (BROADCASTING, Jan. 25). Prime-time production is admittedly a \$500 million-a-year business, and by comparison, the dollars in syndication may shape up as small potatoes. But the networks take another view.

Officials at the three film divisions of the three networks were toiling diligently last week on a sturdy defense of their participation in syndication, which would be curtailed sharply under the FCC proposal. These comments and observations will be relayed to the FCC as part of the network's overall objection to the proposed rulemaking.

Makes Money ■ Privately, network film distributors regard syndication as a vital, profit-making adjunct and they don't intend to relinquish their stake without a spirited fight.

The FCC rule would eliminate networks completely from domestic and foreign syndication of programs acquired from independent producers. The only rights networks would be per-

mitted to acquire in such programs would be for network exhibition. However, the rule would permit networks to sell domestic syndication rights of programs they produce to another distributor, and also would permit the networks to sell such programs in overseas markets.

Though precise dimensions of the syndication business have not been revealed by distributors since they are invariably subsidiaries of corporations, total annual sales of the industry in 1965 are expected to reach an estimated \$190 million. This includes both domestic and international sales of series, specials and feature films from all distributors.

More than ever before, officials of ABC Films, CBS Films and NBC Films were reluctant to discuss the intimate details, particularly financial aspects, of their operations. But from past conversations with network film officials and in discussions with other distributors, it can be estimated that gross volume of the three network film arms should reach at least \$30 million.

The seriousness with which the FCC proposal on syndication is viewed by the networks is spotlighted by the remark of one company official who said: "we can't talk about this thing now. We have people working all kinds of hours preparing data to be submitted to the commission. We would rather not say

anything now that will tip our hand and perhaps hurt our case."

From 1956 ■ Another network film arm is known to be conducting intensive research into the syndication field from 1956 to the present. Although an executive there would not divulge the purpose of the detailed study, he noted the company was particularly interested in gathering data on first-run syndication series and charting the rise and fall of such programming over the years.

Network film executives would not discuss the direction of the material to be filed with the FCC but it can be expected to emphasize these points:

■ Networks do not dominate the syndication field by any yardstick of measurement and at least two other distributors (Universal TV and Screen Gems) and perhaps others gross more revenue in the field.

■ The networks were among the pioneers in syndication in the early 1950's when stations were seeking programming to fill schedules. They were among the leaders in developing first-run syndication properties, investing substantial sums of money for this purpose.

■ Networks were in the forefront of international syndication, supplying programs to foreign countries when the medium there was in its infancy and assisting in the development of TV there.

TIME FOR A NEW LOOK AT TV? continued

reports of a major study of the entire field of television circulated.

In any event, it was said, the ANA currently feels that it should submit a statement to the FCC in its current rulemaking proceeding, and hopes to make a positive contribution. It was considered unlikely, however, that the position would be fully clarified and the statement completed much before the commission's June 21 deadline for filings.

Film Producers Affected ■ The position to be taken by independent film producers—who also could be vitally affected by the proposed rules—mean-

while remained unclear. There were reports that some producers had told FCC authorities that they would not participate in the proceedings unless subpoenaed.

John Mitchell of Screen Gems, one of the leading independents, had been slated to appear on a panel discussion of the proposed rules at the American Association of Advertising Agencies convention 10 days ago but withdrew because "there has not been sufficient time to complete the kind of study on which to base a definitive opinion" (BROADCASTING, April 26).

The position that the AAAA itself

may take also remained uncertain. Generally the position of agency leaders has been that there should be a greater diversity of program sources but that the FCC's proposed 50-50 rule on program supply could not be attained in one year and might never be, and that, in addition, the present system—despite the defects they see in it—has some definite advantages, one of the chief of which is that it permits the small advertiser to use TV.

But agencies no less than advertisers are concerned about what they call the "inflexibility" of current network attitudes and practices—as some of the leading AAAA members let Dr. Frank Stanton know at the AAAA convention.

Dr. Stanton, president of CBS Inc., participated in the AAAA panel on the

▪ The investment in network production is recouped rarely on the first run (on the network) and syndication rights are required to meet costs and show a profit.

▪ The risks that networks take in pilot financing and, in some instances, in guarantees for entire series necessitate a cushion in the form of syndication privileges.

Bread and Butter ▪ The networks are eager to remain in syndication for pure bread-and-butter reasons. The industry has undergone changes since its heyday in the mid-1950's and currently operates on a scaled-down basis that reportedly is more profitable than in earlier years.

In the years in which first-run syndication flourished, network film divisions were highly active in this area. To take 1955-56 as an example, among the popular series marketed were these offerings: by ABC Films, *Sheena, Queen of the Jungle, The Three Musketeers, Passport To Danger, Douglas Fairbanks Presents, Racket Squad and Schlitz Playhouse of Stars*; by CBS Films, *Amos 'n' Andy, Life with Father, Adventures of Long John Silver, Fabian of Scotland Yard, Annie Oakley, The Range Rider and Gene Autry Show*; by NBC Films, *The Great Gildersleeve, His Honor Homer Bell, Adventures of the Falcon, Crunch and Des and Steve Donovan, Western Marshall*.

By 1960 syndication veered in the direction of off-network programs as mounting costs, diminishing time slots and the disaffection of regional advertisers resulted in the virtual eclipse of first-run production. But networks were able to move in to fill the void with off-network properties.

The most dramatic gains made by network film arms in recent years has been in the area of international distribution. Part of the reason for the global upsurge has been that in many instances, CBS Films, ABC Films and

NBC Films were not able to garner domestic rights but gained the overseas syndication privileges of series.

The international surge by syndicators has been marked particularly in the area of "on-network" programming, meaning series that are sold abroad at the same time they are running on U. S. networks. The more advanced international markets, such as Britain, Japan, Australia and Canada, are particularly eager to be "au courant" with the latest in U. S. television programming.

Though network officials privately do not believe the FCC rule will be adopted in its present form or stand a chance of being promulgated within the next few years, they are keenly aware of the deleterious effects of any limiting provisions. For example, an examination of the latest properties offered by network film units for domestic syndication shows only a miniscule number that would qualify under the current commission proposal as eligible for sale domestically through another distributor. More to the point, only a handful could be handled for sale in the burgeoning international marketplace.

Domestically, CBS Films is releasing this year *Twilight Zone, The Millionaire* and the second year of *America*, all produced by independent companies and therefore barred from sale to an outside distributor. Similarly, the latest off-network properties that NBC Films has placed into syndication (*The Loretta Young Show* and *Profiles in Courage*) would be denied to the company and also would be ineligible for reassignment to syndication rights.

A new, syndicated quiz program, *Everything's Relative*, produced by the NBC stations division, presumably would qualify under the FCC proposal as a show that could be sold to another distributor. Such would be the case also for *Shivaree*, a half-hour music-variety program produced by ABC-TV and syn-

dedicated through ABC Films.

Overseas Picture ▪ Networks stand to suffer even more drastically in international syndication. For 1965-66, for example, under the FCC proposal CBS Films would be limited to syndicating *Rawhide, Wild West, and Gunsmoke*, series the company produces, and lose out on such programs as *The Ed Sullivan Show, Candid Camera, Petticoat Junction, Beverly Hillbillies, and Slattery's People*, which it currently markets abroad.

ABC Films, under the commission's approval, could sell internationally such series as *Combat* and *Shindig*, produced by a subsidiary, Selmur Productions. It would be barred from selling such properties as *Ben Casey, The Fugitive, The Adventures of Ozzie and Harriet, The Addams Family, The Hollywood Palace* and *Branded*, for which ABC Films currently has overseas sales rights.

NBC Films would be limited to marketing *Bonanza* abroad. The remaining 1965-66 series in the division's current international portfolio — *Dr. Kildare, Convoy, Get Smart, Hank, Hullabaloo, I Spy* and *Streets of Laredo*—are produced by independent companies.

The three film divisions of the networks issued optimistic reports on 1964. CBS Films placed its gross sales increase over 1963 at 14%, with overseas sales rising by 28% and domestic volume moving upward by 8%. At ABC Films foreign sales grew by an estimated 34% and domestic sales by 11% over 1963. NBC Films did not supply a percentage breakdown but claimed that program distribution reached "a new high" in 1964 with the syndication of 101 film programs for 300 stations in 80 countries.

A modest but by no means insignificant factor in the network film division activities is their participation in merchandising-licensing functions. Income

program rules, but according to reports circulating last week he was engaged beforehand by some of the leading agency executives in a two-hour session that was described as "quite frank."

Criticism Aired ▪ Participants and others who had received reports on the private session said a number of key agency officials contended that the networks had become so high-handed in their attitudes that it seemed nothing short of government action would stop them.

One leading agency executive was said to have reported that he had met with FCC Chairman E. William Henry and submitted a compromise proposal that Chairman Henry liked—one in which the commission's 50% level of programming to be supplied by adver-

tisers would be achieved in stages, 15% the first year, 20% the second, 30% the third, 40% the fourth and 50% the fifth.

Chairman Henry denied last week that any compromise had been submitted or discussed. He said the agency executive had visited him and that there had been a general discussion but that it did not get to the merits of the issue.

He said he had also talked with John Crichton, president of the AAAA, and Peter Allport, president of ANA, on separate occasions but that the talk had been originated by them and did not get into the merits of the plan.

He said Mr. Allport came to his office for a briefing on the background of the case and for copies of the proposed rulemaking. Mr. Crichton, he

said, told him that AAAA members were prepared to discuss their views with the FCC if the commission wished.

Chairman Henry said there was nothing improper about getting private viewpoints on the case and that he intended to do just that, seeking out views on both sides. He denied, however, that he had been soliciting support for the proposal.

There were indications that some solicitation had been done at the FCC staff level, however, particularly among producers and syndicators. Just how successful it had been was not entirely clear, aside from the report—unconfirmed but from authoritative sources—that some film authorities had said it would take a subpoena to get them to testify.

from the licensing of toys, clothing, games, books and other articles run into several millions of dollars for the units, with NBC Films and CBS Films particularly active in this area. It would follow that networks would lose these remunerative rights under the FCC proposal.

Without speaking for the record at present, networks are girding for an all-out battle on the FCC proposed rulemaking. They are prepared to combat it at the commission, the Congress and in the courts, if necessary.

One network film executive said the present feeling is that it will take "at least a few years and maybe as many as a dozen years" before any curbs are imposed, if at all. They do not intend to apply brakes to their activities in the area of program rights.

"In fact, more than ever before, we are out to get domestic syndication rights to some of the series we carry on our network," one official confided. "In recent years, we have concentrated on getting overseas rights but have neglected possibilities in the domestic field."

More participations, JWT survey indicates

The trend toward increased participation selling by the three TV networks during the 1965-66 season is pointed up in an analysis of prime-time schedules by the J. Walter Thompson Co.

The study was prepared by JWT for presentation during the 47th annual meeting of the American Association of Advertising Agencies (BROADCASTING, April 26). The contents of the analysis, titled "Prime Time Schedules and Program Trends," were distributed on Saturday, April 24 at the close of the meeting.

The Thompson presentation shows that during 1965-66, from a total of 150 half-hour units of prime-time shows on the three TV networks, each week, 118 half-hour units have been sold via participations (79%); 21 units via partial sponsorship (14%) and 11 units via full sponsorship (7%). JWT defines partial sponsorship as a minimum of alternate week half-hours.

Participation selling in 1965-66 jumped from 98 half-hour units (68%) in 1964-65, while partial sponsorship slipped from 36 units (24%) and full sponsorship dipped slightly from 12 units (8%) during the current season.

CBS-TV was depicted in the J. Walter Thompson analysis as the network with the widest increase in participation selling. In 1964-65, CBS-TV sold 19 half-hour units out of a total of 49 units in its prime time schedule through

participations. In 1965-66, it sold 34 half-hour units out of 50 on a participating basis. The percentage of its schedule in participating programs rises to 68% for next season from 39% in 1964-65, according to Thompson.

ABC-TV sold 41 half-hour units of a total of 47 units via participations during 1964-65 (84%). For next season, participations expand to 46 half-hour units of a total of 50 units (92%).

The study shows that NBC-TV's selling pattern remains constant. Both for 1964-65 and for 1965-66, NBC-TV sold 38 half-hour units of a total of 50 units via participations (76% for both seasons).

Other points made in the JWT analysis:

- Color programing in 1965-66 will occupy more than double the time it did this season, rising from 28 half hours weekly to 69 half hours.

- The competitive program environment of the three networks in prime time will be almost totally altered because of the large number of new programs; returning programs in different time periods and returning programs with altered formats. Only one half-hour period, Saturday, 10-10:30 p.m., will have the same three programs facing each other next season as are opposite each other for 1964-65.

- The 1965-66 season will mark the first time that the networks will program in all prime time hours. This season there were four half-hour periods of local time in prime schedules. JWT notes that this may increase station clearance problems.

- Networks will devote more time to half-hour programs, with this length increasing in number in 1965-66 to 57 from 50 this season. One-hour programs will drop from 78 this season to 74 in 1965-66 and 90-minute shows will decline from six this year to three next year. Two-hour shows will rise from 12 this season to 16 in 1965-66.

- The 1965-66 season will see a resurgence of western dramas, with this program type moving to 21 half-hours

Prime time nearly gone

Network television sales for the fall moved ahead last week with NBC-TV apparently front runner in terms of prime-time sold for the first quarter of the new season.

NBC-TV said it was between 90 and 95% sold, ABC-TV reported an additional \$3 million in sales and said it was 86% sold for the quarter. CBS-TV reported sales for the period had moved beyond the 80% mark.

as against 13 half hour units on the three networks this season. Feature films will occupy 16 half hours weekly next season, as against 12 this season. A marked decline in quiz and audience participation shows and in regular informational programs is projected by Thompson for next season.

McGavren pleads for more support of RAB

A call for members of the Radio Advertising Bureau to double their payments to RAB and get quadrupled returns was issued last week by Daren F. McGavren, president, McGavren-Guild Co., New York.



Mr. McGavren

The head of the station representative firm told the Kansas Association of Radio Broadcasters Friday (April 30) that RAB, is "the only all-industry force that is aggressively working for all of us, cannot increase its size, scope and accomplishments without additional monetary support."

He said increased effort by RAB is needed to promote radio "back into its proper status" than to risk the medium falling beneath powerful promotions of other media. He cited the Television Bureau of Advertising, the Magazine Advertising Bureau of the Magazine Publishers Association and the Bureau of Advertising of the American Newspapers Publishers Association as "skilled sellers . . . all against radio."

Mr. McGavren said the All-Radio Methodology Survey, which was recently completed in the Philadelphia area and is now being tabulated, will give radio something specific to sell. But getting the information and using it are different problems he said, and the "radio industry must make sure that the weapon is put to accurate use and delivered squarely to the buying target."

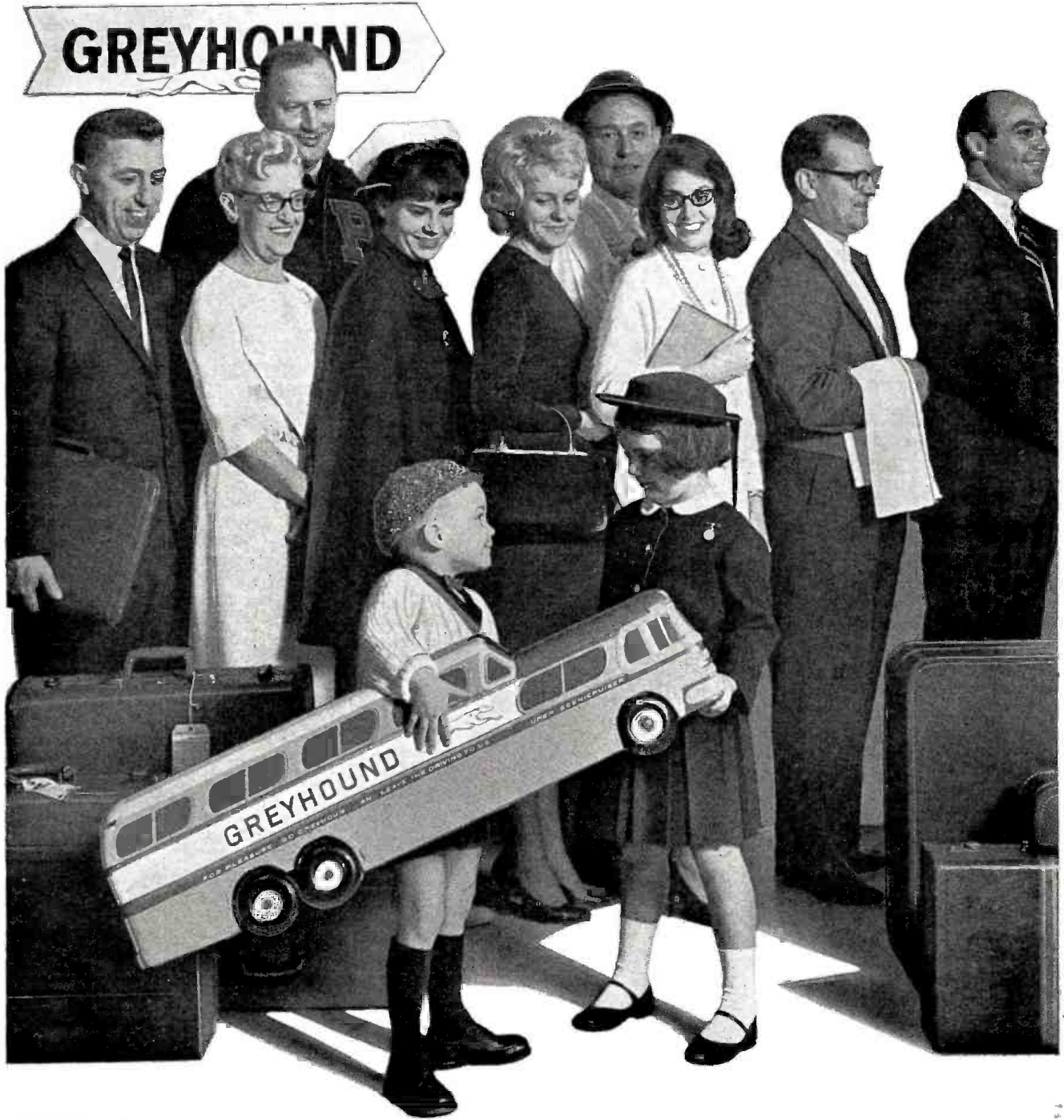
He proposed RAB "be given the green light for further all-industry" promotion. "RAB should be enabled to bid for—and win—the best sales promotion executives in the advertising field," Mr. McGavren urged.

McGavren-Guild, its president noted, makes an annual grant to the RAB and "is willing to write out two RAB checks instead of one, with the sole stipulation that all other members and associates do the same." With doubled payments to RAB, he claimed, "we'll quadruple our returns."

GET YOUR PITTSBURGHERS HERE!

Leave the selling to us—as Greyhound does. They buy WIIC exclusively here in the nation's eighth largest market. There's just no better spot TV buy around. For some great availabilities and impressive figures, check WIIC's General Sales Manager Roger Rice or your Blair-TV man.

GREYHOUND



WIIC-TV PITTSBURGH

Basic NBC Television Affiliate

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

BROADCASTING, May 3, 1965

A \$1 billion year for radio?

NBC Radio's Labunski predicts that level could be reached in '69

Radio could become a \$1 billion medium by 1969, Stephen B. Labunski, executive vice president in charge of NBC Radio, said last week.

He said the medium could reach that mark if it continued at its present growth rate and if predictions for the growth of the national economy prove accurate. That would represent an approximately \$170 million rise over projections for 1965.

Addressing the Pittsburgh Radio & Television Club, Mr. Labunski said research is radio's most pressing problem and cautioned that the medium could be in danger of remaining permanently under-measured.

He termed this situation "largely a psychological problem and not necessarily a fact of life." Radio's size, 250 million sets, has outrun the technology of measurement, according to Mr. Labunski.

Calling attention to a creative revolution in radio, he said some of the best comedy writing being done is for radio commercials.

Mr. Labunski cited paradoxes in the industry, noting "our cost per thousand keeps coming down, but we can't get our share of the advertising dollar to go up. We can sell an advertising schedule to the Retail Clerks International

Association, but we lose Ac'cent. We sell U. S. Steel, but we can't keep Tetley Tea."

Fast or Slow? ■ Despite the lament of some that the radio economy has been growing slowly in recent years, Mr. Labunski asserted, inspection of the facts shows an advance in gross volume for the medium from \$545 million in 1955 to a projected \$830 million this year.

In another speech, delivered to the Adcraft Club in Detroit last Friday (April 30), Mr. Labunski said the mass media, especially television, are creating more discriminating audiences and thus face "a curve of rising expectations." This is true for the advertiser as well, he said.

Directing his remarks to the auto industry, Mr. Labunski challenged the car advertiser who thinks the American consumer a fickle customer to "try him as a viewer or listener."

This season, he said, about 42 TV programs would be casualties for their failure to satisfy a sufficient audience.

Mr. Labunski referred to a "chronic FCC tendency to over-regulate," and noted in this connection its proposal to cut back television network control of prime-time programming. "We shall always have with us the professional weepers about radio and television programming," he said.

The public, he went on, controls the rate at which it will be uplifted "and all the petulant foot-stomping by the exasperated intellectuals won't make the process go much faster."

Mr. Labunski said broadcasters apply themselves in the area of news and public affairs because it's in their interest from all standpoints—financial and competitive as well as public service. An estimated outlay of \$125 million by the three TV networks last year for news programs attests to this, he said.

4A's offer to dampen the din

Agencies would track 'loud' spots to source and come up with cure

The American Association of Advertising Agencies has volunteered to aid the FCC in clearing television of "loud" or unbalanced commercials. And the commission, which has been struggling with the problem for more than two years, appears ready to accept the offer.

John Crichton, 4A president, said the association's subcommittee on commercial production could be utilized to screen commercials that were the object of complaints and, where warranted, to take steps to assure that corrective action was taken.

The subcommittee members are executives in charge of television and radio production for 15 major agencies that produced more than 9,000 TV commercials last year. The chairman is Gordon Webber, of Benton & Bowles. Manning Rubin, of Grey Advertising, is vice chairman.

An FCC official last week predicted the commission would "embrace" the offer. He said the proposal is compatible with the commission's proposal for dealing with loudness.

Three Factors ■ This includes three elements: a policy statement calling on broadcasters to adopt control room procedures (such as prebroadcast screening) to enable them to guard against airing loud commercials; a proposal to permit broadcasters to reduce modulation below the present 85% minimum if necessary to reduce loudness in commercials, and a notice of inquiry seeking additional information on technical proposals that have been advanced for reducing loudness (CLOSED CIRCUIT, Jan. 18). One question that may be asked is whether rules could or should be formulated for barring "strident" delivery of commercials.

The FCC staff is putting the finishing touches on these documents. They are expected to be submitted to the commission along with the 4A plan within the next few weeks.

The 4A offer, it was learned last week, was contained in a letter that Mr. Crichton sent to FCC Chairman E. William Henry three weeks ago. The plan would work this way:

Whenever the commission received enough "loudness" complaints about a



NBC Radio's Labunski
There's a billion-dollar year for radio possible

"We bought Volumes 7, 8 & 9 of Seven Arts' Films of the 50's because of the success we had with Volumes 1, 2, 3, 4, & 5."

Says William McCormick:

Vice President and General Manager of WNAC-TV, Boston, Massachusetts

"WNAC-TV has been 'First in Film in Boston' for fifteen years.

Our reputation of leadership has been the result of excellent feature film programming which requires a large and diversified film library with *quality* of prime importance to satisfy our discriminating 'Theatre-Goers'.

The

smashing success

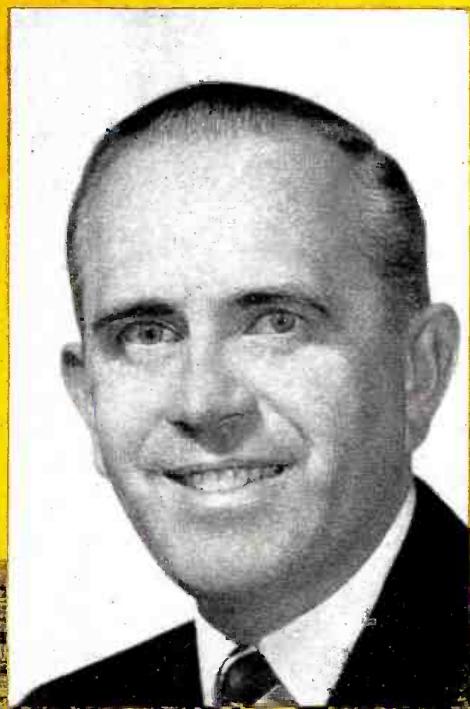
we had with our previous Volumes of Seven Arts' features is clearly evidenced by the following facts and figures from some recent 'V.I.P. Theatre' telecasts, each of which was seen in more TV Homes than all competition combined:

Seven Arts' Feature	Telecast Date	A.R.B. Rating*	Share
Sayonara	Nov. 20	27	57%
Auntie Mame	Dec. 18	27	55%
Man In The Gray Flannel Suit	Mar. 18	25	52%

* Highest half-hour A.R.B. overnight coincidental.

We are convinced that Seven Arts' 'Films of the 50's' offer us the quality of entertainment necessary to maintain our position of leadership in the nation's fifth largest market."

William McCormick



Seven Arts
ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue, YUkon 6-1717

CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105

DALLAS: 5511 Royal Crest Drive, EMerson 3-7331

LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., SState 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193



commercial to warrant an investigation, it would first determine whether the stations involved complied with FCC transmission standards and practices.

Subcommittee Called In — If the stations were not at fault, the commercial would be referred to the subcommittee for a screening and analysis by the production people who were responsible for it as well as by subcommittee members.

The findings would then be submitted to the director of television of the agency that produced the commercial as well as to the commission. And since the objective of a commercial is to inform and not to annoy, Mr. Crichton said, the subcommittee believes that "corrective" measures would be taken where they were warranted.

Mr. Crichton noted that since the subcommittee members employ the agency producers who make the sound tracks, "a word from the head of production to his employes could go a long way toward removing any possible future causes of irritation at the source—the actual recording session."

Mr. Crichton suggested that the plan be tried for a year to establish its usefulness. He also said it should be limited to network program commercials and to spots made for national advertisers.

BAR estimates for 20 markets

Estimates of the dollar volume of nonnetwork television business on the air in 20 U. S. markets during the week ended April 9 are reported below as compiled by Broadcast Advertisers Reports.

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

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

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

Week ended April 9:

Baltimore (3)—\$252,864
 Boston (3)—\$712,170
 Charlotte, N. C. (2)—\$115,414
 Cincinnati (3)—\$270,180
 Columbus, Ohio (3)—\$238,208
 Dayton, Ohio (2)—\$171,650
 Detroit (4)—\$610,158
 Flint, Mich. (2)—\$96,465
 Grand Rapids, Mich. (3)—\$205,423
 Indianapolis (4)—\$277,580
 Lansing, Mich. (2)—\$82,483
 Minneapolis-St. Paul (4)—\$304,093
 Nashville (3)—\$141,051
 New York (6)—\$2,657,122
 Oklahoma City (3)—\$169,534
 San Francisco (4)—\$694,157
 Seattle (4)—\$237,695
 Shreveport, La. (3)—\$73,969
 Spokane, Wash. (3)—\$92,128
 Youngstown, Ohio (3)—\$47,999

Business briefly . . .

Kaiser Jeep Corp., Toledo, Ohio, through Compton Advertising, New York, is participating in CBS-TV's *Mr.*

Ed, Joey Bishop, Rawhide, Cara Williams, Slattery's People and The Doctors and the Nurses. Campaign began yesterday (May 2) and will continue through June 15.

E. I. duPont de Nemours & Co., Wilmington, Del., through BBDO, New York, will sponsor *Monitor Sports with Joe Garagiola*, a sports series which started May 1-2 on NBC Radio's *Monitor*. Three segments of the series will be heard on Saturdays and two on Sundays.

United Resort Hotels Inc., operators of Star Dust hotel and golf club, Las Vegas, will sponsor thoroughbred racing over CBS Radio: "The Preakness" May 15 (5:40-6:00 p.m. EDT) and "The Belmont Stakes" June 5 (5:10-5:30 p.m. EDT). Agency for United Hotels is Reach, McClinton & Co., New York.

Regimen trial nears end

The trial in federal court of Drug Research Corp. and Kastor, Hilton, Chesley, Clifford & Atherton, both New York, for alleged preparation and dissemination of fraudulent advertising for Regimen diet pills, is expected to be concluded this week.

Summations by the prosecuting U. S. attorney and defendants were set for today (May 3) and charging of the jury, tomorrow.

Outcome of the trial is considered especially significant in the case of Kastor, Hilton since it is thought to be the first advertising agency ever indicted on criminal charges of knowingly assisting in the preparation of false copy for a client.

Network TV in '64: the types of sponsors

Estimated Expenditures by Product Classification*

	1963	1964	% Change
Agriculture & farming	\$ 119,000	\$ 181,100	+ 52.2
Apparel, footwear & accessories	10,309,200	12,707,200	+ 23.3
Automotive, automotive accessories & equipment	90,794,500	96,515,100	+ 6.3
Beer, wine	10,405,200	15,408,400	+ 48.1
Building materials, equipment & fixtures	9,785,400	12,098,000	+ 23.6
Confectionery & soft drinks	23,758,200	20,169,600	- 15.1
Consumer services	8,342,000	10,177,500	+ 22.0
Drugs & remedies	138,931,300	136,056,800	- 2.1
Entertainment & amusement	2,123,000	1,462,600	- 31.1
Food & food products	169,354,800	189,307,700	+ 11.8
Freight, industrial & agricultural development	59,000	11,200	- 81.0
Gasoline, lubricants & other fuels	14,609,600	25,504,400	+ 74.6
Horticulture	679,500	653,800	- 3.8
Household equipment & supplies	36,649,700	40,038,300	+ 9.2
Household furnishings	4,520,100	5,222,000	+ 15.5
Industrial materials	20,026,100	14,486,300	- 27.7
Insurance	21,171,200	19,105,200	- 9.8
Jewelry, optical goods & cameras	14,818,000	16,265,000	+ 9.8
Office equipment, stationery & writing supplies	6,448,700	8,239,800	+ 27.8
Political		5,543,000	+ inf.
Publishing & media	790,200	1,377,200	+ 74.3
Radio, TV sets, phonographs, musical instruments, accessories	6,558,400	8,916,600	+ 36.0
Retail & direct-by-mail	87,300	200,200	+129.3
Smoking materials	130,374,200	146,828,100	+ 12.6
Soaps, cleansers & polishes	98,892,800	103,247,700	+ 4.4
Sporting goods & toys	10,224,800	12,182,200	+ 19.1
Toiletries & toilet goods	208,787,800	224,544,000	+ 7.5
Travel hotels & resorts	3,623,300	2,404,800	- 33.6
Miscellaneous	15,757,900	17,035,900	+ 8.1
TOTAL:	\$1,058,001,200	\$1,145,889,700	+ 8.3

Source: TVB/LNA-BAR
 Net Time & Program Costs



HERE COMES MERV!

All late-night TV systems are GO... audiences are GO... critics are GO... markets going fast, too! Staging is double A-OK: direct from Broadway's newest TV theatre, set smartly between Sardi's and "Hello, Dolly!"... pockets full of stars coming and going... an elite, elated, enlightening entourage ignited by our man on Broadway, Merv Griffin. Premiere May 10... 90-minutes (Mon.-Fri.) live-on-tape!

THE MERV GRIFFIN SHOW

Call/Write/Wire **WBC PROGRAM SALES, INC.** ^{GROUP}
177 East 42nd St., New York, New York 10017 • (212) 983-6535

High-quality ads are honored

DDB and Y&R given top awards for outstanding ad series by American TV Commercials Festival; B&B, BBDO receive 4 mentions for their ads

Doyle Dane Bernbach and Young & Rubicam on the basis of nine and seven mentions, respectively, in this year's American TV Commercials Festival Awards, announced April 30, led the competition for the second year in a row.

DDB in the 1964 festival received 12 mentions and Y & R 10. Young & Rubicam and DDB also tied in the "Best Overall Series" this year. Two agencies, Benton & Bowles and BBDO, had four mentions and three agencies, McCann-Erickson, Carl Ally and Grey Advertising, each had three mentions.

Also awarded in the sixth annual festival held in New York were the Film Producers Association for technical achievement; Eastern Effects for development of the live-action Emell camera, and Joyce C. Hall, president, Hallmark cards for "distinguished service" in the presentation of "quality advertising" integrated into a "brilliant television series" (*Hallmark Hall of Fame* on NBC-TV).

Walter Weir, chairman of the executive committee at West, Weir & Bartel, was chairman of an awards luncheon coordinated by festival director Wallace A. Ross.

Two ties for "Best Overall Series" and "auto accessories" went to Goodyear Tire & Rubber Co. The series, "No Man Around" was produced by Young & Rubicam, San Francisco, and Filmfair, Los Angeles. Tied with Goodyear for "Best Overall Series" was Polaroid Color Pack cameras. This series also ranked best in the categories for "gift items" and "color cinematography."

The production was Doyle Dane Bernbach and EUE-Screen Gems.

Winners and their categories follow:

Tie for best—overall series; tie for best—auto accessories: Goodyear—"No Man Around," Young & Rubicam, San Francisco, Filmfair, Los Angeles.

Tie for best—overall series; best—gift items; best—color cinematography: Polaroid Color Pack cameras, Doyle Dane Bernbach, New York, EUE-Screen Gems, New York.

Best—apparel: Cole swimsuits—"Scandal on the Beach," R. M. Klosterman, Los Angeles, John Urie Associates, Los Angeles.

Best—home appliances: Westinghouse instant-on TV—"Girl," McCann-Erickson, New York; EUE-Screen Gems, New York.

Best—automobiles & trucks: Ford Mustang—"Mitty," J. Walter Thompson Co., Allen Sandler Films, Los Angeles.

Tie for best—auto accessories; best—B & W cinematography: Gulf—"Rolling Tire," Erwin Wasey Advertising, Pittsburgh, MPO Videotronics, New York.

Best—baby products: Pet Formil—"Growing Baby," Needham, Harper & Steers, New York, VPI Productions, New York.

Best—baked goods and confections; best—demonstration: Premium Saltines—"Bloop, Bloop," McCann-Erickson, New York, VPI Productions, New York.

Best—banks & finance: Manufacturer's Handover—"Sponge on Wheels," Young & Rubicam, New York, VPI Productions, New York.

Best—bath soaps, talcs, deodorants: L'aimant dusting powder—"Starts Something," West, Weir & Bartel, New York, Pelican Productions, New York.

Best—beers & wines: Byrrh wine—"On-the-Rocks," Benton & Bowles, New York, PGL Productions, New York.

Best—cake mixes & toppings: Baker's coconut—"Cookie," Young & Rubicam, New York, Audio Productions, New York.

Best—breakfast cereals: Instant Quaker Oats—"Split Screen," Doyle Dane Bernbach, Directors Group.

Best—cleansers, waxes, polishes: Glass Wax spray—"Gobbles up Dirt," Campbell-Mithun, Minneapolis, Filmfair.

Best—children's foods & drinks: Borden's chocolate—"Shake Shake," Young & Rubicam, Audio Productions.

Best—coffee or tea: Salada tea—"Full Line," Carl Ally, Rose-Magwood.

Special citation: Salada tea—"Motorcycles," Carl Ally, Brillig Productions.

Best—cosmetics & toiletries: Arpege—"Fun Begins," Foote, Cone & Belding, Cine Metric.

Best—dairy products & drinks: General Foods' Tang—"Grown Larger," Young & Rubicam, EUE-Screen Gems.

Best—dentifrice: Poli-grip—"Hard Roll," Grey Advertising, VPI Productions.

Best—gasolines & lubricants: Super Shell—"Railroad Mileage," Ogilvy, Benson & Mather, Movietone & VPI, Calif.

Best—hair preparations: Prell—"Cinderella," Benton & Bowles, Directors Group.

Best—home furnishings: Chemstrand Acrilan—"Miniatures," Doyle Dane Bernbach, Pelican.

Best—household items: Westinghouse light bulbs—"Harry," McCann-Erickson, EUE-Screen Gems.

Best—corporate institutional: Chrysler—"Marsh Amphibian," Young & Rubicam, EUE-Screen Gems.

Best—insurance: Hartford—"Burned-out-House," The Marschalk Co., PGL Productions.

Best—laundry soaps & detergents: Swan—"Hello Egg," BBDO, Televideo.

Tie for best—media promotion & recreation: "NY Herald-Tribune"—"Central Park," Papert, Koenig, Lois, CBS Television.

Tie for best—media promotion & recreation: "Tokyo Olympics," National Broadcasting Co., NBC-TV, New York.

Best—men's toiletries: Sentry shampoo—"Shower," Young & Rubicam, EUE-Screen Gems.

Best—oils, dressings, condiments: Heinz ketchup—"Muttering," Doyle Dane Bernbach, Televideo.

Best—packaged foods: Campbell's soup—"Turkey Noodle," BBDO, EUE-Screen Gems.

Best—paper products & foils: Kleenex man-size tissues—"Sneeze Quake," Foote, Cone & Belding, Cascade of California.

Best—pet products: Ken-L-Ration stew—"Beverbrook," J. Walter Thompson, Chicago, Sarra.

Best—pharmaceuticals: Alka-Seltzer—"Stomachs," John Tinker & Partners, Televideo Pro-



Goodyear's stranded woman



Polaroid Color Pack camera



Knickerbocker Beer smile



L'aimant powder "Starts Something"



Super Shell railroad test

Radio ads studied

Three effective campaigns examined, new techniques discussed at N.Y. workshop

ductions.

Best—public service: Radio Free Europe—"Searchlight," Doyle Dane Bernbach, Directors Group.

Best—retail stores: Lawson's dairy stores—"Charlie Hall," Wyse Advertising, Cleveland, EUE-Screen Gems.

Best—soft drinks: Pepsi-Cola—"Miss America," BBDO, Televideo.

Best—tobacco products: Erik cigars—"Erik is Here," Grey Advertising, Televideo.

Best—toys & games; Best—use of sound: Mattel's Vroom engine—"Hot Rodder," Carson/Roberts, Wilding-Fedderson Productions.

Best—travel & transportations: BOAC—"English Countryside," Pritchard Wood Advertising, Wyde Films.

Best—utilities: Ontario Hydroelectric—"Two Boys," Foster Advertising, Toronto, Peterson.

Best—20-second length: Laura Scudder potato chips—"House," Doyle Dane Bernbach, John Urie Associates.

Best—8-10 second IDs: Knickerbocker—"Flip of the Finger," Gumbinner-North, Audio Productions.

Best—premium offer: Sweetea—"Cookbook," Benton & Bowles, Videotape Productions of New York.

Best—northeast market: Friend's beans—"Salem," Hicks, Greist & O'Brien, Boston, VPI Productions.

Best—southeast market: First National Bank of Miami—"Vault," Papert, Koenig, Lois, PGL Productions.

Best—midwest market: Northern States Power—"How Come?," Campbell-Mithun, Minneapolis, WCD, Hollywood.

Best—southwest market: Republic National Bank of Dallas—"Home Improvement," Glenn Advertising, Dallas, Jamieson Films, Dallas.

Best—far west market: Laura Scudder potato chips—"Birds," Doyle Dane Bernbach, Los Angeles, John Urie Associates.

Best—Canadian market: Timex—"Ski Torture Test," Ronalds-Reynolds Ltd., Peterson Productions.

Special citation—Canadian beers: Molson's—

'Brass Band,' Cockfield, Brown Ltd., TDF Productions, Toronto.

Best—French language: Molson's export ale—"Le Metro," Cockfield, Brown, Montreal, TDF Productions.

Best—local & under \$2,000: New England Merchant's bank—"Coin Shortage," Kenyon & Eckhardt, Boston, Gianfranco, Romagnoli.

Special citation—best political: Eastern Seaboard—Democratic National Committee, Doyle Dane Bernbach, TV Graphics.

Best—animation design: Ronson Oily Bird—"Squeak," Lowe Advertising, Stars & Stripes Forever Productions.

Special citation—best copy: Renault—"Model Car," Daniel & Charles, Jonis Gold, Larry Levinson.

Special citation—best direction: Chevy II Nova—"Driver's Test," Pelican Productions, Marc Statler.

Special citation—best film editing: Newport cigarettes—"Pack & Jingle," MPO Videotronics, Cal Schultz.

Special citation—best visual effects: Crown Zee paper towels—"Thirstiest," Doyle Dane Bernbach, Los Angeles, John Urie Associates.

Special citation—best use of graphics: Beech-Nut fruit sours—"Introduction," Benton & Bowles, Pablo Ferro Films.

Best—video tape production: Armstrong Ex-celon tile—"The Journeymen," BBDO, Videotape Productions.

Special citation—best musical scoring: Erik cigars—"Erik is Here," Grey Advertising, Marc Brown Associates.

Special citation—music with lyrics (tie): Newport—"Tastes Fresher," Lennen & Newell staff.

Special citation—music with lyrics (tie): Tab—"Taste the Robust Flavor," The Marschalk Co., Edmund Tate, Robert Risher, words & music, Morris Mamorsky, musical director.

Special citation—best use of humor: Salada tea—"Full Line," Carl Ally Advertising, Rose-Magwood Productions.

Best—on-camera spokesman: Paul Dooley for Salada tea.

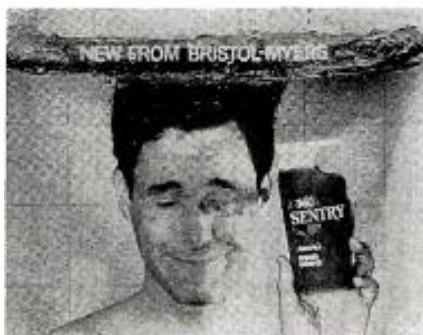
A description of outstanding radio campaign strategies and creative techniques used in the medium spotlighted the International Radio Commercials Workshop in New York last Thursday (April 29).

Approximately 350 agency executives, producers and officials in allied fields attended the morning and luncheon session of the workshop. Three leading radio campaigns were examined in detail and the latest commercial techniques, using music, actualities, humor and electronics, were discussed by a panel of speakers.

Robert Oksner, vice president and associate copy chief, C. J. La Roche, provided full details on the radio effort for Michelob beer. It was decided to associate the beer with the theme of excellence because research showed the product's market was concentrated among persons with higher incomes, he said. Studies also indicated drinkers actually felt that the best beer is made in America, he added. The next logical step was to tie in Michelob beer with distinguished Americans who were associated with excellence. The resulting commercials, he said, were a group that hammered home the beer's theme and struck a note of the unusual.

A campaign used effectively for Kellogg's Corn Flakes was described by Larry Sands, copy supervisor, the Leo Burnett Co., Chicago, as a "smother-and-assume" effort meaning smother the opposition and assume leadership. The radio campaign was a counter-thrust to a radio undertaking by competitor General Mills for New Country Corn Flakes, using country-style music for its messages. Kellogg's decided to put on a massive radio campaign, spending more than \$1 million in eight weeks on hundreds of stations. Through use of "Corny Jokes" and "Corny Music," commercials emphasized that Kellogg's meant Corn Flakes. Mr. Sands commented: "General Mills' Country Corn Flakes . . . floated into a market share that didn't keep Kellogg awake at night."

Trend Reversed ■ The nuts and bolts of the Guardian Maintenance radio campaign centered around the point that General Motors factory-trained



Sentry shampoo "Shower"



Ford Mustang "Mitty"

mechanics, specially-made tools and GM replacement parts alone could provide quality workmanship, James T. Orgill, creative director, radio-TV, D. P. Brother & Co. told the workshop. This motif was communicated in a series of commercials that used music, sound effects, dramatic and humorous situations, character voices and limericks. Mr. Orgill said the campaign showed almost immediate results and only four months after its start, the downward trend in GM service was not simply arrested but was reversed and headed upward.

In a concluding speech, James I. Isham, executive vice president of Needham, Harper & Steers, New York, stated that radio had proved so effective for his agency's clients, that NH&S had invested 23% of its 1964 advertising budget in the medium.

He said that success in radio, "to a greater extent than in any other medium," is determined by frequency of use, and, that if offered a choice, an advertiser will be more successful in buying 80 commercials a week for 20 weeks than in buying 40 commercials a week for 40 weeks.

Mr. Isham also noted that the secret of writing an effective radio commercial was to concentrate "on the communication of a single key selling idea,

**Instant,
automatic
film
processing...
check
the savings!
see page 63**

Newspaper ad volume up

National advertising in newspapers in 1964 reached a new record high, a reported \$847,844,000 including production costs, according to the Bureau of Advertising. The American Newspaper Publishers Association's advertising bureau said the figures, compiled by Media Record, compared to a total of \$764,884,000 in 1963. The previous record year, the bureau said, in an announcement May 1, was attained for national advertising in newspapers in 1960 when the total dollar volume (including production costs) was \$836.1 million. Media Record's tabulations cover only those companies which spent a total of \$25,000 or more in the year for national space in the 416 newspapers measured (about three fourths of total U. S. newspaper circulation). For the overall total, projections were made.

and to do it with a fanatical single-mindedness."

His agency's greatest recent success story, he said, was a campaign for Campbell's V-8 vegetable juice, begun in 1961 in which V-8's entire advertising budget was invested in radio.

The campaign was so successful, Mr. Isham stated, that "by its fifth month it became apparent that if sales continued at the pace they were going, Campbell was going to run out of V-8 juice before August . . . So they cancelled all their advertising for the remainder of the crop season."

"A Pyrrhic victory for the agency," he concluded.

Maxon Inc. of New York becomes Clyne & Maxon

The directors of Maxon Inc., New York, announced last week that the agency has changed its name to Clyne & Maxon Inc. The change was made to clarify the status of the agency's current management as well as the relationship to Maxon Inc. in Detroit.

The two companies have been separate entities since the retirement in 1963 of Lou Maxon, the founder of both. C. Terence Clyne, president of Maxon Inc. of New York for the past year, is president and chief executive officer of Clyne & Maxon Inc., and is also a major stockholder along with Mr. Maxon.

Neither holds any stock in Maxon

Inc. of Detroit.

Senior executives and major stockholders of Maxon Inc. (Detroit) are George Eversman, executive vice president, and Hunter Hendee, senior vice president. Mr. Maxon retains the honorary title of company president.

Clyne & Maxon's billing in 1965 is expected to exceed \$60 million (\$50 million in this country). Maxon Inc. (Detroit) billing for 1965 is expected to approximate \$4 million.

Facilities of each of the employee-owned companies will be available to serve the clients of the other by joint agreement. Clyne & Maxon, in addition, has affiliations with and equity investments in David Williams & Partners, London, and McKim Advertising Ltd. of Canada.

Weiss & Geller officers form Wisser & Sanchez

Formation of Wisser & Sanchez, New York, with initial billing of \$1 million, was announced April 23. The new agency has an arrangement with Weiss & Geller, New York, which retains Wisser & Sanchez on a "substantial" service fee basis.

Lawrence Wisser is president of the new agency and John M. Sanchez, vice president and art director. Both were associated with Weiss & Geller as president and vice president, respectively.

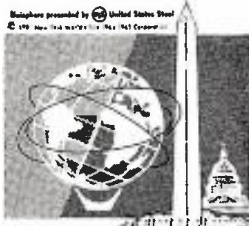
Temporarily, Wisser & Sanchez is at 400 Madison Avenue, New York.

Concentrated effort gets retailers campaign

A "determined selling campaign" by managers of several New Orleans radio stations and a series of presentations by the Radio Advertising Bureau were credited last week with being the reason the Maison Blanche stores in New Orleans are giving their radio budget a big boost.

Herbert Kenny, vice president of the store group, told the Louisiana Association of Broadcasters that Maison Blanche has traditionally followed the retailer's formula of newspapers getting the major share of the ad budget and radio getting a small share of "what's left." However, he noted that the firm started a radio campaign in March that will eventually see 10,000 spots placed on five stations in the market. The campaign will make radio a strong second in the firm's media mix.

At its annual convention, the LAB also voted to request a clear statement from the National Association of Broadcasters on its position on community antenna television, and voted continued support of the work of the All-Industry Music Licensing Committee.



SEE THE
WORLD'S FAIR AND
WASHINGTON, D.C., TOO

weather or not—
LOUIS ALLEN
lets people know about it

Louis Allen is a rare meteorologist. He not only talks about the weather, he does something about it. No ordinary weather reporter, Allen is recognized as one of the nation's leading weather scientists. In addition to his broadcast chores, he runs the highly successful Allen Weather Corp. which supplies detailed forecasts to utilities and navigational advice to steamship companies.

As a key member of our 25-man staff of news and public affairs specialists, Louis Allen turns a weather eye on the Nation's Capital daily, helps make WMAL-Radio and WMAL-TV the news voice for the Nation's Capital.



News Voice for the Nation's Capital

wmal radio and television

Daren F. McGavren Co.

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.

Auto firms lead in '64 radio buying

RAB TALLIES TOP 100 SPENDERS IN SPOT AND NETWORK

The first comprehensive list of the top 100 advertisers in spot radio and network radio on a yearly basis was released last week by the Radio Advertising Bureau.

The listing for 1964 shows that the General Motors Corp., with spot and network expenditures of more than \$16.8 million was in the lead position followed by Chrysler, Reynolds Tobacco, Ford and American Tobacco.

The figures for 1964 were obtained through the cooperation of hundreds of individual radio stations, station representative firms, and the four major networks, according to the Bureau.

During the past year, RAB has issued network and spot reports on a quarterly basis. All figures are compiled for RAB by the certified public accounting firm

of remaining targets of opportunity. Clearly, we must continue to press the major package-goods firms. We are encouraged, for example, to note that Colgate-Palmolive is moving up as a radio advertiser for the first time in years. Stepped-up spending in this area will continue, we believe, and eventually all of the major soap-makers will be solidly back in the medium."

The top 100 spot radio advertisers for 1964 were:

Rank	Company	Estimated Expenditure
1.	Chrysler Corp.	\$12,192,000
2.	Ford Motor	10,994,000
3.	General Motors	10,734,000
4.	R. J. Reynolds	10,341,000
5.	American Tobacco	7,034,000
6.	Anheuser-Busch	5,668,000
7.	Coca-Cola	5,103,000
8.	AT&T	4,400,000
9.	American Oil	4,113,000
10.	P. Lorillard	2,999,000
11.	Carling Brewing	2,915,000
12.	American Home Products	2,771,000
13.	Pepsi-Cola	2,730,000
14.	P. Ballantine & Sons	2,534,000
15.	American Motors	2,516,000
16.	National Dairy Products	2,495,000
17.	F & M Schaefer Brewing	2,489,000
18.	Humble Oil	2,428,000
19.	Int'l Minerals & Chemical (Ac'cent Div.)	2,234,000
20.	Seven-Up	2,153,000
21.	Campbell Soup	2,125,000
22.	Falstaff Brewing	2,109,000
23.	Equitable Life Assurance Society	2,087,000
24.	Delta Air Lines	2,028,000
25.	Beneficial Finance	1,955,000
26.	Trans World Airlines	1,875,000
27.	Household Finance	1,822,000
28.	Colgate-Palmolive	1,721,000
29.	Nestle	1,685,000
30.	United Air Lines	1,662,000
31.	Rheingold Brewery	1,597,000
32.	Royal Crown Cola	1,576,000
33.	Wm. Wrigley Jr.	1,573,000
34.	American Airlines	1,515,000
35.	Northwest Orient Airlines	1,513,000
36.	Standard Brands	1,441,000
37.	Jos. Schlitz Brewing	1,323,000
38.	Plough	1,313,000
39.	Pan American World Airways	1,247,000
40.	National Biscuit	1,272,000
41.	Texaco	1,266,000
42.	Firestone Tire & Rubber	1,238,000
43.	Robert Hall Clothes	1,157,000
44.	B. C. Remedy	1,144,000
45.	Liggett & Myers	1,142,000
46.	Corn Products	1,122,000
47.	Shulton	1,102,000
48.	Monarch Wine	1,070,000
49.	Pabst Brewing	1,069,000
50.	Kellogg	1,038,000
51.	American Express	1,022,000
52.	Armour	987,000
53.	Sterling Drug	922,000
54.	Wm. Underwood	916,000
55.	Duffy-Mott	910,000
56.	Mars	871,000
57.	Alberto-Culver	833,000
58.	International Nickel	829,000
59.	Continental Baking	821,000

The big radio spenders

According to the report released last week by the Radio Advertising Bureau, General Motors led all other advertisers in combined network and spot radio spending in 1964.

The ten biggest spenders in radio advertising were:

Firm	Radio expenditures
1. General Motors	\$16,801,000
2. Chrysler Corp.	13,274,000
3. R. J. Reynolds	12,326,000
4. Ford Motor	12,313,000
5. American Tobacco	7,252,000
6. Anheuser-Busch	5,668,000
7. Coca-Cola	5,299,000
8. AT&T	4,741,000
9. Campbell Soup	4,717,000
10. American Oil	4,113,000

of Peat, Marwick, Mitchell & Co., New York. No reports from individual representatives, stations or networks are seen by RAB.

The RAB figures are comparable with data published for other media. The results are gross billings (before discounts or agency commissions).

Miles David, RAB administrative vice president, noted that the compilation of radio spending by major advertisers has been a prime goal at RAB for more than two years. He described the project as "a large step toward adding new advertisers and increasing the budget of those already in the medium to a limited degree."

"However, the industry can't afford to stand pat," Mr. David observed. "A scrutiny of the list reveals any number

Rank	Company	Estimated Expenditure
59.	Chemical Compounds Div. of Studebaker	821,000
61.	Bristol-Myers	809,000
62.	Time	773,000
63.	Midas Inc.	759,000
64.	Noxema Chemical	713,000
65.	California Packing	711,000
66.	World of Tomorrow	707,000
67.	Quaker Oats	685,000
68.	General Cigar	682,000
69.	Hills Bros. Coffee	658,000
70.	Great Atlantic & Pacific Tea	644,000
71.	Union Oil of Calif.	640,000
72.	Prince Macaroni Mfg.	625,000
73.	E. I. duPont de Nemours	606,000
74.	Eastern Air Lines	588,000
75.	Ralston Puren	567,000
76.	Seaboard Finance	562,000
76.	Standard Oil of Calif.	562,000
78.	Borden	552,000
79.	Pure Oil	532,000
80.	Union Carbide	520,000
81.	Langendorf United Bakeries	518,000
82.	Swift	516,000
83.	Canada Dry	498,000
84.	J. A. Folger	486,000
85.	Theo. Hamm Brewing	485,000
86.	General Electric	482,000
87.	American Cyanamid	481,000
88.	S. A. Schonbrunn	479,000
89.	Calo Pet Food	475,000
90.	Lehn & Fink Products	467,000
91.	Quaker State Oil Refining	451,000
92.	Shell Oil	450,000
93.	Continental Air Lines	439,000
94.	International Harvester	427,000
95.	Church & Dwight	408,000
96.	Mead Johnson	398,000
97.	Oscar Mayer	393,000
98.	Horn & Hardart Baking	392,000
98.	Eversharp (Schick Safety Razor Div.)	392,000
100.	General Tire & Rubber	382,000

The top 100 network radio advertisers for 1964 were:

Rank	Company	Estimated Expenditure
1.	General Motors	\$6,067,000
2.	Mennen	2,872,000
3.	Campbell Soup	2,592,000
4.	Bristol-Myers	2,577,000
5.	Sterling Drug	2,115,000
6.	Wm. Wrigley Jr.	2,012,000
7.	R. J. Reynolds	1,985,000
8.	Int'l Minerals & Chemical (Ac'cent Div.)	1,828,000
9.	Mars	1,380,000
10.	Eversharp (Schick Safety Razor Div.)	1,378,000
11.	Metropolitan Life Insurance	1,333,000
12.	Ford Motor	1,319,000
13.	Nestle	1,198,000
14.	American Motors	1,171,000
15.	Wynn Oil	1,166,000
16.	National Dairy Products	1,155,000
17.	Chrysler Corp.	1,082,000
18.	Borden	1,044,000
19.	Standard Brands	997,000
20.	AFL-CIO	946,000
21.	General Mills	835,000
22.	Liggett & Myers	833,000
23.	P. Lorillard	727,000
24.	American Dairy Assn.	690,000
25.	Pet Milk	686,000



WHO's farm service director, Herb Plambeck, receives the 1965 Distinguished Service Award of the NACD from its president, Marion S. Monk, Jr.

HERB PLAMBECK DOES IT AGAIN!

WHO Farm Director wins another top Award!

The National Association of Soil and Water Conservation Districts is the biggest thing of its kind in America—and its annual Distinguished Service Award is the greatest honor the Association can bestow.

• This year, the Award was made to WHO's farm service director Herb Plambeck—the *first* time it has ever been given to anyone in the broadcasting industry. The citation notes Herb's

“sustained efforts over a period of 30 years to increase public understanding of the urgency and value of soil and water conservation.”

We of WHO are proud of our Herb Plambeck—not only for this and dozens of other Awards he has received for his dedicated service to many worthy causes, but also for the invaluable contributions he has made to WHO, to his vast audience, and to the advertisers we serve.

WHO RADIO
for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives

Rank	Company	Estimated Expenditure
26.	Foster-Milburn	640,000
27.	Sylvania Electric Products	625,000
28.	Shulton	592,000
29.	Florists' Telegraph Delivery	573,000
30.	American Express	554,000
31.	Bankers Life & Casualty	551,000
32.	Sun Oil	522,000
33.	General Cigar	513,000
34.	Miller Brewing	505,000
35.	Gulf Oil	492,000
36.	Cities Service Oil	469,000
37.	Armour	460,000
38.	Time	437,000
39.	Kellogg	432,000
40.	Cowles Magazine & Broadcasting	409,000
41.	Smith, Kline & French Labs. (Menley & James Labs Div.)	406,000
42.	3M	405,000
43.	Billy Graham Evangelistic Assn.	396,000
44.	Ocean Spray Cranberries	395,000
45.	Church & Dwight	393,000
46.	Pennzoil	385,000
47.	Aetna Life Insurance	377,000
48.	Newsweek	373,000
49.	Sinclair Refining	373,000
50.	AT&T	341,000
51.	Purex (Campana-Cuticura Div.)	336,000
52.	Mutual of Omaha Insurance	334,000
53.	Pepsi-Cola	328,000
54.	MacFadden-Bartell	321,000
55.	Westgate-California Products	307,000
56.	Hastings Manufacturing	301,000
57.	Mail Pouch Tobacco	299,000
58.	Armstrong Cork	296,000
59.	W. F. Young	286,000
60.	Corn Products	270,000
61.	Stewart-Warner (Alemite Div.)	269,000
62.	J. M. Smucker	262,000
63.	B. T. Babbitt	253,000
64.	Curtis Publishing	251,000
65.	Wander	249,000
66.	Morton House Kitchens	243,000
	Retail Clerks International Assn.	243,000

Rank	Company	Estimated Expenditure
68.	H. J. Heinz	231,000
69.	Textron (Homelite Div.)	224,000
70.	General Electric	223,000
71.	Gillette	220,000
72.	American Tobacco	218,000
73.	Institute of Life Insurance	218,000
74.	The Hartford Insurance Group	206,000
75.	Bank of America	205,000
76.	CBS (Columbia Records Div.)	204,000
77.	Meredith Publishing (Better Homes & Gardens')	198,000
78.	Coca-Cola	196,000
79.	Pillsbury	195,000
80.	Aluminum Co. of America	194,000
80.	Jeffrey Martin Labs	194,000
82.	Chas. Pfizer	193,000
83.	Holiday Inns of America	192,000
83.	Rexall Drug	192,000
85.	Norex Labs.	191,000
86.	Raymond Research	189,000
87.	Chanel	186,000
87.	Miller Falls	186,000
89.	Mentholatum	184,000
90.	Pharmaco	182,000
91.	Dow Jones	180,000
92.	Kerr Glass Mfg.	175,000
93.	Interstate Bakeries	173,000
93.	Parents Magazine	173,000
95.	Merle Norman Cosmetics	172,000
96.	Tupperware Home Parties	171,000
97.	Voice of Prophecy	155,000
98.	American Plywood Assn.	152,000
99.	International Milling	151,000
100.	Lehn & Fink Products	149,000
100.	Lutheran Layman's League	149,000

son, agency producer.
 General Foods Corp., White Plains, N. Y. (Post cereals); one 60 for TV, live on film. Julia Whalen, production manager. Agency: Benton & Bowles, New York. Lou Hanousek, agency producer.
 National Biscuit Co., New York (Famous Chocolate); one 60 for TV, live on film. Julia Whalen, production manager. Agency: McCann-Erickson, New York. Bob Forgione, agency producer.
 F&M Schaefer Brewing Co., Brooklyn, N. Y. (Schaefer beer); one 60, three 10's for TV, live on film. Julia Whalen, production manager. Agency: BBDO, New York. Karl Fischer, agency producer.

GMB to pick up good share of Mennen

The appointment of Geyer, Morey, Ballard, New York, as agency for various Mennen products, effective May 15, is being announced today (May 2) by The Mennen Co. GMB replaces Tatham-Laird Inc., New York, on the estimated \$2 million account, of which about 80% is in broadcasting.

Products assigned to GMB are Speed Stick deodorant, Afta skin conditioner, Quinsana foot powder, Quinsana Penetrating Foam and Mennen foot deodorant, plus some new products.

It could not be ascertained if the dropping of T-L was related to the imminent merger of that agency with Kudner (see below). An executive for Kudner noted that it currently does not handle any products that could conflict with the Mennen line.

Grey Advertising and Warwick & Legler will continue for various other Mennen products.

Agency merger moves closer to fruition

The merger of Tatham-Laird, Chicago, with the Kudner Agency, New York, moved a step forward last Friday (April 30) when staffers of T-L's New York branch moved into the Kudner office there.

A spokesman said that Tatham-Laird's lease on its New York space expired on April 30, but he stressed that there were still some legal matters to be settled before the merger could become official. Indications are that the consolidation will go into effect this week, barring any unforeseen development. T-L has maintained a small office staff in New York.

Kudner bills an estimated \$25 million and Tatham-Laird about \$30 million. Kudner is heavily involved in print and T-L in the broadcast media. Approximately 65% of Tatham-Laird's billing is in TV-radio.

Commercials in production . . .

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

D&R Productions Inc., 301 East 47th Street, New York 10017.

Trans World Airlines, Kansas City, Mo. (flights); two 20's for TV, graphics on film. Agency: Foote, Cone & Belding, New York. Aram Bojalian, agency producer.

Electric Companies' Advertising Program, New York (electric supply); two 90's for TV, animation on film. Agency: N. W. Ayer & Son, New York. Carleton Reiter, agency producer.

Humble Oil & Refining Co., Houston (gasoline); one 60 for TV, animation on film. Agency: McCann-Erickson, Houston. Hal Mathews, agency producer.

Clairol Inc., New York (Loving Care); one 60 for TV, animation on film. Agency: Foote, Cone & Belding, New York. Eugene O'Dougherty, agency producer.

Key Productions Inc., Box 57, Tell City, Ind. 47586.

Holland Dairy Co., Holland, Ind. (dairy products); three 60's for radio and TV, musical. John E. Schroeder, production manager. Agency: Aim Advertising, Holland. Mel Bohling, agency producer.

Paul Kim & Lew Gifford Productions Inc., 342 Madison Avenue, New York 10017.

General Mills, Minneapolis (Trix cereals); four 45's, two 15's for TV, cartoons on film, color. Julia Whalen, production manager. Agency: Dancer-Fitzgerald-Sample, New York. Bob Peter-

AFA plan to aid economy

An eight-man committee has been established by the Advertising Federation of America to explore the possibility of AFA-sponsored legislation permitting advertisers to set aside tax-exempt funds to be used to stimulate the nation's economy during slack periods.

Arno H. Johnson, vice president and senior economist of J. Walter Thompson Co. and chairman of the committee, announced the names of the other members: Mark F. Cooper, president of AFA; Edwin W. Ebel, vice president, advertising services, General Foods Corp.; Walter Guild, chairman of the board, Guild, Bascom & Bonfigli, San Francisco; James Kobak, J. K. Lasser & Co.; Raymond J. Peterson, publisher, *Good Housekeeping* magazine; Bayard E. Sawyer, publisher, *Business Week*, and Virgil L. Simpson, special assistant, advertising, E. I. duPont de Nemours & Co.

“TOP of the POPS” . . . *the best of the rockin’ British beat is now available to American pop music stations on an exclusive market basis.*

“TOP of the POPS” . . . *the only authentic production of the exciting Liverpool Sound, recorded live by The British Broadcasting Corporation in association with Hartwest Productions, Inc.*

“TOP of the POPS” . . . *unmistakable live flavor and style featuring the top pop performers whose recordings and personal appearances are breaking sales records all across the country.*

LIVE from LONDON . . . *each week a complete taped show, recorded live in London, jets to your station. It’s completely flexible . . . promotable . . . highly saleable . . . an exciting contemporary programming concept.*

“TOP of the POPS”

Each week’s tape features live interviews with top groups and singers. Each week’s tape includes pre-releases, some destined to become tomorrow’s big hits, along with current favorites and all the million sellers. Some of the top British performers this show has featured: The Animals, The Beatles, Acker Bilk, Sandra Brown, Georgie Fame and The Blue Flames, Wayne Fon-

tana and the Mindbenders, Gerry and The Pacemakers, The Hollies, The Kinks, Billy J. Kramer and The Dakotas, Lulu and the Luvvers, Manfred Mann, Susan Maughan, The Migil Five, The Nashville Teens, Brian Poole and The Tremeloes, The Rolling Stones, The Searchers, Dusty Springfield, Frankie Vaughan, Mark Wynter and The Zombies.

Markets and stations signed in the last three weeks

WQAM—Miami
WDGY—Minneapolis
WTIX—New Orleans
WITH—Baltimore
WING—Dayton

WHBQ—Memphis
WPOP—Hartford
WNOR—Norfolk
WPTR—Albany
WALT—Tampa

KAAY—Little Rock
WMAK—Nashville
WRIT—Milwaukee
WTRX—Flint
KIOA—Des Moines

WABI—Bangor
WRNX—Saginaw
KEEL—Shreveport
WAKY—Louisville

Produced by

THE BRITISH BROADCASTING CORPORATION



in association with

HARTWEST PRODUCTIONS, Inc.

Call collect area code 212 JUDson 6-7272

THE WARWICK

65 West 54th Street
New York, N. Y. 10019

Rep. appointments . . .

- Adam Young Inc., New York, has been named national sales representative for the Western States Radio Empire. WSRE's 40 stations are in Montana, Idaho, Washington, Oregon and Utah.
- WHP Harrisburg, Pa.: Penn State Reps, Pittsburgh, as a regional representative.
- WKOP Binghamton, N. Y.: Prestige Representation Organization, New York.
- CKTM-TV Trois Rivieres, Que.: All-Canada Radio and Television Ltd., Toronto.

Radio and TV aid in selling new fiber

Radio and television are playing a key role in the success of Vectra, a new fiber used primarily in the manufacture of women's hosiery and carpets.

Edward Trahan, vice president of W. B. Doner & Co., Baltimore advertising agency, said in New York last week that Vectra's 1964 budget of over \$1 million has been expanded to more than \$2 million this year, about \$1.1 million of which will be in radio-TV.

Carpets made of Vectra, and manu-

factured by the Ozite Corp., Chicago, have been advertised on NBC-TV's *Today* and *Tonight* shows since March, Mr. Trahan said, "and we've extended advertising on those shows through July."

Women's hosiery made of Vectra fiber and manufactured by Chadborn-Gotham, Polyvel and other hosiery knitters, has been introduced into over 20 markets across the country in the past six months. More than \$1 million was used to promote the hosiery alone through local radio and TV spots. Department stores, which are "notoriously" opposed to using broadcast advertising for any large scale promotion, were "made aware of the power of radio and television" due to the Vectra promotion, Mr. Trahan said.

Agency appointments . . .

- National Shawmut Bank of Boston names N. W. Ayer & Son, that city, to handle advertising effective July 1.
- Grey Advertising, New York, will act as volunteer agency for The Brand Names Foundation's 1965 advertising campaign.
- Mascon Toy Co., division of Masco Corp., Lorain, Ohio, names Helitzer,

Waring & Wayne, New York, to handle its \$200,000 advertising budget to promote children's products. The major portion of Mascon's billings will be spent advertising "Sticky Finger," a new action ball game. An intensive spot television campaign is scheduled for 19 markets.

- Standard Milling Co., Kansas City, names Valentine-Radford Inc. there as agency effective May 15. Firm uses TV in several midwest markets.

Also in advertising . . .

New office ▪ Erwin Wasey Inc., New York, has opened a Puerto Rican office at 304 Center Building, Santurce. Stephen Simon is office general manager.

Some changes ▪ With the addition of Bud Hebert and Robert Mehaffey as vice presidents, Weill and Carvin, New Orleans advertising and public relations firm, has changed its name to Weill, Carvin, Hebert, Mehaffey Inc. James D. Carvin, executive vice president, announced the election of Gus Weill as president of the company.

Moved ▪ Lilienfeld & Co., Chicago, has moved to expanded quarters at 121 West Wacker Drive.

PROGRAMING

Are stations flouting court?

ASCAP charges that this is effect of suggested method of handling fees

The "combined broadcasting industry" was accused by the American Society of Composers, Authors and Publishers last week of having "openly advocated and encouraged" television stations to "flout the court and disregard the provisions" of their ASCAP licenses.

The charge cited a report, "Music License Guideline for Broadcasters," issued by the Music License Committee of the Institute of Broadcasting Financial Management last fall (BROADCASTING, Nov. 16, 1964). The charge was contained in a memorandum filed in the lawsuit brought by the All-Industry Television Stations Music License Committee to have reasonable ASCAP music-license fees determined by the U. S. Southern District Court in New York.

ASCAP's memorandum characterizes the IBFM as "an arm of the broadcasting industry whose function it is to advise the industry on accounting and related matters." It quotes the report as saying, among other things, that a broadcaster in computing music-license payments can decide to treat "questionable items in the manner that would result in his paying the least amount in fees, but knowing full well that he will be assessed for a deficiency that could remain unsettled for years."

ASCAP cited the IBFM report in opposing a move, initiated by the All-Industry TV Stations Committee, to require ASCAP to turn over documents relating to side arrangements and other documents involved in ASCAP's dealings with stations.

The court had already ordered ASCAP to supply a mass of other material requested by the committee, but the committee contended this additional data was needed too. The committee argued that ASCAP auditors interpret license terms differently with different broadcasters, with the result that stations may be paying ASCAP 15%, about \$1.5 million a year, more than they ought to (BROADCASTING, April 12).

In its memorandum last week ASCAP

said that in some respects it "might welcome the opportunity of demonstrating to this court all the departures made by the petitioners from the existing license agreements," but that "such a demonstration would long postpone the resolution of the one issue that is properly before this court—the determination of a reasonable license fee." It contended the additional information should not be required "unless found necessary in the determination of a reasonable fee."

ASCAP's memorandum was signed by Arthur Dean, special counsel, and Herman Finkelstein, ASCAP general counsel. The all-industry group, headed by Charles Tower of Corinthian Broadcasting, is represented by Root, Barrett, Cohen, Knapp & Smith.

The IBFM report cited by ASCAP was prepared by a committee headed by Richard C. Percival, KRNT Des Moines, Iowa. The introduction said it was prepared primarily because "varying interpretations of many contractual provisions, as well as certain practices which have been allowed even though not specifically provided for by the contracts, have resulted in such confused circumstances that many stations unknowingly are paying excessive license fees."



You can see why we call KNBC your community-minded station.

Nine local Emmys were awarded this year in Los Angeles. KNBC Channel 4 won the three shown above. Another station won two. Four other stations each won one.

We earned our Emmys for Glendale Symphony Orchestra's "Sounds of Christmas," "Survey '64," and "Behind These Doors."

"Sounds of Christmas" is self-explanatory. "Survey" covers a wide range of community problems—every-

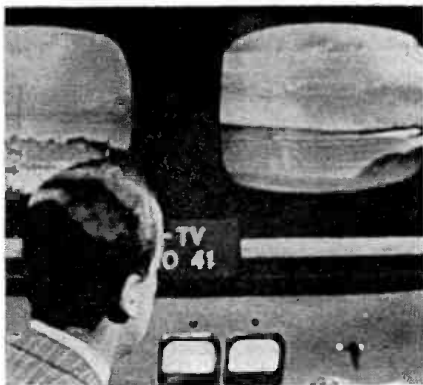
thing from patriotism in our schools to demonstrations of Coast Guard life saving techniques. "Behind These Doors" dealt with mental health.

We are pleased and proud that the Hollywood Chapter of the National Academy of TV Arts & Sciences honored these programs. We intend to continue to bring variety and depth into our community-minded-programming. **Los Angeles' community-minded station.**





About a week before Pearl Harbor, in December 1941, Mr. Murrow returned from European war coverage for his first American vacation since before the war.



On Nov. 18, 1951, Mr. Murrow said 'For the first time a man can sit in his living room and see two oceans.' The occasion was the first 'See it Now' telecast and the first live TV link between the East and the West Coast, through the first cross-country microwave link.



'It was a devastatingly effective program' said a congressman of the March 10, 1954, 'See it Now' program which was devoted to Senator Joseph R. McCarthy (R-Wis.).



Mr. Murrow was back on the scene as a war correspondent in the early fifties with coverage of the Korean War. Outfitted in life preserver he awaits a flight over the battle scene.

The deep marks that Ed Murrow left

A PROFESSION THAT HE DID MUCH TO MOLD MOURNS FAMED NEWSMAN

Edward R. Murrow, who died last Tuesday at the age of 57, was universally hailed last week as the man who did most to establish—and elevate—the standards of broadcast journalism.

His "This . . . is London" broadcasts from the main target of the German blitz in World War II were heard nightly by millions in this country, and colleagues and competitors agreed last week that these dramatic but calm and precise descriptions of Britain under fire created a new model for news reporting.

His *See It Now* (1951-58), an outgrowth of his *Hear It Now* radio series and his *I Can Hear It Now* record albums, is regarded as having set the pattern for all television documentaries.

His *Edward R. Murrow With The News* (1947-60) was a nightly radio

feature for 13 years, praised for its incisiveness—and with the added distinction of refusing its sponsors a middle commercial.

His *Small World* series (1958-60) broke new ground in international television reporting by combining films with transoceanic telephone conversations to provide "visits" with world figures.

His *Person To Person* programs (1953-59) took viewers into the homes of two celebrities each week, from movie stars to a young senator named John F. Kennedy (D-Mass.), with Mr. Murrow exchanging small talk through the smoke of the always-present cigarette.

On *CBS Reports* he appeared frequently to explore more significant and controversial issues of the day.

To Government ■ After 25 years with CBS he left his \$300,000-a-year job in January 1961 to become head of the U. S. Information Agency at \$21,000 a year. He left the USIA post three years later after failing to recuperate as he thought he should from a lung-cancer operation three months before.

In and out of the hospital since then, he went to his farm near Pawling, N. Y., three weeks ago because, friends reported, "he wanted to go home to die." He died there two days after his 57th birthday.

Old-time associates last week recalled his warmth, his loyalty, his accomplishments; but most of all they recalled his courage, his individuality and his "total commitment to his job."

"He was working every waking mo-



Mr. Murrow and Fred Friendly began their co-production efforts in the forties with a series of sound documentaries for Columbia Records. Soon the technique was adapted to a radio series: 'Hear It Now.' In 1951, it was switched to television for 'See It Now.' Today Mr. Friendly is head man of the CBS News operation, a position held by Mr. Murrow in 1946 after nine years overseas. But after 18 months, he wanted out from under the paper work. He said: 'I wanted to be a reporter again because I needed the dignity and satisfaction of being a reporter.' A few months later he began his nightly radio news program.

ment," said CBS newsman Ned Calmer, who worked for him in London during the war and for and with him through the years afterward. Others said he pushed himself constantly because he felt he did his best work on the fringe of exhaustion. He himself sometimes gave another explanation: "I never learned how to play."

CBS correspondent Richard C. Hottelet, one of his close associates, stressed his immersion in his job: "He practically invented radio reporting, but of all the hundreds of times I've seen him broadcast, I've never seen him when he wasn't sitting there, tense, the sweat dripping off his chin, as if it were his first broadcast. To him it was just as important as if it were his first. He was totally committed to it."

Sometimes, other sources reported, to ease the tension he would keep a bottle beneath his chair and take a long pull—"a good, healthy shot"—a couple of minutes before airtime.

A Man Absorbed ■ He was a man of deep concentration—and could be



In 1963, as director of the U. S. Information Agency, Mr. Murrow inspected the new \$23-million transmission facilities of the Voice of America at Greenville, N. C.

moody. "He could be as garrulous as an Irishman in a pub, or as silent as the tomb," one friend reported. Another said that, off the air, "he communicated mostly in long pauses."

Mr. Murrow was proud but without illusions. He liked to say that his father, who had been a tenant farmer, "does not go so far as to say that there's something dishonest about a man making a living by merely talking, but he does thing there's something doubtful about it." He could also say, after a broadcast that didn't satisfy him: "Tune in to Murrow tomorrow. He wasn't so good tonight."

He was independent and individualistic and largely autonomous. With Fred W. Friendly, now president of CBS News, who was his close associate and executive producer on the *Hear It Now*, *See It Now*, *Small World* and *CBS Reports* series, he did the programs they felt ought to be done, regardless of the reaction of sponsors or anybody else.

In a time when many name newsmen employed agents, Mr. Murrow had

none. Instead, he had James M. Seward, now executive vice president of CBS Radio. In an association that lasted until Mr. Murrow's death, Mr. Seward was his financial advisor and also occupied the unique position of representing both sides—to the apparent satisfaction of both—in "negotiating" what Mr. Murrow was to be paid by CBS when new programs were launched.

Farm Boy ■ Mr. Murrow was born Egbert Roscoe Murrow on April 25, 1908, the son of Roscoe and Ethel Murrow, on a farm near Greensboro, N. C. The family moved when he was still a child to Washington state. Later, dining at the White House (as on the night of Pearl Harbor) or with Prime Minister Winston Churchill (as he frequently did), he could recall that preparations for that trip by day coach from North Carolina to Washington state included "a number of shoe boxes filled with fried chicken."

The young Mr. Murrow attended school in Blanchard and Edison, Wash., worked summers on a survey gang and graduated Phi Beta Kappa from Washington State College in 1930, meanwhile changing his first name to Edward. He was president of the National Student Federation in 1930-32 and assistant director of the Institute of International Education in 1932-35, traveling extensively in the U. S. and abroad.

He joined CBS in 1935 as director of talks and education. In one of his early on-air jobs he presided over a spelling bee between CBS's Washington and New York announcers. In 1937 he became European director of CBS, and hired William L. Shirer to help him produce musical and informational programs.

He got his start as a war correspondent in March 1938 when the Germans marched into Austria. He was in Warsaw but, notified by Mr. Shirer of the turn toward war, chartered a 27-seat transport plane for \$1,000 and flew to Vienna, from which he broadcast reports for the next 10 days.

The Recruiter ■ Back in London he started building up the CBS roster of news correspondents. Among those he hired, in addition to Mr. Shirer, were Eric Sevareid, Charles Collingwood, Larry Lesueur, Howard K. Smith, Richard C. Hottelet, Winston Burdett and Cecil Brown.

"I'm hiring reporters, not voices," he is said to have replied when CBS authorities in New York complained about the sound of some of his men.

Mr. Murrow's offices were bombed out three times, but he was on the air nightly with his "This . . . is London" reports. He flew 25 combat missions, bringing back descriptions of what in

one famous broadcast he described as "orchestrated hell." He also covered campaigns in North Africa and on the continent.

He developed a towering reputation for anticipating events and being at the right place at the right time. He was back in the U. S. for a brief rest—and a lecture tour—when the Japanese bombed Pearl Harbor. That night newsman Bob Trout, who was taking his place, and Mrs. Trout were at the BBC in London listening to reports on developments in the U. S. when one of the BBC people approached Mrs. Trout and asked: "Did Mr. Murrow really know this was going to happen? Is that why he went home?"

After the war he became CBS vice president and director of public affairs. But that lasted less than two years. "In-baskets and out-baskets aren't for me," he said, and went back to broadcasting. He did, however, remain as a member of the CBS board of directors for several years.

His Creed ■ He started his *Edward R. Murrow with the News* series on CBS Radio in September 1947, quoting a paragraph from his contract that seemed to sum up his attitude toward reporting:

"News programs are broadcast solely for the purpose of enabling the listeners thereto to know facts—so far as they are ascertainable—and so to elucidate, illuminate and explain facts and situations as fairly as possible [to] enable the listener to weigh and judge for himself. We will endeavor to assist the listener in weighing and judging developments throughout the world, but will refrain—particularly with respect to all controversial, political, social and economic questions—from trying to make up the listener's mind for him."

There were critics who contended he had departed, in principle if not in fact, from this last promise on March 9, 1954, when he presented on *See It Now* what may have been his most widely known single TV show. Using film clips and tape recordings, the program focused on Senator Joseph R. McCarthy (R-Wis.) at a time when "McCarthyism" was widespread.

The program produced a violent reaction. Many said later that it started the beginning of the end of "McCarthyism." McCarthy himself, when given equal time to reply, devoted it to a personal attack on Mr. Murrow.

In reply to that attack Mr. Murrow wrote: "When the record is finally written, as it will be one day, it will answer the question who has helped the Communist cause and who has served his country better, Senator McCarthy or I. I would like to be remembered by the answer to that question."

This and many other programs were

Tributes to Murrow

Radio and television tributes to Edward R. Murrow were planned by the networks for the past weekend. CBS-TV planned a chronicle of Mr. Murrow's 25-year career as a CBS correspondent including highlights of some of his TV-radio broadcasts, on *An Hour with Ed Murrow* on Friday (April 30) at 8:30-9:30 p.m. That same night CBS Radio was to broadcast excerpts from memorable Murrow programs at 8:15-9 p.m. ABC Radio carried a special BBC program honoring the CBS newsman on Thursday (April 29) at 8:8:15 p.m. Both NBC-TV and ABC-TV reported plans to present special telecasts over the weekend. The Overseas Press Club made its annual awards dinner in New York last Friday a tribute to Mr. Murrow.

recalled last week, and some were replayed in special programs.

One that was particularly recalled was his "Harvest of Shame," a documentary on the exploitation of migrant farm workers in this country. Later the program was sold to the BBC, and Mr. Murrow—by then the head of the USIA—appealed to the BBC not to use it. The BBC replied that it had bought the film in good faith—and had "the greatest faith" in the man who prepared it.

Disenchantment ■ In 1959 reports circulated that a rift had developed between Mr. Murrow and CBS management, that he felt he wasn't being allowed the authority he once had. This was strongly denied by CBS. Mr. Murrow took a year's leave of absence, returning in 1960 to *See It Now* and other TV and radio work—including a radio report on call girls in New York that jarred city police authorities.

During his 25 years as a broadcast newsman Mr. Murrow won all the major radio and TV awards, some of them several times. He won the Peabody award, one of the most respected, four times.

His death last week brought tributes from the White House, from 10 Downing Street, from other public figures and from colleagues and competitors. Earlier in the year Queen Elizabeth had named him an honorary knight commander of the Most Excellent Order of the British Empire, and last fall President Johnson had awarded him the Medal of Freedom, this country's highest civilian award.

President Johnson, during a news

conference on the afternoon of Mr. Murrow's death, said that the CBS newsman had built his life on the "unbreakable truth" that "free men and free inquiry are inseparable."

On the *Walter Cronkite CBS Evening News* show Eric Sevareid said that "there are many, working here and in other networks and stations, who owe to Ed Murrow their love of their work, their standards and their sense of responsibility."

The Huntley-Brinkley program on NBC-TV paid tribute that same night, and on his ABC radio and television program Howard K. Smith said that "nobody argues about who is the best TV newsman ever; it is Murrow."

William S. Paley, CBS board chairman, who hired Mr. Murrow in 1935, said his death "ends the first golden age of broadcast journalism."

Brigadier General David Sarnoff, chairman of RCA, said Mr. Murrow's integrity "raised the stature of the profession."

Leonard H. Goldenson, president of American Broadcasting - Paramount Theaters and of ABC, said Mr. Murrow's "imprint on electronic journalism . . . will last as long as the medium itself."

Robert F. Hurleigh, president of Mutual, said that "his greatness was more than just personal. It was something that comes with a will and desire to serve that is given few men in a generation."

Mr. Murrow is survived by his widow, the former Janet Huntington Brewster, whom he married in 1934; a son, Charles Casey, a freshman at Yale, and two brothers, L. V. Murrow of Washington and Dewey Murrow of Spokane, Wash.

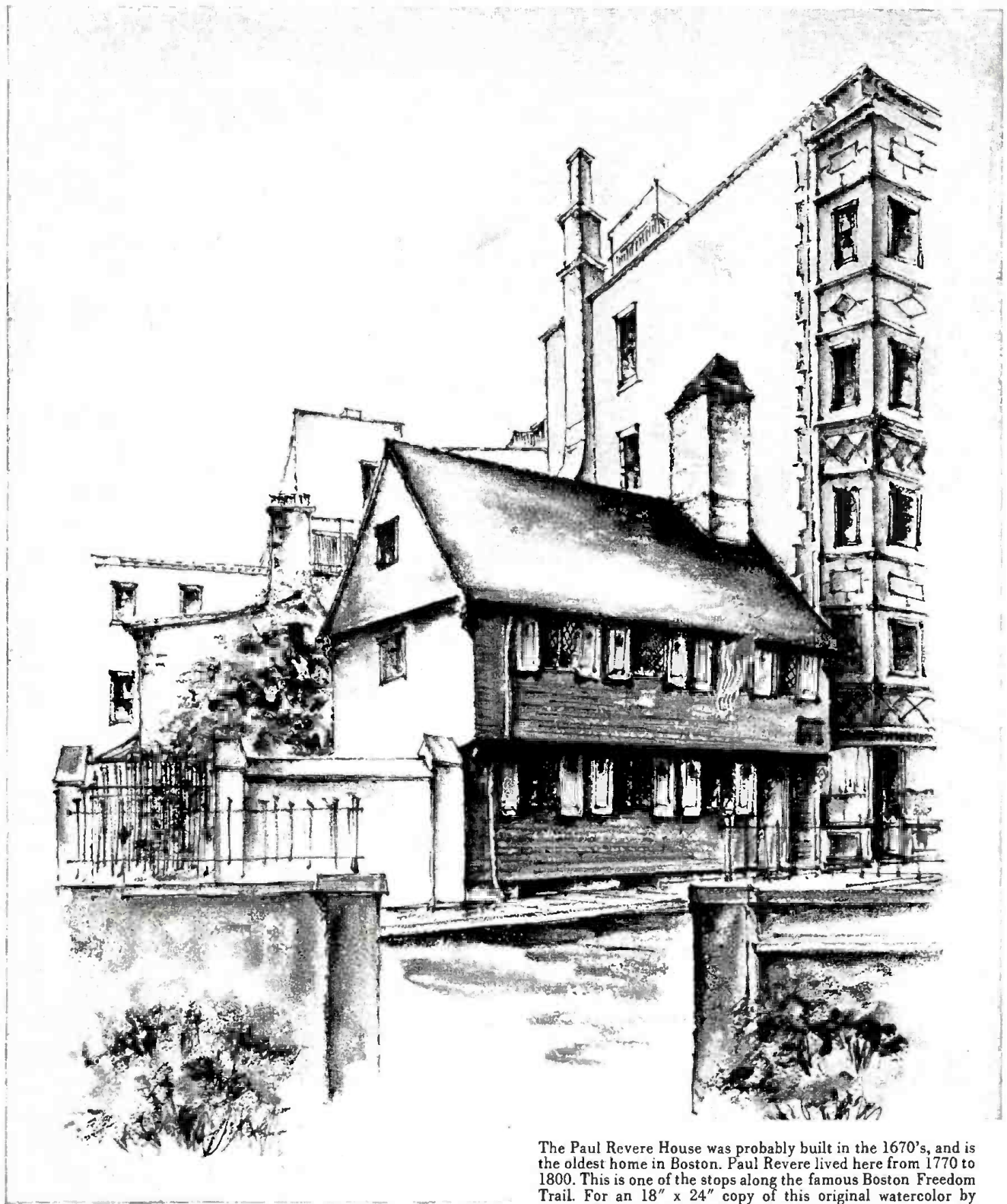
A busy weekend for Early Bird

News, colorful events and thoughtful exchanges of views were to highlight the first Early Bird international telecast, scheduled for yesterday, May 3 (1-2 p.m. EDT).

The special live program was to be televised jointly by the three U. S. networks and the Canadian broadcasting system, in Mexico, and by member stations of the European Broadcasting Union.

Richard Dimbelby, correspondent of the British Broadcasting Corp., was to narrate the events telecast from Europe for the networks. Describing the events from North America to their respective networks were Frank McGee of NBC-TV, Mike Wallace of CBS-TV and Bob Young of ABC-TV.

The program was scheduled to con-



The Paul Revere House was probably built in the 1670's, and is the oldest home in Boston. Paul Revere lived here from 1770 to 1800. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH

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

Government interference on broadcast news

The dangers of governmental influences and restrictions upon broadcast news operations are explored by NBC President Robert E. Kintner in the May issue of *Harper's Magazine*.

In "Television and The World of Politics," the second article in his three-part series, (BROADCASTING, April 5) Mr. Kintner focuses on the basic disagreement between broadcasters and politicians over full coverage of political campaigns; how the FCC has influenced programing; the dangers inherent in FCC influences on programing; State Department pressures on the NBC-TV documentary, *The Tunnel*, and the use of television by candidates as well as by President Kennedy and President Johnson.

Mr. Kintner claims that the dispute between networks and politicians centers around the networks' desire to "do a journalistic job" on the elections, while politicians want to use "a mass medium as though they were coming into town and making a speech." He said the equal-time restrictions, suspended for presidential and vice presidential candidates in 1960, were reinstated the day after

the election and "hampered full political coverage in 1964."

Mr. Kintner describes as "more dangerous" than Section 315 of the Communications Act the FCC's "self-asserted power" to determine under the so-called fairness doctrine whether or not networks are presenting a balanced coverage of controversial issues in the news. He explains:

"The commission has no direct power over networks, but the five television stations we own are the most profitable part of the company. The licenses for these stations, and for all our independently owned affiliates, come up for renewal every three years, and in theory the commission could put us out of the station business—which is vital for a network company."

Government Pressure ■ The NBC president says that any journalistic enterprise worthy of attention will sometimes fall afoul of governmental wishes. He cites as an example the State Department's "unremitting pressure" to force the cancellation of *The Tunnel* documentary which dealt with the escape of 59 East Germans

to West Berlin in 1962.

State Department objections to the presentation persisted, he said, even though the Berlin Senate announced an opinion that the showing of the film was "in the interest of Berlin." The film was presented on NBC-TV in late 1962 and Mr. Kintner adds wryly: "The U. S. Information Agency edited our hour-long program down to half an hour and distributed prints overseas."

Mr. Kintner asserts that if President Kennedy had lived, there would "unquestionably have been debates in 1964." He points out that President Kennedy had committed himself publicly to debate any challenger that the Republicans might choose to run against him.

President Johnson knows more about broadcasting than any previous President, Mr. Kintner declares, "and with the passage of time, he has increasingly found his own ways to use television."

In the concluding article in June Mr. Kintner will discuss the successes and failures of television in bringing a broader knowledge of the world to millions of people.

clude with the singing and playing of "Auld Lang Syne" by the Soviet Navy chorus in Portsmouth, England; by 12,000 students at a carnival in Skansen, Sweden; by the United States Army Band from the steps of the Capitol in Washington; the Royal 22d Regimental Band in Quebec City, Canada, and by crowds viewing the program at the New York World's Fair and at the Piazza del Campidoglio in Rome.

This morning, via Early Bird, NBC-TV was to originate its *Today* show (7-9 a.m. EDT) from five European cities. During the program, Pope Paul VI was expected to deliver a special message to the American people from Rome.

The program also was to include a two-way London-Washington discussion between a leading U. S. congressman and a prominent member of Parliament; interviews with actors Peter Sellers in London and Yves Montand in Paris; and also from Paris, a women's fashion show.

In addition, the contrast between Roman architecture, past and present, was to be described by Aline Saarinen, and Jack Lescoulie was to offer a view of The Hague and Amsterdam.

Today's NBC schedule also includes Early Bird transmission of live news segments from Europe on *Huntley-*

Brinkley Report (7-7:30 p.m. EDT), and a special program, *Panorama*, featuring Chet Huntley in London, and Richard Dimbelby in New York.

ABC-TV has scheduled a special live pick-up of newscaster Peter Jennings from London for its May 3 *Marlene Sanders with the Woman's Touch* program (2:55-3 p.m. EDT), and, between 5:45-6:15 p.m. will pick up *Peter Jennings and the News* from London.

CBS-TV's live Early Bird plans for May 3 include a pick up of Mike Wallace in London for its *CBS Morning News with Mike Wallace* (9:30-10 a.m. EDT), and between 1-2 p.m. EDT a special *Town Meeting of the World*, featuring such European and American statesmen as Douglas Home and Secretary of State Dean Rusk.

Foreign films for TV

Roberts & Barry Inc., New York, announced last week it is placing into TV distribution two packages of 38 features, mostly produced after 1960. Five features make up "La Dolce Vita Package," including "La Dolce Vita," "Rocco and His Brothers," "Last Year At Marienbad" and the "Girl in Room 13." "The Europa 33" package consists

of 33 post-1962 features, primarily German. All films are being dubbed into English. Roberts & Barry has moved its headquarters from Chicago to New York at 155 East 55th Street. Telephone is 421-7317. Ben Barry is president and Paul Roberts is executive vice president of the distribution company.

News services get delay on new rates

The FCC has granted the news services a 30-day extension to file exceptions to a staff recommendation that would require news organizations using private-line telegraphic channels leased from AT&T and Western Union to pay the same higher rates for these facilities as do other commercial users.

At the same time, however, the commission dismissed without prejudice a joint petition filed April 15 by AP, UPI and 13 other news agencies which sought a lengthy delay and additional studies.

They had asked the commission to order AT&T to file by Sept. 1 revised

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you get full color for
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No offense, Broadcasting, but we don't charge for color. WFGA-TV is a COLOR station, and we air everything possible in color, so we wouldn't think of charging extra for it. Contact your Peters, Griffin, Woodward "Colonel" and ask for details.



tariff schedules and cost studies in addition to other revised tariffs the company had been ordered to submit on that date relating to two other telegraph cases.

The news services also asked that exceptions be delayed until 30 days after the Sept. 1 deadline when AT&T is to file its revised tariffs. By dismissing the petition without prejudice, the commission has enabled the news services to again seek the relief on June 3, the new deadline for filing exceptions.

At issue in the proceeding is whether special private line rates for telegraph channels should be established for the news services or whether the increases authorized should also be made applicable to news service users.

According to a proposal released April 1 by Bernard Strassburg, chief of the FCC's Common Carrier Bureau, the news media should be required to pay the higher rates imposed on the general public by the tariffs adopted in 1963.

At that time, however, the commission suspended the rate increase for the news services after they complained that their ability to perform their function would be impaired if they were required to pay the higher rates.

Mr. Strassburg found that the higher rates "would not have any materially

adverse effect on the dissemination of news" (BROADCASTING, April 5).

Comments received last week supporting the recommendation and opposing the news services' petition for an extension were from Western Union and the Bell System.

The National Association of Broadcasters, however, strongly supported the joint petition for additional time and for more cost studies and revised tariffs from AT&T.

Spanish Radio Network plans late-summer start

Coronado Broadcasters International, Washington, plans a late-summer start for "The Spanish Radio Network," a live feed to Spanish-language stations in the U. S. and northern Mexico.

John Chavez, president and executive director of Coronado, former owner of KIZZ El Paso, said the network will start with news and expand into other programming at a later date. The network's news headquarters will be in Washington with correspondents in New York, Miami, Los Angeles, San Antonio, other major Spanish-speaking areas of the U. S., Latin America, and European and Asian capitals.

Other officers of Coronado are Fred Lawrence, UPI cameraman, Washington, chairman of the board, and Paul Muller, Washington lawyer, secretary treasurer. Coronado has headquarters at 1400 20th Street N. W., Washington.

CBS group wants time to reply to program rule

The CBS Television Affiliates Association asked the FCC last week for an extension of at least six months to the deadline for filing comments on the commission's rulemaking proposal looking toward limiting the TV networks' ownership or control of prime-time programming (BROADCASTING March 22).

The association of independently owned and operated stations affiliated with the CBS-TV network, pointed out that the rulemaking is based substantially on Part I of the Second Interim Report "TV Network Program Procurement," submitted to the commission by its staff nearly three years ago. The association then urged that the comment deadline (June 21) be postponed until six months after Part II of the staff's study is completed and made public.

The association noted that the commission earlier had pointed out that while "the factual statements contained in Part I are somewhat summary in form . . . detailed documentation" will be contained in Part II of the report.

ITC reports sales of new cartoon series

Aided substantially by a screening at a meeting of Development Program Associates in Los Angeles, Independent Television Corp. has sold its new half-hour color cartoon series, *Stingray*, in 22 markets at a gross price of more than \$750,000.

Abe Mandell, ITC president, reported last week that the major part of the sales were made to members of DPA, an organization of TV stations established to stimulate new program production for the nonnetwork market. The series is described as a science-fiction underseas adventure program in the Jules Verne vein.

TV stations which have signed are WPIX New York; WGN-TV Chicago; KTLA Los Angeles; WJBK-TV Detroit; WJW-TV Cleveland; WTOP-TV Washington; WCPO-TV Cincinnati; WGR-TV Buffalo; WAGA-TV Atlanta; KFMB-TV San Diego; WTVN-TV Columbus, Ohio; WJXT Jacksonville, Fla.; KLZ-TV Denver; KSL-TV Salt Lake City; WNEP-TV Scranton, Pa.; KOB-TV Albuquerque, N. M.; WAST Albany, N. Y.; WPTV West Palm Beach, Fla.; WTVT Tampa, Fla., and outlets in Indianapolis and Kansas City, Mo., not yet announced.

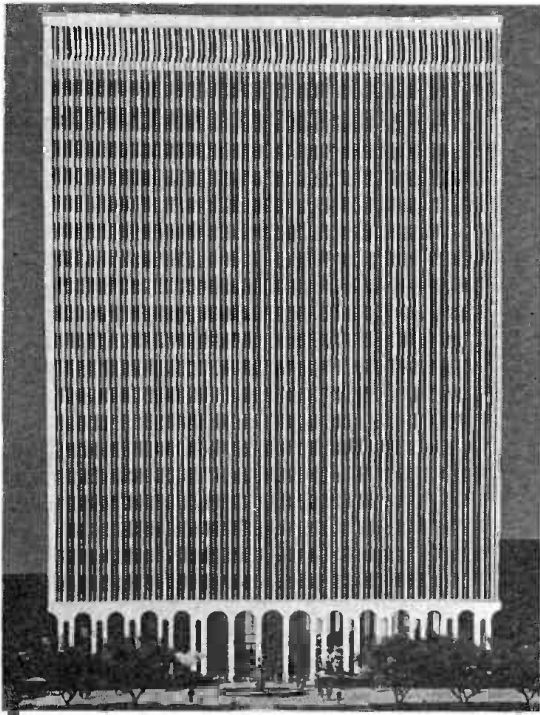
Program notes . . .

Dick Clark sued - Dick Clark, host of *American Bandstand*, ABC-TV's teenage dance program, and Dick Clark Productions, are being sued for \$1,450,000 for breach of contract. The action, filed Monday (April 26) in Los Angeles superior court by General Marketing Corp., alleges that in February Mr. Clark entered into an oral agreement for GMC to perform certain merchandising and promotional services for him and his company, which he subsequently breached. Rosalind Ross and Joseph Angard are also named as defendants in the suit, which asks for \$450,000 as share of profits allegedly due under the oral agreement and \$1 million in punitive damages.

Tension - Murry Woroner, president of Woroner Productions, Miami, has signed for the exclusive rights to the dramatic news program *Closeup*. Program is written by Theo Dierks and produced by Don Keyes. Each suspense feature is three-and-one-half minutes long and creates an air of danger while using true stories. The program will be offered for five-day-a-week use.

'Golden age' - Ira D. Shprintzen, Alan Van and R. Daniel Oliver have formed Mutual Broadcast Productions of Larchmont, Larchmont, New York. Using the slogan "Where there is still a Gold-

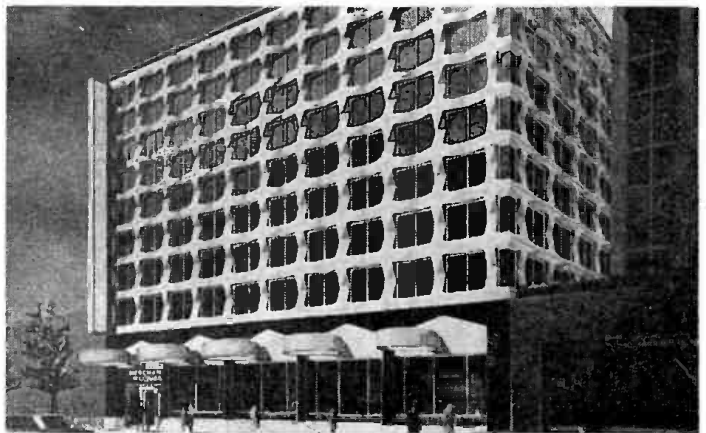
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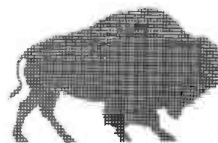
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LBJ was ready, but networks weren't

It was a gaffe, all right, but no one is sure just who stumbled.

President Johnson at 8 p.m. Wednesday night suddenly announced he had a statement to be delivered over the TV and radio networks. Within minutes after the news, the TV studio established last year in the theater of the White House was ready and manned. But network news bureaus in Washington found themselves short of technical personnel to patch the origination into their networks. At that hour programs were originating from other

points and none was scheduled to originate in Washington. NBC got the President on the air a short time after 8:48 p.m., when he began his announcement of the landing of Marines in the Dominican Republic. All the networks used portions of his announcement, via video-tape recordings, in their 11 p.m. newscasts.

President Johnson made one other bit of TV news last week. At his Tuesday news conference, which was carried live by all TV and radio networks, he obviously had used make-up for the TV cameras.

en Age of Radio," the company gears its programing toward interviews and radio plays.

Army program ■ The U. S. Army television series, *The Big Picture*, will show a two-part documentary entitled "The Battle of St. Vith" during May. Narrated by Robert Taylor, these half-hour episodes, describing the key engagement that opened the Battle of the Bulge, will be shown on 350 TV stations.

Biblical cartoons ■ New juvenile series of five-minute cartoon programs based on favorite Bible stories, *The Magic Bible*, has been created by Kenneth C. T. Snyder. It is being produced by Pantomime Pictures of Hollywood in cooperation with Snyder-Koren Productions for distribution by National Telefilm Associates. Two children are transported to a Biblical scene in each episode.

Medic Tone ■ Franchot Tone will co-star with Vincent Edwards in 1965-66 series of *Ben Casey* on ABC-TV. He replaces Sam Jaffe, who leaves the series by agreement with ABC.

NER series ■ The National Educational Radio division of the National Association of Educational Broadcasters has made available to members of the NER network a series of 26 half-hour broadcasts of the Pacem in Terris convocation held in New York last February 17 to 20. Among those attending the meeting were Vice President Hubert H. Humphrey, U. S. Ambassador to the United Nations Adlai Stevenson and Chief Justice of the Supreme Court Earl Warren.

Belafonte special ■ CBS-TV plans a one-hour musical variety special, *The Strollin' 20's*, for 1965-66 season. It will star Harry Belafonte and be produced

by his Belafonte Enterprises Inc. and will feature Negro talent.

In distribution ■ The new UPI Newsfilm documentary TV series, *Point of View*, covering national and international news with five five-minute segments a week titled "Washington in Focus," "Issue," "Hot Spot," "Feature" and "Man of the Week," has been put into syndication by Wolper Television Sales, Los Angeles.

Speed series ■ John Frankenheimer Productions, Douglas and Lewis Productions and Cinerama, all Hollywood, have purchased the rights to *The Cruel Sport*, Robert Daley's book on international auto racing, as the basis of a TV series. The series will be filmed simultaneously with a motion picture of the *Grand Prix* race to be produced by Cinerama in May 1966.

For sale or trade ■ Gospel Music Time, Sumner, Wash., is offering a half-hour gospel music program for Sunday programing. The program is available in two versions: One is a sustaining slot for which the tapes must be returned; the other is an open-end version for which a trade of time (subject to station acceptance) that Gospel Music Time fills through the Gospel Music Network.

JFK coverage ■ NBC News, plans to tape in color the John F. Kennedy memorial dedication ceremonies scheduled to be held near London on May 14 and to be attended by Queen Elizabeth, Mrs. Jacqueline Kennedy and her daughter Caroline. The Queen will dedicate the memorial, described as a stone bust of the late President. Tapes will be flown to New York for telecast that day at about 11:30 p.m. EDT.

TAC adds one ■ Television Affiliates Corp. has signed a new subscriber and

has obtained four renewals, placing membership in TAC by TV stations at 60. Renewals came from WFIL-TV Philadelphia; WNHC-TV New Haven, Conn.; KELO-TV Sioux Falls, S. D., and WSJS-TV Winston-Salem, N. C. The new member is WSWA-TV Harrisonburg, Va.

HHH on NET ■ An interview with Vice President Hubert H. Humphrey and Tom Wicker, chief Washington correspondent of the *New York Times*, will be carried by 32 stations of the National Educational Television Network. In the interview Vice President Humphrey describes his role, responsibilities and his assignments as well as his relationship with the President.

Congress Report ■ NBC News will present an hour-long TV special this fall with David Brinkley on an analysis of the U. S. Congress. The study, conducted by Arthur D. Little Inc., will be completed in July, and will be produced for the network by Ted Yates.

Radio series sales . . .

So You're Here Today (Realistic Radio Sales): WPAR Parkersburg, W. Va.

World Championship Endurance Race (Triangle): WDAD Indiana, Pa.; KVOP Plainview, KCLR Ralls, KKAS Silsbee, KTEO San Angelo, KDLK Del Rio, all Texas; KIBS Bishop, KATY San Luis Obispo, both California, WJPD Ishpeming, Mich., and WJFC Jefferson City, Tenn.

Hollywood Flashback (Mel Blanc Associates): KMBC Kansas City, Mo.; KUEQ Phoenix; KZUN Opportunity, Wash.; CFBC West John, N. B.; WCLO Janesville, Wis., and WKYN San Juan, P. R.

Jimmie Fidler Hollywood News (Jimmie Fidler): WATW Ashland, Wis.; WDNE Elkins, W. Va., and WWCM Brazil, Ind.

The Green Hornet (Charles Michelson): WFGM Fitchburg, Mass.; WTRC Hartford, Conn., and WHIO Dayton, Ohio.

The Shadow (Charles Michelson): KHAS Hastings, Neb.; WTR Norfolk, Va., and WBNS Columbus, Ohio.

Anniversaries in Sound (Triangle): WTON Staunton, Va.; WSWM-FM East Lansing, Mich., KMAQ Maquoketa, Iowa; KCLN Clinton, Iowa, and WFIN Findlay, Ohio.

Word Picture (Triangle): WTXL West Springfield, Mass., and WFIN Findlay, Ohio.



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Quinlan affair recalled on WBKB's license

The Quinlan affair had a faint, last repercussion at the FCC last week.

The affair began more than a year ago when Sterling C. (Red) Quinlan resigned as operating head of ABC's Chicago station WBKB(TV). Chicago newspapers asserted Mr. Quinlan had been forced out by ABC because of his "independence" and his fondness for producing local live television programs.

The commission took note of the furor and officials said they would be concerned if the resignation was a sign the network intended to cut back on local live programming or depart in any other way from program-

ing promises. (BROADCASTING, March 2, 1964).

The station's license-renewal date was Dec. 1, 1964, but the commission didn't act on WBKB's application until last week.

Last week, more than four months after WBKB's license-renewal date, the commission announced the renewal of the station's license—but with Commissioner Kenneth A. Cox dissenting. He said he felt there were "some unresolved questions about the character and level" of the station's local-live programming and that he couldn't make a judgment without more information.

Self-restraint in government urged

FCC Commissioner Lee Loevinger last week called for restraint by government in the exercise of its power and an acknowledgment by those in authority of the limited and temporary nature of their authority.

The commissioner issued his appeal in a Law Day address before a meeting of the Maryland Bar Association and the Advertising Club of Baltimore, in Baltimore. The speech restated arguments he has made before in opposition to FCC intrusion into programming decisions of broadcasters.

But the commissioner focused his argument on what he says is the need for self-restraint in government. He has often argued against the view that the commission should take whatever action it feels necessary and rely on the courts or Congress to tell it when it exceeds its authority.

"When we speak of government of laws and not of men," he said last week, "we do not suggest the naive notion that law does or can operate mechanically or independently of human will and judgment. . . ."

"However, it is the democratic ideal that those who are entrusted with the authority of law shall be mindful that their powers are temporary and limited, shall be modest in their claims of wisdom and shall be restrained in their efforts to control others. In a very profound sense, the spirit of American law is the spirit of liberty."

Programming Issue ■ In discussing the arguments that have echoed down the years over the question of the FCC regulation of programming, the commis-

sioner said the commission should follow the theory that government's role is to prescribe minimum standards of conduct rather than to require optimum conduct. "Clearly the thrust of these principles in the field of broadcasting is toward the position that the government should confine its intervention to the prohibition of legally objectionable broadcasts," he said.

He noted that those who argue for FCC intrusion into programming first state that the commission is charged with licensing broadcasters to serve the public interest, and then ask "whether it is in the public interest to permit the broadcast of banal, vacuous or stupid programs."

The commissioner said such a question "obviously calls for a negative answer." But, he added: "It seems to me that both the constitutional principles of American law and the spirit of liberty which underlies these principles warn us against setting ourselves up as judges in a field such as this."

He noted that one of the principle complaints against broadcasters is that they slavishly follow the ratings, and added: "I do not see how any government official can demand compliance with his own notions rather than response to such indications of public demand without being guilty of an arrogant abuse of power. Such action appears to me to be contrary to the philosophy of American law and to the spirit of liberty."

Film sales . . .

Dodo—The Kid From Outer Space (Embassy Pictures Corp. TV): WNEP-TV Scranton, Pa.; KTHV(TV) Little Rock, Ark., and KPHO-TV Phoenix.

Kickoff Catalogue (Embassy Pictures Corp. TV): WBZ-TV Boston; WMBD-TV

Peoria, Ill.; WCIA(TV) Champaign, Ill.; WKEF(TV) Dayton; KOLO-TV Reno; WAFB-TV Baton Rouge, La.; WPHL-TV Philadelphia; KFDA-TV Amarillo, Tex., and WJHL-TV Johnson City, Tenn.

Sons of Hercules (Embassy Pictures Corp. TV): WAFB-TV Baton Rouge, La.; KBAK-TV Bakersfield, Calif., and WJHL-TV Johnson City, Tenn.

Adventure 26 (Embassy Pictures Corp. TV): WYTV(TV) Youngstown, Ohio; KBAK-TV Bakersfield, Calif.; WJHL-TV Johnson City, Tenn.; KPRC-TV Houston, and WAFB-TV Baton Rouge, La.

Mack and Myer for Hire (Trans-Lux TV): WJIM-TV Lansing, Mich.

Big Night Out (Seven Arts): KBAK-TV Bakersfield, Calif.; WABI-TV Bangor, Me.; WCHS-TV Charleston, W. Va.; WCIV(TV) Charleston, S. C.; KYW-TV Cleveland, Ohio; WDAY-TV Fargo, N. D.; WFMV-TV Greensboro, N. C.; KORK-TV Las Vegas; WLEX-TV Lexington, Ky.; KGW-TV Portland, Ore., and KCRA-TV Sacramento, Calif.

Gemini (Seven Arts): KBAK-TV Bakersfield, Calif.; KLZ-TV Denver, Colo.; WHO-TV Des Moines, Iowa; WBAY-TV Green Bay, Wis.; KORK-TV Las Vegas; WLAC-TV Nashville, and KCRA-TV Sacramento, Calif.

Tell Me Dr. Brothers (Triangle): WSM-TV Nashville, and WMTW-TV Portland-Poland Springs, Me.

Across the Seven Seas (Official Films): WNEW-TV New York; KTTV(TV) Los Angeles; WTTG(TV) Washington; WXYZ-TV Detroit; KTVU(TV) San Francisco; WTTV(TV) Indianapolis; KXLY-TV Spokane; KOLD-TV Tucson, Ariz.; KOOL-TV Phoenix, and WFLA-TV Tampa, Fla.

The Tom Ewell Show (Four Star): WCIX-TV South Miami, Fla.

Theater 1 (Four Star): KFDM-TV Beaumont, Tex.

Zane Grey Theatre (Four Star): WBTW(TV) Florence, S. C.; WCIX-TV South Miami, Fla., and KTVT(TV) Fort Worth-Dallas.

The Westerners (Four Star): KTLA(TV) Los Angeles, and KTVT(TV) Fort Worth-Dallas.

Super-Spy Action (Four Star): WABC-TV New York; WBKB(TV) Chicago; KABC-TV Los Angeles; WJBK-TV Detroit; WTVT(TV) Tampa, Fla., and KGO-TV San Francisco.

Spectacular Showcase (Four Star): WCPO-TV Cincinnati.

Shirley Temple Features (National Telefilm): WDEF-TV Chattanooga, and KHJ-TV Los Angeles.

What ever happened to the “Baker’s Dozen?”

REMEMBER WHEN the baker dropped in an extra doughnut to keep us coming back for more? It was his way of providing something extra—something of value.

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manufacturers and its computerized distribution system make this possible.

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Supreme Court hears arguments in MCA case

The right of the FCC to force a public hearing on matters considered confidential by one of the participants was challenged in the U. S. Supreme Court last week.

At issue was the FCC's actions in 1960 and 1961 during its network program investigation to force Taft B. Schreiber, vice president of MCA Inc., to present details of MCA's participation in TV programs and to testify in the open on this and other matters.

Mr. Schreiber refused to submit the information demanded by the FCC unless the contents were kept confidential. He claimed that it would disclose business secrets. He also objected to testifying without counsel.

The commission asked the U. S. District Court in Los Angeles to compel compliance. In 1962, District Judge Leon R. Yankwich ruled that the FCC should hold private sessions to maintain the confidentiality of the testimony and of the documents submitted, but that it could ask the court for permission to make them public. He also ruled that counsel should have the right to participate in the hearing.

On appeal by the FCC, a Ninth Circuit Court of Appeals in 1964, with one

circuit judge dissenting in part, upheld the district court decision on holding private sessions, but reversed Judge Yankwich on the right of counsel to participate in the hearing. The dissenting judge felt that the burden of proving the need for privacy and confidentiality should be on Mr. Schreiber and MCA, not on the commission.

Since that time, the FCC has amended its procedural rules permitting witnesses testifying in investigative proceedings to be fully represented by counsel.

Arguing for Mr. Schreiber and MCA before the Supreme Court was Allen E. Susman of Beverly Hills, Calif., who maintained that the FCC never tried to comply with Judge Yankwich's decision and that it should be required to do so. He also contended that MCA was being singled out for special treatment because the FCC was working with the Department of Justice in what later became a government antitrust suit against MCA. The antitrust suit was settled when MCA signed a consent order agreeing to divest itself of its talent representation business. It is now only in the TV program business.

John W. Douglas, assistant attorney general (civil division), argued that Mr. Schreiber and MCA failed to make a case for their claim that testimony and information requested by the FCC might compromise their business.

Lawyers, newsmen meet on criminal news

Any hope that lawyers and newsmen can agree soon on ground rules for the bar and media on covering criminal news evaporated last week after a meeting in Washington between a special committee of the American Bar Association and representatives of four news organizations.

The general impression among those attending the conference is that a series of meetings and exchanges of suggestions and recommendations will be required before anything concrete comes to pass. This was emphasized by Justice Paul C. Reardon of the Massachusetts Supreme Court, chairman of the ABA committee, who said: "This is a knotty problem and we expect to be a long time working on it."

He also stated that the all-day meeting April 26, "was a very happy meeting, with free and frank discussion and no sparks flying."

Discussed, he acknowledged, were the instructions issued two weeks ago by Attorney General Nicholas deB. Katzenbach to U. S. attorneys and police officers, and the statement by the Bar Press Committee of the American Society of Newspaper Editors (BROADCASTING, April 19).

EQUIPMENT & ENGINEERING

GE plunges into color TV

Pilot production of tubes started at Syracuse plant, called improved version of shadow mask type

General Electric Co. last week confirmed reports that it would produce its own color television picture tube.

GE's plan to seriously enter color TV had been reported for several months, but the official word was released on Wednesday (April 28) by Fred J. Borch, president and chief executive officer at GE's annual meeting in Schenectady, N. Y.

Mr. Borch said pilot production of the tube has begun in Syracuse, N. Y., and added that the actual screen size will be announced later this spring. Industry reports have indicated that GE would come out with a small-screen color set, possibly of the 12-inch size.

Mr. Borch disclosed that the tube is "an improved version of the shadow-mask type which is standard in the industry." He said it is of "a simpler design which can lead to less costly tube installation and service."

He told stockholders that color TV is "the most rapidly growing segment of the consumer goods market" and said GE's decision to begin production is "a major step forward in our color program."

Following Mr. Borch's announcement, William E. Davidson general manager of the company's television receiver department in Syracuse, issued a statement with additional details about the company's color tube activity. He revealed that the new GE tube is an improved version of the standard three-gun type and incorporates the brighter rare earth phosphors now being introduced across the industry (see story below).

He noted that tube production will be limited in 1965 and said GE has no plans to sell the tube externally. He added that GE will continue to purchase tubes from outside sources for the next

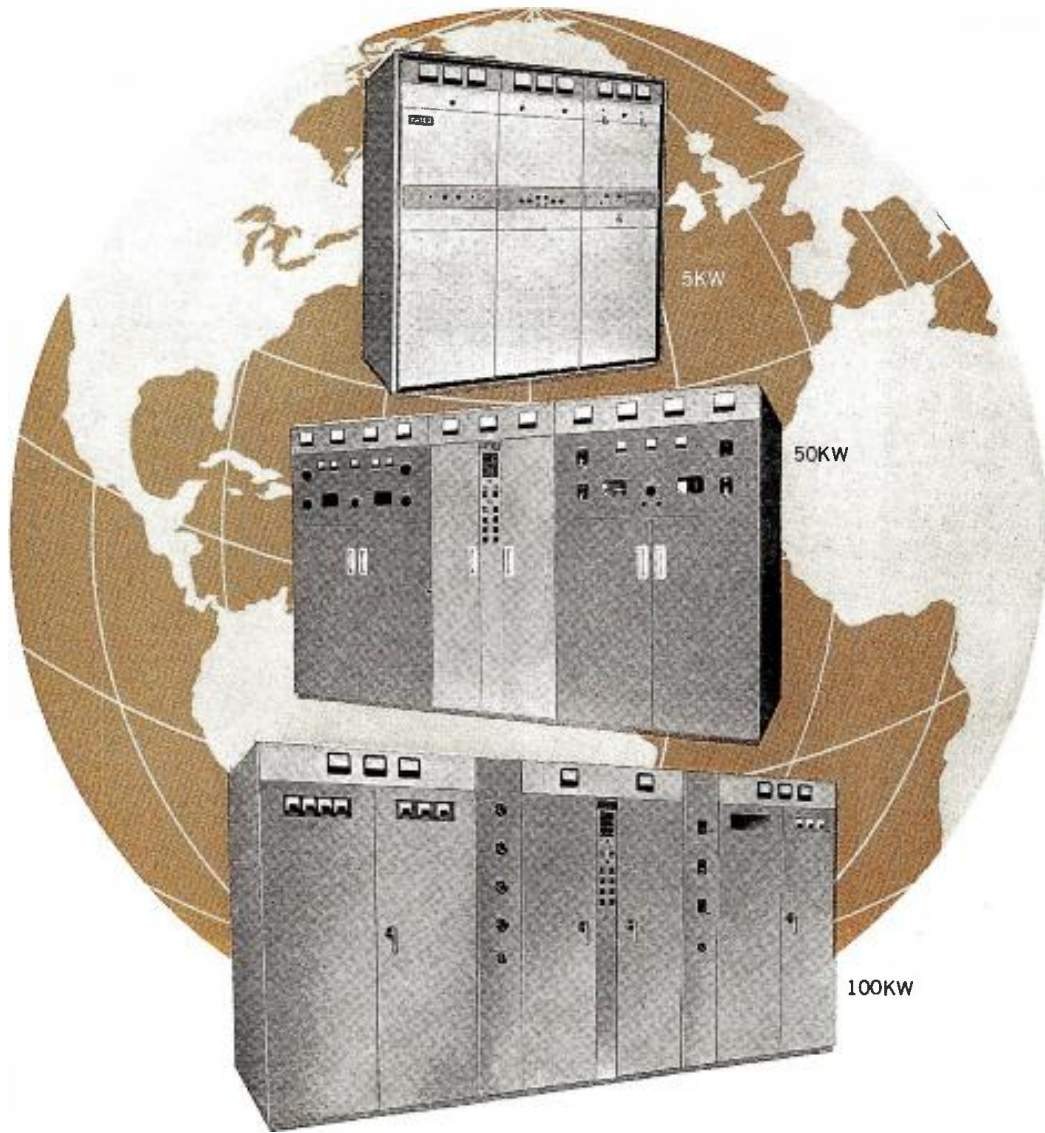
few years to serve its "rapidly growing color TV business."

GE currently buys 21-inch and 25-inch color tubes for its sets from outside sources, including RCA, the industry's chief producer. Other color tube manufacturers include Zenith Radio Corp., National Video Corp. and Sylvania Electric Products, a subsidiary of General Telephone & Electronics Corp.

RCA improves its color-TV tubes

RCA disclosed last week that all its color TV picture tubes will be manufactured with improved green and blue sulfide phosphors plus a red rare earth Europium phosphor.

Both Sylvania and RCA use the rare earth phosphors to increase brightness on their 25-inch rectangular tubes. RCA now extends this usage, begun by Sylvania last year, to the 21- and 19-inch models. Having used an all-sulfide-type phosphor screen with a slurry technique, RCA models are now converted to the Europium red rare earth phosphor with an advanced slurry screening process.



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RCA sets record for 16th straight quarter

RCA announced last week that it has attained its 16th consecutive quarter of profit improvement as it established a new first-quarter profit record during the first three months of 1965. Profits rose \$4 million or 16% over \$21.6 million recorded during the same period last year.

One of the reasons for the growth in profits, RCA notes, is the color television boom which is reflected in a 50% increase this quarter in the factory sale of color sets. NBC, an RCA subsidiary, recorded a 20% increase in profits.

For the first quarter ended March 31:

	1965	1964
Earnings per share	\$0.43	\$0.36
Products and services sold	475,500,000	461,400,000
Profit before taxes	48,200,000	41,400,000
Federal taxes	21,200,000	19,800,000
Net profit	25,000,000	21,600,000

Reeves shows gain in net income, earnings

Reeves Broadcasting Corp.'s working capital rose to \$966,500 in 1964, compared to \$562,000 in the previous year. In his annual report, J. Drayton Hastie, Reeves president, said TV sales rose 7% resulting in a 30% increase in operating profit. He said WUSN-TV Charleston, S. C., and WHTN-TV Huntington, W. Va. showed substantial gains in audience, and he looks for continued profits from them. RBC on March 1 purchased WITH-AM-FM Baltimore, and Mr. Hastie said this should become a satisfactory investment.

For the year ended Dec. 31:

	1964	1963
Earnings per share	\$0.46*	\$0.14
Operating revenues	4,968,320	5,064,211
Income before taxes	564,474	348,503
Net income	305,321	204,003
Shares outstanding	1,458,893	1,408,893

*Including \$0.24 nonrecurring profit from sale of KBAK-TV Bakersfield, Calif.

Macfadden-Bartell has increased sales

Macfadden-Bartell Corp., New York broadcasting and publishing firm, had a 16.3% gain in revenues during fiscal 1964 as compared to the previous year. Net earnings, however, were cut, reflecting record retained earnings of \$1,024,000 for expansion and product

improvements.

Stockholders will meet in Milwaukee next week (May 11).

The firm's broadcasting interests are WADO New York; KCBQ San Diego, and WOKY Milwaukee.

For the year ended Dec. 31:

	1964	1963
Earnings per share	\$0.43*	\$0.81*
Net Sales and revenues	29,873,294	25,696,176
Production, selling and administrative costs	28,717,525	23,920,382
Balance of income	1,155,769	1,775,794
Net income	740,988	1,382,728
Shares outstanding	1,697,036*	1,592,211*

* Before stock dividend.

Harris-Intertype has increased sales

Harris-Intertype Corp., Cleveland, said last week that shipments of electronic products and printing equipment for the first nine months of fiscal 1965, ended March 31, rose \$19.4 million over last year while net earnings increased \$931,598 during the same period.

George S. Dively, board chairman, and Richard B. Tullis, president, said that the firm's Gates Radio division "is supplying more AM and FM transmitters to commercial radio stations than any other company."

For nine months ended March 31:

	1965	1964
Earnings per share	\$1.36	\$1.15*
Shipments	89,084,585	69,664,915
Earnings before taxes	11,626,717	10,330,321
Provision for taxes	5,661,175	5,296,377
Net earnings	5,965,542	5,033,944
Shares outstanding	4,394,534	4,388,718*

* Adjusted to reflect 2 for 1 stock split in September 1964.

Capital Cities up 38% in first quarter

Capital Cities Broadcasting Corp., New York, reports net income for the first quarter of fiscal 1965 up 38% over the comparable 1964 period.

Frank M. Smith, board chairman, noted that the firm has applied for listing on the New York Stock Exchange and hopefully trading of the stock on the "Big Board" would begin by mid-year. Capital Cities stock is currently trading on the American Exchange at about \$39 a share.

Capital Cities stockholders will meet on May 10 to approve the nomination of F. Sibley Moore, vice president and secretary of The Goodwill Stations Inc., to the board of directors.

Capital Cities owns WJR-AM-FM Detroit; WSAZ-AM-TV Huntington, W. Va.; WTEN(TV) and WROW-AM-FM Albany, N. Y.; WKBW-AM-TV Buffalo, N. Y.;

WCDC(TV) Adams, Mass.; WPAT-AM-FM Paterson, N. J.; WPRO-AM-FM-TV Providence, R. I., and WTVD(TV) Raleigh-Durham, N. C.

First quarter ended March 31:

	1965	1964
Earned per share	\$0.61	\$0.44
Income	6,164,025	4,416,265
Operating profit	2,086,894	1,501,438
Net income	832,156	603,363

Scripps-Howard stations report profits up

Scripps-Howard Broadcasting Co., Cincinnati, last week announced that net income for the first three periods of fiscal 1965 rose \$271,875 over the same periods last year. SHB operates on 13 periods of four weeks each during its fiscal year.

Scripps-Howard stations are WCPO-AM-FM-TV Cincinnati; WEWS(TV) Cleveland, WNOX Knoxville, Tenn.; WMC, WMC(FM) and WMCT(TV) Memphis, and WPTV(TV) West Palm Beach, Fla.

For three periods ended March 27, 1965 and March 21, 1964:

	1965	1964
Net income per share	\$0.38	\$0.28
Net operating revenues	3,903,874	3,260,473
Net income	992,976	721,101

Color zooms Zenith to its highest quarter

Color TV once again made the greatest contribution to Zenith Radio Corp.'s record high sales and profits during the first quarter of 1965, the Chicago set manufacturer reported last week.

Sales of over \$115 million hit an all-time high for any one quarter, Zenith said, and were up 12% over the same period last year. Profits for the first quarter were nearly \$6.7 million after taxes, up 14% over 1964's like period.

Polaris hopes high on its radio-TV

Malcolm K. Whyte, Polaris Corp. director, told stockholders last week that the firm's future rests in its broadcasting division. Polaris, Milwaukee-based holding and operating company had a loss of over \$1 million last year.

Mr. Whyte said that its broadcasting division will be in the black ink for the first time in its history. Also cited for an upward trend was Klau-Van Pietersom-Dunlap, Polaris' Milwaukee advertising and public relations firm.



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Publisher: Duchess Music Corp.

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Recorded by Stan Getz and
João Gilberto
An album including these BMI
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THE GIRL FROM IPANEMA
Composers: Antonio Carlos Jobim
Vinicius de Moraes
Norman Gimbel
Publisher: Duchess Music Corp.

P'RA MACHUCHAR MEU CORAÇÃO
Composer: Ary Barroso
Publisher: S. B. A. T.

DESAFINADO
Composers: Antonio Carlos Jobim
Newton Mendonca
Publisher: Hollis Music, Inc.

CORCOVADO
Composers: Antonio Carlos Jobim
Gene Lees
Publisher: Duchess Music Corp.

SO DANCO SAMBA
Composer: Antonio Carlos Jobim
Publisher: Ludlow Music

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Composers: Antonio Almeida
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Composers: Antonio Carlos Jobim
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Norman Gimbel
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Lyrist: Portia Nelson

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Composers: Antonio Carlos Jobim
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Publisher: Duchess Music Corp.

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An Album containing 11 songs by
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Publisher: Unart Music Corp. and/or
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and
TWIST AND SHOUT

Composers: Bert Russell and
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Publisher: Robert Mellin, Inc.; Prog-
ressive Music Publishing Co., Inc.

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Recording

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Recorded by Nancy Wilson
Composers: Jimmy Williams and
Larry Harrison
Publisher: Roosevelt Music Co., Inc.

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Recording

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Tennessee Ernie Ford and the
Jordanaires
An Album including these BMI-
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Composer: Luther G. Presley
Publisher: Stamps Baxter Music &
Printing Co.

HE KNOWS WHAT I NEED
Composers: Bill Harmon and
Jimmie Davis
Publisher: Jimmie Davis Co., Inc.

JUST A LITTLE TALK WITH JESUS
Composer: Cleavant Derricks
Publisher: Stamps Baxter Music
& Printing Co.

WE'LL SOON BE DONE
WITH TROUBLES AND TRIALS
Composer: Cleavant Derricks
Publisher: Stamps Baxter Music
& Printing Co.

ON THE JERICHO ROAD
Arranger: Luther G. Presley
Publisher: Hill & Range Songs Inc.

GIVE THE WORLD A SMILE
Composers: M. L. Yandell and
Otis Deaton
Publisher: Stamps Baxter Music
& Printing Co.

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Best Country and Western
Vocal Performance—Male

Best Country and Western Song
DANG ME
Recorded by Roger Miller
Composer: Roger Miller
Publisher: Tree Publishing Co., Inc.

● **Best New Country and Western**
Artist

Roger Miller

● **Best Country and Western**
Performance—Female

HERE COMES MY BABY
Recorded by Dottie West
Composers: Bill and Dottie West
Publisher: Tree Publishing Co., Inc.

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ABC makes switches at top

Barnathan's responsibilities widened to include engineering planning; Marx to be officer in parent AB-PT

ABC last week announced a step-up in executive responsibilities to keep on top of an expansion in both radio and television facilities.

In the key appointment, Julius Barnathan was cast in a newly created role. Mr. Barnathan as an ABC-TV vice president and its general manager for the past three years has been a trouble shooter, particularly in the area of programming and sales. He now moves up and spreads out as vice president in charge of broadcast operations and engineering for ABC.

This post encompasses the "operational and broadcast facilities planning activities" of the ABC division, which includes ABC-TV, ABC Radio, the owned TV and owned radio stations and the international operations.

As indicated by Leonard H. Golden-son, president of American Broadcasting-Paramount Theaters, the new post held by Mr. Barnathan will entail a streamlining "of all operational services to all broadcasting departments."

Mr. Barnathan said his new post could be best explained as a fourth phase of networking—that of getting the programs on the air after they have been created, sold to advertisers and the time cleared on the stations. He noted ABC has growing pains in color as well as in other broadcast facilities.

He denied reports that his role would be to strengthen station affiliations particularly among the so-called power stations.

Mr. Barnathan will report to Simon B. Siegel, executive vice president of AB-PT and ABC.

Marx Elected ■ Coincidental with Mr. Barnathan's change, Frank Marx, ABC's top engineering executive since he joined the company in 1943—he's been president of ABC Engineers since 1962—was elected an officer of the parent American Broadcasting-Paramount Theaters, becoming vice president in charge of real estate and construction. He will be concerned directly with AB-PT's and ABC's expansion. Mr. Marx relinquishes his title with ABC Engineers.

Mr. Golden-son said the new post becomes effective May 10. He noted AB-PT's new corporate headquarters building now being completed on the Avenue of Americas in New York, the planned renovation of the ABC building complex at West 66th Street in New

York for studio facilities and similar construction underway in broadcasting divisions in Hollywood, Washington and San Francisco. ABC hopes to have studios capable of live color originations by the fall of 1966, Mr. Golden-son said. Also noted was a program to erect 13 new theaters to add to the current 10 theaters in various stages of construction.

Mr. Marx started in radio in 1921 as owner-operator of W3QF in Birmingham, Ala., and was in various engineering posts at stations in the South before moving to station engineering in New York (WPCB and WMCA).

Riddleberger, Goldman Named ■ In the wake of the new appointments for Mr. Barnathan and Mr. Marx, Stephen C. Riddleberger was named vice president-administration for ABC-TV.

Mr. Riddleberger, who joined ABC in 1952 as radio budget officer, moved into TV program administration and cost control and by November 1955 had been switched into radio as business manager of that network, became its administrative vice president in the spring of 1957 and later that year vice president and comptroller of ABC and assistant treasurer of AB-PT. In 1959

he was promoted to vice president of owned and operated stations and in 1963 became vice president and general manager for ABC News.

Robert T. Goldman, who had been assistant to the president of ABC-owned television stations for the past three years, moves up to general manager of ABC news, special events and public affairs. He joined ABC in 1958, was in cost control and in 1961 was made treasurer of ABC Television Spot Sales.

Mr. Barnathan was director of media research and statistical analysis with Kenyon & Eckhardt before he joined ABC in 1954 as supervisor of ratings. In two years he had advanced to manager of TV research and then held the top research position, becoming a vice president in March 1959 followed in July of that year with a promotion to vice president for affiliated TV stations. He later became president of the ABC-owned television stations, and then vice president and general manager of ABC-TV.

Texas CATV system files antitrust suit

A community antenna television system in Galveston, Tex., which lost its franchise when voters rejected the proposed construction of a cable system, has filed a \$1.85 million triple damage antitrust suit against the local telephone company, a theater chain and an electronics serviceman's organization.

Charging a conspiracy to drive it out of business by "unfair and unlawful" acts, Phonoscope Inc., filed the suit in federal district court in Houston against Southwestern Bell Telephone Co., Interstate Theaters Inc. and the Electronics Association of Galveston County, as well as some members of the last named organization.

The petition says that the defendants entered into a conspiracy to influence the Galveston city council into suspending the Phonoscope franchise, that they attempted to frustrate negotiations to furnish a closed-circuit TV service to the Galveston school system which resulted in the school dropping its tentative contract, that the telephone company refused to permit use of its poles forcing Phonoscope to install its own poles and that the telephone company policed Phonoscope's poles and reported alleged violations of the city's electric code to the council.

Phonoscope claims it has sustained losses of \$105,000 as a result of the termination of the school contract, and \$500,000 in unrealized profits from the CATV operation.

Galveston voters rejected the CATV operation 3,892 to 2,508.

CATV rules available

The full, 155-page text of the FCC's newly adopted rules over microwave-fed community antenna TV operations as well as its notice of inquiry and proposed rulemaking over all other CATV's (BROADCASTING, April 26 et seq.) were to be published in the April 29 issue of the *Federal Register*, according to a commission announcement last week.

The agency also noted that the limited number of copies of the rules it had processed have been exhausted, but that reference copies are available at the commission's Washington offices for public inspection.

Those interested in purchasing a copy of the *Register* should write: Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402.

New NAB chairman to be picked

Within 10 days the National Association of Broadcasters will know the identity of its chairman for 1965-66 and will have adopted a policy on community antenna television regulation. Both events will occur on May 12 at a special meeting of the NAB joint board, if no hitches develop.

The decision to elect the new chairman came last Thursday (April 29) at the executive committee meeting in Grand Junction, Colo. Following that session, Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., chairman, wired the board members that the May 12 agenda had been set and the "board chairman will be elected in accordance with the bylaws." The chairman is ordinarily elected at the annual June board meeting, but the bylaws call for him to be elected at the first meeting after the annual convention, and the May 12 meeting, although not called for that purpose, is the first (BROADCASTING, April 26).

However, Mr. Schroeder will serve through June and will continue a series of reports to the board on his views and recommendations of NAB actions, policies and internal structure. The next may be out prior to the meeting.

Setting a CATV policy remains uppermost on the May 12 agenda. Originally the board was to decide a course of action based on the FCC's adoption of rules and proposed CATV rules last month (BROADCASTING, April 26). However, no one was able to say last week how the board might be affected by Representative Oren Harris's (D-Ark.) bill that would spell out the FCC's jurisdiction over CATV (see page 66).

Following the FCC announcement of CATV rules, the NAB's general counsel, Douglas A. Anello, had noted they were "very close to what we've recommended." He deferred comment on the FCC's proposed jurisdiction over off-air CATV's pending the board meeting and the Future of Broadcasting Committee meeting Saturday (May 8).

The committee meeting was designed to offer the board recommendations on its CATV policy decision. But there is some speculation that the committee may not be able to arrive at a generally acceptable decision. The majority of the committee has favored a moderate approach to CATV regulation. Included in this group are several NAB members with CATV interests: John T. Murphy, Crosley Broadcasting Corp. and G. Richard Shafto, Broadcasting Co. of the South.

However, two members of the com-



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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

mittee, Clair McCollough, Steinman Stations and William Grove, KFBC-TV Cheyenne, Wyo., have been proponents of a hard line on CATV. And now the committee has two radio members: George W. (Bud) Armstrong, WHB Kansas City, Mo., and John H. Lemme, KLTF Little Falls, Minn. Their position is still an uncertain factor.

The two factions have been at odds during talks the committee has had with the National Community Television Association looking toward a bi-association front. As a result, it is possible the Future of Broadcasting Committee may offer the joint board majority and minority reports.

The board, itself, has expressed a desire to follow a congressional lead toward regulation through legislation, rather than regulation under the FCC's own authority. At its January meeting in Palm Springs, Calif., the board voted for NAB action on CATV legislative proposals, and voted against the FCC initiating CATV regulation by rulemaking without congressional action (BROADCASTING, Feb. 1).

No matter what course the board follows, observers doubt that it will commit itself to a position that it knows to be directly opposite to the thinking of Representative Harris.

Charlotte city council votes against CATV

The Charlotte, N. C., city council voted April 29 to disapprove CATV in that city and asked future councils to delay any decision until "the ramifications" of FCC regulation are established. All five of the seven-man governing body who were present, voted for the resolution.

Two applications were pending for CATV franchises in Charlotte; Broadcasting Co. of the South (WIS-AM-TV Columbia, S. C.; WSFA-TV Montgomery, Ala., and WTOL-TV Toledo, Ohio), and TV Transmission Co. of Peru-LaSalle, Ill. (CATV operator in that area). The grant of franchises was opposed by Jefferson Standard Broadcasting Co. (WBT-TV Charlotte) which maintained that the viewing public already had access to the programs of all three networks from the three stations already operating there, and that grant of a CATV franchise would endanger the success of UHF station WCCB-TV which went on the air last fall.

A letter favoring the establishment of CATV in Charlotte was submitted to the city council by Cox Broadcasting Corp., owner of WSOC-TV there. In addition to being a group TV broadcast owner, Cox is a major CATV owner.

NAB seeks reversal of local filing rule

The National Association of Broadcasters last week assailed an FCC order which it described as being a declaration of "open season" on all radio and television stations.

The order, which was adopted early last month and is scheduled to become effective May 14, requires all stations to maintain local files—open to public inspection—of various documents now filed at the FCC's Washington offices (BROADCASTING, April 19 et seq).

Douglas A. Anello, NAB general counsel, charged that the new rule in effect "is conscripting 200 million Americans into service as FCC investigators" and is requiring stations "to submit to indiscriminate rifling through most of their records by their competitors."

In urging the commission to reconsider and rescind, or at least greatly limit local filing rules, Mr. Anello said that "the harm that will be caused . . . outweighs any potential value they have."

"Chaos, confusion and misunderstanding are more likely to result than the fostering of operations in the public interest. The requirement most likely to cause mischief," he added, "is that which forces broadcasters to display their financial information to one and all."

Mr. Anello, asked that the effective date be stayed or suspended.

The petition also urged the commission to "reconsider these rules in light of the injury they are likely to cause broadcasters, both in their business affairs and in their relationship with the citizens they serve. A meaningful relationship between the public and the broadcasters," Mr. Anello said in concluding, "must be based on mutual respect and trust."

Jerrold finances questioned in Conn.

Officers of the Connecticut Public Service Commission last week spent most of their time quizzing officials of a CATV applicant on a cash flow projection which was estimated by one PUC official as a 400% return on investment eight years after the start of operations.

The applicant is Waterbury Community Antenna Inc., applying for that city and Ansonia-Derby and Torrington-Winsted. It is to be 80% owned by Jerrold Electronics Corp., Philadelphia.

Other questions, some by other applicants, concerned the financial re-

sources of Jerrold; an agreement, since dissolved, between Jerrold and Triangle Publications Inc., leaving the newspaper-broadcaster the sole CATV applicant for New Haven; Jerrold's anti-trust case; proposed rates, and a possible conflict of interest as an operator and a supplier of equipment.

In the course of testimony, Joel P. Smith, manager of community operations for Jerrold, said that his company is presently applying for about 300 CATV franchises, expects to secure between 25 and 30 grants.

The hearing, which is to be resumed today (May 3), is being held by the PUC on 22 applications for CATV franchises in Connecticut. A 23d application, for Devon, Conn., which also was controlled by Jerrold, was withdrawn last week.

Media notes . . .

Two affiliates ■ KOME Tulsa, Okla., will become a CBS Radio affiliate, effective May 10. The station will also retain its current affiliation with ABC. KOME operates fulltime at 5 kw day and 1 kw night on 1300 kc.

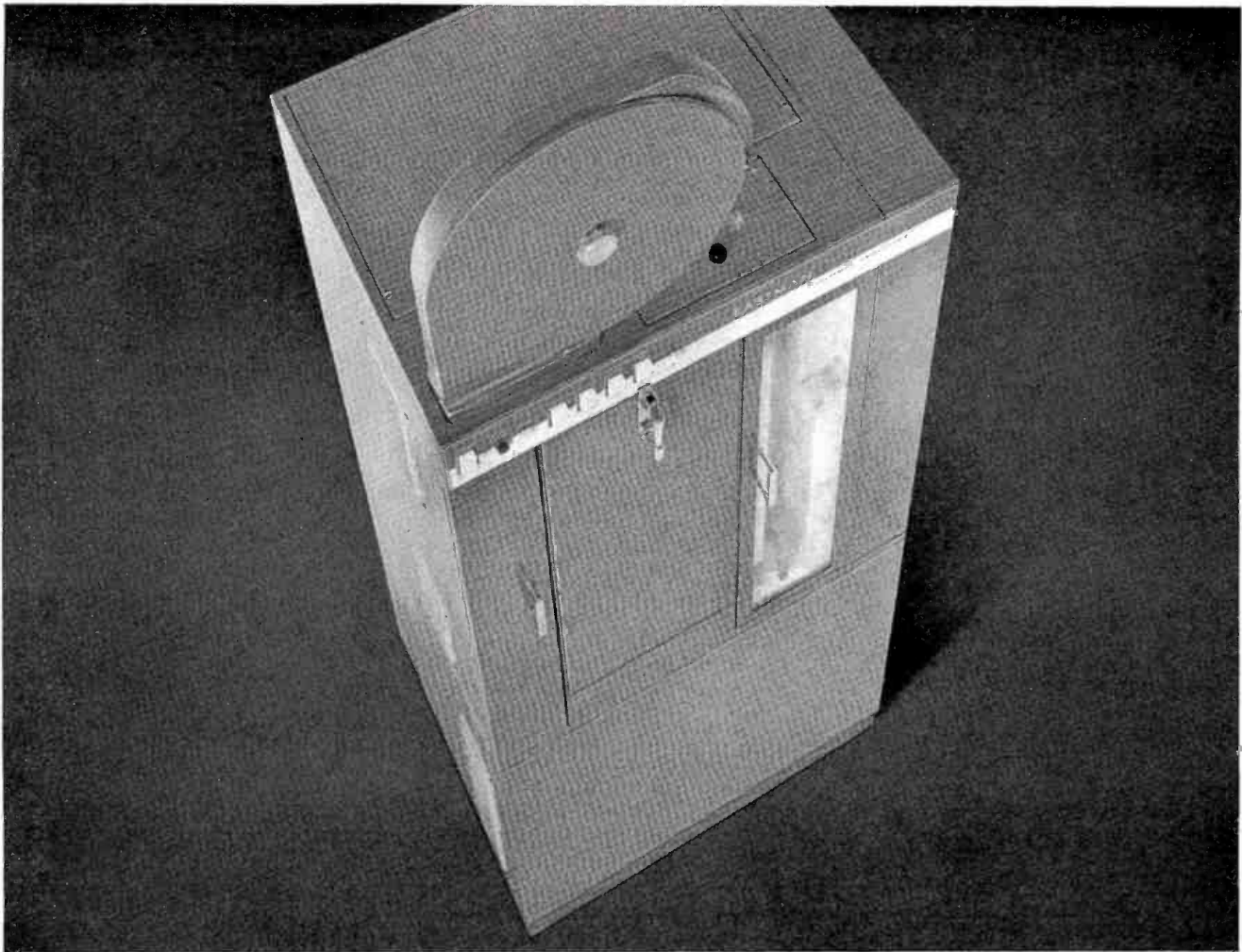
New FM ■ Stereo station WTIG(FM) Hammond, La., began broadcasting last week. Owned by Wallace and Warren Verlander, WTIG has 3 kw on 107.1 mc.

Study popular ■ The Pulse Inc. reported last week that 25 advertising agencies and 85 radio stations in 40 markets have signed for the company's third annual syndicated local qualitative radio study of the 50 top markets. The study will provide information on such characteristics as age and sex, occupation of adult men, employment status of adult women, income level and family size.

Outdoor ad sale ■ Metromedia Inc. has sold its outdoor advertising facilities in suburban New York and Connecticut to Brown Bolte, former president of Sullivan, Stauffer, Colwell & Bayles. Price was more than \$1 million for facilities in Rockland county, Westchester county and the Newburgh market, all New York, and Stamford, Conn.

New FM ■ WTTM-FM Trenton, N. J., will begin broadcasting on May 30. The station associated with WTTM Trenton, has 20 kw on 94.5 mc. Chuck Zulker is director of operations.

Latest edition ■ The fourth edition of Awards and Citations in Radio and Television has been released by the National Association of Broadcasters' Broadcast Management department. The booklet contains a list of awards available primarily to radio and TV stations' management and personnel. For the first time the booklet lists scholarships available in the broadcast field. Copies are available free from the NAB.



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Crosley invades Washington

Buys WWDC-AM-FM from Strouse for \$4 million;

FCC okays sale of KONA(TV) Honolulu, and satellites

Crosley Broadcasting Corp., whose home territory throughout its 40-odd year history has been Ohio (although it now also owns a TV station in Indiana), last week moved into the nation's capital. It bought independent WWDC-AM-FM Washington from Ben Strouse and family for a consideration said to be over \$4 million. The purchase is subject to FCC approval.

At the same time, the FCC announced approval of the sale of KONA (TV) Honolulu, KALA (TV) Wailuku and KALU (TV) Hilo by Radio Honolulu Inc. to DeSales and Paulette B. Harrison and others for over \$2.5 million. Radio Honolulu is jointly owned by the *Honolulu Advertiser* and John D. Keating.

The announcement of Crosley's purchase of the assets of WWDC Inc. was made April 28 by John T. Murphy, president of Crosley, and by Mr. Strouse. Negotiations began April 20, it is understood, and were concluded on the date of the announcement. Mr. Strouse is a former director of the NAB Radio Board, and is active in industry affairs.

Earlier it had been reported that ABC was negotiating to buy the WWDC stations, with the asking price said to be \$5 million (CLOSED CIRCUIT, April 12).

The sales contract was being written at week's end and the exact price, as well as the method of payment, was still being determined. Part of the consideration, it's understood, is a five-year management contract for Mr. Strouse who will remain as manager of the stations. Mr. Strouse will become a Crosley vice president, it was announced. No changes are planned in other personnel, Mr. Murphy said. Crosley, Mr. Murphy added, is especially interested in expanding the news operation of WWDC stations, which will, he said, result in increased coverage of Washington news on Crosley's other stations.

Crosley, a subsidiary of Avco Corp., is based in Cincinnati, where it owns 50 kw clear channel WLW (on 700 kc) and WLWT (TV). Other Crosley stations, all TV: WLWC Columbus, WLWD Dayton, both Ohio, and WLWI Indianapolis.

WWDC, fulltime on 1260 kc with 5 kw, was founded in 1941 and acquired by the late Joseph Katz and G. Bennett Larson in 1942 for \$120,000. Mr. Katz later became full owner. Mr. Strouse is Mr. Katz's son-in-law. WWDC-FM began in 1947 on 101.7 mc with 20 kw, is operated separately from its AM adjunct with background music.

WWDC originally was on 1450 kc with 250 w; in 1950 it bought the 5 kw, 1260 kc facilities for \$300,000 from Cowles Broadcasting Co.

The WWDC sale is the second in the Washington market in as many months. WOL-AM-FM was sold to Egmont Sonderling and group last month in a \$1,250,000 transaction (BROADCASTING, April 5). It is still awaiting FCC approval.

Broker in the WWDC transaction was Howard E. Stark.

Islands Switch ■ Communications Honolulu Inc. is the purchaser of the



Mr. Strouse

Mr. Murphy

Hawaiian stations, approved by the FCC last week. Principals in the buying group are Mr. Harrison, New York investor in diversified businesses; his wife, who has a 5.6% interest in Hubbard Broadcasting Co. (KSTP-AM-FM Minneapolis-St. Paul, KOB-AM-TV Albuquerque, N. M., and WGTO Clearwater, Fla.), and is a trustee of the estate of Vera S. Bragg which holds an 8.17% interest in Hubbard Broadcasting Co., and Bruce T. and Laurel A. Godfrey. Mr. and Mrs. Harrison jointly own 60% of Communications Honolulu Inc.; Mrs. Harrison, personally 20%, and the Godfreys, 10% each.

The Harrison group paid \$2,597,840 for the three TV stations. The Wailuku and Hilo stations are operated as satellites of KONA.

KONA, founded in 1952, operates on channel 2 with an NBC affiliation. KALA is on channel 7; KALU, on channel 11.

Last December, the Kaiser stations in Hawaii were sold to Lawrence S. Berger and associates for \$4,250,000. The stations are KHVH-AM-FM-TV Honolulu and KHVO-TV Hilo, plus four translators.

Still pending FCC approval is the sale of the *Honolulu Star-Bulletin* stations

Paper buys into 'Harper's'

Purchase of a 50% interest in the 115-year-old *Harper's Magazine* by the Minneapolis Star and Tribune Co. was announced last week. Former 100% owner, Harper and Row will continue to own the remaining 50%. The Minneapolis newspaper firm, owned by the Cowles family (John Cowles Jr. is editor), also owns 47% of WCCO-AM-TV Minneapolis-St. Paul and 80% of KTVH (TV) Wichita-Hutchinson, Kan., as well as other newspapers. Cowles Magazines & Broadcasting Inc. (Gardner Cowles, president) owns KRNT-AM-TV Des Moines, Iowa, and WREC-AM-TV Memphis as well as *Look Magazine*, and newspapers and periodicals. Price for the 50% interest in Harper's was not disclosed.

(KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Wailuku) to A. L. Glasmann interests for \$2.5 million.

Color sets count at 3.28 million mark

The number of color receivers in use in the United States climbed to 3,280,000 as of April 1, 1965, NBC announced today (May 3) in its second quarterly report on color set circulation.

Hugh M. Beville Jr., NBC vice president in charge of planning, indicated the new total represents an increase of 420,000 color sets for the quarter. He said this was almost double the color circulation added in last year's first quarter or a 76% gain over the 1964 estimate of 1,860,000 sets. In comparison to the first quarterly report this year (BROADCASTING, Jan. 18), the latest estimate represents a 15% increase over the reported 2,860,000 sets then in circulation. Mr. Beville foresees a growth rate for 1965 totaling 5 million sets.

Radio-TV resolution by Chamber of Commerce

Broadcasters fighting federal encroachment in their affairs last week received formal backing from the U. S. Chamber of Commerce.

At its annual meeting in Washington, the chamber adopted a resolution calling for:

- Permanent broadcast licenses, subject only to suspension or revocation for cause.
- A minimum of government regula-

tion over stations and exercised only to "the degree clearly required by the interests of the public."

- Prohibition of government control over program content and the guarantee of broadcasting of the same freedom from government encroachment that is "traditionally inherent in a free press."

- Elimination of requirements that broadcasters provide free time for political programs or for programs to answer views given in paid programs.

- No competition from armed services broadcasting stations in areas normally served by commercial stations. "No other branch of the federal government should operate broadcasting stations in competition with private stations."

Sonderling drops out of battle for KRLA

The competition for 1110 kc in Pasadena, Calif., was eased slightly last week when Egmont Sonderling, president of KFOX Long Beach, Calif., asked the FCC to dismiss his station's application for the KRLA frequency. The KFOX application has been pending since early 1964 with 15 other competing applications (BROADCASTING, March 8 et seq.).

In asking the commission to approve the withdrawal, Mr. Sonderling, who heads the Sonderling Station Group, said he could "no longer afford the time required to fully prosecute the application" following the pending purchase of WOL-AM-FM Washington (BROADCASTING, April 5).

KRLA has been operated on an interim basis since last August by Oak Knoll Broadcasting Corp., a nonprofit educational organization.

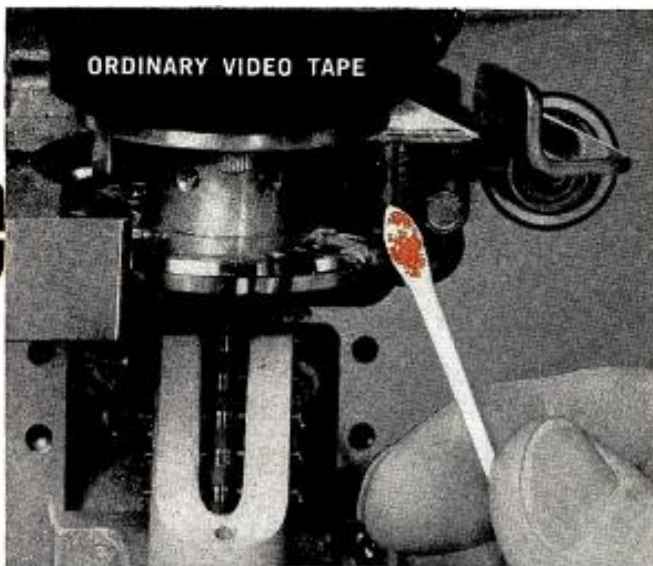
WRVA-TV drops ABC to affiliate with NBC

WRVA-TV Richmond, Va. will become an NBC-TV affiliate Aug. 15 it was reported last week in a joint announcement by the station and network. (CLOSED CIRCUIT, March 1)

The channel 12 station is now affiliated with ABC-TV. It is owned by Larus & Brother Co. WRVA-TV President Bill Preston said NBC-TV's extensive color programming had played a major part in the decision to switch affiliation and that the station had plans to expand its own facilities for further color transmission.

ABC-TV has made no announcement in regard to its future plans in the Richmond market. NBC-TV will drop its affiliation with WXEX-TV there, also effective Aug. 15.

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use



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Harris stakes his claim to CATV

His bill would give Commerce Committee final say on community antenna regulation and right to examine every other touchy problem before FCC

Representative Oren Harris (D-Ark.) jumped into the fight over CATV regulation last week and pre-empted the field for Congress. Before he's through, his House Commerce Committee may take a look at every touchy TV problem before the FCC.

Mr. Harris chose last Wednesday (April 28) to introduce a bill establishing "a national television policy" and providing for congressional review of future CATV regulation.

Framed as an amendment to the Communications Act of 1934, HR 7715 takes as its broad objective giving "to the people of the United States access to the greatest practicable diversity of local, network, educational and other television programs. . . ."

Specifically, it authorizes the commission to regulate, but not license, CATV systems. Such regulations would not take effect until 90 days after their promulgation, to provide time for congressional review, and all preceding interim practices would be voided. For any additional legislative authority, the commission is directed to send to Congress a report setting forth its recommendations. To facilitate rulemaking, the commission is authorized "to obtain from such systems and persons having an interest in them full and complete information. . . ."

Mr. Harris introduced his bill a week after the FCC had outlined a course of sweeping regulation of CATV (BROADCASTING, April 26).

Questions FCC Authority ■ As he introduced the bill, Mr. Harris referred to the FCC's course of action as "a source of deep disappointment." He recalled that he had "urged the commission repeatedly over a period of years, and particularly in recent months, to submit to the Congress legislative recommendations," and he "seriously questioned" whether it now "has sufficient statutory authority to exercise adequate control."

House sources hint that before the bill gets out of the Commerce Committee, much more than CATV will have been examined. Such speculation is bolstered by the bill's reference to a "national television policy" and remarks made by Mr. Harris on the floor. He said with regard to CATV the commis-

sion has failed in two respects:

"First, the approach to CATV is a piecemeal approach which is motivated by bringing about what the majority of the commission considers fair competition between broadcasters and CATV.

"Secondly, being a piecemeal approach, the commission has failed to ask itself the all important question: What should our national policy be with regard to the future of television in the United States?"

Broad View ■ Authority to regulate CATV should be granted the FCC, Mr.



Representative Harris
All the aspects

Harris said, but "only after the Congress has had an opportunity to consider all aspects of the future of television

in the United States and has been able to provide what role CATV operations should play in this respect. The bill which I am introducing is more than a CATV bill."

Both Mr. Harris and Representative Walter Rogers (D-Tex.), chairman of the Commerce Committee's Communications Subcommittee, are known to be dissatisfied with what they consider a trend toward FCC regulations equivalent to "substantive law," rather than procedural rules designed to implement substantive law emanating from Congress. Consequently, everything from "tall towers" rules to network program ownership limitation proposals could come under fire during hearings on the bill, which have not yet been scheduled. Commission behavior, mused Mr. Rogers, even raises the possibility of having to rewrite the whole Communications Act.

Reaction ■ Taking the bill at face value, both the FCC and the National Community Television Association reacted favorably.

"It gives us what we asked for," observed one commission official, and others generally agreed, feeling that it permits the FCC to do what it has proposed to do so far as regulating CATV's is concerned. There were some raised eyebrows over the 90-day delay feature and the provision barring use of interim rules, but as for the substance of the bill, most at the commission seemed somewhat relieved.

The question of pre-emption has been raised. If localities retain power to "license" CATV systems, how many conditions may they attach to such a license? One official felt that it is not a "CATV bill" at all since it doesn't preclude state and local governments from all aspects of CATV regulation.

Referring to charges that the commission's proposed CATV rules exceed its statutory authority, one commissioner commented: "Harris is 100% right." Another called the bill "pro-CATV" and said congressional review and the ban on interim rules "ties our hands."

The commission has submitted its own CATV bill to the budget bureau for clearance, following which it will go

timer on 1150 kc with 5 kw.

COMMUNITY TELEVISION

■ York, Neb.: Sold by Tom Gleason and associates to Nebraska Cable TV for \$200,000. Nebraska Cable TV is a group of Sioux Falls, S. D., and Washington, D. C., investors. Mr. Gleason's group owns KAWL York. The system began service in 1964; the number of subscribers is not known. Broker was Daniels & Associates.

New TV stations

As of April 29 there were 106 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 59 were commercial UHF's, 6 were educational VHF's and 22 were educational UHF's.

Extra 30 days given for toll TV comments

A new deadline of May 26 was set last week by the FCC for comments on a proposed rulemaking proposal looking towards authorization of subscription TV on a national basis. The 30-day extension from April 26 followed requests from International Telemeter Corp. and the Joint Committee on Toll TV.

The rulemaking was sought two months ago by Zenith Radio Corp. and Teco Inc. as their current pay-TV experiment with RKO General in Hartford, Conn., neared completion (BROADCASTING, March 15).

While granting the 30-day extension sought by International Telemeter, the commission denied the part of the joint committee's petition which had requested a 60-day delay (BROADCASTING, April 26). Reply comments are now due June 10.

CATV group complains two stations were unfair

The Pennsylvania Community Antenna Television Association has lodged fairness doctrine complaints against two more Pennsylvania television stations the association says have broadcast programs that degrade CATV operators in the eyes of the public.

The association asked the FCC last week to direct WNEP-TV and WBRE-TV, both Scranton-Wilkes-Barre, to show cause why they should not be ordered to stop broadcasting anti-CATV programs without according reasonable op-

portunity for the presentation of contrasting viewpoints.

As an alternative the association suggested that the commission "make the strongest representations" to the stations that they make their facilities available to the association or other appropriate spokesmen to express the CATV position.

The association said the stations have broadcast editorials and other programs "impugning the character of CATV operators" and "holding the industry to ridicule" without affording an opportunity for reply.

The association filed a similar complaint against WDAU-TV Scranton-Wilkes-Barre last month (BROADCASTING, April 5).

International theme keys AWRT sessions

The 14th annual convention of the American Women in Radio and Television will open in New York on Wednesday (May 5).

Approximately 800 women executives in broadcasting will meet at the New York Hilton hotel for the five-day convention keyed to the theme, "World

Communications: Guide to World Understanding."

Prior to the official opening, the AWRT national board of directors and its educational foundation board of trustees meet in executive sessions, starting yesterday (May 2) and continuing through tomorrow (May 4).

Among the speakers will be Marion Harper Jr., board-chairman-president of the Interpublic Group of Companies; David Brinkley of NBC News; Thomas Mitchell, president of RCA Communications; John Box Jr., managing director, the Balaban Stations; Bennet Korn, president, Metropolitan Broadcasting Television; Ruth Jones, supervisor of network and station relations, J. Walter Thompson Co.; John T. Murphy, president, Crosley Broadcasting Corp.; James Larkin, director of business affairs, ABC International and Basil Thornton, director of international division, National Educational Television.

The final session Sunday will include the installation of Dora Cosse of the Dora-Clayton agency as president of AWRT and Julie Chase Fuller, director of women's programs of WTAG Worcester, Mass., as president-elect for 1965-66. Elizabeth Bain, assistant to the vice president in charge of program services for the CBS-TV stations division, has been AWRT president for 1964-65.

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FCC's comparative criteria questioned

SURVEY SHOWS HOW 35 TV'S ACTED ON PROMISE VS. PERFORMANCE

A charge that the FCC follows no established pattern in choosing among competing applicants for television grants has been laid before the U. S. Court of Appeals in Washington.

Florida Gulfcoast Broadcasters Inc., one of the original six applicants in the Largo, Fla., channel 10 case, questions the validity of the FCC's practice of comparing criteria (local ownership, integration of ownership and management, residence, broadcast experience, etc.) in evaluating competing claims by TV applicants. It also attacks the FCC custom of voting on grants, then having the decision written by its Office of Opinions and Reviews.

One of the most extensive surveys of television promise vs. performance is reported in the brief filed with the court. The document lists 35 TV stations granted since 1952 which have filed one or more renewals and which are still under the same ownership. The survey was undertaken to bolster Florida Gulfcoast's contention that the FCC chooses among applicants on a subjective, erratic basis of various criteria. The commission has held, Florida Gulfcoast says, that where an applicant meets these criteria it can be presumed that it will meet its program promises.

Under fire is the FCC's 1962 grant of the Largo facility to WTSP-TV Inc.

This decision was reaffirmed in 1964, following an extra hearing on charges that the owners of WTSP-TV Inc. had made misrepresentations during the original hearing. WTSP-TV Inc. is owned by Sam G., N. Joe and Farris E. Rahall who also own WLCY St. Petersburg, Fla.

Three of the five unsuccessful applicants have appealed the FCC's grant to the appeals court. Besides Florida Gulfcoast, (principally owned by Nelson Poynter, publisher of the *St. Petersburg Times*), the other two are Suncoast Cities Broadcasting Corp. and Tampa Telecasters Inc.

Before and After — In its brief filed with the court April 16 by Neville Miller, John Bankson Jr., Harry M. Plotkin and Gene A. Bechtel, Florida Gulfcoast says it has surveyed the promise and performance of 35 TV stations winning grants in contested cases, all since 1952 and has found that not one has lived up to its program promises.

The document lists each of the 35 stations and details its promises in the fields of entertainment, religion, agriculture, education, news, discussion, talks and others. It also lists local live programs and the percentages for each group in the renewal applications.

Picking four categories—local residence, civic participation and/or diversity, broadcast experience and/or past

broadcast record, integration of ownership and management, and diversification of the media of mass communications—Florida Gulfcoast identifies the stations receiving this preference and shows their average performance.

The 35 TV stations: WJRT(TV) Flint, Mich.; KPTV(TV) Portland, Ore.; WFLA-TV St. Petersburg, Fla.; WXEX(TV) Petersburg, Va.; WSAV-TV Savannah, Ga.; KTBS-TV Shreveport, La.; WKRG-TV Mobile, Ala.; KCRA-TV Sacramento, Calif.; KSLA-TV Shreveport, La.; WREC-TV Memphis.

KARD-TV Wichita, Kan.; KGW-TV Portland, Ore.; KOSA-TV Odessa, Tex.; WRVA-TV Richmond, Va.; WISC-TV Madison, Wis.; WRCB-TV Chattanooga; WCYB-TV Bristol, Va.; KETV(TV) Omaha; WAVY-TV Portsmouth, Va.; WRAL-TV Raleigh, N. C.; WWL-TV New Orleans; KZTV(TV) Corpus Christi, Tex.

WTIC-TV Hartford, Conn.; WFGA-TV Jacksonville, Fla.; WPSD-TV Paducah, Ky.; WSOC-TV Charlotte, N. C.; KMOX-TV St. Louis; WHDH-TV Boston; KTVU(TV) Oakland-San Francisco; KIRO-TV Seattle; WTOM-TV Cheboygan, Mich.; WKBW-TV Buffalo, N. Y.; WILX-TV Onondaga, Mich.; WTEN(TV) Vail Mills (Albany), N. Y., and KATU(TV) Portland, Ore.

Following are tables averaging promises and performances for all 35 winning applicants:

Filing-fee changes bring protests

The FCC's appeal for comments on its proposal to revise the application filing-fee schedule has brought protests instead from the National Association of Broadcasters and the Missouri Broadcasters Association.

While conceding "that neither the original nor the proposed fees are prohibitive to many stations," the NAB said the commission's action "emphasizes the inadequacies" of existing law. "Fees for federal licensing activities should not be left to piecemeal experimentation by individual agencies."

The NAB urged the commission to amend its rulemaking proposal, which was issued March 17, and delete that part which would increase the fees pending further legislative direction from Congress (BROADCASTING, March 22).

The resolution submitted last week by

the Missouri broadcasters took particular issue with the commission's proposal to increase its TV application fee from \$100 to \$150, and the \$50 to \$75 hike for AM and FM applications.

The MBA urged the commission to re-evaluate its action and recommended that any proposed changes in fees "be accompanied by an explanation of the reasoning and justification." It argued that the proposed changes "defer to other broadcast categories at the expense of commercial broadcasters."

Last-minute comments on translator proposal

The Association of Maximum Service Telecasters has urged the FCC to capitalize on the willingness of the industry and act quickly to adopt its translator proposals consistent with established mileage separations and other technical allocations standards.

The association's views were sub-

mitted last Monday (April 26), the deadline for reply comments on the rulemaking proposal to permit the licensing of 100 w TV translators on unoccupied UHF and VHF channels (BROADCASTING, April 26 et seq.).

While most of the comments filed in the proceeding are in accord with AMST's position, the association said that a number of filings contained proposals for expanding translator service beyond the lines set in the commission's notice.

AMST urged the commission not to adopt suggestions which depart significantly from the rule proposals without first making available to interested parties a more substantial opportunity to study them than was currently afforded.

Examples noted by the association as departing from the rule proposals included suggestions for a higher power limitation than 100 w, increasing the maximum power of VHF translators generally without regard to whether they operate on vacant assignments,

Program category	Average of promises	Average of performances
Entertainment	64.7%	75.1%
Religious	3.5	2.2
Agricultural	3.2	1.5
Educational	4.6	3.1
News	7.6	6.2
Discussion	4.0	1.7
Talks	11.7	8.8
Other	0.7	1.4
	<u>100.0%</u>	<u>100.0%</u>
Local Live	31.5%	11.8%

Receiving a preference for local residence, civic participation and/or diversity of business interests were 16 applicants: KARD-TV, KATV, KETV KOSA-TV, KPTV, KSLA-TV, KTBS-TV, WAVY-TV, WKBW-TV, WKRG-TV, WPSD-TV, WRVA-TV, WSAV-TV, WSOC-TV, WTEN, WTIC-TV.

A comparison of the average of promises and performance of these 16 follows:

Program category	Average of promises	Average of performances
Entertainment	63.3%	76.1%
Religious	3.9	2.3
Agricultural	3.3	1.3
Educational	5.0	3.1
News	7.8	6.0
Discussion	3.9	1.5
Talks	11.9	8.6
Other	0.9	1.1
	<u>100.0%</u>	<u>100.0%</u>
Local Live	31.9%	11.1%

Receiving a preference for broadcast experience and/or past broadcast record were 19 applicants: KATV, KCRA-TV, KIRO-TV, KMOX-TV, KOSA-TV, KPTV WAVY-TV, WHDH-TV, WKBW-TV, WPSD-TV, WRCB-TV, WREC-TV, WRVA-TV, WSAV-TV, WSOC-TV, WTEN, WTIC-TV, WTOM-TV, WWL-TV.

A comparison of the average of promises and performances of these 19 follows:

Program category	Average of promises	Average of performances
Entertainment	66.4%	75.8%
Religious	3.3	2.1
Agricultural	2.5	1.2
Educational	4.3	3.2
News	7.7	6.2
Discussion	3.7	1.8
Talks	10.8	7.9
Other	1.3	1.8
	<u>100.0%</u>	<u>100.0%</u>
Local Live	28.4%	12.0%

Receiving a preference for integration of ownership and management were 16 applicants: KIRO-TV, KSLA-TV, KTBS-TV, KTVU, KZTV, WFGA-TV, WHDH-TV, WJRT, WKRG-TV, WPSD-TV, WRAL-TV, WREC-TV, WRVA-TV, WSAV-TV, WSOC-TV, WCYB-TV.

A comparison of the promises and performances of these 16 follows:

Program category	Average of promises	Average of performances
Entertainment	64.8%	76.1%
Religious	3.8	2.3
Agricultural	3.2	1.3
Educational	4.6	2.8
News	8.1	5.7
Discussion	3.9	1.3
Talks	10.5	9.1
Other	1.1	1.4
	<u>100.0%</u>	<u>100.0%</u>
Local Live	32.4%	11.2%

Receiving a preference for diversification of the media of mass communications were 13 applicants: KARD-TV, KETV, KPTV, KSLA-TV, KTBS-TV, KZTV, WCYB-TV, WILX-TV, WISC-TV, WKRG-TV, WRAL-TV, WRVA-TV, WWL-TV.

A comparison of the average of promises and performances of these 13 follows:

Program category	Average of promises	Average of performances
Entertainment	62.8%	76.5%
Religious	3.7	2.1
Agricultural	4.0	1.6
Educational	5.1	3.1
News	7.5	5.7
Discussion	3.8	1.4
Talks	12.8	9.2
Other	0.3	0.4
	<u>100.0%</u>	<u>100.0%</u>
Local Live	33.7%	9.9%

Perhaps the most caustic language is directed at the failure of the FCC to develop, "after 30 years and more than 5,000 broadcast grants" a consistent policy for weighing the various factors it requires to make a determination.

Referring to observations made most recently by FCC Commissioner Lee Loevinger (BROADCASTING, April 5), the letter of former Chairman Newton N. Minow to President Johnson in 1963 when he resigned, and the 1948 Hoover Commission report, Florida Gulfoast says:

"The comparative criteria that have been developed by the commission . . . are based upon inferences or presumptions which are inconclusive, often contradictory and involve highly subjective commission judgments which must be made regarding a virtually infinite variety of comparisons between applicants . . ." It concludes: "As a result, commission opinions are a hopelessly tangled web of comparative subjective judgments. . ."

and removing the ban on conventional translators outside primary stations' grade B contours.

Reply comments also were filed last week by the Electronic Industries Association and People's TV Inc., Leadville, Colo., a translator operator.

EIA said that while it supports the commission's stated purpose to bring TV to remote areas, it was concerned that the trend of the rulemaking has "transcended that laudable purpose" by permitting translators to move into any area on virtually any VHF or UHF frequency.

In opposing most of the views expressed by AMST, the electronic association said that "it seems clear that AMST regards this proceeding as a move to fill up the UHF channels with some sort, any sort, of TV usage irrespective of need."

The FCC's purpose can be accomplished, EIA concluded, by establishing appropriate legal and technical criteria "to assure that areas now deprived of TV service, and only those areas," will

be able to obtain TV translator service.

People's TV urged the commission to raise the 100 w power limitation and permit the use of microwaves with translators to relay TV signals. The company also suggested that translators be allowed to introduce local advertising.

Schatz may invest

The prospect that WCIU-TV Chicago will accept a \$500,000 convertible debenture refinancing plan of investor Jay Schatz rather than act on several offers of purchase appeared last week in the wake of a special stockholders meeting April 23 (CLOSED CIRCUIT, March 8). A second meeting has been called for May 7 to act on the Schatz proposal. Mr. Schatz, once owner of KIXZ Amarillo, formerly was manager of WYNR Chicago (now WNUS). He is buying the WCIU holding of a minority stockholder Ted Boardman, subject to FCC approval.

Broadcasters and press urged to work together

A responsible chain operation provides "the compulsion to change, to explore, to improve," and Paul Miller, president of the Gannett Co. said his three radio stations, three TV stations and 25 newspapers "aren't and can't be complacent."

Mr. Miller, speaking at the annual banquet of the Syracuse (N.Y.) University School of Journalism, said that when print and broadcast managements appear to be at odds and that it is "sometimes bad for both of them. Neither has any monopoly on ability or virtue. Both are trying to inform the public. They often face the same foes." Mr. Miller cited the recent pooling of talents by Gannett's WHEC-TV Rochester, N. Y. and the Rochester Times-Union for an in-depth story on a social-integration plan (BROADCASTING, April 19).

Telpex pretesting system demonstrated

A new system of pretesting television commercials, which is said to be economical, rapid and effective, was demonstrated last week at the annual congress of the International Advertising Association in Paris.

The system, developed by the London Press Exchange Ltd., combines production of video-tape commercials and consumer research by one organization. In the United States, for example, the leading pretesting organizations, Schwerin Research Corp. and Audience Studies Inc. (subsidiary of Screen Gems), do not produce commercials.

Called Telpex, the new service offered by LPE can provide a 30-second test commercial, public reaction to it and a report to a client within a week at a cost of \$280-395 for production and approximately \$395 for a single audience test, a spokesman said.

Facilities during the two-year Telpex

development program have been in London, but a second LPE installation is being opened soon in Dusseldorf, Germany. In the U. S., Robert Otton Intam Inc. is the Western Hemisphere subsidiary agency of LPE and an official last week said that the new Telpex system will be demonstrated here in the near future.

CBS buys Canadian rep firm for \$1 million

The purchase of the Canadian station representation firm of Stephens & Towndrow, Toronto, was announced last week by Arthur Hull Hayes, president of CBS Radio. Reports placed the purchase price at more than \$1 million.

Mr. Hayes said that William Stephens and Ernest Towndrow, the firm's founders 14 years ago, will continue to operate the new organization as Stephens & Towndrow, a service of CBS Radio of Canada Ltd. They will be vice presidents of the new firm, along with Fred Ruegg, who continues also as

vice president, station administration, CBS Radio.

Stephens & Towndrow also has an office in Montreal and an FM division in its Toronto office.

Stations represented by S&T are CHUM-AM-FM Toronto; CJMS-AM-FM Montreal (French); CKGM-AM-FM Montreal (English); CKY-AM-FM Winnipeg, Man.; CFPL-AM-FM London Ont.; CHML-AM-FM Hamilton Ont.; CFRA and CFMO-FM both Ottawa, CKNW Vancouver B. C.; CKWW Windsor, Ont.; CJCH Halifax, N. S.; CHED Edmonton, Alta.; and CHAB Moose Jaw, Sask.

British fee increased

TV viewers in Great Britain will pay an extra \$2.80 set fee according to a government announcement. The increase, effective next August and intended to offset an increasing deficit of the British Broadcasting Corp. (BBC), will raise the annual fee to \$14. The license covers both television and radio. Fee for radio alone is to be raised from \$2.80 to \$3.50.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Gross

Murray Gross, director of communications, Television Bureau of Advertising, New York, elected VP and director of member sales. Mr. Gross had previously been director of advertising at Metromedia Inc.,

that city.

Barry Caskey, product manager for Colgate-Palmolive men's hair dressing brands, named account executive on Quaker Oats account at Pappert, Koenig, Lois Inc., New York.

Neil Rockoff, researcher with H-R Representatives Inc., New York, joins Blair Radio in similar capacity.

Joseph J. Hirschberg, field sales manager for Home Products Division, Colgate-Palmolive Co., New York, named general sales manager of Toilet Articles Division.

James Van Wagoner Tufty, with advertising division of American Bakers Cooperative, named account representative and media specialist with J. Walter Thompson Co., Washington.

Philip S. Stockslager, account executive at WQMR Silver Spring, Md., joins

WGMS-AM-FM Bethesda, Md.-Washington, as account executive.

Michael Detels, account executive at D'Arcy Advertising Co., New York, named account executive at Fletcher Richards Co., that city.

Thomas F. Maschler, president of Perrin & Associates Inc., Chicago, resigns to rejoin H. R. Basford Co., San Francisco, as VP and assistant to president. He is succeeded at Perrin by **Donald E. Whiting**, executive VP.

Thomas LaVilla, account executive at WCPO-AM-FM Cincinnati, named account executive at WCPO-TV.

Leto J. Hill, sales manager of Toilet Articles Division of Colgate-Palmolive Co., named general sales manager of Household Products Division.



Mr. Wierum

Thornton Wierum, with legal staff of J. Walter Thompson, New York, since 1953, named administrator of broadcast department.

Roger Colatorti, freelance writer in Portland, Ore., joins copy department of Dawson, Turner & Jenkins, that city.

Felix Adams, national sales manager

of KRAK Sacramento, Calif., and former VP and general manager of KLAC Los Angeles, named VP in charge of sales for Hercules Broadcasting Co., licensee of KRAK.

Thom Robertson, commercial manager of WMEX Boston for past three years, named New England manager and head of Boston office of Robert E. Eastman Co., radio representative firm.



Mr. Malloy

John A. Malloy, VP and member of management committee at Warwick & Legler Inc., New York, joins Gordon & Weiss Inc., that city, as principal and senior VP.

Iring Trachtenberg, group sales manager of Radio Advertising Bureau, New York, for four years, named local sales manager of KATU(TV) Portland, Ore.

Wilson S. Fieldhouse, broadcast director with MacManus, John & Adams, Chicago, joins Needham, Harper & Steers there, as executive producer. **Joseph W. Mangan**, TV producer with Knox-Reeves Advertising, Minneapolis, joins NH&S as producer.

Maurice Stevens, art director and producer with Leo Burnett Co., Chicago, joins television division of Wilding



Live couldn't. Film couldn't. Scotch® Brand Video Tape did.

Pulled off visual stunts like this for WNHC-TV!

Special effects come easy on video tape, as WNHC, New Haven, Conn., will be quick to show you. The station produced a series of spots for Sabre's Discount House with scenes like this one involving a miniature spokesman.

Knocking a ball out from under him using live two-camera technique wasn't practical. Too intricate, too risky. Film, besides being costly, couldn't deliver on 24-hour notice for next-day showing. But shrinking the "Sabre Man" to the size of the product (safely, with no danger of being "off frame") was a cinch with "SCOTCH" Brand Video Tape. First the man was taped going through his motions. Then this tape was superimposed over a live close-up of the featured product and retaped. Ready for immediate showing—no processing needed. Did the golf ball commercials work? Sell-outs of featured merchandise were often reported.

Fast, easy special effects. Live look without chance of an on-the-air goof. See-it-now convenience. They all are part of the bargain on "SCOTCH" Video Tape. *And today, more than 200 stations, like WNHC, offer local production service, are actively participating in 3M's comprehensive program to help advertisers and agencies make full use of tape's advantages.* Call your local stations. Or write 3M Magnetic Products, Dept. MBX-55, St. Paul, Minn. 55119.



Magnetic Products Division **3M**
COMPANY

"SCOTCH" AND THE PLAID DESIGN ARE REG. TMS OF 3M CO. © 1965, 3M CO.

Girls night out

Wives of FCC commissioners and of other government officials were guests at White House tea given by Mrs. Lyndon B. Johnson last Tuesday (April 27). Among those present: Mrs. Robert T. Bartley, Mrs. Kenneth A. Cox, Mrs. E. William Henry, Mrs. Rosel H. Hyde, Mrs. Robert E. Lee, Mrs. Lee Loevinger. Also Mrs. Paul R. Dixon (wife of chairman of Federal Trade Commission), Mrs. Philip Elman (FTC), Mrs. Najeeb E. Halaby (wife of outgoing administrator of Federal Aviation Agency), Mrs. A. Everett MacIntyre (FTC), Mrs. Carl T. Rowan (wife of director of United States Information Agency), and Mary Gardiner Jones, member of FTC.

Inc., there, as producer for TV commercials.

Edmee M. Reilly, assistant director of advertising and sales promotion at KMOX St. Louis, named account executive at Advertising Associates Inc., that city.

Aileen Grossman, copy director at Powell, Schoenbrod & Hall, Chicago, named account executive at Scott, Rifkin & Wilson Inc., Los Angeles, with major responsibility for Revell Inc., hobby kit manufacturer.

Louis S. Golterman Jr., account executive at John Blair & Co., St. Louis, joins Avery-Knodel, that city, in similar capacity.

Chips Barrabee, eastern TV sales manager at Venard, Torbet & McConnell, joins Metro TV Sales, division of Metromedia, New York, as account executive.

Thomas W. Carroll, account executive at Metro TV Sales, New York, named account executive at Television Advertising Representatives, that city.

Jack Mazzie, program director at WREX-TV Rockford, Ill., named manager of programs and national sales at station.

John Curtin, media buyer at Charles W. Hoyt, and **Peter Wilson**, media buyer at Geyer, Morey, Ballard, both New York, join Cunningham & Walsh, that city, as media buyers.

Gloria Gutsch, assistant to manager of television commercials for Lever Bros. Co., New York, for past four years, named head of newly created commercial testing department at MGM-TV, that city.

Richard Clark, art director at BBDO, Ogilvy, Benson & Mather and J. Walter

Thompson, all New York, named art director for Trans World Airlines and The Equitable Life Assurance Society of the United States accounts at Foote, Cone & Belding, that city.



Mr. Belli

Armand J. Belli, general sales manager of WLS Chicago, named general sales manager of KAKE-TV Wichita, and KUPK (TV) Garden City, both Kansas.

Hikoomi Mitsuyasu, assistant director of international department at Dentsu Advertising Ltd., Osaka, Japan, replaces **Seiji Hashimoto**, as manager of New York office.

Allen Hirschman, senior audience measurement analyst at ABC-TV New York, named assistant research director for television division of Edward Petry & Co., that city.

Edward B. Shaw has been promoted to VP at Los Angeles office of Young & Rubicam Inc. Mr. Shaw will continue as director of marketing, position he has occupied since 1964.



Mr. Loughrin

Richardson Loughrin, account executive at Television Advertising Representatives, Los Angeles, joins National Television Sales Inc., that city, as western sales manager of representative firm.

William L. Worster, media director, Grey Advertising, Beverly Hills, Calif., moves to Frojen Advertising, Los Angeles, in same capacity.

Richard Lenton, production manager at Peter Millson & Partners Ltd., Chatham, England, named production manager of Bliss/Grunewald, New York.

James F. Lewis, assistant radio-TV director at Cramer-Krasselt, Milwaukee, named account executive at WITI-TV, that city, replacing **James Dunham**, who moves to Chicago office of Storer Television Sales.

Burton C. Granchier, former VP of McCann-Erickson, Los Angeles and San Francisco, named advertising manager of California Prune Advisory Board, San Francisco.

Al Kinney and **Joe Caranante** join WINQ Tampa-St. Petersburg, Fla., as account executives.

Thomas J. Austin, local sales manager of WICH Norwich, Conn., named account executive at WEEI-AM-FM Boston.

Diane L. Sass, sales service executive for A. C. Nielsen Co., New York, named

associate director of research and marketing services with group marketing department of Broadcast Communications Group Inc., that city.

William H. Coleman, senior art director for Winius-Brandon Advertising, Kansas City, Mo., named VP-creative director for Holland Dreves Arendt Poff Inc., Omaha.

Richard Rael, traffic director at WQMR Silver Spring, Md., named account executive of station and its FM affiliate, WGAY Washington.

Gail Purse, with sales and traffic departments at WWJ-TV Detroit for six years, named traffic manager.

Dean M. Carpenter, VP and copy director at Klau-Van Pietersom-Dunlap, Milwaukee, named copy director of Geyer, Morey, Ballard, Racine, Wis.

Gregory (Pete) Fitzpatrick, director of advertising and public relations for Rheingold Breweries Inc., named account supervisor for Best Foods Division of Corn Products Sales Co., at Foote, Cone & Belding, New York.

Richard H. Debnam, account executive at Fletcher Richards, New York, joins Daniel & Charles, that city, as account supervisor. **Steve Singer**, with art department of Foote, Cone & Belding, New York, joins Daniel & Charles, as art director.

Robert Howell, creative consultant since leaving position of VP and radio-

Minow joins law firm



Mr. Minow

Newton N. Minow, former chairman of FCC, on May 1 resigned as executive VP of Encyclopaedia Britannica Inc. to become partner in law firm

of Liebman, Williams, Bennett & Baird, Chicago, to which his name will be added.

Mr. Minow's clients are expected to include Encyclopaedia Britannica and Curtis Publishing Co., for which he has been consultant for six months. Liebman firm, active in advertising field, represents Foote, Cone & Belding and Kimberly Clark, among others.

Mr. Minow was chairman of FCC from March 1961 to June 1963. Prior to that he was member of Chicago law firm headed by Adlai Stevenson.

TV manager of Compton Advertising, Los Angeles, in 1961, has re-entered agency field as VP and creative director of Lennen & Newell, Los Angeles.

Betty Koven has rejoined West, Weir & Bartel, Beverly Hills, Calif., as administration manager, position she left last fall to become controller of Eisman, Johns & Laws, Los Angeles.

Kendall J. Mau, executive VP, Hal Stebbins Inc., Los Angeles, has resigned to open own agency, Corporate Communications Co., same city. Initial clients are Bonanza Air Lines and Buckeye Realty & Management Corp.



Mr. Lyons

William Lyons, account supervisor at J. Walter Thompson Co., New York, named VP at Ted Bates & Co., that city.

Jon T. Werolin, assistant media director at Honig-Cooper & Harrington, San Francisco, named media supervisor in Foote, Cone & Belding's San Francisco office.

Charles F. DeLong, president and general manager of French Hair Co., named advertising manager of Pharmaco Inc., Kenilworth, N. J., Sutton Cosmetic Division.

Wadsworth confirmed

James J. Wadsworth will be sworn in as FCC commissioner at noon Wednesday (May 5), in FCC hearing room and expects to take up new duties following day. Chief Hearing Examiner James D. Cunningham will administer oath to Mr. Wadsworth, who was appointed by President Johnson to fill unexpired term of Frederick W. Ford, which ends June 30, 1971. President Johnson signed commission certifying Mr. Wadsworth's appointment on Thursday, day after Senate voted to confirm nomination. Senate Commerce Committee recommended approval on Tuesday. Senate last week also voted to confirm Frederic G. Donner, board chairman of General Motors, as member of board of directors of Communications Satellite Corp.

Jack Stull, commercial manager of WGVM for past ten years, named general manager.



Mr. Sampson

George P. Sampson, operations director of Communications Satellite Corp., Washington, named VP in charge of operations. Mr. Sampson, retired major general, U. S. Army, was previously deputy director of defense communications system before retiring from military service.

James Loper, formerly director of educational services for KCET(TV), Los Angeles noncommercial, appointed assistant general manager. Mr. Loper is also newly elected president of Western Radio-Television Association.

J. Dale Knievel, in engineering, purchasing and management with Daniels & Associates, Denver broker of community antenna television systems, named coordinator of CATV for Reeves Broadcasting Corp. CATV division.

Frank P. Fogarty, president of Meredith Broadcasting Co., elected to one-year term as VP-northwestern division of U. S. Chamber of Commerce.

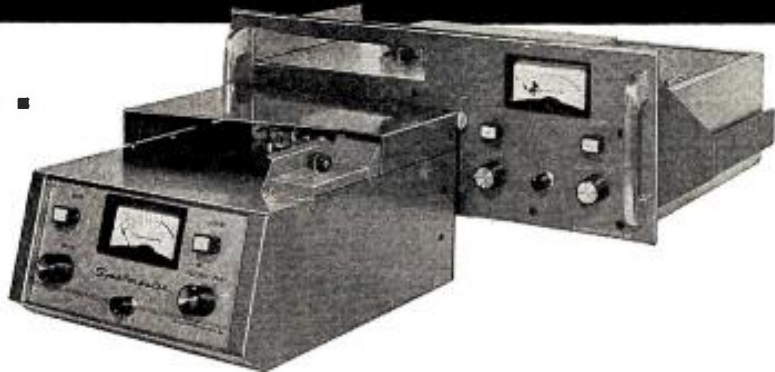
Dave Loring, unit manager at ABC-

THE MEDIA

Edward M. Guss, general manager of WGVM Greenville, Miss., named general manager of KDKO Littleton, Colo.



NEW 500 SERIES . . . World's Most Advanced Cartridge Tape Equipment



From the established leader in tape cartridge systems—SPOTMASTER—comes today's most advanced units, the 500B series. Featuring all-modular, all-solid-state design and your choice of 1, 2 or 3 automatic electronic cuing tones, the 500B continues the SPOTMASTER tradition of superior quality at sensible prices.

Check these other SPOTMASTER features:

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- Popular 500A series, today serving over 1,000 sta-

tions world-wide, now available at new low prices.

- 14 models match every programming need: recorder-playback and playback-only . . . compact and rack-mount . . . monophonic and stereo.
- Delayed Programming option permits instant deletion of objectionable material from live originations.
- Heavy duty construction throughout, with rugged hysteresis synchronous motors, top specs and performance.
- Lease/purchase option. Ironclad guarantee for one full year.

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WMAR-TV's Jack Jett, former FCC member, dies at 70

Ewell Kirk (Jack) Jett, 70, VP and director of WMAR-TV Baltimore, and former member of FCC (1938-1947), died April 28, at U. S. Naval hospital, Bethesda, Md., following long illness.

Mr. Jett began in radio in 1911 while in Navy where he was officer-in-charge of Transatlantic Radio Control Station following World War I. In 1929 he was loaned to Federal Radio Commission (which became FCC in 1934) in engineering department. He retired shortly thereafter from Navy with rank of lieutenant and was named head of all commission's work in radio engineering with services other than radio broadcasting. He became assistant chief engineer in 1931 and chief engineer in 1938. He was picked by FCC as member of international radio conventions and conferences in thirties (Mexico, 1933; Havana, 1937; Bucharest, 1937; Cairo, 1938, and Santiago, Chile, 1940). At Santiago conference, Mr. Jett was technical advisor to U. S. delegation.

With start of World War II, he became chairman of coordinating committee of Board of War Communications and member of Censorship Operating Board.



Early in 1944 President Franklin D. Roosevelt asked Mr. Jett to become member of FCC, filling vacancy left by George Henry Payne, whose term had expired June 30, 1943. Mr. Jett, independent, was confirmed by Senate Feb. 11, 1944, and was sworn in four days later.

During his tenure on commission, as member and, for short time, interim chairman (Nov. 16, 1944-Dec. 20, 1944), he became 'the' technical expert on engineering problems and during this time he began work on new international allocations arrangements and planning for new field of communication in radio spectrum.

He is known as father of two-way radios in police cars.

Resigning from FCC Dec. 30, 1947, he became VP of A. S. Abell Co., publishers of *Baltimore Sunpapers* and licensee of WMAR-AM-FM-TV there. He continued on numerous industry committees, including National Television Systems Committee, Television Code Board of National Association of Broadcasters, CBS-TV Affiliates Advisory Board and Armed Forces Communications Association.

He was member of Institute of Radio Engineers and served as director in 1938.

He is survived by his wife, L. Viola, two daughters, two brothers, two sisters, five grandchildren and one great-grandchild.

Services are scheduled today at Fort Myer (Va.) chapel with interment at Arlington National Cemetery.

TV Hollywood, named to newly created position of senior unit manager. **Robert Key**, engineering scheduling supervisor and business manager of production services for past five years, joins network's labor relations and business affairs department.

Peter Brysac, freelance TV director, named chief of operations and staff director, WNJU-TV Linden-Newark, N. J. UHF station is expected to begin broadcasting this month.

Armin Furch, general sales manager of KKTU-TV Colorado Springs, joins Field Communications Corp., Chicago, as senior executive in charge of special projects.



Mr. Ornstein, budget director of CBS Television Stations division, named assistant controller of CBS Television Stations, both New York.

Robert Nelson, account executive at KRUX Phoenix, named commercial manager of KALF Mesa, Ariz. **Wayne Vann**, sales manager at KALF, named director of operations.

PROGRAMMING

Stanley Adams, songwriter, re-elected president of American Society of Composers, Authors and Publishers. Others re-elected: **Adolph Vogel** and **Ned Washington**, VP's; **Paul Creston**, secretary; **Frank H. Conner**, treasurer; **Morton Gould**, assistant secretary. **J. J. Bregman** succeeds **Jack Mills** as assistant treasurer of ASCAP.

Charles Thomas Atkins, in network station clearance department at ABC-TV, Los Angeles, joins ABC Films as sales representative for western division.

Robert N. Stahl, on staff of Telsun, joins Xerox Corp., New York, as public information specialist-radio-TV. Telsun is foundation set up to produce Xerox Corp.'s TV dramatic specials.

Paul L. Dalton, announcer and chief engineer at WLL Lynchburg, Va., named announcer at WDBJ-AM-FM Roanoke, Va.

Richard DeRoy, on writing staff of 20th Century-Fox TV's *Peyton Place* (ABC-TV Tuesdays and Thursdays 9:30-10 p.m.), named executive story consultant for series.

Don Knutson, account executive and announcer at KALF Mesa, Ariz., named production manager of station.

Paul Wierman, program director at wwow Conneaut, Ohio, named program director at KSLI Salina, Kan.

Vic Bikel, formerly with CBS Films, National Telefilm Associates and old Dumont Television Network, named eastern division sales manager of Thunderbird Films, New York, distributor of feature and syndicated film for TV.

Mary Winters, assistant to program manager at WOR-TV New York, and film acquisitions coordinator for RKO General Broadcasting's owned stations, named television operations manager for Walter Reade-Sterling Inc., New York.

Jay Hoffer, programming and station manager of KRAK Sacramento, Calif., for past five years, named VP in charge of programming.

Harold Levenson, newswriter and producer at WABC-TV New York, named producer at WNBC-TV's public affairs department, that city.

Bob Butler, who directed pilot for half-hour TV series, *Hogan's Heroes*,

signed to direct four more installments of series, which Bing Crosby Productions is producing at Desilu for CBS-TV in 1965-66.

Barry Thurston, with Sports Network Inc., New York, as producer, station relations and client service representative, joins WKBD(TV) Detroit, as sports coordinator. Mr. Thurston will also work with other Kaiser Broadcasting stations (WKBS[TV] Burlington, N. J., and KMTW[TV] Corona, Calif., which are not yet on the air).

George Eckstein, writer on *The Fugitive* for Quinn Martin Productions, named associate producer of series.

NEWS

Don Fulsom, Washington correspondent for Radio Press International, named assistant news director, RKO General Washington news bureau.

Howard M. Bloom, announcer at WIN Atlanta, named to news and production staff of WRVA Richmond, Va. Jerry Gillies, newscaster at WSVA-AM-TV Harrisonburg, Va., and WMBG Richmond, joins news staff of WRVA.

Goodwin J. Knight, former governor of California, joins KTTV(TV) Los Angeles weekend news starting May 1, providing commentary on local, state, national and international news.

Michael O. Cusick, news director at WTL Lansing, Mich., joins wowo Fort Wayne, Ind., as news writer, replacing **Gerald R. MacDonald**, recently appointed editorial writer of station.

Spencer Wright, sports director at WTOG-AM-FM-TV Savannah, Ga., joins WJXT(TV) Jacksonville, Fla., as news editor.

Richard Amaral, news editor at WNAC-TV Boston, named assistant news director in charge of public affairs.

Tony Brunton, news director at WICC Fairfield, elected president of United Press International Broadcasters Association of Connecticut. **Brian Dow** of

WINF Manchester, elected VP, and **Joe Barbarette** of WDRC Hartford, named secretary-treasurer.

Donald Parcher, formerly news director at WLUK-TV Green Bay, Wis., joins news staff of WTMJ-AM-FM-TV Milwaukee. **Bill McCollough** formerly with both WRIT and WOKY Milwaukee, joins WTMJ-AM-TV announcing staff.

ALLIED FIELDS

Donald F. Turner, professor of antitrust law and economic regulation, Harvard Law School, to be appointed by President Johnson as assistant attorney general in charge of antitrust division, Department of Justice. He will succeed **William H. Orrick Jr.**, who has indicated he plans to return to private law practice. Mr. Turner, 44, served as law clerk to Justice Tom Clark and practiced in Washington from 1951 to 1954 specializing in antitrust law.

Dudley W. Faust, former national sales manager for CBS Radio, and account executive with WPX(TV), both New York, joins National TV Log Inc., as New York sales executive. NTVL represents 58 daily newspapers covering 22 major markets in U. S.

EQUIPMENT & ENGINEERING



Mr. Simons

Ken Simons, chief engineer of general engineering laboratory of Jerrold Electronics, subsidiary of Jerrold Corp., Philadelphia, named VP of research and development of Jerrold Corp., responsible for engineering and product development in all Jerrold divisions.

Seymour Silverman, product manager for photographs, hi-fi's and tape recorders in radio-TV division of Westinghouse Electric Corp., Metuchen, N. J., named VP in charge of product development for international division of BSR Ltd., College Point, N. Y.

Charles F. Swisher, product manager for Ampex Corp., named sales manager for Vega Electronics Corp., manufacturer of wireless microphones and associated sound-system equipment.

Malcolm C. Tucker, manager of marketing at Whittaker Corp., Los Angeles, named director of marketing for equipment manufacturer.

Neal Keehn, with General Film Laboratories, Hollywood, elected director of sales for DeLuxe Laboratories Inc., film-processing subsidiary of 20th Century-Fox. **Kurt Kanis**, with DeLuxe, New York, named sales manager for that plant. **Robert Creamer**, with De-

Instant,
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film
processing...
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the savings!
see page 63

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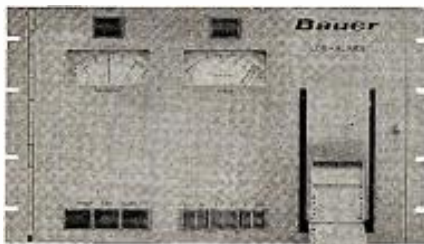
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The Bauer "Log Alarm" is simple . . . accurate . . . easy to operate . . . permits better use of your manpower . . . meets all FCC requirements for automatic logging devices . . . all in 10½" of rack space.

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DICK STROUT
and top guest stars!

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Luxe in Hollywood, named to head feature and television show sales and servicing, and **Frank A. (Bud) Berend**, with General Film, Hollywood, named to head television commercial sales and servicing. General Film was purchased by DeLuxe in 1964.

FANFARE

Nathan A. Turkheimer, director of publicity and public relations department, J. M. Mathes Inc., New York, named VP.

Tobias LeBoutillier joins WLBZ-TV Bangor, Me., as promotion manager, succeeding **Jack Dunn**, who joins Procter & Gamble sales, New York.

Frank Nardi, graphics supervisor at WGN Inc., Chicago, named advertising and promotion manager for WLS, that city.

Michael Laurence, advertising and public relations director for WMCA, Trans-Lux Television and consultant to WCBS-AM-FM, all New York, has established own advertising-public relations company for broadcasters at 30 West 86th Street, New York 10024.

Robert R. Rousek, VP at Kennett Public Relations Associates, Los Angeles, named account executive at Public Relations Programs Inc., subsidiary of MacManus, John & Adams, that city.

Gerald B. Trapp, regional membership executive for Associated Press, Denver, moves to similar position in Pittsburgh. He is succeeded by **Howard E. (Ed) Staats**, former AP newsman in Dallas and Houston for past four years.

Larry Wagner, with WIBW-AM-FM-TV Topeka, Kan., named promotion manager, replacing **Darrel Witham**, who assumes sales position with local sales staff.

INTERNATIONAL

John W. Hobson, chairman and joint managing director of Hobson, Bates & Partners Ltd., London, elected president of Institute of Practitioners in Advertising, British equivalent of American Association of Advertising Agencies. HB&P is part of worldwide Bates group of advertising agencies and billed \$23 million last year.



Mr. Hobson

Russel Jones appointed executive producer of Peterson Productions Ltd., Toronto.

Sylvia Manasse, account executive at David O. Alber Associates Inc., New

York public relations firm, becomes head of new branch office of company in Milan, Italy.

D. F. Penn, assistant manager and general sales manager of CFAC Calgary, Alberta, named general manager.

Barry Sharpe, formerly with CFCO Chatham, Ont., joins news staff of CKLW-AM-FM-TV Windsor, Ont.-Detroit as writer-newscaster. **Tony Czaczkowski**, with central news room of Canadian Broadcasting Corp. at Toronto, joins CKLW as news writer.

Willard Block, manager of CBS Films' international sales for past five years, named director of international sales. He will remain in New York.

DEATHS

Edward R. Murrow, 57, former director of United States Information Agency and VP of CBS News, died April 27 of cancer (see page 44).

Reagin Smith, 60, died April 21 following continuing heart ailments. Mr. Smith founded KMCO Conroe, Tex., in 1951 with three partners and wholly owned station at time of his death.

Meredith L. Koerner, 51, director of engineering for Radio Liberty, worldwide radio network broadcasting to Soviet Union from West Germany, Taiwan, died April 23 in Norwalk, Conn. Mr. Koerner had been project manager of Continental Electronics in Dallas; deputy director of engineering for Radio Free Europe, and assistant chief engineer for Office of War Information during World War II. He is survived by his wife Donna Marie and daughter.

Boris Shub, 52, writer of Soviet affairs and pioneer in radio broadcasting to Communist countries, died April 21 at French hospital, New York, following short illness. Mr. Shub was one of organizers of Radio Liberty (see above) and in 1948 was political director of RIAS (Radio in the American Sector of Berlin) at time of blockade.

Alan Bunce, radio-TV actor, died April 27 in Columbia-Presbyterian Medical Center, New York. Mr. Bunce, known for role of Albert in radio-TV comedy series *Ethel and Albert*, started radio career in 1935 as first *Young Dr. Malone*. Mr. Bunce had roles in several Broadway shows.

Dick Wessel, 52, actor, died April 20 at Studio City, Calif., following heart attack. Mr. Wessel was featured player in *Riverboat* TV series and was appearing in some episodes of *Daniel Boone*. He also had role in forthcoming episode of *Gunsmoke*. He is survived by his wife, Louise, and daughter.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 22 through April 28 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter.

New TV stations

ACTION BY FCC

Raleigh, N. C.—Crescent Broadcasting Co. Granted CP for new TV on UHF channel 28 (554-560 mc); ERP 852 kw vis., 87.1 kw aur. Ant. height above average terrain 1,056 feet, above ground 1,050. P. O. address Box 448. Raleigh. Estimated construction cost \$487,415; first year operating cost \$346,063; revenue \$184,444. Studio and trans. locations both Garner, N. C. Geographic coordinates 35° 39' 37" north latitude, 78° 32' 36" west longitude. Type trans. Townsend TA-50, type ant. CO-EL CO-25SW. Legal counsel Martin E. Firestone, Washington; consulting engineer Townsend Associates, Springfield, Mass. Principals: Springfield Television Broadcasting Corp. (50%), Hargrove Bowles Jr. (15.325%), Terry Sanford (15.325%), Hugh Cannon, Manley Eubank, Charles G. Rose III (each 5.775%) and Benjamin Mast (2.525%). Springfield Television is owned by William L. and Roger L. Putnam and others, and owns WWLP(TV) Springfield, WJZZ(TV) Worcester, both Massachusetts; WKCF(TV) Dayton, Ohio, and WRLP(TV) Keene, N. H.—Brattleboro, Vt.—Greenfield, Mass. with application for new TV in Kansas City, Kan., pending before FCC. Messrs. Putnam and associates are also seeking to acquire WENS(TV) Pittsburgh. Action April 21.

APPLICATIONS

Wheaton, Ill.—Suburban-City Enterprises Corp. UHF channel 75 (838-842 mc); ERP 221 kw vis., 44.2 kw aur. Ant. height above average terrain 465 feet, above ground 500 feet. P.O. address 8928-30 Ogden Avenue, Brookfield, Ill. Estimated construction cost \$144,473; first year operating cost \$225,769; revenue \$227,625. Studio and trans. locations both Brookfield. Geographic coordinates 41° 49' 02" north latitude, 87° 50' 45" west longitude. Type trans. RCA TTU-12A, type ant. RCA TTU-27DH. Legal counsel not listed, consulting engineer Robert A. Jones, LaGrange, Ill. Principals: B. D. and Jean Betty Dickey (94.7% jointly) and others. Currently Suburban-City does business in consumer finance field. Ann. April 16.

Omaha — Ak-Sar-Ben Broadcasting Inc. UHF channel 22 (518-524 mc); ERP 713 kw vis., 142 kw aur. Ant. height above average terrain 454 feet, above ground 557 feet. P.O. address 1004 City National Bank Building, Omaha. Estimated construction cost \$550,027; first year operating cost \$300,000; revenue \$350,000. Studio and trans. locations both Omaha. Geographic coordinates 41° 15' 46" north latitude, 96° 02' 12" west longitude. Type trans. RCA TTU-30A, type ant. RCA TFU-30J. Legal counsel Phillip M. Baker; consulting engineer Willis C. Beecher, both Washington. Principals: John J. Hanley and Frank E. Blazek (each 50%). Mr. Blazek has 90% interest in insurance and real estate company and 47% interest in motel and restaurant with interest in board membership of Indian Hills Bank, Omaha. Ann. April 16.

Existing TV stations

ACTIONS BY FCC

By memorandum opinion and order, commission denied petition by D. H. Overmyer Communications Co. for waiver of seven TV station limitation in Sec. 73.636 of

multiple ownership rules, and returned as unacceptable for filing application for assignment of CP of WAND-TV (ch. 53) Pittsburgh from Agnes J. Reeves Greer to Overmyer Communications Co. Commissioner Bartley concurred. This—eighth—application for UHF-TV's sought by Overmyer individually or through wholly owned corporations is inconsistent with Sec. 1.518 of rules which states that "while application is pending and undecided, no subsequent inconsistent or conflicting application may be filed by same applicant, successor or assignee, or on behalf or for benefit of same applicant, successor or assignee." Overmyer is permittee of new TV (call letters unassigned) on channel 79 in Toledo; Overmyer Broadcasting Co. was recently granted assignment of CP for WNOP-TV (ch. 74) Newport, Ky. Five pending applications are: D. H. Overmyer Communications Co., for assignment of CP's of WATL-TV (ch. 36) Atlanta, assignment of CP of KBAY-TV (ch. 20) San Francisco, and for new TV on channel 29 in Dallas; Stamford Broadcasting Co. for new TV on channel 55 in Stamford, Conn.; and D. H. Overmyer Broadcasting Co. for new TV on channel 17 in Rosenberg, Tex. Action April 21.

WDAU-TV Scranton, Pa.—Waived Sec. 73.614(b) of rules and granted application to increase vis. ERP to 891 kw (2,000 kw maximum vertical lobe), with aur. ERP 224 kw; conditions. Action April 21.

CALL LETTERS ASSIGNED

WXHR-TV Cambridge, Mass.—Harvey Radio Laboratories Inc. Changed from WTAO-TV.
WFRV-TV Green Bay, Wis.—WFRV Inc. Changed from WFRV(TV).

New AM stations

ACTION BY FCC

Macon, Mo.—KLTM Radio Inc. Granted CP for new AM on 1560 kc, 250 w. D. P.O. address Macon. Estimated construction cost \$18,217; first year operating cost \$25,438; revenue \$51,556. Principals: Imogene and Leland E. Ebert (39.67%), Ruth and Russell R. Fitch (39.67%), Vera Jean Brown (5.76%), Orrin C. Smith (2.87%), Thelma and Oren J. Lamb (2.87%) and others. Mr. Ebert is chief engineer at KXEN St. Louis. Action April 21.

APPLICATIONS

Globe, Ariz.—Mace Broadcasting Co. 1240 kc, 250 w, unli. P.O. address 5904 Central, Kansas City, Mo. Estimated construction cost \$7,500; first year operating cost \$34,500; revenue \$36,500. Principal: James Mace (100%). Mr. Mace is employed at WDAF-AM-FM Kansas City. Ann. April 22.

Fort Pierce, Fla.—St. Lucie Broadcasting Co. 1070 kc, 1 kw, D. P.O. address Box 186, Hendersonville, Tenn. Estimated construction cost \$49,630; first year operating cost \$60,000; revenue \$70,000. Principal: Walter A. Duke. Mr. Duke has 50.92% interest in WDBM-AM-FM Statesville, N. C. Ann. April 22.

Port Sulphur, La.—Plaquemines Broadcasting, 1510 kc, 50 w, D. P.O. address 1547 National Bank of Commerce Building, New Orleans. Estimated construction cost \$21,245; first year operating cost \$29,000; reve-

nue \$35,500. Principals: William D. Womack Jr. (57.25%), John M. Currier (28.5%) and Harry E. Womack (14.25%). Mr. Currier is attorney. Mr. W. D. Womack Jr. has 50% interest in oil sales firm and owns towing service on inland waterways. Ann. April 16.
Kingsport, Tenn.—J. T. Parker Jr. 1090 kc, 1 kw, D. P.O. address 449 East Market Street, Kingsport. Estimated construction cost \$29,600; first year operating cost \$48,000; revenue \$55,000. Mr. Parker owns insurance agency. Ann. April 19.

Existing AM stations

ACTION BY FCC

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast AM on specified frequencies from May 2 to Sept. 5. Action April 21.

CALL LETTERS ASSIGNED

WFBF Fernandina Beach, Fla.—North-east Florida Radio Inc. Changed from WPAP.
WYNX Smyrna, Ga.—Jonquil Broadcasting Co. Changed from WSMA.
WRTH Wood River, Ill.—Madison County Broadcasting Inc. Changed from WBBY.
WLKS West Liberty, Ky.—Morgan County Industries Inc.
WXHR Cambridge, Mass.—Harvey Radio Laboratories Inc. Changed from WTAO.
WCKD Ishpeming, Mich.—Canyon Broadcasters Inc. Changed from WJAN.
KQWB Fargo, N. D.—Midwest Radio Co. Changed from KUTT.
WIOO Carlisle, Pa.—Norman and Harold Swidler.
WKAU Kaukauna, Wis.—Fox River Communications Inc.

New FM stations

ACTIONS BY FCC

Sebring, Fla.—Dixon Industries Inc. Granted CP for new FM on 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 188 feet. P.O. address 118 North Frederick Avenue, Gathersburg, Md. Estimated construction cost \$3,500; first year operating cost \$3,600; revenue \$3,600. Principal: H. Philip Nesbitt and others. Action April 21.
Beaver Falls, Pa.—Geneva College. Granted CP for new FM on 88.3 mc, channel 202, 10 w. Ant. height above average terrain 240 feet. P.O. address c/o David Eshelman, Geneva College, Beaver Falls. Estimated construction cost \$7,550; first year operating cost \$3,850. Principal: board of trustees. Action April 23.

Carolina, P. R.—International Broadcasting Corp. Granted CP for new FM on 107.7 mc, channel 299, 30 kw. Ant. height above average terrain minus 87.66 feet. P.O. address 2 Piso Avenue, 65 de Infanterio, Carolina, P. R. Estimated construction cost \$21,616; first year operating cost and revenue not listed. Principals: Angel O. Roman (55%), Pedro Ramon Roman Collozo (30%), James Calderon (10%), and Bernardino Sanchez Cabeza (5%). International Broadcasting is licensee of WVOZ Carolina. Action April 23.

Huntsville, Tex.—Verla Cauthen tr/as Huntsville Broadcasting Co. Granted CP for new FM on 101.7 mc, channel 269, 712 w. Ant. height above average terrain 432.46 feet. P.O. address Box 312, Huntsville. Estimated construction cost \$5,923; first year operating cost \$2,000; revenue \$3,000. Prin-

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cipal: Verla Cauthen (100%). Huntsville Broadcasting is licensee of KSAM Huntsville. Action April 23.

Appleton, Wis.—John J. Dixon. Granted CP for new FM on 105.7 mc, channel 289, 50 kw. Ant. height above average terrain 140 feet. P.O. address 109 South Appleton Street, Appleton. Estimated construction cost \$34,739; first year operating cost \$15,659; revenue \$20,800. Mr. Dixon owns WAPL Appleton. Action April 21.

APPLICATIONS

Miami—Miami Broadcasting Corp. 104.3 mc, channel 282, 29.6 kw. Ant. height above average terrain 197 feet. P.O. address 66 West Flager Street, Miami. Estimated construction cost \$26,450; first year operating cost \$20,000; revenue \$25,000. Principals: Raymond Lovell and Blake A. McCoach Jr. (each 33.33%), Jesse Casselhoff and H. Wallach Jr. (each 16.66%). Messrs. Wallach and Casselhoff are CPAs. Ann. April 22.

Idaho Falls—Golden Valley FM Inc. 92.5 mc, channel 223, 40.4 kw. Ant. height above average terrain 576 feet. P.O. address Suite 215 Shane Building, Idaho Falls. Estimated construction cost \$52,768; first year operating cost \$70,636; revenue \$71,650. Principals: Eugene A. Piquet (21.27%), Howard Andrew (10.63%), Dale Smith, Keith Martindale, Louis Jones, Ernest Andrus, (each 6.38%), S. Schaumleffel and L. T. Schaumleffel (each 7.24%). Mr. Piquet has interest in KTLE-TV Pocatello, Idaho. Ann. April 22.

Larned, Kan.—Don. H. Hoagland. 96.7 mc, channel 244A, 910 w. Ant. height above average terrain 288.32 feet. P.O. address 414 Broadway, Larned. Estimated construction cost \$8,888; first year operating cost \$14,400; revenue \$14,400. Mr. Hoagland owns KANS Larned. Ann. April 20.

Pontotoc, Miss.—Pontotoc Broadcasting Co. 96.7 mc, channel 244A, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 240, Pontotoc. Estimated construction cost \$15,257; first year operation cost \$8,000; revenue \$10,000. Principals: Lee H. Thompson (55%) and W. S. Bridges (45%). Pontotoc Broadcasting owns WSEL Pontotoc. Ann. April 15.

Las Cruces, N. M.—Chaparral Broadcasting Services Inc. 95.3 mc, channel 237A, 3 kw. Ant. height above average terrain 3 feet. P.O. address Box 968, Las Cruces. Estimated construction cost \$20,825; first year operating cost \$17,650; revenue \$19,800. Principals: William R. Lask and others. Chaparral owns KGRT Las Cruces. Ann. April 22.

*Limerick, Pa.—United Educational Broadcasting Inc. 89.7 mc, channel 209, 10 w. Ant. height above average terrain 128 feet. P.O. address 215 South Main Street, Sellersville, Pa. Estimated construction cost \$3,034; first year operating cost \$1,190. UEB president, Richard C. Dean, has 55% interest in WFMZ(FM) Allentown, Pa. Robert Reichard, director, has 30% interest in WFMZ. Ann. April 15.

Del Rio, Tex.—Queen City Broadcasting Co. 94.3 mc, channel 232, 2.64 kw. Ant. height above average terrain 68 feet. P.O. address 405 Bedell Avenue, Del Rio. Estimated construction cost \$11,729; first year operating cost \$10,000; revenue \$15,000. Principals: Jack R. Crosby (90%) and Julius Sadowsky Jr. (10%). Queen City owns KDLK Del Rio. Ann. April 20.

Welch, W. Va.—WOWE Ind. 106.3 mc, channel 292A, 3 kw. Ant. height above average terrain 270 feet. P.O. address McDowell Street, Welch. Estimated construction cost \$12,500; first year operating cost \$5,200; revenue \$7,000. Principals: Kenneth J. Crosthwait (68.5%), Harry T. Burn (17.1%) Tommie Brown (7.2%) and George G. Fuicher (7.2%). Mr. Crosthwait has 80% interest in WHBT Harriman, Tenn. Ann. April 20.

ETV applications

Following applications for matching funds have been received by Department of Health, Education and Welfare:

- Chapel Hill, N. C.—University of North Carolina; \$190,813 to activate channel 59 in Concord, N. C.; total project cost \$381,626.
- Newark, Ohio.—Newark Public School System; \$50,842 to expand facilities of channel 28 in Newark; total project cost \$74,202.

Existing FM stations

CALL LETTERS ASSIGNED

- KGEN-FM Tulare, Calif.—Pappas Electronics Inc.
- WGIG-FM Brunswick, Ga.—Golden Isle Broadcasting Corp.
- WRGA-FM Rome, Ga.—Rome Broadcasting Corp.
- WLJC(FM) Beattyville, Ky.—Reverend Forest Drake.
- WFLW-FM Monticello, Ky.—Fred A. Staples.
- WXHR-FM Boston—Harvey Radio Laboratories Inc. Changed from WXHR.
- KXXI(FM) Alamogordo, N. M.—Fred Kaysbier.
- WCSM-FM Celina, Ohio—WCSM Radio Inc.
- KOYL-FM Odessa, Tex.—Mid-Cities Broadcasting Corp.
- WDLB-FM Marshfield, Wis.—Clarkwood Broadcasting Corp.

Ownership changes

ACTIONS BY FCC

WLAG-AM-FM LaGrange, Ga.—Granted acquisition of positive control of licensee corporation, LaGrange Broadcasting Co., by Fuller J. Callaway Jr. and Fuller J. Callaway Foundation (33½% jointly), through purchase of stock by Fuller J. Callaway Jr. (none before, 33½% after) from Roy C. Swank (33½% before, none after). Consideration \$45,000. Mr. Jenkins and estate of Arthur Lucas both retain 16½% interest. Action April 14.

WILQ-AM-FM Frankfort, Ind.—Granted assignment of license from Vernon J. Kaspar to Kaspar Broadcasting Inc., owned by Mr. Kaspar and Ray V. Hamilton (each 50%). Consideration \$12,500 cancellation of debt. Messrs. Kaspar and Hamilton own KWRE Warrenton, Mo. Mr. Hamilton has 75% interest in KERN Bakersfield, Calif. Action April 20.

KRIT (FM) Clarion, Iowa—Granted assignment of license from Wright County Radio Co. owned by Marvin L. Null (100%), to Wright County Radio Inc., owned by Mr. Hull (51%), Bernard C. Bunn (10.2%), Earl Wells (13%), and others. Consideration \$15,000. Action April 23.

KRIB Mason City, Iowa—Granted relinquishment of negative control of licensee corporation, Mason City Broadcasting Corp., by William H. Sandberg (50% before, 25% after), through sale of stock to Linton D. Hargreaves (none before, 25% after). Consideration \$4,250. Mr. Hargreaves owns KAOH Duluth, Minn. Action April 23.

WGHM Skowhegan, Me.—Granted assignment of license from Pineland Broadcasting Co. owned by Melvin L. Stone (55.49%), Frances M. Stone (44.4%) and Irving A. Isaacson (0.11%), to Kennebec Valley Broadcasting System Inc., owned by John J. Pineau (49%), Gerard R. Pineau (49%), Roberta J. Pineau (1%) and Monique C. Pineau (1%). Consideration \$126,000. Messrs.

John J. and Gerard R. Pineau had interest in WCME Brunswick, Me. Action April 27.

WRNW(FM) Mt. Kisco, N. Y.—Granted assignment of license from Incorporated Melphon, owned by William J. McCarren (22.4%), C. Edward Dombert (21.4%), Julius F. Geilenkirchen (2.5%), Raymond Stauble (10%), Richard W. Burden (12.5%), Gordon W. and Bertha Edwards (15%) and John Lennon (2.5%), to Tri-County Broadcasting Corp., owned by Stanley Adelman, Richard Burden, David Wolper and Walter T. Phillips Jr. (each 25%). Consideration \$48,000. Mr. Adelman is airline pilot. Mr. Burden is broadcast engineer and is partner in engineering and sales firm in Mt. Kisco. Mr. Phillips is acoustical contractor. Mr. Wolper owns hardware distributing firm. Action April 22.

*WHTV(TV) Syracuse, N. Y.—Granted assignment of CP from University of State of New York, State Education Department, to Educational Television Council of Central New York Inc. No financial consideration. Action April 22.

WHIT New Bern, N. C.—Granted assignment of license from Ray D. Williams, to New Bern Broadcasting Inc., owned by Boyce J. Hanna (65%), Harold J. Noles (25%) and James L. Whisnant (10%). Consideration \$80,000. Messrs. Hanna and Noles have interest in WADA Shelby, N. C. Action April 22.

WWAY(TV) Wilmington, N. C.—Granted transfer of control of licensee corporation, Cape Fear Telecasting Inc., from William G. Broadfoot Jr. (33½%), Ferebee Sledge (20%), Craig Wall (20%) and Percy Robinson Smith Jr. (26½%) to William G. Broadfoot Jr. (30%), Charlie B. Britt (30%), Ferebee Sledge (20%) and Craig Wall (20%) through sale of stock by Percy B. Smith Jr. Consideration that Mr. Smith will receive \$4,000 and Mr. Broadfoot will receive \$500 from corporation. Mr. Britt will pay corporation \$30,000 for stock acquired. Action April 23.

WHDM McKenzie, Tenn.—Granted assignment of license from Tri-County Broadcasting Inc., owned by Earl S. and Gladys Nolting (100% jointly), to Northwest Tennessee Broadcasting Inc., owned by Ben. M. Gaines (49%), Ludie M. Gaines (1%), Edgar R. Perkins (49%) and Demetra Perkins (1%). Consideration \$50,000. Mr. Perkins is employed at WHDM. Action April 27.

KVLG La Grange, Tex.—Granted assignment of license from Vernon R. Nunn, to Nunn-Better Radio Co., owned by Mr. Nunn (75%) and Lloyd E. Kolbe (25%). Consideration \$15,000. Mr. Kolbe is assistant manager, sales manager and news director at KVLG. Action April 27.

WHEO Stuart, Va.—Granted assignment of license from Patrick Henry Broadcasting Corp., owned by Ruth M. Schultz (40%), Philip F. Hedrick (39.2%), Charles F. Adams (13%), Thomas W. Patterson (7%), and Elizabeth D. Hendrick (0.8%), to Gray Broadcasting Corp., owned by Altavista Broadcasting Corp. (85%) and Theodore J. Gray Jr. (15%). Mr. Gray also owns controlling interest in Altavista Broadcasting. Consideration \$26,000. Altavista owns WKDE Altavista, Va. Action April

APPLICATIONS

WTBC-AM-FM Tuscaloosa, Ala.—Seeks assignment of license from Tuscaloosa Broadcasting Co., owned by Bertram Bank (100%), to Tuscaloosa Broadcasting Inc., owned by Mr. Bank. No financial consideration. Ann. April 16.

KFRB Fairbanks, Alaska, and KBYR Anchorage—Seek assignment of license from J. Chester and Josephine M. Gordon (each 47.6%) and others, to Northern Television Inc., owned by A. G. Hiebert (47.15%), K. Olin Rude (4.23%), Doris L. Ervin (5.64%) and others. Consideration \$80,000 for KFRB plus \$10,000 covenant not to compete, consideration for KBYR is \$145,225 with \$14,000 covenant not to compete. Mr. Gordon also has entered into limited covenant not to compete for \$144,000. Northern Television owns KTVA(TV) and KNIK Anchorage, and KTVE(TV) Fairbanks, Alaska. Ann. April 19.

WAVZ New Haven, Conn.—Seeks assignment of license from WAVZ Broadcasting Corp., owned by Daniel W. Kops (57.4%), Victor W. Knauth (21.9%), Richard J. Monahan (15.51%) and others, to WTRY Broadcasting Corp., owned by Mr. Kops (56.5%), Mr. Knauth (19.1%), Mr. Monahan (18.79%), and others. No financial consideration, stock transaction. Ann. April 22.

WCUM-AM-FM Cumberland, Md.—Seeks assignment of license from Allegany County Broadcasting Corp., controlled by Wallace L. Hankin, to Group B Broadcasting Inc., owned by Clifford S. and Harry M. Brown (each 49%) and Pauline M. and Marie A. Brown (each 1%). Consideration \$240,000. Messrs. Brown own WTTC-AM-FM Towanda, Pa. Ann. April 21.

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WLUC-TV Marquette, Mich.—Seeks assignment of license from North Central Broadcasting Co., owned by M & M Broadcasting Co. which is owned by Post Corp., owned by V. I. Minahan and family, to WLUC Inc., owned by Post Corp. No financial consideration, transaction of asset transfer. Ann. April 21.

KTVO(TV) Kirksville, Mo.—Seeks assignment of license from KTVO Television Inc., owned by Post Iowa Corp. which is owned by Post Corp., to Post Iowa Corp. See application for WLUC-TV above. No financial consideration, transaction of asset transfer. Ann. April 21.

KENO Las Vegas—Seeks assignment of license from VRA Enterprises Inc., owned by M. D. Buchen (30%), Gerald F. Hicks (26%), Lee Hutchinson (12%), Joyce Evans (6%) and others, to Lotus Broadcasting Corp., owned by Howard A. Kalmenson and others. Consideration \$330,000 including \$185,000 assumption of liabilities. Lotus Broadcasting owns KWKW Pasadena, Calif. Ann. April 15.

WJMJ-AM-FM Philadelphia—Seeks transfer of control of licensee Corporation, WJMJ Broadcasting Corp., from Patrick Stanton (60%) and James T. Duffy Jr. (40%), to Rust Craft Broadcasting of Pennsylvania Inc., owned by Rust Craft Broadcasting Co., which is owned by Rust Craft Greeting Cards Inc. owned by Louis Berkman (4.98%), Jack N. Berkman (4.08%), John J. Laux (2.7%), Parkersburg Steel Co. (10.73%), Louis Berkman Co. (22.02%), Allen H. Berkman (2.01%) and others. Consideration \$500,000. Rust Craft owns WSTV-AM-FM-TV Steubenville, Ohio; WRCE-TV Chattanooga; WJKS-TV Jacksonville, Fla.; WRDW-TV Augusta, Ga.; WSOL Tampa, Fla.; WWOL-AM-FM Buffalo, N. Y.; WPIT-AM-FM Pittsburgh; WROC-AM-FM-TV Rochester, N. Y., and 40% of WVUE-TV New Orleans. Stockholders in Rust Craft have interest in WHTO-TV Atlantic City. Ann. April 21.

WJLE Smithville, Tenn.—Seeks transfer of control of licensee corporation, Center Hill Broadcasting Corp., from Aaron Durham (24.94% before, none after) and C. H. Cope (12.47% before, none after), through sale of stock to W. H. Smith, MacAllen, Fouch, John B. Evans, Jack Smith, Norman Atrip and James Herndon. Consideration \$37,800. Ann. April 19.

WLUC-TV Green Bay, Wis.—Seeks assignment of license from M & M Broadcasting Co., owned by Post Corp., to WLUC Inc., owned by Post Corp. No financial consideration, transaction of asset transfer. See application for WLUC-TV above. Ann. April 21.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Sol Schildhouse issued initial decision looking toward granting application of Talton Broadcasting Co. for new FM on channel 261 (100.1 mc) in Selma, Ala. Action April 28.

DESIGNATED FOR HEARING

Dixie Broadcasting Inc. and Tupelo Broadcasting Inc., Tupelo, Miss.—Designated for consolidated hearing applications for new FM on channel 253 (98.5 mc); ERP 100 kw—Dixie Broadcasting with ant. height 246.5 feet and Tupelo Broadcasting with ant. height 378 feet. Action April 27.

Regional Broadcasting Corp. and Evergreen Enterprises Inc., Loveland, Colo.—Designated for consolidated hearing applications for new FM on channel 272 (102.3 mc); ERP 3 kw—Regional Broadcasting with ant. height minus 82 feet; and Evergreen Enterprises with ant. height 5 feet. Action April 27.

Ocean County Radio Broadcasting Co., Seashore Broadcasting Corp., and Beach Broadcasting Corp., Toms River, N. J.—Designated for consolidated hearing applications for new FM on channel 224 (92.7 mc)—Ocean County and Seashore Broadcasting with ERP 3 kw; ant. height 300 feet and Beach Broadcasting with ERP 3 kw (horizontal and vertical); and ant. height 300 feet. Action April 22.

Parish Broadcasting Co., Franklinton, La., and Clinton Broadcasting Co., Clinton, Miss.—Designated for consolidated hearing applications for new AM on 1110 kc, 1 kw. D. Action April 21.

Waynesboro Broadcasting Corp. and Music Productions Inc., Waynesboro, Va.—Designated for consolidated hearing applications for new FM on channel 224 (92.7 mc)—Waynesboro with ERP 170 w, ant. height 1,024 feet and Music with ERP 3 kw, ant. height 179 feet; made Naval Radio Research Observatory, Sugar Grove, W. Va., party to proceeding.

OTHER ACTIONS

■ By order, commission, by its Subscrip-

tion Television Committee composed of Commissioners Loevinger (Committee Chairman) and Lee, granted petitions by Joint Committee on Toll TV and International Telemeter Corp. to extent of extending time from April 26 to May 26 to file responses to joint petition by Zenith Radio Corp. and Teco Inc., for further rule making to authorize nationwide subscription television, and from May 11 to June 10 for filing replies. Action April 23.

■ By report and order in Doc. 15716, made following changes: Assigned 288A to Lyons, Kan.; 269A to Creston, Iowa; 221A to Ellwood City, Pa., and 265A to Scottsburg, Ind.; Substituted 236 for 237A at Natchez, Miss.; assigned 296A to Fond du Lac, Wis.; added 280A to Oshkosh, and substituted 221A for 280A at Manitowoc; Added 265A to Wilmington, N. C.; Assigned 269A to Martin, Tenn.; Substituted 281 for 255 at Yankton, S. D.; Substituted 256 for 280A at Ebensburg, Pa., and modified license of Cambria County Broadcasting Inc. to specify operation of WEND-FM on 256 in lieu of 280A in that city, subject to conditions; substituted 280A for 257A at Philipsburg, Pa.; Assigned 224A to Gouverneur, N. Y., and deleted channel from Watertown, N. Y.; Substituted 272A for 240A at Merkel, Tex., and deleted 252A from Dalton, Ga.

■ By report and order in docket 15817, commission deleted 299 from Port Arthur and added it to Beaumont, Tex. Actions April 21.

■ By memorandum opinion and order, commission denied petition by Wisconsin Citizens Committee for Educational Television for rulemaking to reserve TV channel 9 for noncommercial educational use in Wausau, Wis. Midcontinent Broadcasting Co. of Wisconsin Inc., permittee of WAOW-TV on that channel in Wausau, has current authorization to complete construction by July 12, which would bring second local commercial service to that city. Commission feels that presently reserved UHF channel *46 can be used now to meet in-school training and instructional educational needs of University of Wisconsin and other institutions in area, and that it may be expected that in reasonably near future more general cultural and educational needs of area may be adequately met by UHF TV. Action April 21.

■ By Memorandum Opinion and Order in proceeding on applications of Spanish International Television Inc., Bartell Broadcasters Inc. and Trans-Tel Corp. for new UHF-TV in Patterson, N. J., commission denied petition by Trans-Tel to enlarge issues with respect to Spanish International application. Action April 21.

■ By first report and order, commission made following changes in FM table of channel assignments which were subject of proposed rulemaking in Doc. 15796 (numerals are channel numbers): Assigned 281 to Atmore, Ala., and substituted 228A for 280A at Evergreen; Added 236 to Colorado Springs, and substituted 264 for 236 at Pueblo; Assigned 285A to Bethany, Okla., and substituted 288A for 285A at Chickasha; Added 280A to Anchorage; Substituted 298 for 288A at Neillsville, Wis., and modified license of Central Wisconsin Broadcasting Inc. to specify operation of WCCN-FM on 298 in lieu of 288A in that city, subject to conditions; substituted 300 for 298 at Rhinelander, Wis.; substituted 300 for 299 at Oelwein and 299 for 300 at Spencer, Iowa; substituted 226 for 298 at New Ulm, Minn.; substituted 245 for 226 at Watertown, S. D.; assigned 300 to Anoka and substituted 288A for 300 at Cambridge,

Minn.

■ Also, to correct interference or short spacing:

Deleted 226 from Little Rock, Ark., 224A from Hays, Kan., and 232A from Cheboygan, Mich., and assigned latter channel to Mackinaw City, Mich.; deleted 300 from Manchester, Conn., and 227 from Knoxville, Tenn.

■ Changes involving Broomfield, Fort Collins and Littleton, Colo., proposed in proceeding will be dealt with at later time by second report and order. Actions April 21.

■ Commission invited comments to notice of proposed rulemaking looking toward adding FM channel 244A to Albion, Mich., to give city two FM channels; also, since 244A is technically feasible in rather large area in southern Michigan and northern Indiana and Ohio, comments are invited on possible use of that assignment elsewhere. Triad Stations Inc. one of two applicants seeking new FM's on 285A (assigned Albion) in Marshall, petitioned to delete channel from Albion and place it and 244A in Marshall. However, commission felt that assignments, if adopted, would be more appropriately made to much larger community of Albion and, under "25 mile rule" would be available to each community. Proposals require coordination with Canada. Action April 21.

■ Commission also invited comments to notice of proposed rulemaking looking toward substituting 292A for 288A in Eatontown, N. J., assigning 240A to Point Pleasant, and deleting 292A from Red Bank. This is based on petitions of Harold M. Gade, licensee of WHTG-FM on channel 288A in Eatontown, to correct serious channel short spacing between WHTG-FM and WDHA-FM (on same channel in Dover, N. J.), and by Dorothy Fielder Brown, d/b as Pleasant Broadcasters, Point Pleasant. Denied opposition by Jupiter Associates Inc. to Gade and Brown proposals. If proposal is adopted, appropriate steps will be taken to modify authorization of WHTG-FM. Action April 21.

■ By memorandum opinion and order, commission denied petition by Wonet Stations Inc., Hollywood, Fla., for reconsideration of March 17 second report and order which assigned FM channel 221A to Hialeah, Fla. Commission pointed out that Hialeah's channel 221A is available to interested parties in Hollywood under "25 mile rule." Action April 21.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Tedesco Inc. to extend time to May 7 to file responsive pleadings to petition by Edina Corp. for leave to amend in proceeding on applications for new AM in Bloomington and Edina, Minn., respectively. Action April 28.

■ Granted motion by Dawson County Broadcasting Corp. to extend time to May 3 to file joint request for approval of agreement and dismissal of application in proceeding on latter's application and that of Tri-Cities Broadcasting Co. for new AM in Cozad, Neb., in Doc. 15679-80. Action April 28.

■ In proceeding on FM applications of John N. and Alvera M. Traxler, Sunshine Broadcasting Co., Delray Beach, WLOD Inc. and Boca Broadcasters Inc., Pompano Beach, all Florida, in Doc. 15803-6, granted Boca's petition to extend time to April 30 to file oppositions to Broadcast Bureau's petition to enlarge issues. Action April 28.

Broadcasting
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■ By separate actions, granted motions by Selma Television Inc. (WSLA-TV), Selma, Ala., to extend time to May 7 to file responsive pleadings to petitions by WCOV Inc. and Birmingham Television Corp. to enlarge issues in proceeding on WSLA-TV's application. Action April 28.

■ In Duluth, Minn., TV channel 10 proceeding in Doc. 15872-15874, granted petition by Channel 10 Inc. to extend time to May 6 to file responsive pleadings to motion by Northland Television Corp. to enlarge issues. Action April 27.

■ By memorandum opinion and order in proceeding on applications of Robert J. Martin and Talton Broadcasting Co. for new FM in Selma, Ala., in Doc. 15741-2, (1) granted applicant's supplemental petition for approval of agreement whereby Martin's application would be dismissed; and (2) dismissed latter's application. Action April 26.

■ In proceeding on applications of Community Radio of Saratoga Springs, New York, Inc. and AM Broadcasters of Saratoga Springs Inc. for new AM in Saratoga Springs, N. Y., in Doc. 15587-8, dismissed motion by AM Broadcasters to reconsider March 29 action which denied movant's appeal from examiner's action refusing to issue certain subpoenas. Action April 26.

■ By memorandum opinion and order in 1110 kc, Pasadena, Calif., area proceedings in Doc. 15751 et al., denied petition by Pasadena Broadcasting Co. to enlarge issues with respect to application of Pacific Fine Music Inc. Member Nelson not participating. Action April 20.

■ In proceeding on AM applications of Brown Radio & Television Co. (WBVL), and Barbourville-Community Broadcasting Co., Barbourville, Ky., in Doc. 15769-70, granted petition by Broadcast Bureau to extend time to May 10 to file responsive pleadings to applicants' joint request for approval of agreement and for other relief. Action April 23.

■ Granted motion by WFLI Inc. (WFLI), Lookout Mountain, Tenn., to further extend time to May 3 to file responsive pleadings to petition by Newhouse Broadcasting Corp. (WAPI), Birmingham, Ala., to modify issues in proceeding on AM applications. Action April 23.

■ In proceeding on AM applications of Flathead Valley Broadcasters (KOFI), Kallispell and Garden City Broadcasting Inc. (KYSS), Missoula, both Montana, in Doc. 15815-6, certified to commission for determination (1) petition by Rust Broadcasting Inc. to enlarge issues and/or other relief, and (2) motion by KOFI to strike. Action April 23.

■ Granted motion by WBNR Inc. to extend time to April 30 to file exceptions to initial decision in proceeding on application and that of Welton Broadcasting Co. for new FM in Newburgh, N. Y. Action April 22.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Designated examiners to preside in following proceedings and scheduled prehearing conferences and hearings as shown:

Forest L. McClenning—FM applications of Ocean County Radio Co., Seashore Broadcasting Corp. and Beach Broadcasting Corp., Toms River, N. J., prehearing conference for May 25 and hearing for June 28.

Chester F. Naumowicz, Jr.—AM applications of Parish Broadcasting Co., Franklinton, La., and Clinton Broadcasting Co.,

Clinton, Miss., prehearing conference for May 26 and hearing for June 16.

Elizabeth C. Smith—FM applications of Waynesboro Broadcasting Corp. and Music Productions Inc., Waynesboro, Va., prehearing conference for May 25 and hearing for June 11. Actions April 26.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at April 15 further prehearing conference in proceeding on AM applications of Nebraska Rural Radio Association (KRNV), Lexington, and Town & Farm Inc. (KMMJ), Grand Island, Neb., specified certain procedural dates and scheduled evidentiary hearing for June 14. Action April 23.

■ With consent of all parties in proceeding on applications of Prattville Broadcasting Co. and Billy Walker for new AM in Prattville, Ala., rescheduled April 30 further prehearing conference for April 28. Action April 27.

By Hearing Examiner Charles J. Frederick

■ Pursuant to disclosure made at April 21 prehearing conference concerning agreement entered into by Sergio Martinez Caraballo and Caribbean Broadcasting Corp., applicants for new FM in Arecibo, P. R., in Doc. 15930-1, continued indefinitely May 19 hearing, and ordered that if proceeding has not been terminated by June 14, further prehearing conference to determine future steps will be held on that date. Action April 21.

■ In proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Inc., Springfield, Va., in Doc. 15861-2, granted petition by WBXM Broadcasting for clarification of examiner's April 15 order and directed that question of preliminary and final exchange dates be one of matters to be discussed at May 4 further prehearing conference, and ordered that no preliminary exchange of exhibits on May 4 shall be made. Action April 22.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreement of all parties, scheduled further hearing for June 8 in Los Angeles, in proceeding on application of International Panorama TV Inc. for new TV on channel 40 in Fontana, Calif. Action April 26.

■ For reasons stated on record of April 23 prehearing conference in proceeding on applications of WMEN Inc. and Tallahassee Appliance Corp., for new FM in Tallahassee, Fla., in Doc. 15886-7, continued to date to be established by further order May 12 hearing, and scheduled further prehearing conference for July 23. Action April 23.

■ In proceeding on applications of WMEN Inc. and Tallahassee Appliance Corp. for new FM in Tallahassee, Fla., in Doc. 15886-7, granted current balance sheet (at Jan. 31, 1965). Action April 21.

By Hearing Examiner Isadore A. Honig

■ Granted request by Midwest Television Inc. to extend time from May 3 to May 10 and from May 17 to May 20, respectively, for exchange of exhibits on issue 2 and for notification of witnesses for cross-examination on issue, leaving unchanged scheduled dates on issue 5 and May 25 further hearing in proceeding on application for new TV on channel 26 in Springfield, Ill. Action April 27.

By Hearing Examiner H. Gifford Irion

■ In proceeding on TV applications of

Charles Vanda, Henderson, Boulder City Television Inc., Boulder City and Vegas Valley Broadcasting Co., Boulder City, Nev., in Doc. 15705 et al., upon request of parties, rescheduled April 28 further hearing for May 5. Action April 27.

■ Pursuant to agreement at April 23 informal conference in proceeding on AM applications of WFLI Inc. (WFLI), Lookout Mountain, Tenn., and Newhouse Broadcasting Corp. (WAPI), Birmingham, Ala., rescheduled May 3 hearing for June 29. Action April 23.

■ Granted request by Cascade Broadcasting Co. and Sunset Broadcasting Co. (KNDX-FM), Yakima, Wash., to continue April 26 further hearing to May 10 in proceeding on FM applications. Action April 21.

■ In proceeding on applications of American Colonial Broadcasting Corp. to change trans. site and ant. height of WSUR-TV (ch.9) Ponce, and to increase power of WKBM-TV (ch. 11) Caguas, both Puerto Rico, in Doc. 15271, 15451, granted motion by respondent El Mundo Inc. to continue April 22 further hearing to June 1. Action April 20.

By Hearing Examiner David I. Kraushaar

■ On own motion, corrected in various respects transcripts of hearing in proceeding on application of Marion Moore for new AM in Joshua Tree, Calif. Action April 23.

By Hearing Examiner Jay A. Kyle

■ Granted request by Chronicle Publishing Co. (KRON-TV), San Francisco, to reschedule April 30 hearing conference for June 15 in proceeding on application. Action April 28.

■ In proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), all Minneapolis, granted joint petition by WTCN-TV and KMSP-TV for revision of procedural dates, and to extent of extending date for hearing from June 15 to July 19. Action April 28.

■ Granted petition by Palmer Broadcasting Co. to extent of dismissing, but with prejudice, application to make changes in facilities of WHO-TV Des Moines, Iowa, and terminated proceeding. Action April 26.

By Hearing Examiner Forest L. McClenning

■ Granted request by parties in proceeding on application of Selma Television Inc. (WSLA-TV), Selma, Ala., for further prehearing conference on April 29. Action April 26.

■ In proceeding on applications of Radio Station WKEU and Telerad Inc. for new FM in Griffin, Ga., in Doc. 15849-50, granted Radio Station WKEU request to continue certain procedural dates and reschedule May 18 hearing for June 21. Action April 23.

■ By separate actions in proceeding on applications for 1110 kc in Pasadena, Calif., area, in Doc. 15751-15766, (1) dismissed opposition by Storer Broadcasting Co. to petition by Voice of Pasadena Inc. for leave to amend application, and petition for reconsideration of April 14 grant of petition; and (2) formalized by order agreements made at April 22 prehearing conference concerning change of procedural dates and extended certain dates and rescheduled June 28 hearing for July 12. Actions April 22.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ In Chicago TV channel 38 proceeding in Doc. 15668, 15708, upon motion by Chicago Federation of Labor and Industrial Union Council and with consent of other parties, rescheduled May 4 further hearing for May 11. Action April 27.

By Hearing Examiner Sol Schildhouse

■ In consolidated AM proceeding on applications of Lebanon Valley Radio and Cedar Broadcasters, Lebanon, Pa., et al., in Doc. 15835 et al., granted Cedar Broadcasters petition to accept late publication of notice of hearing. Action April 22.

By Hearing Examiner Herbert Sharfman

■ Scheduled further prehearing conference for April 27 to re-examine hearing schedule in proceeding on application of WMOZ Inc. for renewal of license of WMOZ Mobile, Ala., and revocation of license of Edwin H. Estes for WPFA Pensacola, Fla. Action April 23.

■ Pursuant to April 22 prehearing conference in proceeding on application of WMOZ Inc. for renewal of license of WMOZ Mobile, Ala., and revocation of license of Edwin H.

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SUMMARY OF COMMERCIAL BROADCASTING

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	ON AIR	NOT ON AIR	TOTAL APPLICATIONS
	Lic.	CP's	CP's
AM	4,025	40	70
FM	1,302	15	236
TV	551 ¹	41	102
			for new stations
			429
			292
			207

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, April 28

	VHF	UHF	TV
Commercial	509 ^a	164	673
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31, 1965

	AM	FM	TV
Licensed (all on air)	3,984	1,251	558
CP's on air (new stations)	34	57	28
CP's not on air (new stations)	70	208	84
Total authorized stations	4,088	1,516	670
Applications for new stations (not in hearing)	192	187	73
Applications for new stations (in hearing)	78	47	59
Total applications for new stations	270	234	132
Applications for major changes (not in hearing)	208	46	24
Applications for major changes (in hearing)	31	3	10
Total applications for major changes	239	49	34
Licenses deleted	0	0	0
CP's deleted	0	0	3

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

Estes for WPFA Pensacola, Fla., among other things, adopted following schedule: further prehearing conference—May 14 and hearing (where ordered by chief hearing examiner—June 15). Action April 22.

■ In proceeding on applications of Chapman Radio and Television Co. and Anniston Broadcasting Co. for new TV on channel 70 in Anniston, Ala., in Doc. 15856-7, on unopposed oral request of Anniston Broadcasting, because of pendency of pleading which may obviate hearing, rescheduled April 28 hearing for June 22, subject to action on pleading. Action April 22.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of April 27

WDKD Kingstree, S. C.—Granted license for AM.

KLVT Levelland, Tex.—Granted license covering increase in daytime power and installation of new daytime trans. (2 main trans.); specify type trans.

WGAT Gate City, Va.—Granted license covering increase in power and installation of new trans.; specify type trans.

KCAT Pine Bluff, Ark.—Granted license covering installation of auxiliary trans.

KZFM(FM) Corpus Christi, Tex.—Granted license covering increase in ERP.

*WISU(FM) Terre Haute, Ind.—Granted mod. of license to change name to Indiana State University Board of Trustees.

K73BI Pearsall, Tex.—Granted mod. of CP to change type trans., include Dilley in principal community, correct geographic coordinates, and make changes in ant. system for UHF-TV translator.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KFMG (FM) Des Moines, Iowa; KOKX Keokuk, Iowa; WAVO Decatur, Ga.; WJMS Ironwood, Mich.

■ Granted renewal of licenses of following UHF-TV translators: K73AA, K79AT, Bishop Translator Service, Bishop and Big Pine, Calif.; K79AA Blythe, Calif.

■ Granted licenses for following FM's: WDXL-FM Lexington, Tenn.; WCME-FM Brunswick, Me., and specify type trans.

■ Following were granted extensions of completion dates as shown: WCEN Mt. Pleasant, Mich., to Nov. 1; WABR Winter Park, Fla., to May 30; WPBS(FM) Philadelphia, to Aug. 4; WIVY-FM Jacksonville, Fla., to Nov. 9; WHJB-FM Greensburg, Pa., to June 30; WFPG-FM Atlantic City, to June 15; WOCB-FM West Yarmouth, Mass., to July 26; WHIM-FM Providence,

R. I., to July 31; *KBYU-FM Provo, Utah, to June 1; KH-4734 Brigham Young University, Provo, Utah, to Oct. 15.

K12BL Holyoke, Colo.—Granted CP to replace expired permit to make changes in VHF-TV translator.

Actions of April 26

WJBO-FM Baton Rouge—Granted license covering change in frequency and increase in ant. height.

WMIT(FM) Black Mountain, N. C.—Granted license covering installation of new trans. and new ant., change in ant.-trans. location, decrease in ant. height, change in ERP, and remote control operation.

KOFO-FM Ottawa, Kan.—Granted license covering installation of new ant. and increase in ERP.

KMSC(FM) Clear Lake City, Tex.—Granted license covering changes in station, studio and ant.-trans. location and remote control point, increase in ERP and ant. height, installation of new trans. and ant., and engineering changes.

WDBJ-FM Roanoke, Va.—Granted license covering installation of new trans. and new ant.

WIFN(FM) Franklin, Ind.—Granted license covering installation of new trans. and increase in ERP.

WBBF-FM Rochester, N. Y.—Granted license covering change in frequency, increase in ERP, decrease in ant. height, and installation of new ant.

WKNT-FM Kent, Ohio—Granted license covering installation of new ant., changes in transmitting equipment, ERP, ant. height, and engineering changes; specify type trans.

■ Granted licenses for following FM's: WTGI Hammond, La.; WRUS-FM Russellville, Ky.; WWHC Hartford City, Ind., and specify type trans.; WJPA-FM Washington, Pa.; WKJG-FM Fort Wayne, Ind.; WKSNN-FM Jamestown, N. Y.; WARU-FM Peru, Ind.; WVAF Charleston, W. Va.; WLVP Franklin, N. J.; WWCW-FM Ripon, Wis., and specify type ant.; WITN-FM Washington, N. C., and specify ERP as 100 kw; WMAJ-FM State College, Pa., and specify type trans., studio location and remote control point; ant. height minus 55 feet; WEAU-FM Eau Claire, Wis., and specify type trans. and ant.-trans. and studio location; WDAY-FM Fargo, N. D., and specify type trans.; WRSC-FM State College, Pa., and specify type trans., studio location, and remote control point.

KOIN-FM Portland, Ore.—Granted license covering change in ant.-trans. location, and

increase in ant. height.

WIOD-FM Miami—Granted license covering installation of new trans., increase in ERP, and decrease in ant. height.

■ Granted licenses for following non-commercial educational FM's: WFAA Andover, Mass.; WCWP Brookville, N. Y.; ERP 100 w.

Actions of April 23

KWIC Salt Lake City—Granted CP to change facilities from 1570 kc, 500 w, D, to 1550 kc, 10 kw, D; install new trans.; change ant.-trans. and studio location; and make changes in ant. system (increase height); conditions.

KOZXFP Wenatchee, Wash.—Granted assignment of license of experimental TV to Mid-State Television Systems; stock transaction.

WGNO(FM) Madison, Ill.—Granted mod. of CP to decrease ERP to 5.1 kw; increase ant. height to 165 feet; and change studio and ant.-trans. location to 2 miles north of Granite City, Ill. conditions.

KCUE-FM Red Wing, Minn.—Granted mod. of CP to change type ant.; conditions.

KDFR(FM) Tulare, Calif.—Granted mod. of CP to change type trans.; increase ant. height to 2,550 feet; change ant.-system (increase height); and make engineering changes; waived Sect. 73.210(c) of rules to permit predicted signal level of less than 3.16 mv/m over city of Tulare.

WPAT Paterson, N. J.—Set aside March 24 action which granted CP to increase MEOV's nighttime DA pattern; condition pending further study on petition for reconsideration by WBEN Inc. and evaluation proof of performance to be submitted by WPAT in connection with regranted permit issued this date with new conditions.

WSOK Savannah, Ga.—Granted mod. of license to change name to WSOK Inc.

WEAW Evanston, Ill.—Granted mod. of license to change studio location; remote control permitted; conditions.

KOLO Reno—Granted mod. of license to operate trans. by remote control; conditions.

KFNE(FM) Big Spring, Tex.—Granted CP to change studio and remote control point location; increase ERP to 1.80 kw; install new trans. and ant.; and make engineering changes; remote control permitted.

WVTS(FM) Terre Haute, Ind.—Granted CP to increase ERP to 41 kw; decrease ant. height to 135 feet; install new trans. and new ant.; remote control permitted.

WHOM-FM New York—Granted CP to change ant.-trans. location to Empire State Bldg., New York; decrease ERP to 5.4 kw; install new trans. and new ant.; remote control permitted.

WBGM(FM) Tallahassee, Fla.—Granted CP to change ant.-trans. location and increase ant. height to 370 feet; remote control permitted; conditions.

Actions of April 22

■ Granted renewal of licenses of following main and co-pending auxiliaries: KRLN Canon City, Colo.; KUXL Golden Valley, Minn.; KXGN-TV Glendive, Mont.; WEBC Duluth, Minn.; WL0L Minneapolis; WOKO Albany, N. Y.; WRNW(FM) Mount Kisco, N. Y.

KICU-TV Visalia, Calif.—Granted CP to replace expired permit to make changes.

KHTL-TV Superior, Neb.—Granted mod. of CP's to reduce aur. ERP to 5 kw, correct geographic coordinates, make changes in ant. structure, and change type trans.; condition.

KTUL-TV Tulsa, Okla.—Granted extension of completion date to July 22.

WBGK Chibley, Fla.—Granted license covering increase in daytime power.

WQXR New York—Granted license covering changes in directional ant. and ground systems.

KRYS Corpus Christi, Tex.—Granted license covering change in auxiliary trans. location.

WMIN St. Paul, Minn.—Granted license covering use of auxiliary trans. as auxiliary daytime trans. and use of main trans. as auxiliary nighttime trans. (2 auxiliary transmitters).

KXIV Phoenix, Ariz.—Granted license covering changes in ant.-trans. location, and changes in ant. system (increase height); correct geographic coordinates.

KERN Bakersfield, Calif.—Granted license covering change in ant.-trans. and studio location.

WYLD New Orleans—Granted license covering installation of new daytime auxiliary trans.

K74CN Salina, Kan.—Granted license for UHF-TV translator.

■ Granted licenses for following AM's and

Continued on page 91

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Announcer with pleasant, authoritative delivery for middle-music Texas station. Box D-200, BROADCASTING.

Announcer-copywriter who can turn out straight as well as production copy. Mid-western station with middle to modern music. Good opportunity. Send tape, copy, photo and references along with salary requirements. Box D-205, BROADCASTING.

Morning announcer with ability to sell to sponsors—emphasis on both—who wants to join a fast growing organization and work in West Virginia. Contact immediately. Box D-210, BROADCASTING.

New England five thousand watt full time station needs experienced top 40 dj with 1st phone, no maintenance. Stable job with good pay and living conditions. Send air-check, resume, photo and references Box D-245, BROADCASTING.

Announcers wanted, 1 first phone and 3 dj's for top 40 outlet in hot Southeast market. Exp'd or inexp'd. Rush tape, photo & resume to Box D-246, BROADCASTING.

Looking for a good radio job? We want an announcer to work with a congenial established staff in a station that is benefit-loaded and a good place to work. Send audio tape, full resume and salary expected right away to Box D-258, BROADCASTING.

Morning Man . . . Good Pay, Contemporary Music. 24 Hour Station. . . Send Tape and Resume. Box D-301, BROADCASTING.

We have white sandy beaches, the Gulf of Mexico, one of Florida's nicest resort cities. New studio's the best jingles, and production aids. We want 2 top flight announcers, to help make it swing. Music format contemporary. No screamers, but swingers. Send tape, picture, and resume to Box E-12, BROADCASTING.

Experienced announcer - newsman - sports. Good job and salary for right man wanting sound future in Northeast Texas area. Box E-14, BROADCASTING.

Complete staff. Upstate N.Y. middle of the road station under new management. Need all around announcers. Limited experience or training considered but must have good voice, polished news and commercial delivery, third class ticket. Local news or play by play helpful. Send complete resume, photo and audio tape to Box E-81, BROADCASTING

Announcer experienced for quality Pennsylvania independent Good voice for a non-frantic board shift. We can offer excellent compensation to the man who can deliver news and commercials with real socko on first reading. Box E-32, BROADCASTING.

Announcers—(Cont'd)

Bright, happy experienced announcer for tight operation in metropolitan area Your tape will be returned. Box E-38, BROADCASTING.

Experienced announcer salary \$80-100 per week by AM and FM station. Beautiful New Mexico community. Air mail details and tape. Will acknowledge all replies. Box E-53, BROADCASTING.

Adult top forty, swinger, great production, enjoy working with good management team. Send picture, resume, production tape. Box E-60, BROADCASTING.

DJ—Good voice—experience, not necessary, but helpful. For non-frantic rock show in Southern Michigan. Send tape and resume for this immediate opening. Box E-84, BROADCASTING.

Morning man with bright happy sound, & proven track record for No. 1 rated Pulse station in metro area of approximately 300,000. Send aircheck & references to Box E-84, BROADCASTING.

Afternoon drive man—no floaters—Must have record of ratings to keep current No. 1 Pulse position. Air mail tape & resume to Box E-85, BROADCASTING.

Wanted—Swinger to move up to larger market of approximately 300,000. Pulse proven station for past 4 years. Send, Airmail-tape & resume to Box E-86, BROADCASTING.

Combo-man first phone. Good adult announcing plus complete engineering responsibility required. Pleasant college community. Full details and tape, please. KASI, Ames, Iowa.

All-night show—Southwestern medium market station wants personality announcer for midnight to 6 AM show with middle-of-road music. Apply to Tom Wall, KLBK, Lubbock, Texas. Also opening for a gung-ho radio newsman who can gather, write and deliver.

Immediate opening for announcer with sales. Willing to train in sales. Good pay, working conditions. KLEX, Lexington, Missouri.

Central Kansas' best known early morning man died suddenly. If you are mature, folksy, clean and can sell for rest of day. Send tape & resume to KWHK, Hutchinson, Kansas.

Newsman wanted for top Pulse and Hooper rated AM/FM contemporary station using five cruisers. 5 day split shift, mainly newscasts. Fast-paced delivery, sense of humor. Resume, tape, photo, returnable. WBBQ, Augusta, Georgia.

Experienced morning man who can work under a controlled middle of the road music format and with good air-news ability. Some copywriting. Prefer reasonably mature man. Send tape, photo, other details, including salary requirement and availability first letter. No phone calls. WEPM & WEPM-FM, Martinsburg, W. Va.

Experienced announcer. Mature voice for adult, good music station. Good salary. Benefits. Send background, tape and photo to WFDF, Flint, Michigan.

Staff announcer for network affiliate in Appleton, Wisconsin. Two years experience required. Must be good at news and middle of the road music dj work. This is a solid station, the first in the market with 40 years experience. Send photo, resume and audition direct to Radio Station WBBY, Appleton, Wisconsin.

Announcers—(Cont'd)

Bright morning type dj-pd. WHYL, Carlisle-Harrisburg, Pa. You will help build a contemporary sound with screamers. 1st phone preferable. Send tape and background. References checked. Management promotions from staff based on proven ability. Excellent salary, talent on outside programs, health & accident insurance and retirement program. Phone or write Phil Potter, Manager, CH 9-1717.

Immediate opening for combination air personality-news announcer. Contact Robert Michael, General manager, WJAB, Portland, Maine. No collect calls Please.

New Hampshire opening: Night deejay-personality slot. Top 40 know-how and ad-lib ability required. Fringe benefits. Send aircheck tape and resume to Bill Jones, WKBR, Manchester, N.H.

Morning man, immediate opening. Up bright adult sound. Send tapes to Jerry Marshall, WKHM, Jackson, Michigan.

Immediate opening for announcer. Must be able to handle news. Send resume, tape, picture to Maurice K. Henry, WMIK, Middlesboro, Kentucky.

Educational FM station will have an announcer position opening June 14. Applicants must have good knowledge of classical music. Third-endorsed license necessary. Contact Glen Bishop, WMUK, Western Michigan University, Kalamazoo, Michigan.

Wanted immediately: Announcer for WPTH FM, Fort Wayne, Indiana.

Announcer—1st phone—summer relief, 10 weeks minimum. Wanted by June 1st. News background helpful. Send resume and tape to John Speciale, Gen. Mgr., WRRR, Rockford, Illinois.

Florida suncoast good music station needs sincere, pleasant personality for drive show. Good news delivery, production ability, a must. Send photo tape, resume to: WTRL Radio, Memorial Pier, Bradenton, Florida.

Announcer with 3 years minimum commercial experience for Penna. station. Adult format of music, talk, & award winning news & editorials. Give expected salary, references and send tape in first letter. All tapes returned. Manager, WRTA, Altoona, Penna.

Opening for announcer, preferable with first phone. No maintenance, middle of road music with heavy local news coverage, mobile radio unit, applications from recent graduates welcome, salary open . . . call or write Radio Station WRTL, Rantoul, Illinois.

Need top announcer for adult music station in Midwest. NBC affiliate. Some TV possible. Rush air check to Ed Huot, WTRC, Elkhart, Indiana.

Need announcer and announcer/sports director for powerful VHF. Prefer mature, responsible applicants who desire good working conditions & pay. Call Fairfax 2-8828. WTVM, Columbus, Georgia.

Immediate opening for announcer some experience. WVOS, Liberty, N. Y.

Big No. 1 in Annapolis, Md.—WYRE—with audience in Baltimore & Washington—has immediate opening for 2 great top 40 jocks who know production. You will be checked out thoroughly. Contact: Mr. Armstrong at once.

First phone Combo man, Southwestern market. Good starting salary to man with selling voice. Excellent working conditions. Call 601-843-5352.

Florida station has staff openings. Need mature voice and smooth delivery for "grown-up" sound. New studios. Send audition, resume and salary requirements to Box 10, Ft. Walton Beach, Fla.

If you'd like to tie up with a successful and expanding operation this is your chance. Good announcer with first phone needed immediately. Call Cliff Willis at 836-4098, Plymouth, Indiana.

Deejays! Announcers! Develop professional finesse amazingly fast under taped guidance of accredited coach. Also beginners. Hal Fisher, Broadcasting Consultant, 678 Medford Avenue, Patchogue, New York 11772.

Announcers—(Cont'd)

A 5-figure second income! If you're a top-flight professional, you can earn a considerable income—in your off hours. You'll help screen qualified applicants in your area by representing seven of the nation's most distinguished broadcasters—who have personally developed the most sophisticated training program ever offered to beginners. If qualified write or wire: John Cameron Swayze, % Career Academy, School of Famous Broadcasters, Executive Offices, 827 N. Jefferson St., Milwaukee, Wisconsin 53202. Phone (414) 276-4250.

Technical

Chief engineer announcer. Metro Southwest. Experience. Opportunity with expanding station. Box D-184, BROADCASTING

Chief Engineer, technically qualified DA. Good voice essential. Eastern Central States. Box D-300 BROADCASTING.

Engineer for Studio and transmitter duties at 5kw full time regional station in Great Lakes area. First class license Necessary and interview desirable. Send resume in first letter to Box D-303, BROADCASTING.

Ohio AM-FM in major market offers excellent opportunity for experienced engineer with ability and initiative. Minimum \$750.00 plus company vehicle. Send complete resume in confidence Box E-20, BROADCASTING.

Engineer-announcer. Pennsylvania FM. Salary \$125.00 to start. Must be experienced, mature voice a "must" Resume, tape to Box E-21, BROADCASTING.

Chief engineer with announcing ability for metropolitan market. Box E-37, BROADCASTING.

Radio engineer of good character, best technical qualifications for South Texas station. Box E-65, BROADCASTING.

Qualified engineer trainee with first phone for network station. Box E-66, BROADCASTING.

Need immediately 1st ticket transmitter engineer capable of accepting responsible position at our 5 kw DA-2 operation. Please call Art Silver, Chief engineer, at 609-924-3600, or write c/o Radio Station WHWH. Box 1350, Princeton, New Jersey.

First class operator for AM-FM station. Write WKKD, Aurora, Ill.

Broadcast engineer wanted for vacation relief. Must have 1st class license and be strong on production. Write or call WTAC, PO Box 600, Flint, Michigan. Phone OW 4-4146. Attention Gene Milner or Bob Garner.

NEWS

Man or woman who can gather, write, and present local news accurately, grammatically and convincingly. Upstate New York. Box E-79, BROADCASTING.

News director, Eastern Iowa, opening for experienced newsman as director about June first. As staff man, you might qualify for news chief job. Contact News Award station KROS, Clinton, Iowa. Bernard Jacobsen, Manager.

Wanted: Professional news man with experience in local news gathering, to join four man news department. Dale Low, KWIX, Moberly, Missouri.

Immediate opening—we need a newsman who can gather, write and broadcast news on Delaware's No. 1 news station. 1st phone required. Call or write: Jack Rieley, News Director, WAMS, Wilmington, Delaware.

Aggressive newsman with good voice and brisk pace ready to step up into fast company with news-minded top-40 operation. 4 to midnight shift open immediately. Tape, newswriting samples, and resume to Durham Caldwell, News Director, WHYN, Springfield, Mass.

Experienced morning newsman. Some TV possible. Rush tape and resume to WINR, Binghamton, N. Y.

News—(Cont'd)

Wanted: Experienced newsman for one of the nation's finest regional stations. Must have 3rd class ticket and be able to gather, write and report the news. Send resume, tape and references to Bob Smith, WIXK, New Richmond, Wisconsin.

Newsman . . . with small or medium market experience. Authoritative delivery, ability to write and take over afternoon news responsibility. WPAG, Ann Arbor, Michigan.

Need newsman for radio-TV. Must gather, write and report news. Must be experienced but will consider journalism graduate. Send tape and resume to Ed Huot, WTRC, Elkhart, Indiana.

Production—Programing, Others

Gal Friday who can do traffic, books and small amount of air work. Should be able to write some copy for appeal to women. Good opportunity on this small market Midwest station. Box E-19, BROADCASTING.

Program director; Needed for No. 1 Pulse rated top 40 station in metro market of over 250,000 population. Send aircheck & resume immediately to Box E-82, BROADCASTING.

Sports director-sales. Salary, plus commission. Over 120 games yearly. Experienced. Base pay \$90-\$100 weekly. Tape and snapshot to KHAS Radio, Hastings, Nebraska.

Experienced copywriter—versatile, strong on punch, quick on sales angles. Good salary, with benefits. Leading, adult station. Send background, photo, and sample copy to WFDF, Flint, Michigan.

Production—Virginia's leading top 40 operation wants an experienced production man well versed in format promotions and capable of turning out above average work for an above average salary. Don't telephone, but send non-returnable tape and resume to Roger Clark, Program director, WGH, Norfolk, Virginia.

Account Exec.

Golden opportunity for hard working radio salesman with experience. Regional station top Midwest market. Give full resume in first letter. All replies strictly confidential. Apply Box D-193, BROADCASTING.

Situations Wanted—Management

General manager. Extremely creative—salesman, leader, programmer. Doesn't need ratings, wants full charge, minimum \$16,000, override, contract. Top-flight experience, references. Box E-43, BROADCASTING.

I may be the man you're looking for on the management level. 17 years experience includes aggressive sales management, tight administration. Family man with excellent personal, trade references. Looking for permanence, greater opportunity. Available reasonable notice. Box E-73 BROADCASTING.

Increase your sales 25%. Metro Midwest market salesmanager with outstanding record for upgrading stations to highest income and profit. Strong on personal selling, sales promotions, programing, administration, and salesmanagement. Desire to merge 11 years experience with management or salesmanagement. Call evenings 513-561-6132 or write Box E-74, BROADCASTING.

Currently manager—small market—prefer medium market—ten years in business—all phases—1st. phone—married with family—active in church and community. Box E-97, BROADCASTING.

Top salesman—seeking manager position in Texas. 11 years experience, 8 as salesmanager. Best references, extraordinary sales records, married, civic minded. . . ambitious . . . 312½ South 3rd, Brownfield, Texas. Phone 637-2152.

Sales

Frustrated small market manager not allowed to manage. Going broke on the pay. Want medium market sales, five figure income possibility for producer. Box D-112, BROADCASTING.

Salesman-announcer. 12 years experience. 31. college graduate & family. Prefer Southeast. Box D-287, BROADCASTING.

"You may need one of Broadcasting's strongest Sales personalities!...Major market experienced in Local, National Sales... currently Assistant Sales Manager in Top 25 Market...desire Aggressive Organization. Need opportunity to progress and make Big Profits! for you and me! Box E-7, BROADCASTING.

Experienced time salesman capable of management, first ticket, vacationing in Florida in June. Good offer would keep him there. Box E-15, BROADCASTING.

College graduate with top 35 market experience seeks sales or related job in medium to large market. Clean record. Box E-78, BROADCASTING.

Young, aggressive, experienced sales manager looking for challenging sales or management position. Central or Southern Illinois preferred. Proven local sales record. Box E-89, BROADCASTING.

Situations Wanted

Announcers

Beginner, trained by top professionals in area, board experience. Want small station experience. Box D-187, BROADCASTING.

DJ—wants top 40. 1 year middle of road experience. Single, Box D-264, BROADCASTING.

Married announcer currently employed desires change. Pennsylvania preferred. 3rd ticket. Ten years experience. Box D-271, BROADCASTING.

Announcer, mature voice, have recommendation. Endorsement. Midwest, ambitious worker. Box D-281, BROADCASTING.

Experienced, uptoempo, middle of the road announcer. 24, married, BA, seeks announcer-program director position and future. East. Excellent references. Box D-291, BROADCASTING.

Experienced disc-jockey excellent delivery in commercials news. New Jersey, New England, New York need apply. Box D-297, BROADCASTING.

DJ prefer C&W station. Prefer South or West, 3rd class ticket. Box E-2, BROADCASTING.

D.J. Announcer. Authoritative Newscaster, Dependable, Personable. Not a floater. Box E-3, BROADCASTING.

Experience for hire, 10 years, age 27. Good air salesman! Major Markets. Salary Important. Radio or television. Experience for profit. Box E-4, BROADCASTING.

Announcer, authoritative newscasting. Single, dependable d.j. personality. Run tight board. Not a prima donna or floater. Box E-5, BROADCASTING.

Announcer, Authoritative newscaster. Smooth commercials, all phases of broadcasting. Mature, married. Start 150 miles of New York. Have first phone. Box E-6, BROADCASTING.

Announcer, good voice first phone, no maintenance. West or Southwest. Box E-11, BROADCASTING.

Announcer-newsman-salesman with mature authoritative delivery, two years experience, and 3½ years of college desires new position. Need to work to gather funds to complete school. Married, professional attitude, hard worker. Box E-16, BROADCASTING.

Announcers—(Cont'd)

Announcer—1st phone. Heavy writing and production background; humorous, authoritative style. Sales and management experience. Currently making \$13,000, want out of New York; will discuss \$10,000. Married, no floater; possibly a bit of a prima donna. Box E-17, BROADCASTING.

Student with experience and license wishes summer job. Box E-18, BROADCASTING.

First phone, entertainer, experienced, desires less restrictive format in larger market, top 40 or modified, sales necessary. Box E-25, BROADCASTING.

Ambitious, married 22 year old with army days behind him anxious to begin career in radio announcing. Wants to learn all phases of broadcasting from the bottom up. Have some experience working as engineer and newscaster on new FM-Stereo station. Have 3rd phone (endorsed), will travel. Prefer top 40 in Eastern or Southern States. References. Available immediately. Box E-29, BROADCASTING.

First phone, college graduate, dj-news, light engineering. Some experience. Box E-31, BROADCASTING.

Educational broadcaster seeking summer commercial experience. Background in news and public affairs; knows rock format. Tape and resume on request. Box E-36, BROADCASTING.

W. coast top market air personality—wide experience in top 40, mid-road music and talk format—wants slot in major/med. Northeastern market. Also interested as program director. Will leave current situation for greater challenge and responsibilities. Box E-40, BROADCASTING.

DJ/announcer, good news, sell commercials, tight board. Box E-41, BROADCASTING.

Contemporary stations only, mature experienced format jock, references, prefer nights. First phone, South or Florida. Box E-45, BROADCASTING.

Years of experience. Have had top ratings in medium market. 1st class. Family, No floater. Box E-49, BROADCASTING.

Top c&w pro available one week. Can sell. Prefer Southeast or Florida. \$125. Box E-51, BROADCASTING or 305-636-7279.

Announcer—Sales. First phone. Married. Prefer California. Box E-55, BROADCASTING.

Majors only: Format radio personality. 8 years. \$150-200 starting salary. Afternoon show. Excellent references. Box E-56, BROADCASTING.

Employed first phone announcer, 28, single, four years experience lightly polished, but gloss coat just a rub or two away. Top 50 market should do the trick. Looking for the right opportunity with good music station and possible TV affiliation. Box E-57, BROADCASTING.

Top 40 personality dj. Identifiable happy performer. Speech—drama June graduate. Audiences like me—No. 1. Experienced. Endorsement. Summer or permanent. Northeast. Good Salary. Box E-70, BROADCASTING.

For summer—announcer-engineer, presently announcing in Midwest 400,000 market, two years experience, college sophomore, expect first ticket by August. Available May 28, Box E-72, BROADCASTING.

Announcing school grad available—can write news & sell, East of Mississippi. Box E-75, BROADCASTING.

Announcer—part time weekends. Radio—75 miles of New York. Box E-76, BROADCASTING.

Negro dj—announcer, newscaster. Experienced. Tight board. Phone 208-355-8720 or Box E-91, BROADCASTING.

Disc jockey, announcer, air personality experienced, bright, swinging dj. Bright sounds. Authoritative newscaster. Family man, not a prima donna or floater. Willing to relocate. Box E-92, BROADCASTING.

Announcers—(Cont'd)

Experienced, baseball announcer, University graduate, broadcast last olympics, good background talk shows, dj—3rd phone. Box E-93, BROADCASTING.

Negro, dj, announcer, 3rd phone. Top school graduate. Draft free, 23, unlimited potential. Start anywhere immediately. Box E-94, BROADCASTING.

Talented beginner. Announcing graduate. Third class. 29, East. Box E-95, BROADCASTING.

Mature—dj. Announcer—authoritative news—experienced. No floater. Will relocate—3rd FCC. Box E-96, BROADCASTING.

Personal problems forced me to resign sports directorship at major S. F. station. Would like to relocate. Will go anywhere for right position. Top notch play by play all sports. Can do news and dj but prefer sports. Tape, references, resume on request. Whole working life been in radio and urgently need job. Contact H. L. Markall. 384, Granada Dr., S. San Francisco, Calif.. 415-589-9153.

Midwest—summer replacement; dj or newsman. Prefer middle-road or contemporary outlet. Experience: Five years, medium market, radio-TV. Veteran, college. Nick Moran, 4-7457, 1620 Main, LaCrosse, Wisconsin.

Announcer or newsman, experienced. Mature, resonant voice. Salesman, copywriter, first class technician. Jack Logan, 227 Maple Street, Ashland, Ohio, or phone 4-8262.

12 years announcing, news and programing in radio. Interested in radio or TV. Available immediately. Berwyn Ableman, 608-742-2354, Portage, Wisconsin.

Young, experienced, 3rd phone, announcer, tight board. Barry Buschmann, 1007 Avenue W. Lubbock, Texas.

Have ticket—will travel. Three years experience as middle-of-the-road personality. Recently obtained first phone, call or write, M. Purcell, 415-387-1736; 239 26th Ave., Apt. 30Y, San Francisco, California.

Top five market all night dj with salesman-ship. Looking for drive or evening spot with rock station. Contact Bob Day 15354 Steel, Detroit, Michigan. Phone 313-864-0107.

Soft sell dj and phone talk moderator. Want step up from sports-special events director. 8 years experience. Will Huet, 319-372-7967. Good work for good money.

Situations Wanted—Technical

16 years broadcasting, 9 years chief engineer 5 kw AM FM DA mobile installations. Please no-shoe-string or mom & dad stations. Box E-13, BROADCASTING.

Currently in AM, FM, 1st phone seeks job as summer replacement with permanent potential. Box E-28, BROADCASTING.

First phone, 32, many years electronics experience. Would like to break into broadcasting. Box E-42, BROADCASTING.

News

Newsman, experienced. Seeking security. Family. 3rd endorsed ticket. Best references. Make offer. Box D-254, BROADCASTING.

Aggressive Newsman/personality seeks position with sound television—AM operation. Five years radio, college, married. Box E-27, BROADCASTING.

Production—Programing, Others

Program director: Goodmusic format, 15 years experience, all phases of radio, emphasis on news. \$150 a week minimum. Box E-22, BROADCASTING.

Opr. mgr.—Sales, heavy news. Southeast or Florida with pros. Min \$125. Box E-50, BROADCASTING or 305-636-7279.

Production—Programing, Others

Continued

Seeking summer employment. University instructor and director of FM station. 12 years full-time commercial experience—all phases of announcing. Capable writer, production man. Extensive experience in news, public affairs, sports. Have first phone. Well-versed in music. Would consider five figure full-time-position. Box E-63, BROADCASTING.

Young creative Girl Friday copy, floor managing, art, secretarial experience. Willing to travel. Available immediately—Prefer Southwest. Box E-69, BROADCASTING.

Sales & Promotion—8 years experience (foreign & domestic). Seek position radio or TV. Box E-90, BROADCASTING.

TELEVISION

Help Wanted

Management

Assistant general manager of VHF station in Mid-west market. Must have broad experience in sales management in national and local sales, and knowledge of station operations. Prefer man no older than his forties. Station is member of group operation. Opportunities for advancement. Submit full resume, with recent snapshot, availability and salary expected. Box D-314, BROADCASTING.

Help Wanted—Sales

NBC affiliate, Midwest, has opening for experienced local salesman. Top facilities for executing local business. Good base plus commission. Box D-255, BROADCASTING.

Wanted: an individual to sell television to both large agency and small retailer. Top ten market. Top dollar potential. Youth helpful. Three years radio or TV experience preferred. Be hungry but not starving. Sociable but sober. Aggressive but not hasty. Reply to Box D-294, BROADCASTING.

Technical

Growing Southwestern and Western Group of Radio-TV stations seeks director of Engineering. Engineering degree preferred. Salary open. Send references and experience. Box D-10, BROADCASTING.

Major Eastern network TV station requires number of temporary vacation relief technicians with potential for permanent jobs. 1st class phone required. Reply Box D-179, BROADCASTING.

Chief engineer for Eastern VHF with multiple station ownership has immediate opening. Should have knowledge of all phases of technical operation. Excellent opportunity for future. Send details including experience and background. Box D-313, BROADCASTING.

Midwest: Only experienced technicians. 1st phone. 2 permanent positions now available. Box E-77, BROADCASTING.

Immediate opening for experienced TV transmitter engineer. Prefer TT50AH maintenance experience. Permanent position. Profit sharing plan plus fringe benefits. Write or call, Claude Clevenger, KAKE-TV, P. O. Box 1010, Wichita, Kansas. Phone 316-943-4221.

Florida Gulf Coast TV has immediate opening for qualified first ticket engineer. Contact: Bill Carpenter, Chief engineer, WJHG-TV, Panama City, Florida.

News

Newsman/photographer — Wanted — Angry young man to search down news, shoot it, edit it, and present it on the air. Journalistic background and knowledge of photography a must. Send picture and all details first letter. We'll arrange an interview. Box D-175, BROADCASTING.

News—(Cont'd)

Experienced TV on-air newscaster-writer. Take over number one rated early news spot. Southwest. VHF. Box D-273, BROADCASTING.

I'm looking for a hard hitting newsman with a record to prove it to prepare two TV newscasts per day. Heavy emphasis on local news. You should know news content, assign photographers, reporters, follow up stories, make yourself known to the community, be a creative writer. Air work is not required but would be a plus. Send all details in first letter; we'll arrange personal interview. All replies confidential—Write Box E-62, BROADCASTING.

Reporter needed (experienced only) by expanding news operation in 15-year-old CBS TV affiliate. Will cover beat, shoot some silent film, do on-the-scene sound reports. Must be able to write meaningful news and think visually. You'll like working with our award-winning news team. Excellent working conditions. Send complete resume and videotape or film of work to News Director, WFMY TV, Greensboro, N. C.

Need immediately—News editor for Des Moines market station. Must have B.A. degree & some television experience. Write or phone Bill Millidyke, WOI-TV, Ames, Iowa. Phone 231-3883.

Production—Programing, Others

TV host—Producer for weekly film documentary series. Ideas, contact work, producing & hosting finished product required. Male or female with good working knowledge of film production and top air presentation. VHF in major Eastern market. Send resume, credits, photo and salary requirement to Box D-170, BROADCASTING.

Producer-director: Excellent opportunity for creative director under age 30, capable of handling any live, video tape or filmed program or commercial assignment. Expanding VHF outlet in major market located in Ohio and affiliated with top group and network. In addition to producing and directing talents, the person we select should have the potential to assume higher management responsibilities within a relatively short period. Starting salary \$120-175, commensurate with experience. Send resume of age, education and experience to Box E-39, BROADCASTING. An Equal Opportunity Employer.

Commercial TV continuity writer—experience necessary. Send resume and copy samples to: At Evans, KNRG-TV, Cedar Rapids, Iowa.

2 jobs open now. If you've been director-cameraman in a small market and feel ready for larger responsibility, or if you have camera experience and feel you're ready to learn camera directing write Harry Abbott, Manager TV operations, WXEX-TV, 124 W. Tabb St., St. Petersburg, Va.

FILM EDITOR

Major Eastern TV station requires several experienced News Film Editors. Reply Box E-99, BROADCASTING.

Situations Wanted

Management

General manager thoroughly experienced in all phases: administration, sales, promotion, programing and production. Known nationally as aggressive, dynamic industry leader and fierce competitor. 11 years television, 13 years radio. Just turned forty. Tripled billings in year, doubling value of one station, quadrupled value of another. Just sold interest in my stations. Qualified to take charge, produce prestige and profits anywhere. Box D-21, BROADCASTING.

Announcers

Announcer weatherman seeks weather or news program in a top 50 market. Experienced, progressive, capable. Presently employed in medium market, seeking advancement. For video tape and details write Box E-47, BROADCASTING.

Technical

Technician, six years military-civilian electronics, experience, Navy-civilian electronics schooling, 1st class FCC license, interested in learning and working as TV broadcast engineer. Anywhere USA. Box E-44, BROADCASTING.

Xmitter supervisor—installation, operation, maintenance background. Xmitter, microwave, etc. primarily RCA. Prefer TT 25 DH. Complete resume upon request. Box E-30, BROADCASTING.

NEWS

Young Midwest television newsman wants position with aggressive medium market news department. Married. Five years experience in both city and small markets. Strong air, writing, photographic and documentary experience. Box E-10, BROADCASTING.

Talented, resourceful, hard working news director available. Sharp administrator. Sincere congenial staffer. Box E-59, BROADCASTING.

Newsman now in top ten Eastern market seeking reporting opportunity. Impressive writing, reporting, newscasting, documentary background. Box E-88, BROADCASTING.

Production—Programing, Others

Reporter-photographer-writer-editor-newscaster seeking position with challenge, promise. 12 years TV news, radio, newspaper experience. Columbia journalism degree. Video tape available. Box D-160, BROADCASTING.

Available now!—Continuity and/or promotion. 8 years in broadcasting. Will relocate. Sample material on request. Box D-304, BROADCASTING.

Director-producer. College degree. Experienced all phases production. Box E-1, BROADCASTING.

Producer-director presently in television, 7 years experience, desires to relocate in W. Va., Ohio. Married, salary requirement and resume available. Box E-23, BROADCASTING.

Promotion manager! Number one radio/TV in two top ten markets. Eight years invaluable experience ready to work for you. Box E-24, BROADCASTING.

Production manager position wanted. Nine years radio-TV announcing experience. Production experience in radio. Want TV position. Box E-48, BROADCASTING.

WANTED TO BUY—Equipment

2,000 Mc/M/W rec., antenna for channels 11 & 7, TV xmtr (low power) channel 7-13. Box E-9, BROADCASTING.

700 feet $\frac{7}{8}$ " coaxial line, 200 feet used $1\frac{1}{2}$ or $3\frac{1}{2}$ " coaxial line. Priced right. 1 Approved field intensity meter. 3 tower light beacons, 6 side lights, 2 flashers, 1 photo control, 2 reel professional tape recorders. 122 Weathervane, Cherry Hill, New Jersey.

Wanted to lease—by month or year, complete Video Tape mobile unit, with or without camera chain. Or will buy on time. Box E-26, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable, Hellax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list, S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

FOR SALE

Equipment—(Cont'd)

Caterpillar, diesel generating set used approximately 3,000 hours. Output 220 volts, 3 phase, 60 cycle, 40 kilowatts. For outdoor installation with 8 hour fuel tank. Excellent emergency power source. Write Box D-206,

New and used towers for sale. Also tower erection and maintenance. Southern States Tank & Tower Co., Phone 1321, Central City, Kentucky.

Commercial Crystal and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders; regrounding, repair etc. BC-604 crystals; also service on AM monitors and H-P 355B FM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eldson Electric Company, Box 96, Temple, Texas.

Buy, sell or trade new and used towers—P. O. Box 55, Greenville, N. C. Night phone 752-3040.

Gates BFE-10A 10 watt fm transmitter and with unused tape roll, complete remote control panel—\$450. KWBC, Navasota, Texas.

Looking for used broadcast equipment? Get our listings! Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Schafer model 1200 broadcast automation system, consisting of: (1) model CU-9 control unit—controlling up to (9) individual channels; (1) model MU-3-R preparation unit, including model RPR-9 record/playback channel; (2) model PBR racks, each consisting of (3) Ampex 352 tape decks. Approximately 1½ years old in very good condition. Write to S. T. Michalos, Commercial Credit Corp., 300 St. Paul Place, Baltimore 2, Maryland.

5 kw RCA 5-DX transmitter. Available as a result of new construction. Very good condition. Take it away for \$1500. L. Wittenberg, Chief Engineer, WISN, Milwaukee, Wisconsin.

Gates ST101 spot tape, factory reconditioned with unused tape roll, complete remote control panel—\$450. KWBC, Navasota, Texas.

Towers—Four 225' SS, Blaw Knox, base insulated. Complete with lighting. Steel galvanized. Tower Service, Inc., N76W13911 Lomas Lane, Menomonee Falls, Wis. FL 3-9300.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 2,000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N.Y. 11229

Carolinas station desires details and if possible example or radio "Discount Coupon" book deal. Box E-8, BROADCASTING.

Changing jobs? Complete "How To" fact file with sample resume. \$2. Adams, Box 341-B, Beltsville, Maryland.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 18, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin May 25-June 29 Aug. 3 & Sept. 7. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! Career Academy, School of Famous Broadcasters, 825 North Jefferson Street, Milwaukee, Wisconsin 53202.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

RADIO—Help Wanted

Sales

Broadcast Sales Specialist

Opportunity of a lifetime to join the sales force of a leading broadcast equipment manufacturer. Live in Cleveland, Ohio and call on broadcasters in Ohio-Michigan area. Must be willing to travel. Will sell technical equipment primarily to AM, FM & TV stations in exclusive territory. Must be sales minded—self starter and have a good knowledge of broadcast equipment. B.S.E.E. or equivalent and minimum 3 years in field of radio broadcasting required. Excellent salary + commission, company paid benefits. An Equal Opportunity Employer who is a profitable, growth minded company. Send resume to:

Box D-231, BROADCASTING

GREAT OPPORTUNITY:

Executive job available for ambitious, bright young man with sales and sales promotion background or potential in radio and television. Job selling and creating sales promotion material for independent package firm. Place, New York City. Horizons unlimited.

Box E-98, BROADCASTING

Announcers

MAJOR MARKET STATION COUNTRY AND WESTERN

This station will shortly go to tightly formatted Country and Western Programing. We are looking for air men who are experienced in this field. Straight, mature air men, please. No "character voices." If interested, please send resume and tape.

Our present staff knows of this ad.

Box E-33, BROADCASTING

Technical

FIELD SERVICE MANAGER

Broadcast equipment manufacturer needs candidates for open position to administer expanded field service program. Broadcast transmitter and audio equipment experience with emphasis on maintenance required. Some travel involved out of Mid-Continent headquarters. Salary dependent on applicants experience & ability. Excellent growth opportunity. Send resume to:

Box E-80, BROADCASTING
An Equal Opportunity Employer

WANTED CHIEF ENGINEER

Must be expert in the handling of complex directional systems and RF proofs. Experience in remote control of AM & FM transmitters and automatic logging also required. This is one of the top jobs in the industry and will be filled by one of the top men in the industry. Reply to

Box E-68, BROADCASTING

NEWS

Radio News Man

Excellent pay for qualified newsman with experience in digging local news. We are vital operation in metropolitan Midwest area placing strong emphasis on ability to report. Name your salary. Send tape, resume to:

Box E-58, BROADCASTING

Production—Programing, Others

Wanted Radio PROGRAM DIRECTOR

Well established major radio station seeks Program Director with experience as Program Director. Middle of road music and strong news. Independent station is on Eastern seaboard and in top 15 markets. We are looking for a career man who has administration experience & ability as well as reliability. In first letter, please give all details including salary requirements. Some of our own employees are applying for this job and they know of this ad.

Box E-100, BROADCASTING

Situations Wanted—Announcers

ATTENTION STATION MANAGERS . . .

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

Production—Programing, Others

CHILDRENS ENTERTAINER HOST

We here, at one of the top Personal Mgt. Agencies, are happy to announce the signing of a bright new and exciting childrens entertainer. We are looking for the right potential market to further his career. For details, Write: Rosenthal Associates, 228 W. 71, N. Y. C. Apt. 9, G. A. C. Personal Director.

TELEVISION—Help Wanted

Sales

INDEPENDENT TV PRODUCTION COMPANY IN

Middle Atlantic Region seeks aggressive experienced salesman with knowledge of television technical and/or production techniques. Outstanding opportunity for young man to join a growing organization. Salary commensurate with experience. Send complete resume, photo, Confidential.

Box D-176, BROADCASTING

Technical

Television/Field Broadcast Engineers

Video operation, installation and maintenance experience. Considerable travel involved. Openings in East and South. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

EMPLOYMENT SERVICE

Mr. STATION MANAGER

If you need a qualified, reference checked employee, we have several hundred in our files. Our applicants are in all parts of the U. S. Call or Write:

C.B.I. Placements
641 Equitable Bldg. Denver, Colorado 80202
Phone 303 - 534-0688

527 Madison Avenue, New York. N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherise Barish, Director

EMPLOYMENT SERVICE

Continued

CONFIDENTIAL NEGOTIATIONS

Need applications from exp. or beginning announcers, 1st phone or 3rd endorsed. Exp. engineers, newsmen, P.D.'s Females, copywriters. Nationwide service. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

1610 Potomac Ave., Pittsburgh, Pa. 15216
Phone 412-563-3330 day or evenings

BY BROADCASTERS—FOR BROADCASTERS

The AMPS Agency

Now specializing in radio and TV personnel. Serving all the radio & TV stations in California, Oregon, Washington, Nevada, Arizona, Utah, Idaho, Hawaii and Alaska. We need everyone from Mgmt. down to receptionist. Send inquiry, resume, tapes where applicable to:

The AMPS Agency

"All Media Placement Service"
130 S. Robertson Blvd.
Beverly Hills, California 90211
Telephone OL 7-4881

Serving the West from California

BY BROADCASTERS—FOR BROADCASTERS



nationwide broadcast services

Immediate openings nationwide for qualified, dependable announcers; disc jockeys; newsmen; engineers; salesmen; copywriters; and Management positions in all size markets. Here is your opportunity to move up to a better, higher paying job in radio or TV. Write for Application:

NATIONWIDE BROADCAST SERVICES
925 Federal Blvd. Denver 4, Colorado
Phone area code 303-292-0996.
Station Inquiries For Personnel Invited.

BUSINESS OPPORTUNITY

FORMING CLOSED CIRCUIT TV NETWORK: So. FLA.

Opportunity to join inter/intra city closed circuit network. Looking for qualified investors with broadcast background and \$40,000 to join prominent group in joint venture. Setting up permanent network involved in adv. CCTV presentations in all fields. Still interested. Write.

Box E-46, BROADCASTING

MISCELLANEOUS

station brochures coverage maps

. . . and other sales aids for broadcasters conscious enough of station image to want top-quality custom sales materials. Agency-prepared, economically priced.

STAN NOYES/SALESAIDS
416 Spruce Drive • Naperville, Illinois

WANTED TO BUY—Stations

STATION WANTED

Small chain wants to buy additional station in a one to four station market East of Mississippi River. Will pay 29% to 100% cash. All information confidential.
Hudson Millar
WKUL
Cullman, Alabama

UP TO \$150,000

For Mid-Atlantic or Northeast AM or AM-FM. Principle.
OWNER WILL MANAGE
Full details first letter. Confidential
Box E-67, BROADCASTING

FOR SALE—Stations

Continued

**CALIFORNIA DAYTIMER
GROWING COMMUNITY
IDEAL OWNER-OPERATOR**

\$125,000 with substantial cash down. All inquiries answered
Box D-282, BROADCASTING

**FOR SALE
CATV-SYSTEM**

627 Subscribers—Less than \$200 per subscriber.
Box E-35, BROADCASTING

**MAKE MONEY ON
FM—ONLY STATION**

Unique Setup. Southwest. \$60,000
Box E-54, BROADCASTING

FOR SALE

Station in Top 100 Mkt.
Non-directional AM/FM—\$500,000
Excellent dial position
Cash flow over \$80,000 yearly
Pulse rated No. 1 over 6 years

Box E-34, BROADCASTING

MAJOR MARKET AM & FM

Daytime AM and Class B FM licensed to and serving million plus market. Ideal for aggressive owner/manager or operating team. Asking \$175,000 total price plus long-term real estate lease-purchase option. Very low down payment and long-term payout to acceptable buyer.
Box E-101, BROADCASTING

Continued from page 84

specify type trans.: WMOO Mobile, Ala.; condition; WMWM Wilmington, Ohio, and specify main studio location same as trans.; conditions; WMMJ Lancaster, N. Y., and specify main studio location same as trans.; conditions.

■ Granted licenses for following FM's: KBBL Riverside, Calif., and specify type ant.; KFNW-FM Fargo, N. D., and specify type trans.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KLOO Corvallis, Ore., and specify type trans.; WDBC Escanaba, Mich., make changes in DA-D, and specify type trans. as daytime (2 main trans.); conditions; KWON Bartlesville, Okla., and specify type trans.; WAEB Allentown, Pa., specify trans. as daytime (2 main trans.) and new daytime ant.-trans. location, and installation of DA-D at new site (2 site operation); condition.

■ Granted licenses covering increase in power and installation of new trans. for following: KGST Fresno, Calif.; WBUX Doylestown, Pa., and changes in directional ant. system; condition.

Actions of April 21

Loyola University, Cuevas, Long Beach and Pass Christian, Miss.—Granted CP for new VHF-TV translator on channel 2 to rebroadcast programs of WWL-TV (ch. 4) New Orleans.

WKYX-AM-FM Paducah, Ky.—Rescinded actions of March 26 which granted renewal of licenses of AM and FM and SCA, pending consideration with new assignment application.

■ Granted licenses for following FM's: KSDO-FM San Diego; WAKO-FM Lawrenceville, Ill.

■ Granted renewal of licenses of following VHF-TV translators: K11CP, K13CO, Lava TV Association, Lava Hot Springs, Idaho; K03AT, K10CV, Pahrnagat Valley TV District, Alamo, and Rural South Pahrnagat Valley, Nev.; K03AS, K06BQ, K07CQ, K08CL, K10CU, K12CT, K68CM, K10CT, K12CJ, Sevier County, Koosharem, Sigurd and Salina, Richfield and Elsinore, Utah; K10BS, Thompson TV Association, Thompson, Utah.

KTYM-FM Inglewood, Calif.—Granted license covering installation of new trans., increase in ERP and change in ant. height (main trans.).

FOR SALE—Stations—(Cont'd)

Tra Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

HA 1-0818 TE 2-9362

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756**

Pa.	single	daytime	\$ 50M	SOLD
Culf	single	profitable	75M	cash
N. E.	small	daytime	100M	29%
Tenn.	medium	fulltime	155M	terms
South	metro	AM-FM	225M	29%

buying and selling, check with
✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

- WESTERN CABLE TELEVISION SYSTEM. \$110,000. Terms.
- CALIFORNIA RADIO STATION. Full time. Profitable. \$300,000. Terms.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

KHOF(FM) Los Angeles—Granted license covering installation of new trans.

WRFM(FM) New York—Granted licenses covering installation of new trans. and new ant., change in ERP and ant. height (main transmitter); and use of old main trans. as auxiliary trans., installation of ant. at main ant.-trans. location, and engineering changes.

KSL-FM Salt Lake City—Granted license covering installation of new ant., and changes in ERP and ant. height.

KCRA-FM Sacramento, Calif.—Granted license covering an increase in ERP and ant. height, changes in ant. system and ant.-trans. location, and installation of new trans. and new ant.; specify type trans.

KPAT-FM Berkeley, Calif.—Granted licenses covering installation of new ant., decrease in vertical ERP, increase in ant. height, and changes in ant. system (main trans.); and covering operation of auxiliary trans.

Action of April 16

Hellgate Rattlesnake Television, Missoula, Bonner, Clinton and Milltown, Mont. — Granted CP for new VHF-TV translator on channel 9, to rebroadcast programs of KGVO-TV (ch. 13) Missoula, Mont.

Action of March 22

■ Granted extension of completion date of KECC-TV El Centro, Calif., to Aug. 18.

Fines

■ By memorandum opinion and order, commission ordered Eastern Broadcasting Co. to forfeit \$500 for willful and repeated violation of Sec. 73.93 of rules by not having properly licensed operator on duty at trans. or authorized remote control point of WFPG Atlantic City. Action was taken after consideration of licensee's reply to commission's Nov. 25, 1964 notice of apparent liability. Action April 21.

■ Commission notified Elbert H. Dean and B. L. Golden that they have incurred apparent liability of \$500 for willful and repeated violation of Sec. 73.93 of rules by not having properly licensed operator on duty at trans. of KOAD Lemoore, Calif. Licensee has 30 days to contest or pay forfeiture. Action April 21.

New call letters requested

■ KECL Albuquerque, N. M.—Burroughs Broadcasting Co. Requests KRST.

■ WKLX Paris, Ky.—Paris Bourbon County Broadcasting Co. Requests WPDE.

■ Mayaguez, P. R.—Ultra High Fidelity Corp. Requests WOYE-FM.

■ WTHR Panama City Beach, Fla.—Radio Gulf Inc. Requests WGNE.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ San Francisco-Oakland, Calif.—Edward D. Keil. Requests FCC: (1) continue present assignment of channel 38 in San Francisco-Oakland as commercial; or (2) institute rulemaking proceedings wherein petitioner and others may participate and oppose revision of channel 38 assignment; and (3) grant such other and further relief as is just and proper. Received April 5.

■ Cincinnati—Taft Broadcasting Co. Requests institution of rulemaking proceedings to: (1) adopt rules requiring all CATV's, regardless of signal source, to meet carriage and non-duplication rules presently before FCC; and (2) determination of rules with respect to all CATV's necessary to protect and foster public interest in effective local broadcasting, table of allocations and purposes and policies embodied in All Channel Act of 1962, and adoption of such rules. Received April 13.

■ WPDR Portage, Wis.—Comstock Publishing Co. Requests amendment of rules to make following changes in FM table of assignments: Portage: add channel 261A; Shawano, Wis.: delete 262, add 261A. Received April 6.

■ WMMN Fairmont, W. Va.—Broadcast Enterprises Inc. Requests institution of rulemaking proceedings to make following changes in FM table of assignments: Oakland, Md.: delete 244A, add 243; Fairmont: delete 261A, add 250; Keyser, W. Va.: delete 240A, add 261A, and Clarksburg, W. Va.: delete 249A, add 285A. Received April 19.

■ WGIL Galesburg, Ill.—Galesburg Broadcasting Corp. Requests institution of rulemaking proceedings to make following changes in FM table of assignments: Galesburg: add 235, and Hannibal, Mo.: delete 236, and 237A. Received April 20.

■ Bellevue, Ohio—Gazette Publishing Co. Requests institution of rulemaking proceedings to make following change in FM table of allocations: Bellevue: add channel 221A. Received April 21.

■ WPRT Prestonsburg, Ky.—Stephens Industries Inc. Requests institution of rulemaking proceedings to make following change in FM table of allocations: Prestonsburg: add channel 255. Received April 21.

Processing line

■ Application listed below is mutually exclusive with application, File No. BR-3097, of licensee of WMGs Bowling Green, Ohio, for renewal of license. Proposal requests same frequency and power of this

class II AM; however,—different ant. site and ant. system is proposed. Since data submitted indicates compliance with note to Sec. 1.571 of rules we have this date accepted application for filing. Similarly, we will accept any other applications for consolidation which meet requirements of rules which govern acceptance of applications. Bowling Green, Ohio—Ohio Radio Inc. Requested: 730 kc, 1 kw, DA, D. Accordingly, notice is hereby given that above application is accepted for filing and that on June 1 application will be considered as ready and available for processing, and pursuant to Sec. 1.227(b)(1) and Sec. 1.591(b) of commission's rules, application, in order to be considered with application, or with any other application on file by close

of business on May 31, which involves conflict necessitating hearing with application, must be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on May 31 or (b) earlier effective cut-off date which this application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning above application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through April 26. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. ■ Indicates a franchise has been granted.

Homewood, Ala.—The application of Jefferson Cablevision Corp. (Ben McKinnon, general manager of WSGN Birmingham, Ala., president) for a 12-year franchise has received a first reading from the city council. The company will pay 5% to 10% of the annual gross receipts to the city on a sliding scale with a minimum of \$10,000 yearly. The monthly charge to subscribers will be \$5. Free service will be provided to schools, city hall and other municipal buildings.

Long Beach, Calif.—Applications have been received from Signal Hill Cable TV and Community Antenna Inc.

Shasta county, Calif.—Finer Living Inc., Red Bluff, Calif., has applied for a franchise to provide cable service to most of the unincorporated areas of the county. The firm has already been granted a franchise in Redding which is in the county.

Vista, Calif.—Coaxial Systems Engineering Co., Harbor City, Calif., has applied for a franchise. The proposed system would provide 12 TV signals.

Bartow, Fla.—Jerrold Electronics Inc., Philadelphia, a multiple CATV owner, has applied for an exclusive franchise. Subscriber fees would be a maximum of \$25 for installation and \$5 monthly. The city would receive 5% of the annual gross receipts for the first five years and 6% thereafter. The following TV stations would be provided: WEDU-TV, noncommercial, and WFLA-TV, both Tampa, Fla.: WTUV-TV, Tampa-St. Petersburg; WDBO-TV, WFTV-TV, and WMFE-TV noncommercial, all Orlando, Fla.; WESH-TV Daytona Beach-Orlando, and a time-weather service. If requested by the subscriber, Jerrold will install a splitter at the tap-off to permit subscribers to receive eight FM stations at no extra cost. Initial investment in the system is estimated at \$100,000. Free service would be provided to schools, libraries, hospitals, municipal buildings and to other approved non-profit organizations.

Eustis, Fla.—Golden Triangle Cablevision has applied for a franchise.

Lake Park, Fla.—Meredithe-Avco Inc. has applied for a nonexclusive franchise. Subscriber costs would be \$25 for installation and \$4.95 monthly. The town would receive 2% of the annual gross receipts. Six TV signals would be provided including four from Miami. Initial investment in the system would be about \$200,000.

St. Augustine, Fla.—Jerrold Electronics Corp., Philadelphia, a CATV equipment manufacturer and a multiple CATV owner, has applied for a 15-year franchise. Jerrold would pay the city 5% of the annual gross receipts for the first five years and 6% thereafter.

Shoshone, Idaho—Gooding Tele-Cable Inc., represented by C. M. Degler of Gooding, Idaho, has applied for a franchise.

Colchester, Ill.—A franchise application has been submitted by Western Illinois Video Inc. (Eldon Snowden, president).

■Fairfield, Ill.—A franchise has been

awarded to Fairfield Cable TV Inc. (John Schultz, Dieterich, Ill., president). The firm has delivered \$25,000 in cash to the city council and placed \$150,000 in escrow to guarantee completion of the system by December 26.

Macomb, Ill.—A franchise application has been submitted by Western Illinois Video Inc. (Eldon Snowden, president). A previous application was submitted by Arthur Carnahan, Macomb. Both proposals establish a remittance to the city of 3% of gross receipts.

Jeffersonville, Ind.—A franchise has been requested by Kentucky Cable Television Co. (subsidiary of Ameco Inc. Phoenix), represented by Gary Becker. The firm, a multiple CATV owner, has proposed a \$4.95 monthly charge and a remittance to the city of 2% of gross receipts.

Westbrook, Me.—After hearing the arguments of four applicants council decided to postpone action until it has had time for further study. Applicants are Cumberland Cables Inc., a subsidiary of WGAN-TV Portland; Maine Cablevision Inc., Waterville, Me.; Community Cable Corp. (Horse Hildreth Stations), and Eastern Cable Co.

Gardner, Mass.—The application of Eastern Cable Vision Inc. has been rejected.

Lenox, Mass.—The L. P. Cable Co., Springfield, Ohio, a wholly owned subsidiary of the Springfield Television Broadcasting Co. (WWLP-TV) Springfield) has been granted a franchise. The company will offer eight TV signals. Subscriber costs will be \$25 for installation and \$5 monthly. Other applicants were Pittsfield TV Cable Co., Pittsfield, Mass. and Berkshire Cable TV, Dalton, Mass.

Fieldsboro, N. J.—The borough council has approved on first reading an ordinance granting a franchise to Jerrold Electronics Corp., Philadelphia, a CATV equipment manufacturer and a multiple CATV owner. According to the plan eight TV signals would be provided. Subscriber costs would be \$10 for installation and \$5 monthly and the city would receive 5% of the annual gross receipts.

Hackettstown, N. J.—The TeleMark Co. of Newark, N.J. has applied for a franchise. A previous applicant is Washington Cable Co., Washington, N. J.

Chenango, N. Y.—A nonexclusive franchise has been awarded to Chenor Communications Inc., Norwich, N.Y. (Stanley Hlgley, president). A franchise was previously granted to Empire State Cable TV Co., Binghamton, N.Y. Both firms will carry WINR-TV, WNEB-TV, WBJA-TV, all Binghamton; WPIX-TV, and WOR-TV, both New York. Empire Cable also plans to carry WSyr-TV, WHEN-TV and WNYS-TV, all Syracuse, N.Y. Both firms have been required to file statements of forfeit insuring operation of the systems by Jan. 1 or a forfeiture of \$1,000.

East Syracuse, N. Y.—A franchise granted to Newhouse Broadcasting Co. (WSYR-AM-FM-TV Syracuse, N.Y.) has been revoked (BROADCASTING, April 26). A recent local election yielded a new village board in opposition to the previously granted franchise. The legality of the former board's decision has been disputed.

Falconer, N. Y.—Applications for an exclusive franchise have been submitted by Jamestown Cablevision Inc., Jamestown, N.Y., and Booth Broadcasting Co., Detroit, a group station owner.

Beachwood, Ohio—Presentations to the city council were made by Westinghouse Corp. (KYW-AM-FM-TV Cleveland), Cleveland Area TV Inc. (Cox Cablevision Corp. and the Cleveland Plain Dealer) and Tel-

erama Inc. A minority interest in Telerama is held by Scripps-Howard Broadcasting Corp. (WEWS-TV Cleveland).

Peebles, Ohio—A franchise has been granted to Multi-Channel Cable Corp., Portsmouth, Ohio, a multiple CATV owner represented by Paul J. Setter. Multi-Channel was recently purchased by Reeves Broadcasting Co., a group station owner.

Shaker Heights, Ohio—A franchise application has been submitted by Shaker Heights Cable TV Co. The firm has proposed a \$5 monthly charge with no installation fee. Previous applicants in Shaker Heights and the general Cleveland area are Westinghouse Corp. (KYW-AM-FM-TV Cleveland), Cleveland Area TV Inc. (Cox Cablevision Corp. and the Cleveland Plain Dealer) and Telerama Inc. Minority interest in Telerama is held by Scripps-Howard Broadcasting Corp. (WEWS-TV Cleveland).

Ellwood City, Pa.—Two new applicants for franchise are Donald Bilger Inc., Fairfax, Va., and Lawrence County Cable TV Co., Elipport, Pa., represented by Peter A. Vessella. A previous applicant is Rego Industries Inc., Lewistown, Pa., and Hoboken, N.J.

New Kensington, Pa.—A franchise ordinance to Armstrong Utilities Inc., Kitanning, Pa., has been revoked after two years of inactivity. Pending is a franchise proposal from Gateway Broadcasting Inc. (WKPA and WYDD[F]M New Kensington).

Souderton, Pa.—A franchise has been requested by Triangle Publications Inc., Philadelphia, a group station owner. Triangle has proposed a remittance of 5% of gross receipts to the city.

Uniontown, Pa.—Ross Bros., 66 W. South St., Uniontown, represented by James Ross, has applied for a franchise. The firm proposed a \$15 installation fee and a \$2 monthly charge.

York, Pa.—Motion to issue a franchise to Television Community Services Inc. (WGAL-AM-FM-TV Lancaster, Pa.) was lost by lack of a second at council meeting April 9. Susquehanna Broadcasting Co. (WSBA-AM-TV York) received grant of 10-year franchise earlier this year (BROADCASTING, Feb. 15).

Redfield, S. D.—Midcontinent Broadcasting Co. (KELO-AM-TV Sioux Falls, S.D.) has applied for a franchise.

Knoxville, Tenn.—Scripps-Howard Broadcasting Co., a group station owner (WNOX Knoxville), has applied for a franchise. The projected cost of the system is \$39,140,000. Subscriber costs would be \$19.95 for installation and \$4.95 monthly and the city would receive 3% of the annual gross receipts. A previous applicant is Knoxville CATV Inc., Samuel Thrower (president, WROL Knoxville), president. It proposes an installation fee of \$30 and a monthly fee of \$4.95. The city would receive 3% of the annual gross receipts.

Galveston, Tex.—The application of Phonoscope Inc., Houston, has been rejected by the voters in a city election.

Nederland, Tex.—R. V. King Community TV Co., Houston. (R. V. King, president) has applied for a franchise. Under the proposed system 12 TV signals would be provided.

San Benito, Tex.—Valley Microwave Transmission Co. has received first reading approval to set up a CATV system.

Yakima, Wash.—Petitions with over 1,000 signatures have been filed protesting the grant of a license to Cable TV of Yakima Valley (KIMA-TV and KNDO[TV], both Yakima, and Telecable Inc., Seattle). The city council must now reconsider the license and if it is not repealed, it must be put to a popular vote.

ROGER O'Sullivan has the knack of being able to bring out the best in people.

He also enjoys a rapport with agency timebuyers in the Midwest that is the golden asset of any station representative.

Now executive vice president, member of the board and head of the Chicago office of Avery-Knodel Inc., Mr. O'Sullivan credits the sincerity and helpfulness of others through the years for much of the progress in his career that began first as a railroad clerk and then a secretary. But his associates explain that any man who will go to the lengths that he did to get into radio and television must surely have the qualities necessary for top executive salesmanship.

"He's consumed with radio's productivity," one leading agency executive noted of Mr. O'Sullivan last week, "and he is completely involved with his wares. When he makes a presentation he sticks to business, touches every possible base the first time around and usually wins the business. But when he doesn't he isn't a poor loser."

As another observed, "Roger wears well."

'Working Boss' Philosophy ■ Mr. O'Sullivan believes you can get along with just about everyone if you respect them and their particular jobs. The key, he says, is "to communicate and get within." As a "working boss" he contends "you can see a more desirable conclusion reached by participating rather than by standing in the corner and directing."

"I always hope to continue selling and I still do sell," he relates, "because this way I'm in a much better position to judge the problems the salesmen face in their daily work of representing our television and radio stations."

Mr. O'Sullivan has no reservations about television and radio as the basic advertising media today. He is concerned lest some advertisers buy TV for its great circulation reach alone and fail to properly use its high impact and ability to demonstrate. "That's like having two engines on a train and using only one of them," he explains.

Radio is recapturing its ability to "paint pictures" in the imagination of the listener, he observes, and he detects that the major agencies are taking a greater interest in radio.

"Radio has proved far beyond any reasonable doubt that it meets a vital need in the existence of all human beings," Mr. O'Sullivan states. "Because of this," he continues, "radio will continue to thrive and take its more deserved position in the media scope than it has before."

Broadcast Dominion ■ Comparing the attention-getting power of the radio-TV

Respect wins sales as well as friends

media with that of others he notes: "Every unit of time in radio or television is like a full page in print."

Getting into the field for research among food dealers and brokers is one of Mr. O'Sullivan's many activities that shows the life of a station representative is more than calling on timebuyers. "Exposing a need is a reason for advertising," he says, and he enjoys coming up with the real-life facts from the marketplace that correct popular myths about consumer buying habits.

It's this kind of ammunition he gives to agency people when he sells not only the station but also the market and the

WEEK'S PROFILE



Roger Hillary O'Sullivan—Exec. VP in charge of Chicago Office, Avery-Knodel Inc.; B. Jan. 14, 1920, Chicago; two years School of Commerce, Wilson College, Chicago; U. S. Army, 1941-45; demurrage clerk, Chicago Belt Railway, 1946; DePaul U., Chicago, 1946-47; joined Avery-Knodel as secretary in 1947 becoming salesman following year; promoted to radio sales manager 1955 and elected VP and member of board of directors 1960; became senior VP and manager of Chicago office 1962 and was elevated to exec. VP in Jan. 1965; past president, Chicago chapter, Station Representatives Assn.; member—Broadcast Advertising Club and Chicago Federated Advertising Club; Harvard U. broadcast management seminar 1964; m. Dorothy Drea of Chicago Sept. 16, 1950; Children—Michael 13; Kevin 12; Maureen 9, Sharon 6 and Kelly 3; Hobbies—golf, painting and photography.

reasons why the advertiser could benefit by including them on his list. "Every successful campaign can still be improved upon," he believes.

The age of the computer will never do away with people, Mr. O'Sullivan feels, but with the ability to handle quickly huge volumes of data there will be a growing demand for market information. He sees greater reliance placed on both quantitative and qualitative data in the buying and selling function with increased attention given to the qualitative side. Ultimately, he says, the representative will be telling the agency that a station's audience includes so many men with cars "x" years old and whether they prefer hot or cold cereal for breakfast.

Matching Supply, Demand ■ One of the biggest problems for the representative today is the confirmation and clearance of TV orders, Mr. O'Sullivan says. A set of TV availabilities is "the most perishable commodity there is," he notes, "and at the same time it is the most valuable to both the station and the prospective advertiser who could use it."

One solution he sees is for agencies to give their media departments more authority so they might set specific submission times during the day and a given buying hour, for example, 4 p.m. It's occasionally done, he notes, but not enough to curb the second and third go-arounds of alternative availabilities because the original lists decayed.

But Mr. O'Sullivan early learned how to cope patiently and resourcefully with the forever unexpected as a supply sergeant in the Army Barrage Balloon Corps during World War II. He served first on the West Coast and then in the Pacific.

He recalls getting sound training in "people relations" right after the war when he was a demurrage clerk for the railroad contacting industrial traffic managers who felt at last they could call the tune they had disliked dancing to all through the war. He soon won back their smiles and business only to lose the job through the seniority "bumping" system.

It was then that he decided to get into the growth business of radio-TV and he would do it the hard way if he had to. After a year's training in shorthand and other skills at DePaul University as the only man in the class of teen-age girls, he joined Avery-Knodel as a secretary.

Within eight months he was promoted to salesman and he was able to fulfill a promise to those who had encouraged him so much at DePaul by asking them for a girl to be his secretary. They sent Dorothy Drea and she got the job. Three years later she was promoted too—she became Mrs. O'Sullivan.

The danger of playing it safe

IN a masterful address to the American Association of Advertising Agencies 10 days ago Norman H. Strouse of J. Walter Thompson Co., the retiring AAAA chairman, took a look around and ahead and reported some gloomy sights. Among the dangers he foresaw were advertising weakened in character and diluted in volume, the national economy lagging behind its potential, and advertising agencies reduced to the position of "suppliers" for their clients.

This bleak outlook was projected primarily from another development, equally bleak, that Mr. Strouse fears is beginning to overtake business management. That is a waning of the "entrepreneurial spirit" as businesses grow out of the founder-family ownership class into a bigness "undreamed of by early founders," with their direction taken over by a "new breed of professional managers" reluctant to innovate, afraid to take risks.

Mr. Strouse found evidence that this sort of "hardening of the organizational arteries" is already having an effect. Business, he noted, is keeping its advertising growth rate far behind that for its plant and facilities expansion, and this could account for much of the \$25 to \$30 billion gap that President Johnson has estimated as the distance separating the nation's actual output and its potential output.

This is not a pretty prospect, for broadcasters or for agencies. It should be obvious what damage could result for stations if agencies were reduced to executing plans drawn by advertisers who underestimate advertising.

There is another analogy for broadcasters in Mr. Strouse's message. As a group they represent one of the younger businesses in the country. But they have moved so far so fast that they, like the businesses Mr. Strouse was talking about, may be in danger of losing some of their own "entrepreneurial spirit." The harm that a play-it-safe attitude can cause—in their programing, their sales approach, their entire operations—is easy, but frightening, to imagine.

Tangles in the wire

THE national policy on community antenna television, it now becomes evident, will be set by the Congress and not the FCC. A week after the FCC had spelled out its own plan for CATV regulation (BROADCASTING, April 26), Chairman Oren Harris of the House Commerce Committee introduced legislation that will keep the FCC out of the act until Congress decides how CATV will be regulated.

This may be all to the good—if the Congress will apply its energies to a thorough study of the intricate CATV problem and its ramifications. Certainly the problem deserves deeper examination than the FCC has so far given it. The conclusions reached by the FCC's four-member majority are clearly based on the supposition that CATV, if unrestrained, will eventually cannibalize the broadcasting system. In the FCC's possession are many assumptions, but very few facts, to justify that prediction. Indeed the FCC majority almost wholly ignored the work of its own economic consultant, Dr. Martin Seiden, who rejected alarmist views on CATV's capacity to devour broadcasting.

There is room for doubt that some members of the FCC majority were fully aware of the implications of their actions on CATV. At a news conference after the CATV decisions were issued Chairman E. William Henry said they were not intended to protect or "foster" broadcasting at the expense of CATV, but in the order imposing regulation on microwave-fed systems the majority had said that CATV "cannot be permitted to curtail the viability of existing

local [broadcasting] service or to inhibit the growth of potential service by new broadcast facilities." It is hard to read into the order any meaning other than a protectionist policy for broadcast television.

It gives this publication little reassurance about its editorial impact to note that some of the most successful broadcasters in the country have united to seek restraints on CATV for the principal purpose of eliminating the threat of eventual competition. To us this approach—if it succeeds—can lead only to an intensification of federal controls over broadcasting itself. The economic enterprise that seeks and wins government shelter from a rival must also expect government supervision of its own conduct. If "the viability" of the broadcasting system is to be protected by government-imposed restraints on CATV, broadcasters must not be surprised when the government begins to inquire into the degree of their viability. Are they spending enough money to serve the public, or are their profits too high? How viable will the government let them get?

One aspect of CATV operation that the FCC has ignored, but the Congress ought to consider, is the pickup of signals without approval of the originating station. It has always seemed to us that broadcasters ought to have the clear right to withhold or grant permission for the use of their product by wire systems. That right is now accorded them in the case of rebroadcasts by other stations, and it could be extended to wire pickups by a minor modification of existing law. If there is unfairness in present CATV operation, it stems from the free ride that CATV now gets off the broadcasters' programs. Congress could tidy up this situation easily.

Good night, and good luck

BY no accident whatever the development of broadcasting into a primary journalistic force coincided with the career of Edward R. Murrow. Every broadcast newsman at work today owes some of his professional status to the extraordinary personality whose luck ran out last week.

Mr. Murrow had style and wit and courage and conscience. He had class, and a lot of it rubbed off on the media he worked in. It was journalism's loss when he entered government service in 1961. He has been, and will be, missed.



Drawn for BROADCASTING by Sid Hix
 "About that fifty cent premium the gasoline company offers on their show . . . they want to make a price change."

MAIL COUPON . . .

**RCA BROADCAST AND TELEVISION EQUIPMENT
BUILDING 15-5, CAMDEN, N. J.**

- Please send complete information about the TR-3 TV Tape Player for station representative and advertising agency use.
- Have RCA Representative call.

NAME _____ TITLE _____

ORGANIZATION _____

CITY _____ STATE _____ ZIP _____

TELEPHONE NO. _____

Peters, Griffin, Woodward discovers a "selling machine"

*in the RCA TV Tape Player . . . now at work in behalf of
its station-clients, advertisers and their agencies*

This well-known station representative is using an RCA TV Tape Player at its New York office to play tapes any time of day or night, with fine broadcast quality. It's used to audition new tapes and to sell markets, personalities, and programs.

Lloyd Griffin, President, PGW-Television, says, "We are very pleased with our new 'selling machine.' It gives our salesmen a means to sell our stations' facilities and programs. We like the simplicity and excellent performance of the RCA tape player. It takes up very little space

in our control room. And, of course, it's ideal for stepping up service to our station-clients, advertisers and agencies."*

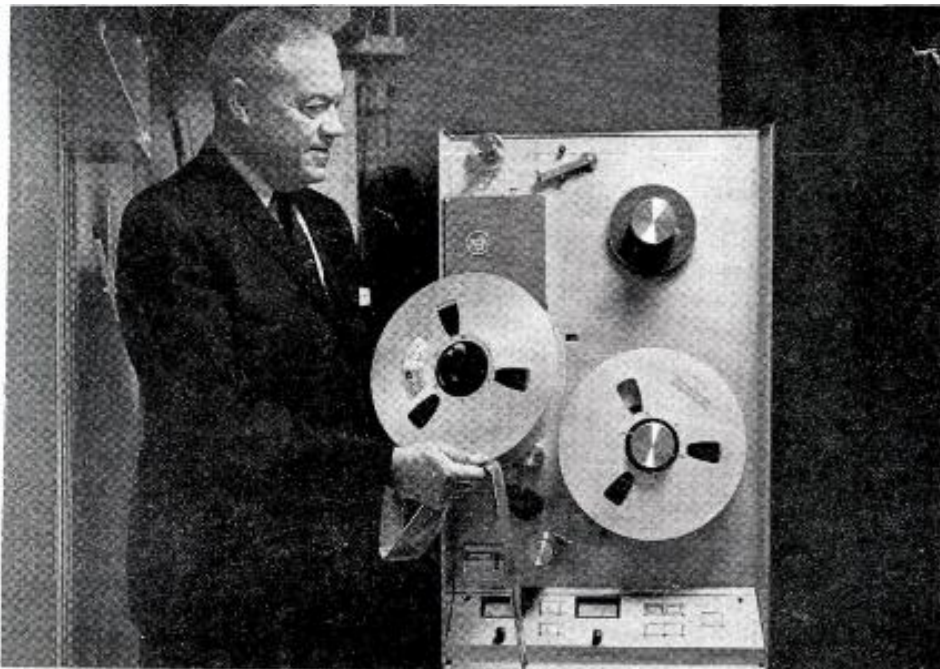
The TR-3 Tape Player makes a fine companion for your film projector in conference rooms. Use it for screening, checking and special presentations of TV tapes.

Only 66 inches high and occupying less than four square feet of floor space, the Tape Player is mounted on casters for use wherever you need it. It's as attractive to look at as it is useful.

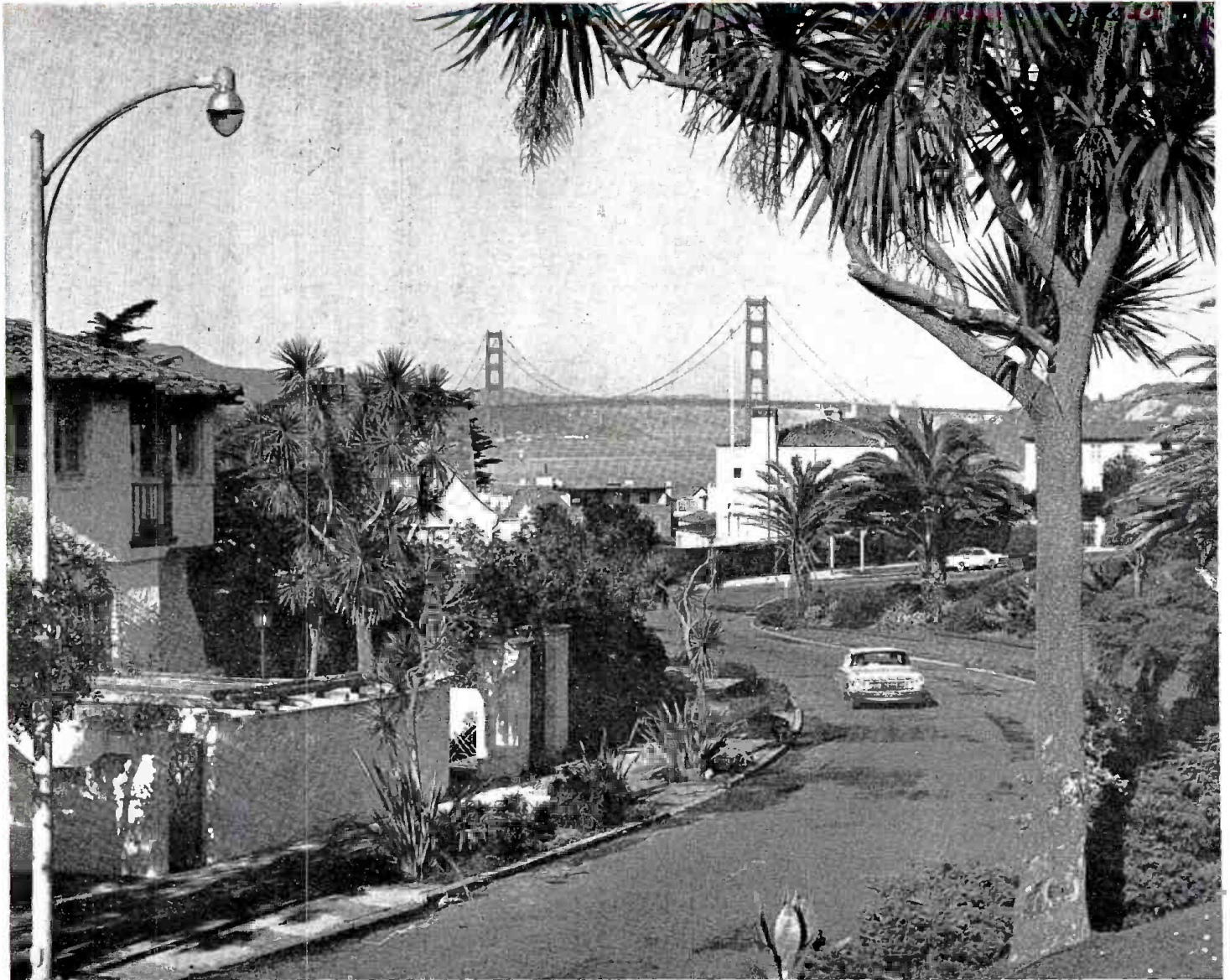
**Based on its success in New York, Peters, Griffin, Woodward has now ordered a TR-3 Player for its Chicago office.*



The Most Trusted Name in Television



If you lived in San Francisco...



...you'd be sold on KRON-TV